

# Sustainability in the Event Industry with focus on the Net Zero Carbon Events initiative

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President  
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# Agenda

- UFI & Sustainability
- Elements of context
- It's happening!



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# UFI, The Global Association of the Exhibition Industry

## Membership

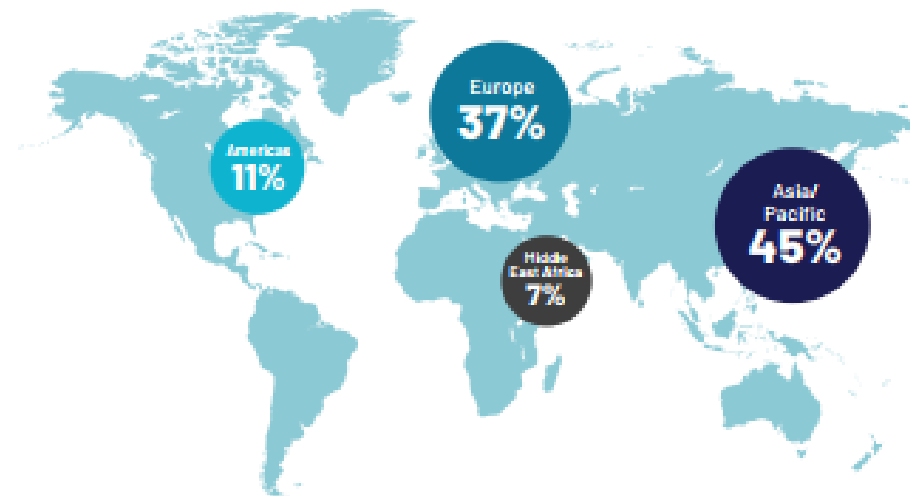
820 member organisations in 86 countries and markets around the world are presently signed up as members.

More than 900 UFI approved events proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike.

