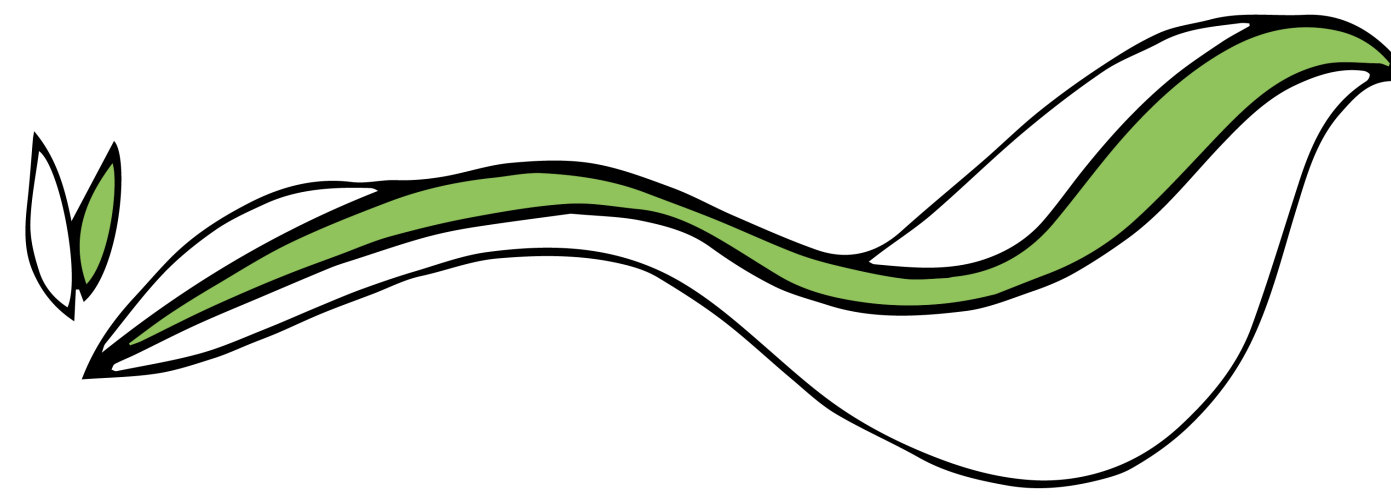


POSITIVE IMPACT



Dear Association Friends,

This Global Meeting Industry Day could be the last opportunity we have to ask ourselves: 'Are we in action so future generations can still attend events?'

In November 2021 the world's most important meeting will take place. Our sector understands the value of meetings we regularly say 'when we meet we change the world'.

In November 2021 the world's governments, business and sectors will meet to commit to carbon targets vital for the future of humankind, vital for the ability of future generations to meet.

Although the event sector will be THE sector that makes this meeting possible we will be one of the few sectors not included in the conversations. Why? Unlike sport, fashion and the majority of businesses, the event sector does not have a carbon target or reduction framework. In other words we have nothing to bring to the conversation because we have not taken the action we need to take so future generations can still attend events.

Our time is running out.

For years we have been talking about collaborating to make it happen. For years we have been delivering education programmes and raising awareness. For years we have not taken action to measure the carbon footprint of our sector, identify a reduction target and set a pathway to achieve it.

It is not too late.

We still have just enough time to give our input into what a carbon target for the event sector could look like, to share our ideas and initiatives on what could reduce our carbon footprint and create a reputation for the event sector as part of the solution and in action to ensure future generations can meet.

UNFCCC the UN Body for Climate Change are standing by ready to support stakeholder engagement across the global event sector so everyone's voice can be heard and all our initiatives can be counted.

There is a small funding gap of £30,000 (\$1100/€930) to be closed and there is a grassroots campaign which you can be part of to close this gap. We know the event sector is having a challenging time so this grassroots funding initiative gives everyone the chance to be involved: <https://www.positiveimpacetevents.com/earth-day>.

This Global Meeting Industry Day, will your association support being in action so future generations can still attend events?

This Earth Day (April 22nd), we hope to be able to announce the start of the creation of a carbon target and reduction framework for the event sector to be launched at COP26.

"Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has." Margaret Mead

Thank you in advance for your action.

PS. If you have any questions about this campaign please follow this link: <https://www.positiveimpacetevents.com/earth-day-faq>.