



# EnviroEvents (ReThink) Limited

## 2023 Sustainability Report

April 2024

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# ABOUT ENVIROEVENTS HK

EnviroEvents (ReThink) Limited (hereafter referred to as the “Company” or “EnviroEvents HK”) is a team of passionate, sustainability-driven individuals whose goals are to drive sustainable development in Hong Kong. We strive to integrate key stakeholder concerns into the planning and preparation of our annual flagship ReThink HK event. ReThink HK is generously supported by the ReThink HK Advisory Committee, which provides key insights into how we can best address the needs of the Hong Kong events industry ecosystem.

We organise sustainability events that offer deep insight and understanding across locally and globally recognised topics and present the challenges and opportunities surrounding the acceleration of sustainable development in Hong Kong and the Greater Bay Area (“GBA”) context. Since 2020, EnviroEvents HK has hosted our annual B2B event named “**ReThink HK**”. In 2024, we will launch the first edition of our B2C event: “**ReThink Lifestyle**”. We strive to become Hong Kong’s most sustainable event organiser.

In addition to our annual flagship event, we support various initiatives and events throughout the year, including our work via the **ReThink Foundation**, our Student Ambassador and Volunteer Programmes, and numerous community and team building events that raise sustainability awareness in Hong Kong.

Having been awarded the ESCAP Sustainable Business Network (“ESBN”) Asia-Pacific Green Deal Green Badge in 2023, we are motivated to support ESNB in advocating for business leadership through the implementation of the 2030 Agenda for Sustainable Development, and continue to align our core operational strategies with environmental, social, and governance (“ESG”) principles.



*In addition, we were awarded HKECIA Industry Awards for Excellence - Outstanding Award for Pandemic Resilience in 2023. This category acknowledges members who have found innovative ways to adapt to the changing environment caused by the pandemic and continue to hold successful exhibitions and conventions.*

# ABOUT RETHINK HK

ReThink HK is EnviroEvents HKs' flagship annual event. It serves as a platform for organisations to align sustainable business practices at every stage of their value chain and showcase innovative solutions to accelerate the sustainability transformation.

## 2 parts

**Conferences and Solutions Showcase Expo**

## 7 themed theatres and stages

**With 2 days of Keynote speeches**

## 200+ companies

**Set up booth showcases**

The event comprises of two parts - conferences and Solutions Showcase expo. For the conferences, there are two days of keynote speeches, case studies, panels, workshops, and interactive sessions that address the rapidly changing landscape of environmental and social sustainability. For the exhibitions, more than 200 companies set up booths to showcase their latest products and solutions. The event further aims to unpack how organisations can integrate sustainable business practices and offer advice and solutions to sustainability challenges ahead for organisations of all scales.



ReThink HK unites ecosystem-wide stakeholders and communities to promote shared contributions for the development of a climate-smart and equitable city for all. Delegate fees fund a series of diverse impact project supported by The ReThink Foundation.





# ABOUT THE RETHINK-TANK

ReThink-Tank is an advisory group where advisors offer strategic guidance to ReThink HK, thus enabling us to effectively meet the requirements of the Hong Kong business ecosystem. Each year, we invite influential sustainability leaders across various sectors to join ReThink-Tank. Specifically, ReThink-Tank advisors analyse present and future trends in sustainability, determine conference topics and formats, suggest potential speakers, and identify cutting-edge technologies or suppliers for the Showcase Expo. An annual advisory meeting is held to gather opinions from ReThink-Tank members; their insights are considered when determining the theme and conference programme structure of the upcoming edition of ReThink HK.

For the 2023 to 2024 cycle of the ReThink-Tank, we were proud to welcome 13 advisors from academia, conglomerate, consumer products, consulting, business association, energy and utility, finance and investments, hospitality and tourism, property and real estate, as well as the waste and recycling sectors.

## OUR VISION, MISSION, AND CORE VALUES



### Vision

- Act as a catalyst for sustainable development and accelerate Hong Kong's net zero progress.
- Create a wider sustainability community by gathering like-minded advocates and professionals.
- Drive changes in the current ecosystem and make collaboration happen.