### MEMBERS PER ACTIVITY



### MEMBERS PER REGION



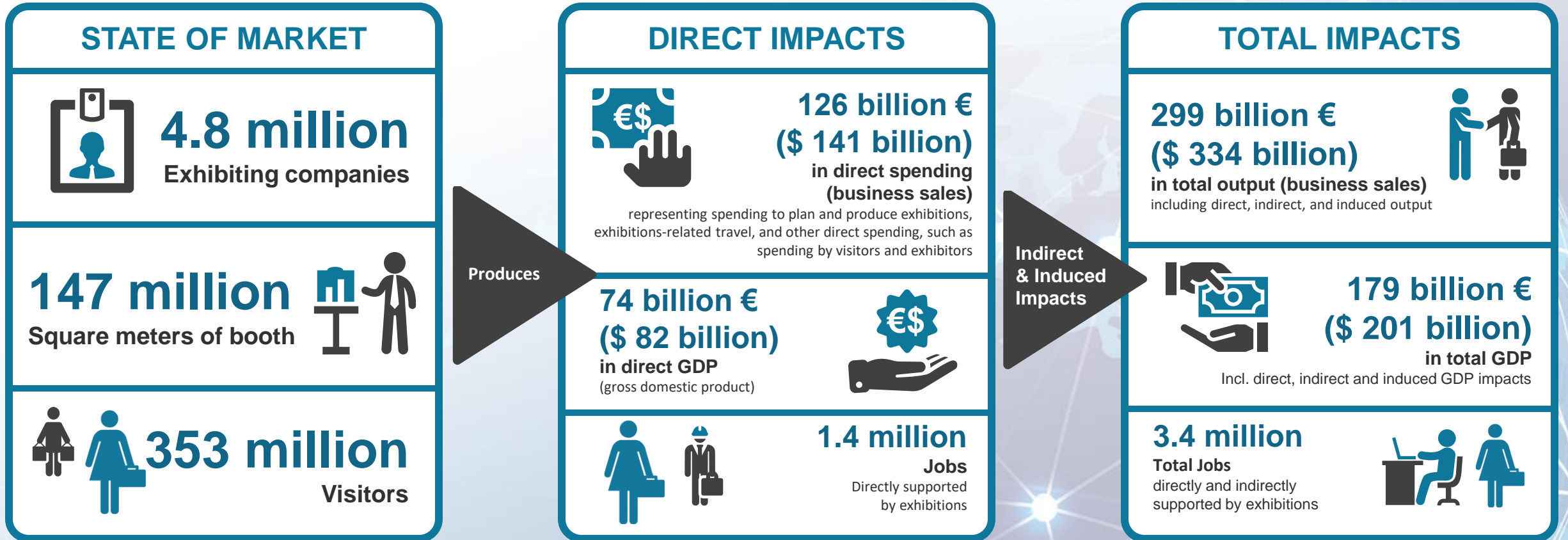
# UFI actions in Sustainability

- Promotion / Information / Network
  - Assess the situation, raise awareness, provide general guidance
  - Identify and share best practices
  - Educate
  - Facilitate implementation at global scale



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# Global Economic Impact of Exhibitions: World



# Exhibitions contribute to the UN Sustainable Development Goals

UFI released reports in 2019 and 2020. The whole concept was also shared for use by the Joint Meetings Industry Council, to expand the compilation to other segments of the event industry.

**CTC**  
**Hong Kong**  
**Corporate Travel**  
SUMMIT 2023



*In Sept 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all — laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of “Agenda 2030” are the 17 Sustainable Development Goals (SDGs) which clearly define the world we want — applying to all nations and leaving no one behind”.*

*(Source: UN Global Compact)*



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**AVIATION WEEK**  
NETWORK



# Exhibitions contribute to the UNSDGs

- Key results: all 17 SDGs featured, and 5 leading areas of best practices identified

01

Spreading awareness about SDGs and advancing sustainable industries

02

Taking consumption seriously and prioritising local suppliers

03

Combating waste with collaborative efforts

04

Putting it down in ink - stipulating environmental terms in contracts

05

Unveiling the secret to affordable and clean energy – the more the merrier!



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# Learn from best practices

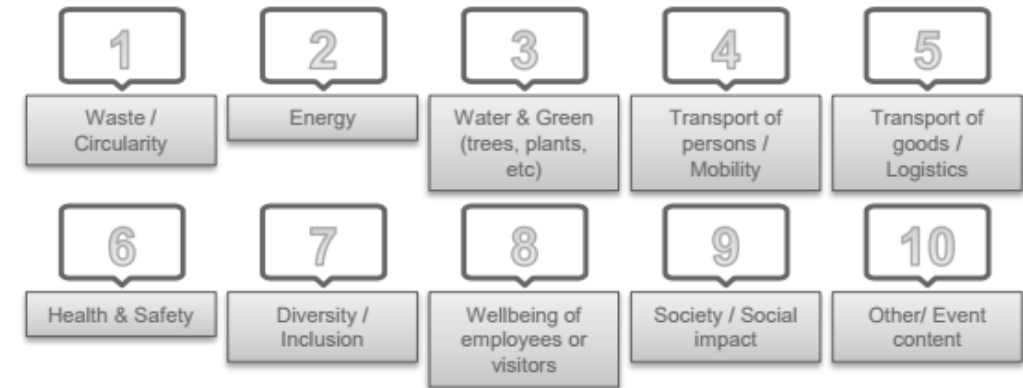
UFI Award programme, initiated more than 10 years ago, and UFI Working Group Activity report

**CTC**  
**Hong Kong**  
**Corporate Travel**  
SUMMIT 2023



13  
themes  
covered  
so far

- Strategy (2012)
- Reporting (2013)
- Innovative environmental initiative (2013)
- Measurement tool for effective results (2014)
- Innovative cost-saving in the value chain (2015)
- Actions to engage participants (2016)
- Destination approach (2017)
- Sustainable exhibiting (2018)
- Communication (2019)
- Waste Management (2020)
- Partnership for Sustainability in and after Covid-19 time (2021)
- Carbon Emission Reduction (2022)
- Best engagement program for stakeholders (2023)



