

coex Sustainable Event Management Guide for Organizers

- COEX is a signatory to the global Net Zero Carbon Events pledge, joining the global meetings and events industry in its commitment to sustainability.
- The guidelines below are based on the "Seoul MICE ESG Operational Guidelines (Dec. 2024)" and are intended to help event organizers to ensure that their events are environmentally friendly. For more information, please refer to the full "Seoul MICE ESG Operational Guidelines".



Set event green goals

- Set key performance indicators and create a data collection list



Marketing and communications

- Create a communications (outreach) plan to communicate your green message
- Provide exhibitor green guidelines and encourage participation
- Provide attendee green guidelines and encourage participation



Supplier and procurement management

- Vendor evaluation and selection (green certified vendors, e.g: ISO 14001 or other environmental management system certification)



Create and promote event materials

- Create event materials as online content
- Enable online registration and online outreach marketing
- Use recycled/forest-certified (FSC, etc.) paper and vegetable-based inks for print production
- Utilize digital/electronic devices, reusable design, and recycled materials for signage
- Only make promotional items/souvenirs in required quantities, avoid plastic, and use recycled/biodegradable materials



Create a booth design



- Modular design, green/recycled materials, post-demolition reuse and recycling
- Booth lighting/electronics utilize energy efficient products, recycle existing equipment
- No flooring, reusable carpeting rental, new flooring made from recycled materials
- Furniture and fixtures reuse existing products, limit use of disposables, use recyclable/biodegradable products
- Collect recycling/reuse and landfill waste data



Energy management



- Keep your venue (exhibit hall/meeting room) at the right temperature
- Collect energy consumption (electricity, etc.) data

Waste management



- Limit the use of single-use items and use recyclable/biodegradable products when using them
- Utilize recycling bins by waste type and install additional bins as needed

Food and beverage management



- Minimize food waste with accurate headcount and catering orders
- Use reusable utensils, or biodegradable if not possible
- Provide drinking water through large bottles or water fountains (water dispensers), and reusable cups/bottles
- Place and manage dedicated food waste bins

Transportation and traffic management



- Public transportation connectivity and directions for your venue/hotels
- Provide shuttle service between key locations when public transportation is not available
- Use green (electric, etc.) vehicles for vehicle rentals (shuttle/protocol)

Sustainability performance measurement and analytics



- Collect data on energy usage, water usage, waste generation, and more from venues and vendors
- Collect participant transportation usage data
- Evaluate achievement against goals, identify wins and gaps
- Continuous improvement by incorporating lessons learned into planning for the next event