



Dear EIC and JMIC,

Thank you for taking action to create a sustainable event sector and supporting your members to position their work as part of the solution, rather than a problem, to create a world with equality, a healthy planet and corporate engagement strategies that leave a positive impact.

Between 16-25th September, the global event sector has an opportunity to use their voice within a United Nations Sustainable Development campaign which is about changing the narrative regarding sustainability. Please could you share this message and resources with your members for the benefit of the global event sector.

During the UN Global Assembly, the UN SDG Action #Flipthescript campaign provides an opportunity for all event professionals to take action to build a narrative of how events are a solution to the challenges the world is facing. A toolkit of resources to support your members in this action can be found here:

<https://www.positiveimpactevents.com/use-your-voice>

In addition this campaign provides an opportunity for event professionals to position themselves as a solution to building a sustainable future by referencing credible initiatives which they are involved in, including:

- 1- UNFCCC Race to Zero net zero carbon commitments
- 2- ISO 20121 sustainable event management system standard
- 3- Unicef UK human rights guidelines for the consideration of human and child rights when planning an event.

This campaign gives people the chance to share smaller, practical actions which they are taking so this is an opportunity relevant for 100% of event professionals who are taking any sustainable actions. This campaign will help them understand how to direct their actions to align with credible, globally recognised initiatives.

The Positive Impact team are reaching out to the CEO's and Chairs of The Events Industry Council and The Joint Meeting Industry Council to request your support in sharing this information and free resources with your members because this is an opportunity to advance a narrative which will protect jobs, enable innovation and secure the future of the global event sector. We will also share on our website that we have made this outreach and would be happy to post a quote from you on the website.

Thank you in advance, Fiona Pelham CEO Positive Impact Events