Activity Report 2021 – UFI Sustainable Development Working Group



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**AVIATION WEEK**  
NETWORK



# A game changer: the “Net Zero Carbon Events” initiative



## Background and current status

- Globally, there is an urgent need to accelerate the transition towards global **net-zero emissions** and the events industry can and should play its part in helping to **deliver the goals of the Paris Agreement**
- The Net Zero Carbon Initiative was setup mid 2021 with this objective and **it is supported by UNFCCC**
- It is **open to all organizations involved in events** and they can join the initiative at any time
- Registration is **free of charge** (but all supporters are invited to contribute financially)
- The project is currently in phase 3 (**Workstreams** to deliver on the Roadmap), after successfully delivering phase 1 (**Pledge**) at COP 26 and phase 2 (**Roadmap**) at COP 27.
- UFI ran the project office of the initiative for phases 1 and 2, now fully transferred to JMIC (The Joint Meetings Industry Council) who hosts the initiative.
- **This initiative is unique in its reach and inclusivity.**



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# Current financial contributors

- To allow for a 'fair share' distribution of the financial needs among the supporters, four levels of financial support have been developed.

## PLATINUM LEVEL

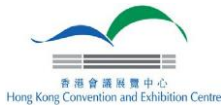
Freeman



Questex



## GOLD LEVEL



## SILVER LEVEL



## GREEN LEVEL



# The Roadmap sets out a common framework for stakeholders to make their net zero journey together.

**Applicable and adaptable** by individual companies across the industry.



**Recognition that organisations operate in different contexts**, with varying levels of resource and local infrastructure, so flexibility in terms of approaches and timelines is built in through equity principles.



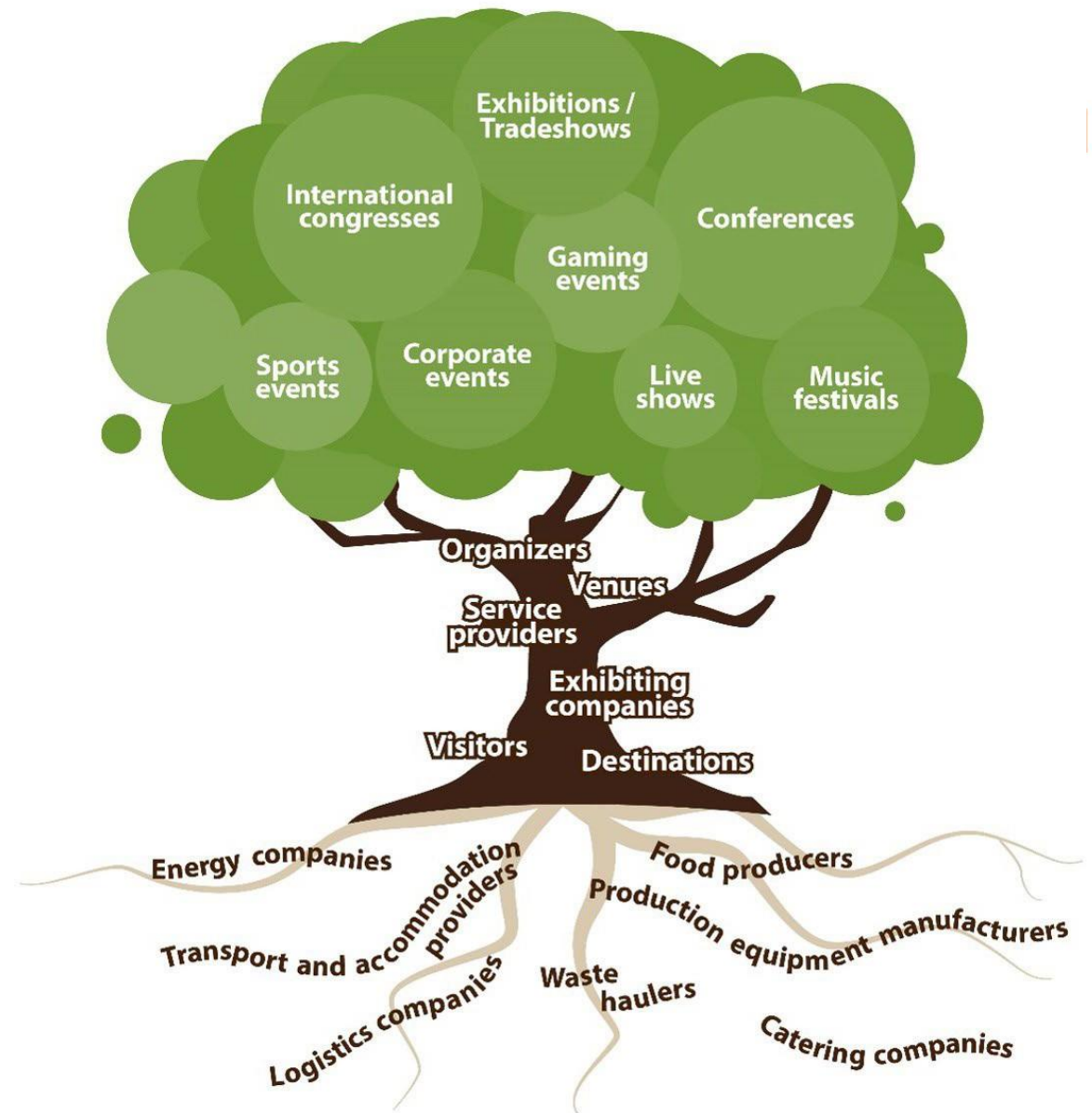
**A focus on event operators** – organisers, venues and service providers – with support for other stakeholders to be developed in the future.



