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**‘Event Sector initiative recognised as UNFCCC Race to Zero Accelerator ‘**

**Launched in 2020, the UN-backed campaign Race to Zero is a global campaign rallying non-state actors – including companies, cities, regions, financial and educational institutions – to take rigorous and immediate action to halve global emissions by 2030 and deliver a healthier, fairer zero carbon world in time. Positive Impact Events has been recognised as an “Accelerator” supporting event sector SME’s.**

**Nigel Topping, UN High-Level Climate Champion for COP26, said: "Our campaign Accelerators are critical to winning the Race to Zero and so we are delighted to welcome Positive Impact Events as our latest Accelerator. COP26 marked the starting line; now, the race is on to rapidly reduce emissions and reach a resilient net-zero world in time."**

Corporate commitments alone under the Race to Zero campaign now cover over 15% of the global economy and USD\$ 9.81 trillion in revenue, joined by over 1000 cities and over 60 regions covering over 1 billion people with credible climate action commitments. Each of these bodies will use events to engage with their stakeholders so an accelerator programme for the majority SME global event sector supply chain will ensure integrity in the delivery of events.

UNFCCC Programme Officer Miguel Naranjo Gonzalez said:

“Race to Zero Accelerators are key to help stakeholders turn their net zero commitments into action. We expect this program to support SMEs to contribute to the overall transition to zero emissions in the events sector.”

Positive Impact’s credibility to be an accelerator comes from their successful delivery of The Road to COP26 Event Sector Transformation which resulted in over 160 event SME’s making a net zero carbon commitments, joining The Race to Zero and receiving over 12 hours of supporting resources from SME Climate Hub tailored to events.

The accelerator programme provides the opportunity for event sector transformation so every event delivered can be done so by a supply chain with net zero commitments. Chris Skeith OBE, Chair of the Business, Visits and Events Partnership, the official representative body for the UK event industry, (the UK being the host destination of the most recent COP) said:

'BVEP supports any initiative that adds to the success and reputation of the sector. As a result, we are very happy to share the information regarding the UNFCCC Race to Zero Accelerator Programme for event SMEs with our partners and to encourage them to actively engage'

There are 13 recognised accelerators who commit to supporting their communities to make a net zero commitment and spread awareness of the campaign including: The Consumer Goods Forum, Climate Action for Associations, GSMA, CBI and Bankers for Net Zero.

CEO of Positive Impact Fiona Pelham said:

'Events enable participation and inclusion, which is vital as the world takes action on net zero carbon goals. The practical delivery of events must align with the goal events exist to advance and this accelerator programme will support the majority small to medium enterprises who bring events to life.'

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