



## ReThink HK 2025

### Sustainable Event Guidelines

#### Why did we introduce the Sustainable Event Guidelines?

While ReThink HK exists to accelerate the rate of change for our city to become more in harmony with nature, use resources efficiently and contribute towards a low-carbon and circular economy, it is critical for us to set an example and “practice what we preach” on top of solely providing a platform for showcasing solutions and hosting the conference.

Thus, it is also our mission to incorporate sustainability into the process of hosting the event and set the standard for large-scale expo format events in Hong Kong.

We believe that our exhibitors and sponsors all share the same values and determination with us.

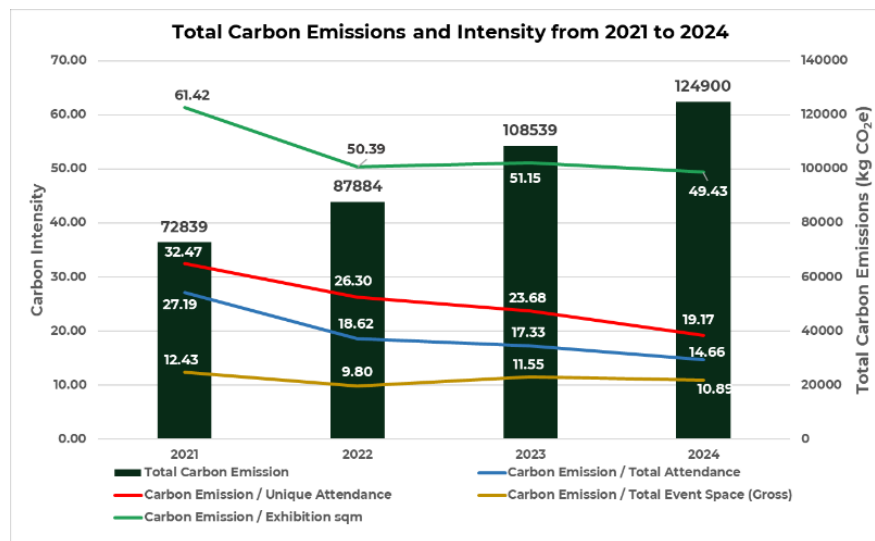
These sustainable event guidelines aim to provide a set of rules and regulations for your participation at ReThink HK, and serve as an effective means for us all to work towards this common goal.

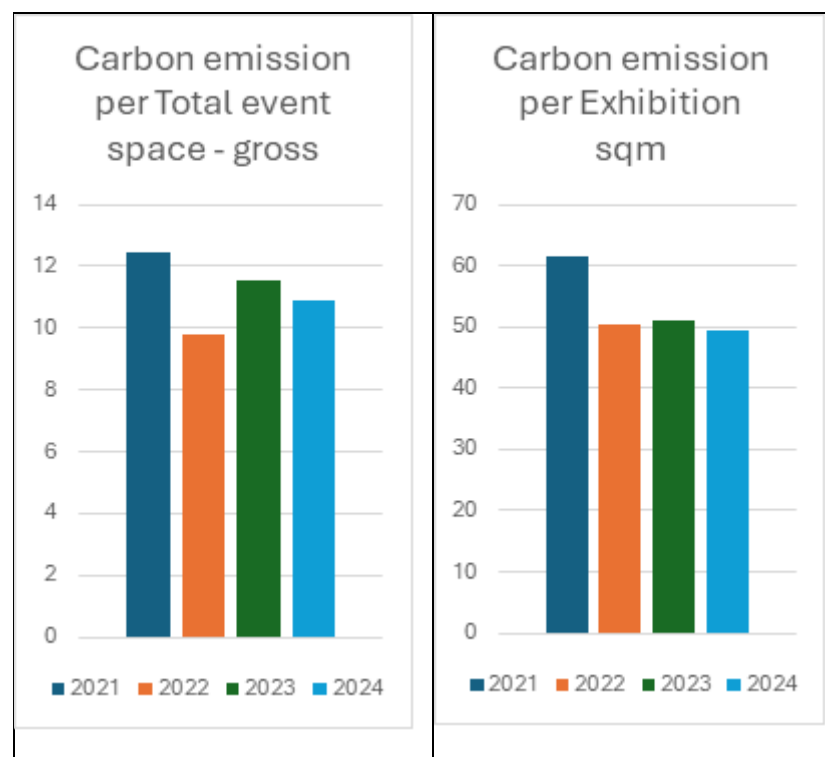
## What have we achieved so far

Aligned with the NZCE Pledge, EnviroEvents HK has outlined a **pathway to achieve net-zero emissions by 2050**. From our inaugural event, sustainability has been at the core of our operations, establishing a strong foundation for excellence. Each year, we actively collaborate with a wide range of stakeholders, including our **venue provider, main contractor, exhibitors, and attendees**, to systematically reduce our carbon footprint.

