2025 Cohort Theme | Powering SME Supplier Sustainability Transformation in Tourism

01
Towards Nature and Environment Positivity

Sustainable practices like waste reduction, regenerative farming, and minimising operational footprints help **tourism reduce its environmental impact** while promoting eco-friendly travel and long-term preservation.

02
Social and Stakeholder Empowerment

Respecting and highlighting **local cultures**, while **supporting communities and inclusive employment**, strengthens tourism's **social responsibility** and fosters **local economic growth.**

03
Impact Accountability

Digital tools and **sustainability certifications** enable tourism to track and report its environmental and social impact, ensuring **transparency and fostering trust** with consumers.

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Potential sub-themes (non-exhaustive)

01
Towards Nature and Environment Positivity

- **Circular production models**, e.g., closed-loop manufacturing, waste-to-resource

- **Minimising operational footprint**, e.g., reducing carbon, waste, water, chemicals etc.

- **Sustainable product design and materials**, e.g., recyclable, biodegradable, modular products

- **Regenerative and nature positive practices**, e.g., soil regeneration, permaculture, agroforestry

- **Business model innovation**, e.g., shifting to product-as-a-service, resale/leasing models

02
Social and Stakeholder Empowerment

- Strengthening **supplier resilience**, e.g., partnering with & supporting small vendors, smallholders

- **Inclusive hiring & employee upskilling**, e.g., supporting marginalised groups, worker skill-building programmes

- **Expanding market access for underserved** customers, i.e., make available products & services to excluded segments

- **Benefiting local communities**, e.g., fostering local entrepreneurship opportunities

03
Impact Accountability

- **Baseline assessments** of sustainability and impact, e.g., lifecycle analyses (LCA)

- **Digital traceability & compliance platforms**, e.g., AI / blockchain-based tracking

- **3rd party impact audits & internationally recognised certifications**, e.g., B Corp, ISO 14001, Fair Trade

- **Impact measurement & reporting tools**, e.g., real-time dashboards, carbon tracking software

Sub-themes within this pillar must be selected in conjunction with at least one sub-theme from Pillar 1 and/or 2

2025 Cohort Theme | Powering SME Supplier Sustainability Transformation in Tourism

Definition of SMEs by Market

Indonesia

Small Enterprise

- Net worth of less than or equal to IDR 5 billion OR annual sales less than or equal to IDR 15 billion

Medium Enterprise

- Net worth of less than or equal to IDR 10 billion OR annual sales less than or equal to IDR 50 billion

Malaysia
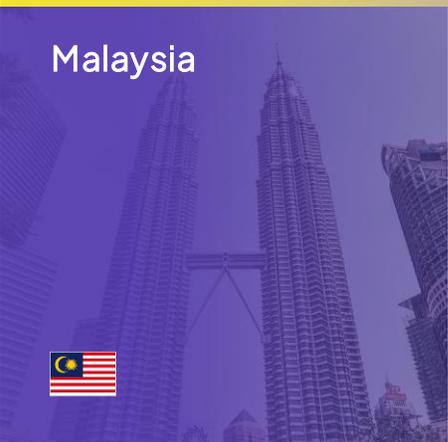
Small Enterprise

Manufacturing:

- Sales turnover of less than RM 15 million OR less than 75 employees

Services:

- Sales turnover of less than RM 3 million OR less than 30 employees

Medium Enterprise

Manufacturing:

- Sales turnover of less than or equal to RM 50 million OR less than or equal to 200 employees

Services:

- Sales turnover of less than or equal to RM 20 million OR less than or equal to 75 employees

Singapore

Small Enterprise

- Operating revenue not exceeding SGD 10 million

Medium Enterprise

- Operating revenue not exceeding SGD 100 million OR no more than 200 employees

The SME should be engaged in B2B activities and part of national and / or global supply chains within the tourism sector. Providers of ancillary services are excluded (e.g., marketing, logistics, distribution).