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## FOR IMMEDIATE RELEASE

### **ICCA Supports Global Research Collaboration to Measure the Real Impact of Business Events**

*In partnership with EarthCheck and Constellar, venue operator of Singapore EXPO, the initiative advances sustainability impact measurement and spotlights Singapore as a global case study*

#### **Frankfurt, Germany – IMEX Frankfurt 2026**

At IMEX Frankfurt on, 19 May 2026, the International Congress and Convention Association (ICCA) supported the signing of a new research collaboration between Constellar – the venue management group of Singapore EXPO, the nation’s largest purpose-built MICE hub and Asia’s most sustainable MICE venue – and the EarthCheck Research Institute, marking an important step forward in how the global business events industry defines and measures long-term impact.

The partnership will explore a question increasingly relevant to destinations, venues, organisers and policymakers worldwide: what does meaningful impact look like in sustainable events, and how can it be measured consistently?

#### **A Growing Need for Credible Measurement Framework**

Across the sector, sustainability commitments continue to grow. Many organisations are investing in waste reduction, resource efficiency, responsible procurement and community outcomes. However, measurement frameworks have not always kept pace, making it harder to compare performance, demonstrate progress and guide future investment.

Professor David Simmons, Chair of the EarthCheck Research Institute, said the next stage of progress requires stronger evidence and more consistent ways to assess outcomes.

“The business events sector has made genuine progress in sustainability, but progress needs to be matched by credible measurement,” Professor Simmons said.

“If we want to understand what works, where value is being created, and how positive outcomes can be strengthened over time, we need frameworks grounded in evidence. This collaboration is about helping the industry move from aspiration to accountability, with practical tools that support better decisions.”

The concept of ‘event legacy’ has become a widely used ambition across the global business events industry, often without a shared set of indicators or evidence-based benchmarks.



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This new collaboration aims to address that gap by combining ICCA's leadership in legacy and long-term impact with EarthCheck's globally recognised expertise in benchmarking, certification and sustainability performance measurement.

Together, the partners will develop a practical framework that helps destinations, venues and organisers better assess, report and improve the outcomes created by business events.

### **Singapore as a Global Benchmark**

The research will be grounded in Singapore as a destination-level case study, reflecting the nation's mature MICE ecosystem, strong policy alignment and track record in advancing sustainable business events.

Ms Ong Huey Hong, Assistant Chief Executive, Industry Development Group of the Singapore Tourism Board welcomed the research, noting that the collaboration reflects Singapore's broader approach to strengthen the competitiveness and relevance of its business events sector in an increasingly demanding global environment.

"As a city-state built on knowledge, connectivity, and innovation, Singapore has always believed that the value of a business event extends far beyond the last day of programming. What sets a world-class MICE destination apart is the ability to deliver lasting impact – for industries, communities, and the world," Ms Ong said.

"As expectations rise across the global MICE landscape, destinations are being held to an ever-higher standard of delivery. Applying this research in Singapore lets us demonstrate how destination stewardship, industry collaboration, and quality venue delivery converge to produce credible and future-ready events – generating insights that can shape the future of MICE globally."

### **From Framework to Operational Reality at Singapore EXPO**

Within this context, the proposed framework will be applied at Singapore EXPO, operated by Constellar, using the venue as a live operational environment to demonstrate how legacy and impact indicators can be practically measured, reported and strengthened – enabling stronger accountability and more informed decision-making.

Singapore EXPO provides a credible testbed for this work, underpinned by its 11.4 MWp onsite solar photovoltaic system, which meets up to 95% of the venue's annual electricity demand. In 2025, the venue achieved an 86% reduction in Scope 1 and 2 emissions. Supported by a range



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of sustainability initiatives and efficient building operations, these efforts strengthen Singapore EXPO's position as Asia's most sustainable MICE venue.

Mr Chua Wee Phong, Group CEO of Constellar, said Singapore EXPO's role in the study reflects the growing need for venues to deliver measurable value alongside sustainability commitments.