In 2024, we engaged delegates with **eco-friendly reminders** via emails, and ensured speakers and staff **stayed in sustainable hotels**. For exhibitors, we provided **Sustainable Event Guidelines** and required their **acknowledgment of Green Compliance** through our online system. Additionally, we piloted the **Better Stands Programme** for raw space exhibitors. During contractor selection, we prioritised **green compliance**, weighting it at 30% in tender evaluations, and **requested Scope 1 & 2 emissions data and Environmental Management Plans** as voluntary disclosures. These initiatives demonstrate our commitment to reducing environmental impact by collaborating with diverse stakeholders across our event.

With the above measures in place, ReThink HK 2024's total carbon emissions were calculated at **124,900 kg CO<sub>2</sub>e**. For the second consecutive year, we partnered with Kadoorie Farm & Botanic Garden on a voluntary carbon offset initiative. Through **tree planting and wood recycling via a biochar machine**, the project will **offset 150,000 kg CO<sub>2</sub>e**, ensuring the event achieves **carbon neutrality**.





Despite a significant increase in attendance, we have successfully managed to control our carbon emissions. Our carbon emissions per attendee decreased by 15% compared to 2023, **dropping from 17.327 kg CO<sub>2</sub> to 14.665 kg CO<sub>2</sub> in 2024**. This reduction marks a substantial **46% decrease from our 2021 baseline**, reflecting significant progress in our commitment to sustainability.

#### *Optimising Energy Consumption (53794.62 kg CO<sub>2</sub> eq)*

An event's energy consumption is largely determined by the venue and contractor's electricity usage, particularly for lighting, air-conditioning, and powering electrical appliances such as TV screens and LED monitors. As the organiser, EnviroEvents HK has limited control over the carbon emissions caused by energy and electricity usage during the event, as we do not directly manage the materials used or the electricity supply. Therefore, when selecting the venue and main contractor, we prioritise their sustainability measures and efforts to reduce carbon emissions.

The Hong Kong Convention and Exhibition Centre (HKCEC) has been chosen as the venue for ReThink HK for the fifth consecutive year. This decision is not only due to its proximity to the city centre, which reduces transportation needs, but also because of the venue's sustainability achievements in recent years. These include upgrading its air conditioning and ventilation systems and installing a smart building management system, which have significantly improved energy efficiency.

Additionally, this year we have switched to a new main contractor, introducing more energy-saving measures. For instance, LED lighting is now used for all standard booths, and we require all raw space exhibitors to use electrical appliances that meet the Grade 1 Energy Efficiency standards set by the Engineering and Mechanical Services Department (EMSD).

Thanks to these initiatives, our absolute electricity consumption in 2024 decreased by 1.2% compared to 2023, despite a 22% increase in total gross event space.

## Net Zero Carbon Events (NZCE) Pledge

As a signatory of the NZCE Pledge, we dedicated to working with all stakeholders to reach the goal of achieving net zero emissions by 2050.

Recognising the importance of prioritising sustainability within our operational framework, we strive to foster a future that is both environmentally conscious and socially responsible. This sustainability Report has pinpointed five key categories as major contributors to carbon emissions:

“Energy,” “Production & Waste,” “Food & Food Waste,” “Freight & Logistics,” and “Travel”, which aligns with the 5 action areas as suggested by NZCE.

We have also published a roadmap with an interim target in line with the Paris Agreement's requirement to reduce global GHG emissions by 50% by 2030. Details of the roadmap can be found on our website.

## Better Stands Pilot Program

### Background

ReThink HK is proud to be one of the 11 global event organizers participating in the **Better Stands pilot program**, an initiative launched by Informa. This program aims to guide exhibitors away from using disposable, single-use booths and toward adopting reusable and recyclable structures, paving the way for more sustainable trade show displays.

