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New JMIC Report Documents Practical Industry Responses to UN SDG’s

The COVID-19 pandemic is challenging businesses, economies, and societies around the world. Covering projects and programs from around the world, a new report published by the Joint Meetings Industry Council (JMIC) presents the most comprehensive assessment yet completed of Meetings Industry activities addressing the full range of United Nations Sustainable Development Goals (UN SDG’s).

The program was an extension of an initiative begun by UFI, The Global Association of the Exhibition Industry, with a view to expanding its perspective into other business event sectors.

The Report is based on 43 submissions from 16 countries world-wide, and includes initiatives from Europe, North and South America, Asia, Australia and Africa. This diversity helped demonstrate the wide range of approaches being taken as well as a global commitment to addressing UN SDG Goals in the Meetings Industry.

The case studies were assessed for compliance with screening standards established by Greenview Hospitality PTE, who then used them to compile the final report.

“While COVID-19 still defines our industry’s short term agenda, we need to look ahead as well. As we rebuild events, it will be mandatory that we do this in a way that is aligned with global standards on sustainable development. This new report shares successful initiatives from around the world – every one of them can serve as a blueprint for hundreds of companies”, said JMIC President Kai Hattendorf.

The format for reporting created a range of practical insights, including design, strategy, implementation and evaluation. They were aggregated under three overall categories: Event Themes and Content; Event Execution and Operations and Company Operations, each of which was explored in terms of how activities were aligned with specific UN SDG goals. Some specific practical opportunities that emerged for consideration by other industry participants included opportunities to align performance reporting systems with relevant UN SDG’s and to use the process to create a “culture of sustainable development” within an organization through the formation of working groups and related policies.

Report authors identified five top UN SDG’s addressed in the portfolio of case studies as:

1. Responsible consumption and production | UN SDG 12
2. Creating partnerships to achieve goals | UN SDG 17
3. Sustainable cities and communities | UN SDG 11
4. Climate action | UN SDG 13
5. Decent work and economic growth | UN SDG 8

In summary, the Report authors noted that “The Meetings Industry has a critical role to play in moving the needle forward given that it enjoys an incomparable outreach – millions of international attendees and exhibitors are engaged every year, spanning a wide cross section of all sectors of business, government, academia and community. The work of the Meetings Industry wields meaningful influence on how knowledge and business practices evolve, and supports economic, professional, social and academic advancement to the benefit of all”. 
The Report, along with details of the component case studies, are available on the Joint Meetings Industry website www.themeetingsindustry.org

Said Hattendorf “This Report, along with the detailed case studies it has summarized, is extraordinarily useful in that it presents the tangible actions of many in our industry who have taken the concepts of the UNSDG framework and applied them in practical and demonstrable way.”

JMIC wishes to acknowledge the thoughtful work done by the successful contributors to the study; they are:

AUSTRALIA
Gold Coast Convention and Exhibition Centre
International Convention Centre Sydney
Melbourne Convention and Exhibition Centre

CANADA
Enercare Centre, Exhibition Place
Montreal Convention Centre (Palais des congrès de Montréal)

CHINA
Hong Kong Convention and Exhibition Centre (Management) Limited

FRANCE
GL events
Reed Exhibitions

GERMANY
European Association of Event Centres
German Convention Bureau
Messe Frankfurt
The Leipzig Trade Fair Group (Leipziger Messe GmbH)

INDIA
Indian Machine Tool Manufacturers’ Association

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NETHERLANDS
RAI Amsterdam
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UNITED KINGDOM
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UNITED STATES
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Oregon Convention Center

SINGAPORE
Marina Bay Sands Pte Ltd
Singapore Association of Convention & Exhibition Organisers & Suppliers

SPAIN
Barcelona International Convention Centre (Centre Convencions Internacional Barcelona)
IFEMA
Valencia Conference Centre

SWEDEN
The Swedish Exhibition & Congress Centre Group (Svenska Mässan koncernen)
ABOUT JMIC | The Joint Meetings Industry Council

JMIC is an organisation that represents the combined interests of some 18 international meetings industry associations and events. It has provided a forum for information exchange amongst industry groups for over 50 years and has recently become more engaged in the process of articulating and delivering industry messages to wider community and governmental audiences as well as developing better mechanisms for documenting and communicating the value of the industry in terms of economic, academic, professional and social advancement.

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JMIC MEMBERS INCLUDE:

AACVB | the Asian Association of Convention and Visitor Bureaus
ACCLATAM | the Association of Convention Centres of the Caribbean and Latin America
AIPC | the International Association of Convention Centres
ASAE | the American Society of Association Executives
COCAL | the Latin American Confederation of PCO and Related Companies
ECM | European Cities Marketing
EMECA | the European Major Exhibition Centres Association
EVVC | European Association of Event Centres
IAEE | the International Association of Exhibitions and Events
IAPCO | the International Association of Professional Congress Organizers
ICCA | the International Congress and Convention Association
MPI | Meeting Professionals International
PCMA | the Professional Convention Management Association
SACEOS | the Singapore Association of Convention and Exhibition Organisers and Suppliers
SISO | the Society of Independent Show Organizers
SITE | Society for Incentive Travel Excellence
UIA | the Union of International Associations

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