

## **SUSTAINABILITY POLICY 2025-2026**

### **VISION**

We aim to foster an inclusive and sustainable future by promoting the creation of economic benefits, environmental responsibility, and social impact boosted by business events.

### **COMMITMENT**

Sapporo is a globally unique city where nature and urban functions coexist—a city with over 1.9 million residents and an average annual snowfall of five meters. While preserving this unique environment, we strive to elevate Sapporo's reputation as a premier business events destination, offering inspiring experiences to all who visit. Through our efforts, we hope to contribute to the global advancement of sustainability.

Guided by the “3rd Sapporo SDGs Future City Plan”, the “2nd Sapporo Tourism City Development Plan”, and the vision and mission of the Sapporo International Communication Plaza Foundation, we commit to promoting sustainability as outlined below:

### **ECONOMIC SUSTAINABILITY**

We will drive Sapporo's tourism and business events sector to stimulate the regional economy.

- Attract meetings, conferences and incentive tours, emphasizing demand during off-peak travel seasons.
- Utilize local resources to create enriching experiences for organizers and delegates while fostering business opportunities for local enterprises.

### **ENVIRONMENTAL FOOTPRINT**

To minimize the region's environmental footprint, we will promote sustainable business events practices.

**2030 Target** Reduce greenhouse gas emissions in Sapporo by 55% compared to 2016 levels.

- Promote initiatives aligned with international standards.  
Target: Achieve over 70% score on the GDS-Index by 2026.

- Propose environmentally responsible operations to event organizers, such as reducing CO2 emissions and waste, and support participants in minimizing the environmental impact of their travel.
- Reduce CO2 emissions of all bureau's staff business travel, fully offset any remaining unavoidable emissions, and use sustainable materials and rentals to cut down single-use plastics and overall waste within organization.

## COMMUNITY IMPACT

We will attract and support business events that contribute to the development of the local economy, academia, and industries, generating and expanding positive impacts on the local community.

- Offer continuous support and assistance from the bidding stage through event execution to ensure significant local impact.
- Promote public understanding of how business events contribute to the local community.
- Leverage the strengths of the Sapporo International Communication Plaza Foundation to ensure that the knowledge, experiences, and inspiration generated by business events are shared with all parties and stakeholders.

This policy is the foundation for shaping Sapporo's sustainable future - one that is built on economic growth, environmental stewardship, and community collaboration.

We will continue to deliver exceptional experiences and lasting inspiration to everyone who visits Sapporo.

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22/4/2025

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