VISION
To create a hotel industry in Singapore that

Integrates sustainability as a core value across the entire hotel ecosystem
Is established as a living lab for innovation and utilises sustainability as a key thrust to drive business competitiveness and growth
Is recognised as an industry leader for sustainability in the region

TARGETS

At least 60% of hotel room stock to achieve internationally-recognized hotel sustainability certification (e.g. by the Global Sustainable Tourism Council) by 2025
For hotels to commence tracking of emissions by 2023, reduce emissions by 2030, with a view to achieve net-zero emissions by 2050

4 CORE AREAS OF FOCUS

Water Conservation
Energy Conservation
Waste Management, Recycling & the Circular Economy
Sustainable Sourcing and Procurement
**Strategy 1**

Raise sustainability standards across the industry to achieve certification:

- **Develop holistic sustainability plans, guided by international certification standards, to green hotel properties and operations:**
  - Hotels to green properties and operations, guided by international certification standards
  - Tap on industry-wide sustainability resources and learn from industry best practices
  - Create new green jobs and develop sustainability-focused capabilities and skillsets

**Strategy 2**

Singapore hotels as a living lab to test bed and develop new and effective sustainable solutions, for export to the region and beyond:

- **Research & Development**
  - Identify areas of opportunity & key sustainability-related problem statements
- **Pilot & Test-Bed**
  - Partnerships between solution providers and hotels to pilot new solutions
- **Implement & Scale Adoption**
  - Scale adoption of sustainability solutions with proven results

**Strategy 3**

Tap on growing demand for sustainable products by developing authentic sustainability-centric hotel concepts and guest experiences:

- **Establishment of leading green hotel brands**
- **Farm to table dining experiences**
- **Rooftop herb gardens**
- **Choice of eco-friendly bedding**
- **Incorporating sustainability incentives into loyalty programmes**

**Strategy 4**

Educate and promote sustainable consumption habits and grow awareness of hotels’ sustainability offerings:

- **Encourage housekeeping only upon request**
- **Sustainable hotel toiletries**
- **In-room filtration tap to replace plastic water bottles**
- **Marketing of hotels’ sustainability efforts and offerings**

**Raise awareness of sustainability efforts and promote sustainable consumption habits**

Co-developed by

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