

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

Paris – 2 September 2021: UFI, The Global Association of the Exhibition Industry is proud to announce the launch of a new initiative – **Net Zero Carbon Events** – to connect the events industry globally to the rapidly growing movement towards net zero by 2050. This initiative is hosted by the Joint Meetings Industry Council (JMIC).

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 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 secretariat — which is also supporting the initiative.

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

James Rees, JMIC President, declares: “Events drive industries and societies. They shape conversations, foster innovation and generate business. They are key to human collaboration. This holds true for every subject – including sustainability and climate change. 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 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.”

Anbu Varathan, UFI President, indicates: “UFI is committed to driving and supporting sustainable development among our global membership and the exhibition industry at large. This collaborative and inclusive initiative that covers the whole event industry is a new important step and we look forward to

identifying the commitments required for the reduction and neutralization of event-related GHG emissions.”

Attachment: [Net Zero Carbon Events homepage](#)

About UFI – The Global Association of the Exhibition Industry: UFI is the global trade association of the world’s tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI’s main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 800 member organisations in 83 countries around the world are presently signed up as members. Around 1,000 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

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