**Primary aim is to decarbonise the in-person element of events**, rather than propose digital or hybrid events as a solution.

# Because systemic change is needed in order for Net Zero to be achieved.

- The events industry is made up of a complex network of stakeholders and a deep supply chain, all of whom will need to work to reduce their emissions in order for the industry to achieve Net Zero.
- In order for real change to happen collaboration will be needed. It will not be sufficient for a single organisation or group of organisations, or events, to take steps to decarbonise.
- A rethink in how events are planned, designed and delivered across the whole system will be required.



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# The Net Zero Carbon Events initiative is the events industry's global campaign to achieve net zero carbon by 2050 at the latest.

The Net Zero Carbon Events Pledge Signatories commit to the following four actions:

- Before the end of 2023, publish the organisation's pathway to achieve net zero by 2050 at the latest, with an interim target in line with the Paris Agreement's requirement to reduce global GHG emissions by 50% by 2030.
- Collaborate with partners, suppliers and customers to drive change across the value chain.
- Measure and track our Scope 1, 2 and 3 GHG emissions according to industry best practice.
- Report on progress at least every two years.



Launched in August 2021, now with over 520 supporting organisations from 55 countries



Out of that, 303 operators have already signed the Net Zero Carbon Events Pledge.

**“By working together the full force of the events industry can highlight not only the benefits it brings to the world, but also the support which may be needed to make the required changes in order to achieve Net Zero.”**



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# Workstreams

3 are transversal

## MEASUREMENT

Standard methodologies, metrics, and industry coefficients for measuring the carbon footprint of events

## CARBON OFFSETTING

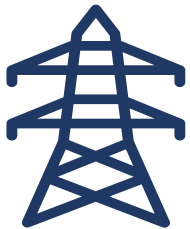
Offsetting hierarchy approach into an industry-wide strategy which results in the combined impact of events industry offsetting to be measured and communicated

## REPORTING

Progress made at supporter and industry levels (action plan in place, baseline year selected, progress made in action areas, collaborative initiatives engaged in, best practices)

5 refer to the priority action areas

## VENUE ENERGY



Power events efficiently with clean, renewable energy

## PRODUCTION AND WASTE



Redesign events to utilise sustainable materials and be waste free

## FOOD AND FOOD WASTE



Source food sustainably, and eliminate food waste

## LOGISTICS



Move goods and equipment efficiently and transition to zero emissions logistics

## TRAVEL AND ACCOMODATION



Work with and influence partners in the travel sector to reduce and mitigate the emissions of travel to events

