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## **New JMIC Report Documents Practical Industry Responses to UNSDG'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 (UNSDG'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 UNSDG 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 UNSD goals. Some specific practical opportunities that emerged for consideration by other industry participants included opportunities to align performance reporting systems with relevant UNSDG'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 UNSDG's addressed in the portfolio of case studies as:

1. Responsible consumption and production | UNSDG 12
2. Creating partnerships to achieve goals | UNSDG 17
3. Sustainable cities and communities | UNSDG 11
4. Climate action | UNSDG 13
5. Decent work and economic growth | UNSDG 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](http://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

**ITALY**

Palacongressi di Rimini

**MEXICO**

Impact0

**NETHERLANDS**

RAI Amsterdam  
World Forum The Hague

**UNITED KINGDOM**

Glasgow Convention Bureau  
Informa Plc  
Reed Exhibitions

**UNITED STATES**

Cobo Center  
Javits Center  
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.

[www.themeetingsindustry.org](http://www.themeetingsindustry.org) | [jmic@themeetingsindustry.org](mailto:jmic@themeetingsindustry.org)

**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

UFI | the Global Association of the Exhibition Industry

UIA | the Union of International Associations