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The Events Industry Kicks Off Towards Net Zero

- The objective is to have a pledge ready for COP26
- Goals will include 50% reduction in GHG emissions by 2030
- Initiative supported by the UNFCCC and hosted by JMIC

The Joint Meetings Industry Council (JMIC) is proud to host a new initiative – **Net Zero Carbon Events** – to connect the events industry globally to the rapidly growing movement towards net zero by 2050.

In November 2021, world leaders will meet in Glasgow, Scotland at COP26 to present how their countries will achieve the 50% reduction in GHG emissions by 2030 in order to deliver on the Paris Agreement. In advance of this meeting, for profit and non-profit organizations from across all sectors are setting forth their own pathways towards this goal, and the ultimate goal of net zero by 2050.

Through this initiative, JMIC aims to link with all stakeholders in the corporate, professional, academic and destination communities world-wide that have also committed to engagement in what is one of the biggest collective challenges we all face today, and to invite those that have not done so yet to join.

The Net Zero Carbon Events initiative aims to bring together a wide range of industry stakeholders to:

- Jointly communicate our industry's commitment to tackling climate change and driving towards net zero by 2050
- Develop common methodologies for measuring the industry's direct, indirect and supply chain greenhouse gas emissions
- Construct an industry-wide roadmap towards net zero by 2050, and emissions reductions by 2030 in line with the Paris Agreement, with support and guidance on key issues
- Foster collaboration with suppliers and customers to ensure alignment and common approaches
- Establish common mechanisms for reporting progress and sharing best practice

The new initiative arises from the work of an organizing task force initiated by JMIC members UFI, AIPC and ICCA joined by representatives of Emerald Expositions (US), Freeman (US), HKCEC (China), Informa (UK), Javits Center (US), MCI (Switzerland), Messe München (Germany), RX (UK) and Scottish Event Campus (UK) and it was born from a discussion with the UNFCCC secretariat – United Nations Framework Convention on Climate Change secretaria – which is also supporting the initiative.

All interested parties are invited to join this journey at netzerocarbonevents.org. The aim is to grow this initiative to represent the events industry as a whole and provide a collaborative commitment all can act on.

Said James Rees, JMIC President, "The events industry has a special role to play in tackling climate change. We provide the meeting places and market places to work on solutions to the climate crisis. At the same time we have a responsibility to minimise our own impact on climate change. We are inviting organisations from across the events industry – venues, organisers, exhibitors and suppliers – to join this collaborative effort to drive the events sector towards net zero."

ABOUT JMIC | The Joint Meetings Industry Council

The Joint Meetings Industry Council is an organization that represents the combined interests of major international Meetings Industry associations. It has provided a forum for information exchange, strategy development and the recognition of excellence amongst industry groups for over 50 years and is currently focussing on documenting and communicating the diverse values of the industry to broader community and governmental audiences in order to generate greater appreciation for its key role in supporting global economic, academic, professional and social development.

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