ReThink HK 2024 was selected by EnviroEvents as the platform to implement the Better Stands pilot program. Under this initiative, booths are classified into four categories: **“Disposable,” “Bronze,” “Silver,”** and **“Gold,”** based on the extent to which their elements are reused or recycled.

### Evaluation Process

Two months prior to the event, EnviroEvents hosted a dedicated session during the exhibitor briefing to introduce the Better Stands initiative to both standard booth and raw space exhibitors. During the event, our Head of Operations led a team of two floor managers to execute the pilot program. They conducted on-site assessments using an online assessment sheet, evaluating all raw space booths against the full 10-point Better Stands checklist. These assessments were cross-referenced with the booth materials reports submitted earlier by the raw space exhibitors.

### Results from 2024 event

All **Standard Booths** produced by our main contractor were designed and assessed as **Gold Standard**, featuring:

- 100% reusable system structures, furniture, display facilities
- 100% reused or recycled carpets, graphics & decorative items

By achieving the highest standard for the standard booths, we aimed to lead by example and demonstrate to raw space exhibitors that the Better Stands standards are attainable.

Among the **raw space exhibitors**:

- **43%** achieved **Gold Standard**,
- **30%** achieved **Silver Standard**, and
- The remaining exhibitors fell into the **Bronze** or **Disposable** categories.

As this was a pilot program, the specific standards achieved by individual companies will not be disclosed publicly. However, starting from the next edition, this information will be shared to further promote transparency and encourage continuous improvement.

## Rules and Regulations

- **Distribution of printed leaflets, brochures and other promotional materials is strictly prohibited.** You are encouraged to switch to digital promotional materials that delegates can download via QR code scan. You can upload material to your profile within the event app.
- If you intend to have a printed version of company reports or brochures then these should be for reference and display purposes only, they should not be distributed to attendees.
- Vinyl pull-up display banners and foamboard displays are strictly prohibited and will not be permitted into the event venue, and removed from booths without further notice. You are encouraged to use digital display signage as an alternative.



Plasma TV screens can be rented from the main contractor and mounted to your booth display backdrop.

- Any giveaways / souvenirs to be distributed from the booth should be:
  - ✓ Reusable
  - ✓ Sustainably sourced
  - ✓ Ethically manufactured
  - ✓ Free from any plastic packaging / wrapping



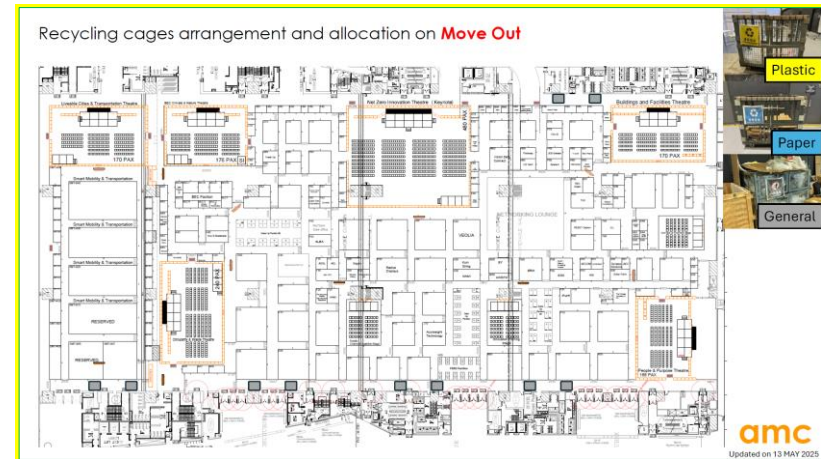
ReThink HK encourages you to not to print the event logo or dates on any items.



Should you need any advice on how to source sustainable giveaways / souvenirs then please let the event team know. Email to [operations@rethink-event.com](mailto:operations@rethink-event.com)

**Non-reusable giveaways / souvenirs are not permitted and will be removed from the event by the organizer with a handling fee charged to the exhibitor.**

- During **move-in periods**, designated cages for general waste and recycling are strategically positioned in the Hall for disposal
- During **move-out periods**, it is the responsibility of all exhibitors and contractors to remove all non-recyclable waste from the venue.



