POSITIVE IMPACT

Road to COP26: Event Sector Transformation

In collaboration with

United Nations
Climate Change Secretariat

RACE TO ZERO

SME Climate HUB

#eventscreatechange

www.positiveimpactevents.com

Since 2017, Positive Impact has been engaging with the event sector on carbon reduction. They have memorandums of understanding with a number of UN Bodies including UNFCCC (UN Climate Change).

The 'Road to COP26 Event Sector Transformation' builds on a series of collaborations and enables event professionals to take action which will support the future creation of a Climate Action Framework for events.

The series of collaborations so far:

On the 28th of January 2021, Positive Impact and UNFCCC (UN Climate Change) engaged with over 39 strategic representatives of the UK event sector to gain support for a #BuildBackBetter approach including the launch of a Climate Action Framework for Events at COP26. Support for this approach was gathered from

UNFCCC (UN Climate Change)
COP26 United Nations Climate Change Conference
Theresa Villiers Chair of the All Party Parliamentary Group for Events
The U.K. Cabinet Office
Visit England Bringing the support of all UK convention bureaus
British Standards Institute
Institute of Event Management
Event Industry Board (who represent all Associations with chapters in the U.K.)

On the 7th of June, UNFCCC and Positive Impact engaged with over 1500 global event professionals (via the Positive Impact Ambassador network) to gain support for a Climate Action Framework for Events. Support for this approach and willingness to be founding members of the Framework was gathered from:

MCI Group UK (60 offices worldwide)
T-Mobile U.S. (100 events annually)
Interface
GES (4000 live experiences annually across over 75 countries)
PIE Factory
Barbican (1.5 million visit people annually)
Maritz Global Events
Kenes Group (55,000 association members)
Church House (1000 unique events a year)
Messukeskus (1 million visitors annually)

These companies represent examples of significant clients and suppliers in the global event sector. Anyone in the event sector could be a founding member of the Climate Action Framework for Events.

On the 27th of July, Positive Impact held a series of educational adn networking events as part of 'The Road to COP26 Event Sector Transformation', with the intention to support events sector SMEs on their #racetozero and increase the number of event sector organisations making a net zero carbon commitment.

The number of organisations stepping forward to be a founding member for a climate action framework grew from 34 to 47. For the first time ever, 35 event organisations made a net zero carbon commitment.

Questions posed during the meeting by Steve O'Malley (Maritz Global Events), Chris Skeith (BVEP) and Fiona Pelham (Positive Impact Events)

> **We are a company in action on a carbon commitment and we are keen to support a sector wide target. How do we move forward?**
>
> **How can everyone get involved and contribute?**
>
> **What is the definition of the event industry which UNFCCC is using?**

Following this meeting, Positive Impact communicated a number of areas of concern with the current approach taken by UNFCCC Secretariat.

Communication from Positive Impact
to UNFCCC Secretariat:

Dear UNFCCC Secretariat,

Following the meeting we facilitated yesterday of over 40 founder members for a UNFCCC Climate Action Framework we were surprised by the knowledge that a much needed white paper had already been drafted.

We definitely support and endorse the action you are taking to create a white paper however it is surprising that this action was taken after the meeting we facilitated in June with the then 34 founder members where UNFCCC secretariat asked this community to wait. Respecting the leadership of UNFCCC secretariat we guided this community (who represent a wide geography, event supply chain type and the majority of whom have made a net zero carbon commitment) to wait.
We are now uncomfortable endorsing something which has been created without the input of this founding member community who represent the event sector and have made a net zero carbon commitment.

We would appreciate your confirmation on the following:
1-What the approach will be going forward to ensure transparent engagement across the sector
2- How the white paper will address the definition of the event sector when the white paper is being drafted by a limited representation of the event sector
3-What role the community of founder members gathered by Positive Impact will be in the future and how the input they provide will be credited to the significant work already done by Positive Impact. (A summary of which can be found here: https://www.positiveimpactevents.com/resources/climate-action-framework-for-the-event-sector)

We will share this information with the community of founder members who we continue to gather and we will continue to support event sector SME's to create a net zero carbon commitment through the initiative: The Road to COP26 Event Sector Transformation which was launched with the support of the COP26 Climate Champions and SME Climate Hub which is part of the UNFCCC Race to Zero Campaign.

Kind regards
Fiona

Next Steps

1. Positive Impact will continue to ask the UNFCCC Secretariat what the approach will be going forward to ensure transparent engagement across the sector.

2. If you have stepped forward as a founding member and have not yet registered your net zero carbon commitment, please do so.
How to participate:
Register here https://www.positiveimpactevents.com/ and receive steps to make and advance towards a net zero carbon commitment (schedule 2 hours to work on each step) and join our next live engagement session on **September 2nd**.

3. Amplify this with your supply chain using our toolkit:
https://www.positiveimpactevents.com/road-to-cop26-toolkit

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