



ReThink HK 2026

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.

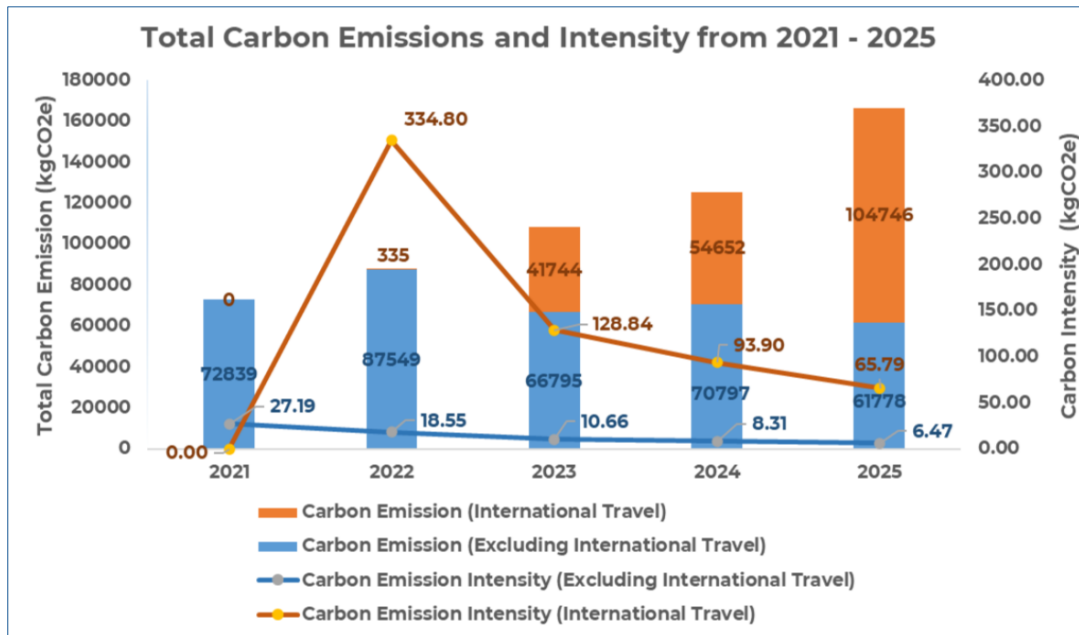
These sustainable event guidelines aim to provide a set of rules and regulations for your participation at ReThink HK, and serve as an effective means for us all to work towards this common goal.

What have we achieved so far

Guided by the NZCE initiatives, 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.

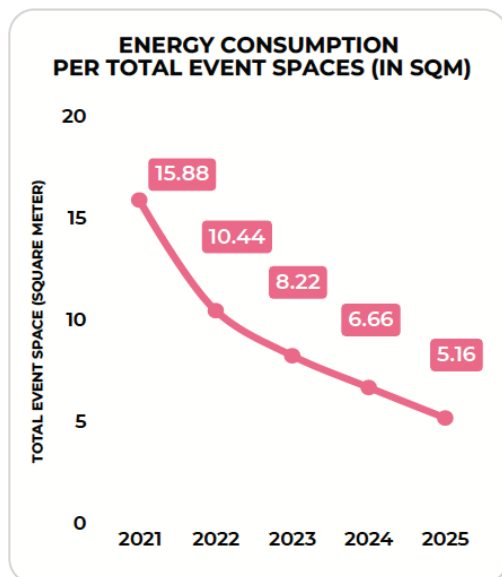
In 2025, we applied ISO 20121 principles to embed environmental and social criteria into procurement, contractor selection and exhibitor guidelines. We fostered innovation to minimise waste through programmes such as **Better Stands** and **advanced onsite recycling systems**. We marked a significant milestone of securing the rights to use **FSC® trademark** confirmed that all organizer-produced printed materials are sourced from certified suppliers and produced by certified printers. We proactively 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 **acknowledgement of Green Compliance** through our online system. Our main contractor prioritised **green compliance** and **enforcing strict environmental prerequisites** for

their product and service. These initiatives demonstrate our commitment to reducing environmental impact by collaborating with diverse stakeholders across our event.



With above measures in place, ReThink HK 2025's total carbon emissions were **166,523 kgCO₂e**. This reflects a 33% increase from 2024, largely due to the rise in international travel. When excluding attendee travel from the calculation, our operational emissions totalled **61,778 kg CO₂e**, a **13% reduction** compared to the same adjusted figure from 2024. Because event emissions naturally scale with size, we also measure our carbon intensity per attendee. This metric has declined consistently since our 2021 baseline, demonstrating that our reduction strategies are effective even as the event grows.

While the 2025 event covered 18% more floor area than in 2024, we successfully reduced electricity usage by 8.9%, from 76,362 kWh to 69,588 kWh. This reduction was primarily driven by two key factors: the Hong Kong Convention and Exhibition Centre (HKCEC) completed a lighting system upgrade in FY 24/25, and Hong Kong Electric improved its overall energy efficiency, resulting in a lower emission factor. Consequently, our total carbon emissions from energy dropped from 50,399 kg CO₂e to **41,752.74 kg CO₂e**.



If we exclude international travel which is an area over which we have no direct or indirect control, from our carbon emissions profile, materials and waste emerge as the second largest source of emissions. As a result, we place a strong emphasis on reducing the environmental impact associated with material use and waste disposal throughout all phases of our event.