### Mission

- Become a leading event organiser that promotes sustainability practices.
- Inspire and empower Hong Kong residents to adopt sustainable practices.
- Bring together sustainability practitioners from all industries and come up with a solution to solve the wicked sustainability problem.
- Promote sustainable development as the "Only Way Forward".



### Core Values

- Lead by example: Our event is run with the mindset of reducing carbon emissions. We will check the sustainable material report submitted by exhibitors and eliminate single-used plastic at the event.
- Giving back to the community: Delegate fees are contributed to the projects sponsored by the ReThink Foundation.
- Impact-driven: We will perform a due diligence investigation and make sure the exhibitors are offering a real sustainable solution.
- Education and Awareness: We set up a Volunteer Programme and Student Ambassador Programme. Also, there is continued Learning & Development for colleagues to catch the latest sustainability trends.

# ABOUT THIS REPORT

Our first Sustainability Report (the “Report”) comprehensively discloses our environmental, social, and governance strategy. In line with ReThink HK’s commitment to drive sustainable development in Hong Kong, this Report aims to not only stimulate debate across a wide group of stakeholders within the industry, but also communicate the Company’s progress, challenges, and goals for the future.

The Report has been written with the following objectives in mind:

- Demonstrate our commitment to sustainability, especially as one of the signatories of the Net Zero Carbon Event (“NZCE”) Initiative.
- Engage our stakeholders and the wider Hong Kong and GBA community.
- Share our successes by motivating other organisers, event venues, and contractors to adopt sustainability best practices, and promote collaboration within the event industry for sustainability.
- Evaluate our current performance with the aim of benchmarking and establishing goals to reduce carbon emissions in the future.
- Share our commitment to positively impact society.

## Reporting Framework

Our 2023 Sustainability Report was prepared with reference to the Global Reporting Initiative (“GRI”) 2021 Standards. GRI Standards ensure transparency in this Report and enable consistent and credible reporting. The selection of GRI standards allows us to report our most significant impacts on the economy, the environment, and the people, highlighting our management of these impacts.

## NZCE Initiative

We are a proud signatory of the NZCE Pledge, a joint commitment across the events and meetings industry to achieve the targets laid out in the Paris Climate Accords. The Report follows the recommendations set out in guidance from the “Roadmap to Net Zero for the Events Industry”, published by the NZCE.

Within the NZCE pledge, there are four main goals outlined; encompassing target setting, collaboration, measuring and reporting. As a signatory of the pledge, EnviroEvents HK’s Net Zero target are in align with it. We are pleased to share that we have met the expectations set in the pledge, and for certain areas, we are over-achieving, demonstrating our commitment to excellence. Our performance can be summarised in the table on the next page.

netzerocarbonevents.org

# NET ZERO CARBON EVENTS

SIGNATORY OF THE PLEDGE

### NZCE Targets

### EnviroEvents HK’s current status



#### IN PROGRESS

Before the end of 2024, publish the organisation’s pathway to achieve net zero by 2050 at the latest, with an interim target in line with the Paris Agreement’s requirement to reduce global GHG emissions by 50% by 2030

We have fully offset our event’s carbon emission in 2023 and in our previous editions through establishing partnerships with carbon offset partners. For ReThink HK 2023, we partnered with Kadoorie Farm and Botanic Garden (“KFBG”), aiming to offset the carbon emissions by early-2025. In the future, we will align with the forthcoming regulations and guidelines developed by NZCE to continue to report on our event’s environmental performance.



#### ACHIEVED

Collaborate with partners, suppliers and customers to drive change across the value chain

We have developed a stakeholder engagement survey to invite our internal and external stakeholders to examine the market landscape. We have also circulated the Sustainability Guideline to introduce a set of compliance requirements for exhibitors, and included a “Sustainability Request” section in our tendering document, which carried a 35% weighting for vendor assessment, to encourage the use of best practices in minimising waste and energy.



#### IN PROGRESS

Measure and track our Scope 1, 2 and 3 GHG emissions according to industry best practice

We have a comprehensive measurement of our Scope 1, 2 and 3 emissions and the calculation details are summarised in Appendix A. As we progress, we will comply with the guidelines issued by NZCE once they are fully developed. Additionally, we will track our annual emission figures to better understand our progress towards achieving a significant reduction of avoidable emissions.



