



## **APSWC 3<sup>rd</sup> Annual Strategic Planning Forum Assembles a Zero Waste Spa and Wellness Conference**

### *The Asia Pacific Spa Wellness Coalition (APSWC) lowers its Footprint and Creates a One Planet Event*

**Bangkok**, Thailand (February 9, 2009) | The **Asia Pacific Spa Wellness Coalition** (APSWC), a regional body bridging national spa associations together, is hosting its 3<sup>rd</sup> annual APSWC Strategic Planning Forum at the Four Seasons in Bangkok, Thailand this year on **February 20 - 21**. By invitation only, the focus is to bring together an elite group of high level managing directors, general managers, spa directors, national association chairs, task force leaders and business industry professionals from the hospitality, spa and wellness industries. This year's theme is "*Re-align, Re-cap, Re-energise*", focusing on evaluating accomplishments, assessing priorities, and planning for the future. Now a full house, the APSWC Forum moves into increasingly turbulent times all efforts to improve the industry are even more relevant and critical to re-embolden and experience the sacredness of what it is to be in this industry.

### **WHAT IS THE APSWC "ONE PLANET EVENT"**

The **PLANET TASK FORCE** set forth recommended footprint actions to aid the APSWC to deliver on the promise of moving towards the greening of their events. Some include:

- Improving the Carbon Footprint of energy consumption at each event / meeting. When the room is not occupied, **lights will be turned down** helping to reduce CO2 emission.
- Reducing the amount of solid waste produced at each event / meeting. The by invitation only event was sent **exclusively as an e-vite**. No paper was involved. Again, albeit a small effort, it's worth appreciating. Post Event Materials such as the much awaited comprehensive Forum Report will be emailed to attendees rather than compiling it in the traditional paper report.

- Striving towards doing our part of achieving Zero waste thru practice of the "Triple R" (Reduce, Re use, Recycle). Participants will receive **plastic free, earth friendly badges** and at the conclusion of the event, badges will be returned for further recycling. Stationary and flip chart paper after usage will be separated and reused, recycled or redistributed.
- Ensuring our events and meetings result in a positive legacy that improve the wellbeing of local people and the planet.

Zero Waste emphasizes resource conservation through minimizing waste. Motti Essakow, APSWC's Planet Task Force Leader has organised a fast, zero cost and simple way method for calculating the total CO2 emissions for participants who are flying or driving to the event.

**YII Supporting Sustainability:** Four Seasons Hotel, Bangkok is committed to sustainability practices and continuously seek out methods and ways to become resource efficient.

**YII Waste Management:** Comprehensive recycling program throughout the Hotel, including Guest Rooms that recycles glass, aluminum, batteries, paper & plastic. **Energy efficient light bulbs are used throughout the hotel**

**YII Water Conservation:** Using the hotel's **own water treatment plant**, waste water is filtered and treated to be used for irrigation in the hotel's extensive gardens.

**YII Air Quality:** **182 trees on site absorb carbon dioxide** and low energy central and individually controlled a/c system

## **ABOUT ASIA-PACIFIC SPA & WELLNESS COALITION (APSWC)**

The Asia-Pacific Spa & Wellness COALITION (APSWC) was formed in March '06 as the outcome of an informal roundtable meeting held in Singapore in February '06 to identify common problems and opportunities, and find ways to improve the business for all. The APSWC is a regional body which links the national spa associations of the Asia-Pacific nations and was formed to meet the challenges presented by the evolution and growth of the Asian Pacific spa industry. APSWC has already been recognized with three industry awards; has attracted interest from many regional organisations, and has

generated tremendous goodwill - testimony the time and effort contributed by the Coalition's many volunteers. For more information [www.spawellnesscouncil.com](http://www.spawellnesscouncil.com)

### **ABOUT FOUR SEASONS BANGKOK**

Four Seasons Hotel, Bangkok is committed to the protection and conservation of natural resources and environment. They incorporate innovative policies and procedures that support sustainable operations for the present and future. The hotel recognizes their social responsibility to the community and they strive to be an industry leader sharing best practices with local partners and by staying informed of the current and changing realities.

### **CONTACT**

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*For the improved wellbeing of ourselves and the planet, please print only if necessary*