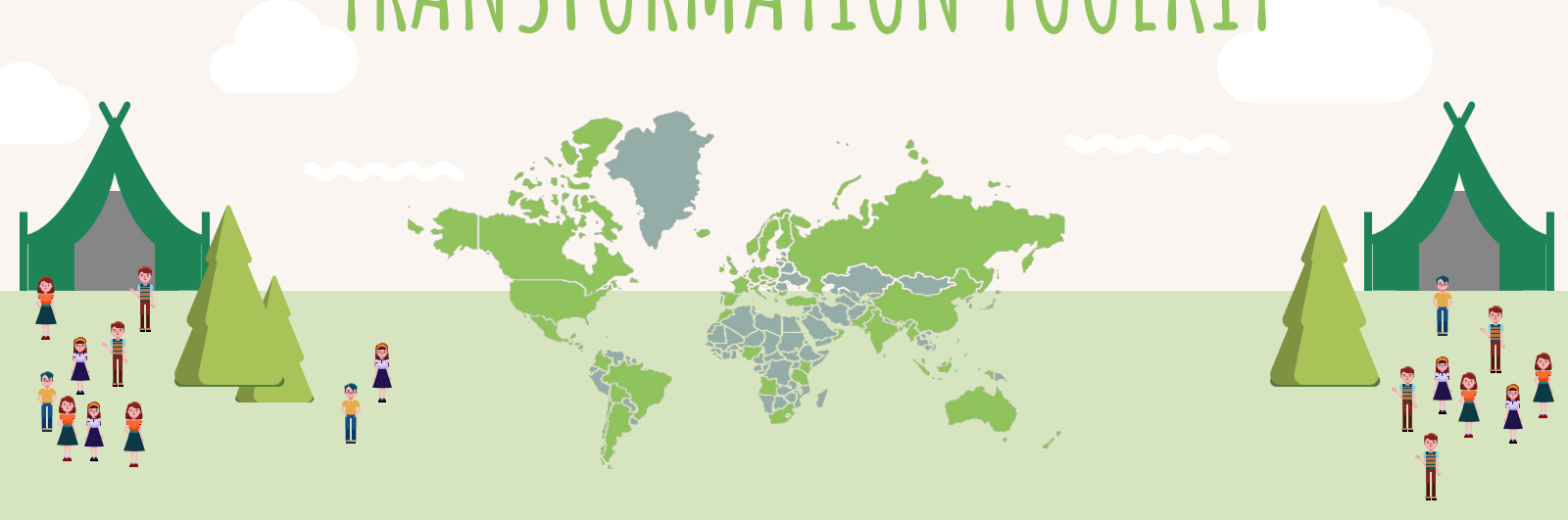
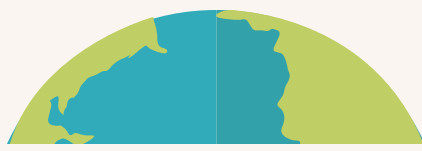




# THE ROAD TO COP26: EVENT SECTOR TRANSFORMATION TOOLKIT



Click here to find out more about 'The Road to Cop26: Event Sector Transformation' :  
<https://www.positiveimpactevents.com/>



## WHAT IS THE INITIATIVE?

The 'Road to COP26: Event Sector Transformation' is an initiative curated by Positive Impact which will provide support to at least 1000 SME's within the event sector to make a net zero commitment and take action before COP26. The initiative is supported by SME Climate Hub (a member of the UN Race to Zero Campaign) and aims to support events SMEs to join the UNFCCC Climate Action Framework for Events (exact name of this framework to be confirmed)



## TELL YOUR COMMUNITY THAT YOU HAVE JOINED THE JOURNEY

- Take to LinkedIn or tweet about this initiative to show your support. You can copy and paste these examples:

We have committed to a net zero carbon target. I am excited to share an initiative, 'The Road to COP26 Event Sector Transformation' which will support SMEs in their journey to net zero.  
 #eventscreatechange  
<https://bit.ly/2U9MeAM>

As a Positive Impact Ambassador, I am supporting their #RoadtoCop26 campaign to support SMEs looking to go net zero. We would like to invite you to join us by signing up to make your own commitment.  
 #eventscreatechange  
<https://bit.ly/2U9MeAM>



- In a conversation with your supply chain, partners and friends here is a request you could make:

"Will you sign up to set your own carbon commitment? You will receive resources to help you with your commitment. Can I email you the link?"  
<https://bit.ly/2U9MeAM>

## WILL YOU ASK YOUR SUPPLIERS/PARTNERS/FRIENDS TO JOIN THIS JOURNEY?

- Here are two emails which can be used to ask your suppliers, partners and friends to make a carbon commitment with you.

Dear Suppliers/partners/friends,  
 As you are aware sustainability is a priority for us. In line with recognised global best practice we have committed to a net zero carbon target.  
 We are now in action to achieve that and we would like to invite you to join us by signing up to an initiative where you can set your own carbon commitment and receive resources so you can reach it. This initiative is called The 'Road to COP26 Event Sector Transformation' is curated by our friends Positive Impact and will provide support to at least 1000 SME's within the event sector to make a net zero commitment and take action before COP26.  
 The initiative is supported by SME Climate Hub (a member of the UN Race to Zero Campaign) and aims to support events SMEs to join the UNFCCC Climate Action Framework for Events (exact name of this framework to be confirmed but the goal of the framework is to create a sector wide carbon target).  
 We understand the last year has been challenging and as our suppliers, partners and friends we want to support you with resources suitable for small to medium enterprises so you are able to join the journey to our carbon commitment with us.

Thank you and we look forward to sharing ideas and insights with you as we progress together

Dear Suppliers/partners/friends,  
 We are excited to be able to share with you an initiative which we would love you to join us on.  
 The 'Road to COP 26 Event Sector Transformation' is an initiative which will provide support to at least 1000 SME's within the event sector to make a net zero commitment and take action before COP 26.  
 The initiative is supported by SME Climate Hub (a member of the UN Race to Zero Campaign) and aims to support events SMEs to join the UNFCCC Climate Action Framework for Events.  
 As you will know the majority of corporates have made carbon commitments. We would like our suppliers to join us on our journey. We recognise that this can be challenging so we are happy to share an initiative which we hope will support you: <https://bit.ly/2U9MeAM>