#### OVERACHIEVED

Report on our progress at least every two years

Last year, we issued our first Impact Report which detailed our sustainability performance within the first three editions of ReThink HK. Starting from this reporting year (2023), we will publish a Sustainability Report annually, communicating our Company’s progress, challenges, and goals for the future.

## Reporting Boundary and Period

The reporting period for our 2023 Sustainability Report covers the period from 1 January 2023 to 31 December 2023. The scope of the annual Sustainability Report includes emissions from operations for ReThink HK 2023, our main office located in Hong Kong, and the various initiatives supported by the Company throughout the reporting period.

The reporting boundary includes event catering, staff and speaker accommodation, attendee travel to the event, venue and office energy consumption, and overall waste (from both the event and office work). Water consumption is excluded from the reporting boundary as there are no separate meters available at both the Hong Kong office and the event venue’s washrooms or drinking fountains.

## Acknowledgement



We would like to thank 2041 Hong Kong for their invaluable support and expertise in disclosing and showcasing our sustainability performance of our company and events.

## Contact Us

We welcome your thoughts and feedback on our Report. For any inquiries or comments, feel free to contact us using the channels below.

Telephone: +852 2886 1511  
Email: [hello@rethink-event.com](mailto:hello@rethink-event.com)



## MESSAGE FROM FOUNDER & CEO

Last year we published our inaugural Impact Report which outlined the results we have achieved across the first three editions of ReThink HK. Moving forward, we would like to communicate with our stakeholders more transparently, leading to the idea of this Sustainability Report, which not only outlines our event's performance, but also our company's determination to uphold the principles of sustainable development.

ReThink HK 2023 was the first event in which all pandemic-related restrictions were lifted, and we were absolutely delighted to witness the city resuming its vibrancy gradually. Despite bad weather conditions on the opening event day, we attracted more than 6,200 total attendees, together they represent 1,673 organisations that are focusing on sustainability. Apart from it, we hosted 30 prestigious speakers across the globe,

and have seen tremendous growth in the attendance of non-local attendees. Collectively, they brought more regional and global perspectives to the event.

From the inception of our company, our mission has been to create events that inspire, educate, and drive positive changes. Events have the power to bring people together, and our mission is to turn ReThink HK into a catalyst for sustainable development, not only for the attendees that joined the event, but also for the wider event industry, by setting up high-level benchmarks in sustainability practices. The newly added Roundtable Workshop is a perfect occasion for industry leaders and practitioners to exchange ideas, nurturing the development of prime solutions. Moving forward, we will continue to explore new directions to enhance our delegates' experiences in joining the event.

We have experienced a fruitful 2023 because of all your support. The sustainability community in Hong Kong is always kind, ambitious and willing to share. Sustainability is always a wicked problem, but at the same time, a cooperative game in which we can all work together to create a long-term viability with responsible and fair practices. Our team will continue to deliver events that leave a positive and lasting impact, let's shape a future where the concept of sustainability is embedded in everyone's lives.