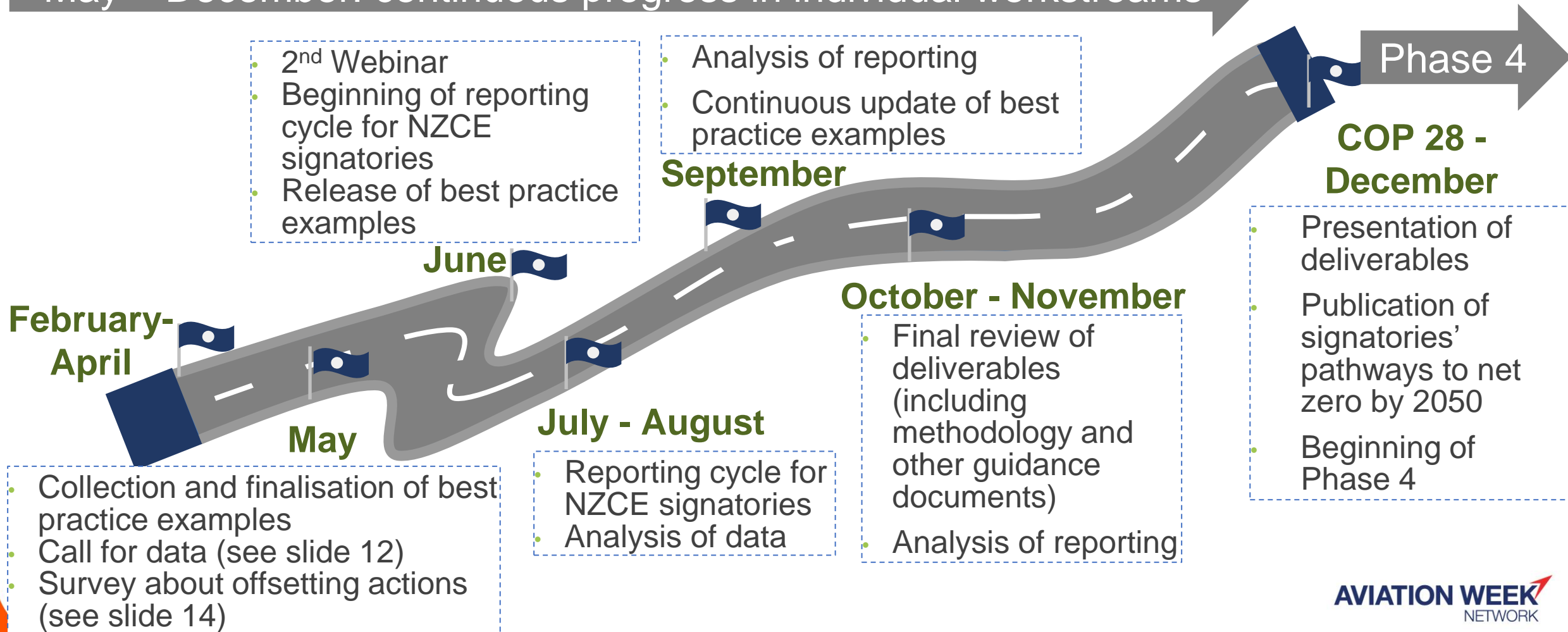


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# Activities for 2023 – Phase 3

May – December: continuous progress in individual workstreams



# Get in touch with NZCE & Find resources

Access the NZCE  
resources page



Get in touch with  
us:

[info@netzerocarbonevents.org](mailto:info@netzerocarbonevents.org)

A screenshot of a website page titled 'NET ZERO CARBON EVENTS Initiative Resources'. The page has a green header with a navigation menu: HOME, THE INITIATIVE, WHAT IS NET ZERO, WHY TAKE PART, JOIN US, THE PLEDGE, SIGNATORIES | SUPPORTERS, FUNDING, RESOURCES, and NEWS. The main content area has a green background with the text 'NET ZERO CARBON EVENTS' in large blue letters and 'Initiative Resources' in white. Below this, there is a white section with the heading 'Find the Latest Information and Resources Here' and a paragraph: 'Thank you for your interest in the Net Zero Carbon Events Initiative. On this page you will find all the latest information and resources for participants.' At the bottom of this section is a link labeled 'PROJECT STATUS'.

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Questions?

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[sustainability@ufi.org](mailto:sustainability@ufi.org)