We maintain rigorous compliance standards for our vendors and suppliers by enforcing strict environmental prerequisites for their products. Regular meetings are also held with our venue provider, main contractor, and system providers to ensure that all deliverables meet our sustainability standards.

EnviroEvents HK has engaged proactive waste management during move-in and move-out. In order to ensure accountability and transparency, we require the venue’s event manager to oversee the entire waste recycling process and a designated gatekeeper provided by the venue to deliver clear briefings to the Food and Beverage and housekeeping teams to ensure proper waste handling. For our main contractor, they play a vital role in our economy model by carefully tracking all material usage and store

them in a warehouse for reuse in subsequent events. This comprehensive approach makes our main contractor not just a service provider, but also our valued partner in achieving our sustainability.

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 Consumption,” “Materials & Waste,” “Food & Food Waste,” “Event Logistics & Materials Transport,” and “Travel and Accommodation”**, 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 Programme

The Better Stands Programme is an industry wide initiative designed to transform exhibition practices by moving away from disposable, single-use stands towards reusable, modular and circular structures.

Following a successful pilot in 2024, we officially launched the full programme at ReThink HK 2025. Beyond the negative environmental impact generated by the single-use materials, we are confident that eliminating disposable stands will enhance the exhibitor experience by making stands safer, quicker to install and dismantle, and ultimately, more cost-effective.

ReThink HK 2026 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. Exhibitors must submit a full list of proposed booth materials for an initial sustainability review. 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 2025 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**:

- **60%** achieved **Gold Standard**,
- **28%** achieved **Silver Standard**, and
- The remaining exhibitors fell into the **Bronze** category

Most importantly, building on the momentum from our pilot, zero exhibitors fell into the "Disposable" category this year. This achievement underscores the industry's readiness and willingness to embrace more sustainable practices.

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.



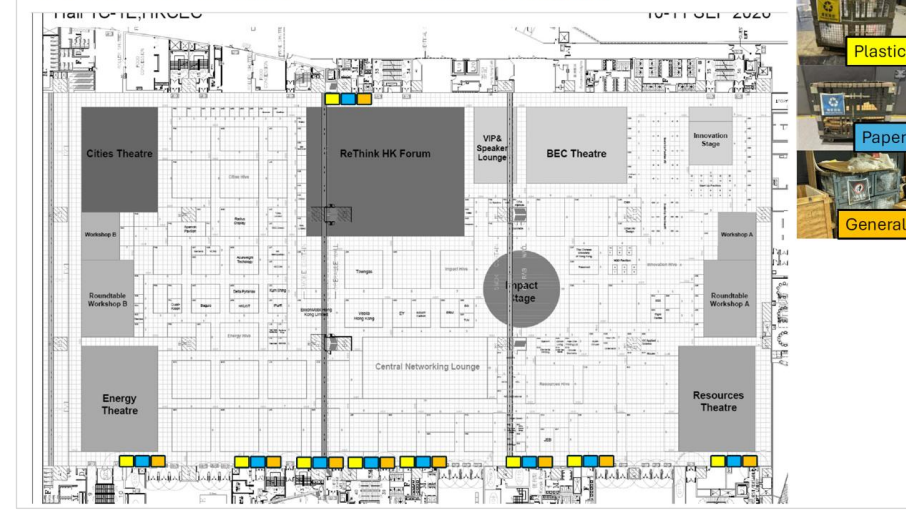
Should you need any advice on how to source sustainable giveaways / souvenirs then please let the event team know. Email to operations@rethink-event.com

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.

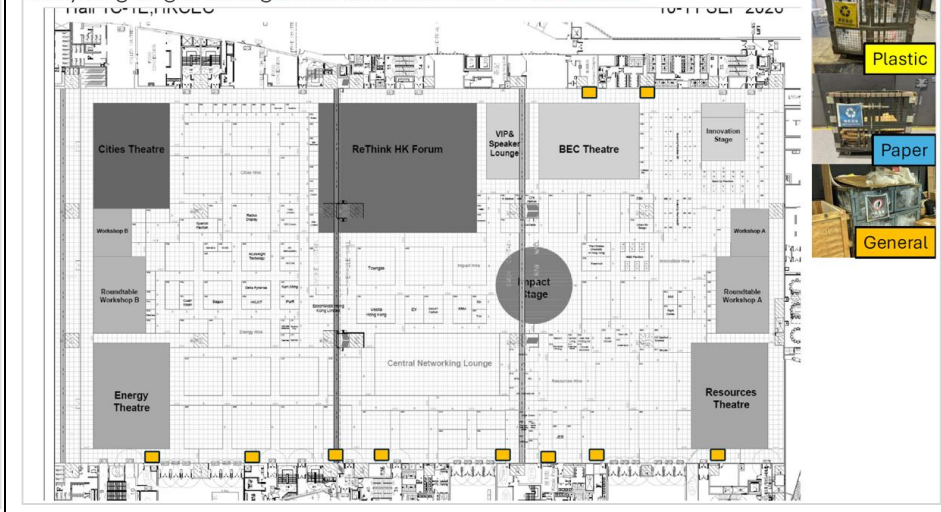
During **move-in periods**, designated cages for general waste and recycling are strategically positioned in the Hall for disposal

During **move-out periods**, it is the responsibility of all exhibitors and contractors to **remove all non-recyclable waste** from the venue.




Recycling cages arrangement and allocation on **Move In**



Recycling cages arrangement and allocation on **Move Out**



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 **D20** 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

Please click [here](#) for more information