**Chris Brown**  
Founder & CEO



# EXECUTIVE SUMMARY

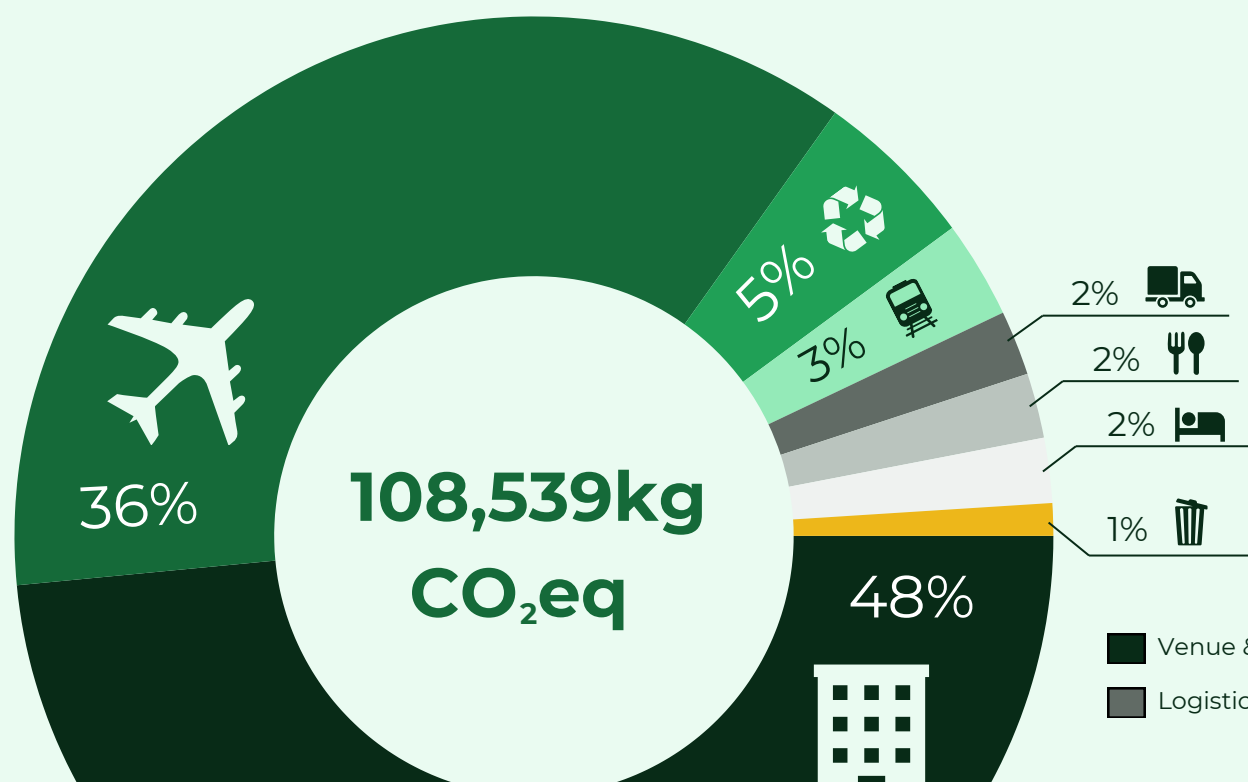


# EXECUTIVE SUMMARY

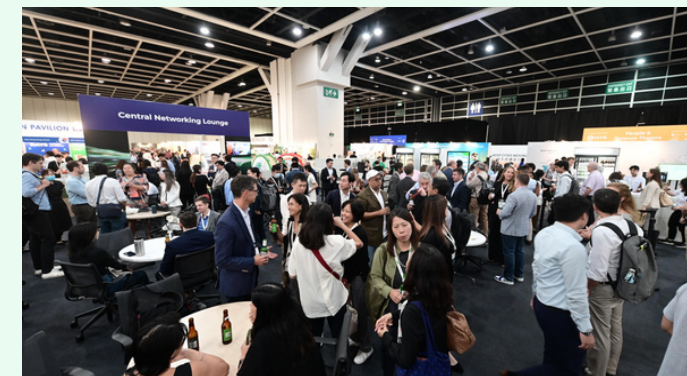
As a leading sustainable events organiser, we have made significant strides in integrating sustainability within our flagship ReThink HK event. Throughout the years, ReThink HK has grown in popularity, steadily attracting an increasing number of attendees. In 2023, we proudly recorded 6,264 total attendance, with 4,583 of them being unique individuals. This marked a substantial increase from ReThink HK 2022, where we recorded 4,720 total attendance, with 3,342 unique individuals. We are delighted to witness this growth, as it reflects the rising demand for sustainability-focused events and our continuous efforts to improve the attendee experience.

As we continue to support a significant number of sustainability professionals, we want to ensure that we lead by example and accelerate change within our communities. As a testament to this commitment, we have become a proud signatory of the Net Zero Carbon Events (NZCE) Pledge. By aligning with the NZCE guidelines and their Net Zero Roadmap for the Events Industry, we are keen to play an active role in mobilising the events industry to combat climate change and reduce our own carbon footprint.

Before setting a net zero target year, we want to ensure that our data collection foundation is robust enough to ensure a reliable baseline against which to compare our efforts. Hence, we have expanded the scope and depth of our data collection efforts within this sustainability report, encompassing multiple channels of waste streams, international travel, and logistics data. This enhanced data-driven approach enables us to gain valuable insights, identify areas for improvement, and make strategic decisions to minimise our environmental impacts in the years to come. A snapshot of our emissions for the year and data collection efforts is reflected in the graph below.