"At Singapore EXPO, sustainability is not separate from commercial performance – it is part of how we create long-term value for our organisers, partners and the destination," Mr Chua highlighted.

"By applying this framework in a live venue environment, the research demonstrates how sustainability ambition can translate into measurable outcomes that support better investment decisions, stronger client confidence and more resilient event models. That combination of impact and commercial relevance is what will ultimately enable sustainable events to scale."

Pressure is increasing across the sector, with governments seeking stronger returns on investment, clients expecting greater transparency, and organisations working toward ambitious sustainability targets.

Without credible measurement, it becomes harder to demonstrate progress, prioritise investment and scale successful initiatives.

This research is designed to help close the gap between ambition and accountability.

Dr. Senthil Gopinath, CEO of ICCA, said the collaboration marks a turning point for how the industry approaches accountability.

"Across the global business events sector, ambition around sustainability has never been higher, but ambition alone is no longer enough. What this collaboration represents is a decisive shift from intention to evidence. This is about giving our industry the tools it needs to measure what truly matters – and to do so with confidence, consistency and transparency."

The collaboration will produce a range of practical outputs for industry stakeholders, including:

- A discussion paper examining why measurable impact matters now
- A flagship white paper, From Legacy to Measurable Impact in Sustainable Events, featuring real-world application of the framework through the Singapore case study, including findings from Singapore EXPO
- Practical guidance for organisers, destinations and policymakers seeking to strengthen event outcomes



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Together, these resources are intended to broaden how success is evaluated in business events, complementing traditional measures such as attendance and economic contribution with clearer insight into environmental, social and long-term value.

As expectations continue to rise around accountability, transparency and return on investment, the initiative reflects a growing industry focus on evidence-based decision-making and measurable outcomes.

### **Media Contact**

Melissa Hamilton

Principal Consultant - Sustainable Meetings & Events

EarthCheck

[melissa.hamilton@earthcheck.org](mailto:melissa.hamilton@earthcheck.org)

### **Beatrice Lwee**

Senior Manager, Marketing

Constellar

[comms@constellar.co](mailto:comms@constellar.co)

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### **About the EarthCheck Research Institute**

EarthCheck is the world's leading certification, consulting and advisory group for sustainable destinations and tourism organisations. Since 1987, EarthCheck has worked with governments, businesses and destinations to deliver science-backed, strategic and sustainable outcomes. EarthCheck's certification programs are trusted by travellers, brands and destinations globally, helping consumers make informed decisions about the tourism experiences they choose.

The EarthCheck Research Institute extends this work through research, partnerships and thought leadership that help organisations integrate credible, evidence-based sustainability action. The Institute advances practical pathways toward more resilient and responsible visitor economies.

For more information, visit [earthcheck.org](http://earthcheck.org)

### **About Constellar**

Constellar is a leading venue management group in the Meetings, Incentives, Conventions and Exhibitions (MICE) sector, based in Singapore. With deep expertise in operations, facilities, event delivery and customer experience, Constellar partners international organisers, MICE stakeholders, local businesses and communities to transform spaces into seamless, scalable and memorable experiences. The company manages Singapore EXPO, the nation's largest



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purpose-built MICE hub and Asia's most sustainable MICE venue, powered by renewable energy.

Home to some of the greatest leading events in the world, Singapore EXPO offers interconnected event spaces spanning 10 halls and 32 meeting rooms across 123,000 sqm, indoors to outdoors. The venue provides unmatched versatility for events of any proportions – from conferences, exhibitions and conventions to concerts and festivals.

With over 12,000 events and conferences delivered since 1999, Constellar is a trusted expert in adaptable venue solutions for next-generation MICE projects.

Visit [constellar.co](https://constellar.co) for more information.

### **About International Congress and Convention Association (ICCA)**

The International Congress and Convention Association (ICCA) represents the world's leading destinations, venues, and suppliers in the international meetings industry. ICCA connects a global community of professionals who are shaping the future of business events through collaboration, innovation and shared knowledge.