- Waste bins will not be provided on booths. All attendees are required to take any waste to the designated recycling locations within the Hall or to Booth P60 where Spare-it will be collecting data to help the team measure and manage the overall waste handling for the event.

- ♻️ No single use plastic bottles being permitted into the event
- ♻️ Providing a water refill service and encouraging attendees to bring a refillable water bottle
- ♻️ Encouraging attendees to bring a reusable coffee cup

## Better Stands





Based on the Better Stands assessment criteria, we have summarized the following guidelines for different exhibitors

		<b>All exhibitors and sponsors</b> ( <i>Organizer will supply white panel walls, eco-carpet, basic furniture, lighting and electrics only</i> )	<b>Raw Space Exhibitors</b> ( <i>Organizer will provide a power connection and eco-carpet only</i> )
	Applies to	<ul style="list-style-type: none"> <li>❖ Booths that will arrange their own sustainable backdrop display and furniture</li> <li>❖ Booths that plan to install additional power sockets of 1000 watts or higher must provide justification</li> <li>❖ Booths that will arrange any additional furniture, display structure and/or graphic setup</li> </ul>	Raw space booths that are wholly built by contractors
			The maximum height of your booth is restricted to <b>3m</b> , with the aim of reducing waste generated from structures.
1	Stand Structure and Walls	<b>Foam-board and plastic materials are prohibited.</b>	
		N/A	<ul style="list-style-type: none"> <li>• Use reusable non-wood walling systems (e.g. shell scheme style system, repurposed containers, modular aluminum system)</li> <li>• The stand structure must be prefabricated and ready to assemble onsite. Final adjustment to prefabricated pieces for fitting purposes is allowed</li> </ul>
2	Platform and raised Floor	N/A	<ul style="list-style-type: none"> <li>• Use modular and metal framed flooring</li> <li>• Prevent using clean or raw timber – this is single use material</li> </ul>
3	Furniture and Equipment	Rental and reused furniture and equipment	
4	Lighting	<ul style="list-style-type: none"> <li>• For lighting and other self-arranged electrical appliances, such equipment should be certified with Grade 1 or 2 Energy Label by the EMSD</li> <li>• ReThink HK encourages you to use LED lighting</li> </ul>	

		<b>All exhibitors and sponsors</b> ( <i>Organizer will supply white panel walls, eco-carpet, basic lighting and electrics only</i> )	<b>Raw Space Exhibitors</b> ( <i>Organizer will provide a power connection and eco-carpet only</i> )
5	Fascia and overhead Signage	N/A	Adopt the goal of reuse
6	Rigged Structure	N/A	Use lighter and safer reusable material
7	Ceiling	N/A	Made from a number of reusable material from wood to metal, fabric etc.
8	Display Facilities	Use system as platform and shelving with LED lighting to display product	
9	Floor Covering	Provided by EnviroEvents, Eco-friendly carpet from the official contractor is the only option for the flooring to be used for booth design.	<ul style="list-style-type: none"> <li>Carpet, tiles, laminate: Look for use and recycled NOT made from recycled material. Accept down recycling also (e.g. using carpet for wrapping / padding furniture)</li> </ul>
10	Graphics and decorative items	Reuse or recycled material is acceptable	
	Others	<ul style="list-style-type: none"> <li>Final coat onsite is for repair purposes only. Only Zero VOC paints are allowed.</li> <li>In case the use of non-reusable stand-building materials cannot be avoided, such materials should be recyclable. Examples of such materials are: <ul style="list-style-type: none"> <li>Cardboard display (honeycomb structure)</li> <li>Sustainable fabrics, e.g., organic cotton, linen</li> <li>Tencel Glass</li> <li>Perspex Sheets</li> </ul> </li> <li>All other materials used in constructing the booth structures must be certified as eco-friendly. Certifications include but not limited to FSC Chain of Custody Standards, Greenguard and HK G-PASS.</li> </ul>	

A **Booth Material Report** of your booth detailing the information of all the materials to be used, together with their corresponding eco-friendly certifications should be submitted by **08 August 2025** for approval. (if applicable)

The company / companies responsible for collecting the reusable / recyclable materials and the corresponding contact points should be clearly stated.



Should you need any advice on how to source sustainable booth materials or contacts for contractors who can design, install and recycle your booth, then please let the event team know. Email to [operations@rethink-event.com](mailto:operations@rethink-event.com)