■ Venue & Building
■ International Travel
■ Recycled Waste
■ Local Travel
■ Logistics
■ Catering
■ Accommodation
■ Landfilled Waste



## ReThink HK 2023

**6,264**

Total Attendance Recorded

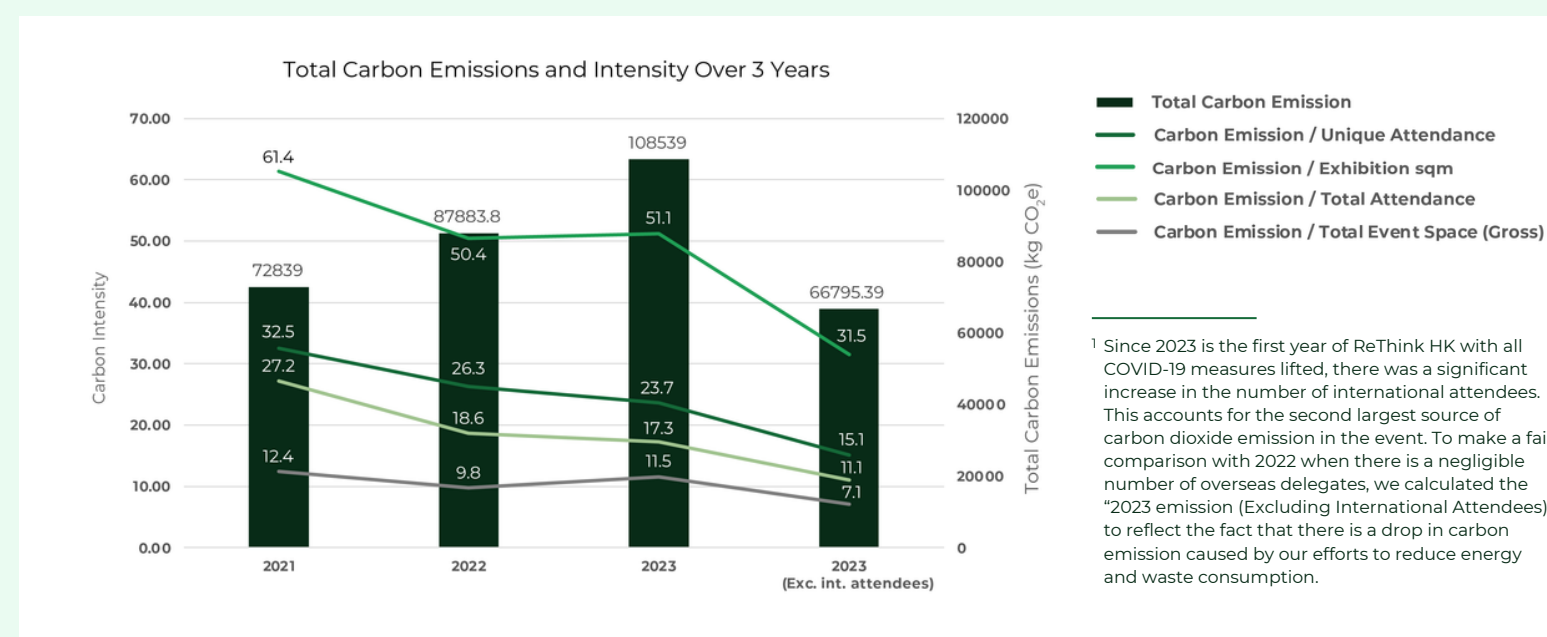
**125**

Well-rounded Sessions

**473**

Prestigious Speakers

Beyond our own operations, we actively foster collaboration with suppliers, industry stakeholders, and event attendees to promote sustainability throughout our value chain. As we embark on our sustainability journey, we remain committed to continuous improvement. We regularly review our initiatives and measure our progress to ensure that we are making a meaningful and lasting impact. As a result, we recorded a steady reduction<sup>1</sup> in our carbon emission intensity over the past 3 years, despite the continuous expansion of our data collection scope.



EnviroEvents (ReThink) Limited  
2023 Sustainability Report

