

# BEE INCORPORATIONS

**BEE INCORPORATIONS IS AN ENGINEERING CONSULTING, MATERIALS SPECIALIST AND TECHNOLOGY FIRM FOCUSED ON SUSTAINABILITY FOR THE BUILT ENVIRONMENT.**



*How can an international chamber run a sustainable event? For the Italian Chamber of Commerce in Hong Kong & Macao, creating sustainable events is not just about following the vogue, but has rather become a responsibility as an event planner. The Italian Chamber realized, resource and waste reduction are the bloodline of a sustainable event, yet waste disposal and responsible use of resources remain a staggering challenge. So this year, the Italian Chamber launched a Sustainability Task Force to seek ways to improve its sustainability in its operations—from event management to communication medium. On an organizational level, the Italian Chamber has taken its first step in its efforts to shrink its carbon footprint, protect the environment, and educate the community of sustainability-minded members. Following the spirit of United Nations' 2030 Agenda for Sustainable Development Goals, the Italian Chamber published its first Sustainability Report and developed its first multi-year sustainability plan, a framework of incremental strategies to improve sustainability in its operations—with ongoing pro-bono advisory and assistance from BEE Incorporations, a multi-national sustainability consultancy and Member of the Chamber.*

# WHAT SUSTAINABILITY MEANS FOR AN INTERNATIONAL CHAMBER

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## Six Sustainability Objectives of the Italian Chamber

As part of its multi-year sustainability plan, the Italian Chamber has set six overarching goals:

- Goal 1 – Transition to Zero Waste, Low Carbon Events through Green Event Management Initiatives
- Goal 2 – Promote Greener Marketing and Responsible Resource Consumption
- Goal 3 – Create Performance and Tracking Methods
- Goal 4 – Promote Healthy Habits within the Community
- Goal 5 – Positively Impact Communities in Hong Kong and Macao
- Goal 6 – Advance Stakeholder Education and Engagement

## Moving Towards Zero Waste Events

In Hong Kong and Macao, the Italian Chamber of Commerce hosts 100 events every year, at scales ranging from smaller industry seminars, to the annual Gala Dinner which invites more than 500 guests, and to the Italian Chamber Markets that accommodate more than 3,000 visitors. The first steps towards event sustainability came on the recent Gala

Dinner, which was the first gala to implement green catering and décor sourcing and reuse policies. The Italian Chamber's event planning committee now has the option to follow a zero plastic waste plan by using reusable or compostable utensils and plates, eliminating beverages bottled in plastic, replacing plastic décor with wooden ones whenever possible, and renting real plants from a farm which are returned after each event. All events will serve meatless options to cater to vegetarian or vegan members or guests.

## Reducing Paper Trail

Since the recent Gala Dinner, 100% of the Italian Chamber's printed collateral, including magazines, event booklets, and member directory, are printed on wood-free paper which are also fully recyclable. Wood-free paper is an alternative to conventional paper and contains little or no mechanical woodpulp, the key ingredient that can pose health and environmental hazards. Printed collateral is avoided whenever possible, such as for event registration tickets which have been replaced by mobile e-tickets.





### Building a Sustainability-Minded Community

Sustainability is much more than reducing plastics; it's about taking efforts to improve the environment and build a more sustainability-minded community. Over the next few years, the Italian Chamber plans to engage its community in philanthropic activities, such as by hosting charity auctions, educational sessions on corporate sustainability, workshops on health & wellness, and cross-chamber campaigns on global environmental issues. What started out as small steps to reduce environmental impact has become a larger commitment to practicing sustainability from an organizational level. "We want to be a green example for the community and show that small steps can make a big difference," says Anna Romagnoli, General Manager of the Italian Chamber. Through small but impactful steps like these, the Italian Chamber hopes to make a difference in its community, reduce its negative impacts to the environment, and inspire its community. Its sustainability plan will help the organization guide its decisions and help continue to advance excellence in the Hong Kong and Macao region. The full sustainability report is available on the Italian Chamber's Publications online.

# SUSTAINABLE DEVELOPMENT GOALS

