

POSITIVE IMPACT



CLIMATE ACTION FRAMEWORK ROUNDTABLE REVIEW

In collaboration with



United Nations
Climate Change Secretariat



#eventscreatechange

www.positiveimpacetevents.com



Since 2017, Positive Impact has been engaging with the event sector on the **Climate Action Framework** with our memorandums of understanding with UNFCCC

The Position as of June 2021 is:

On the 28th of January 2021, UNFCCC and Positive Impact Events invited 39 people to a #BuildBackBetter Roundtable to discuss the event sector having a **Climate Action Framework** launched at COP26 in the UK. This roundtable included:

UNFCCC

COP26

Theresa Villiers member of Parliament of the United Kingdom and chair

The Cabinet Office

Visit England (Bringing the support of all UK convention bureaus)

British Standards Institute

Institute of Event Management

BVEP (who represent all Associations with chapters in the U.K.)

On the 7th of June, Positive Impact held roundtables on the climate action framework and the opportunity of being a founding member. Positive Impact reached out to our over 1500 Global Ambassador Community to ask who would be willing to become a founding member and **over 34 ambassadors** joined the roundtables and committed to be founding members; including:

MCI Group UK (60 offices worldwide)

T-Mobile U.S.

Interface

GES (4000 live experiences annually across over 75 countries)

Reed Exhibitions (7 millions visitors across the globe)

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 a number of the most significant suppliers in the event sector supply chain.

These roundtables gathered support from companies across the entire value chain of the event sector, the UK government and COP26 for creation of a **Climate Action Framework** and for being involved as a **founding member**.



CONTRIBUTIONS DURING THE ROUNDTABLE ON THE 28TH OF JANUARY

Nick Baker, Deputy Director of Business and Engagement, COP26

'We are asking companies to commit to going net zero by 2050 or earlier and to publish a short to medium term plan on how they are going to achieve that target, as well as, committing to Science Based Targets.'

Miguel Naranjo, Programme Officer, UNFCCC

'Goals for reducing emissions would be agreed and a framework created to support them'

Theresa Villiers, Chair of the All-Party Parliamentary Group for Events

'The government has a key role to play, not least in the decarbonisation of travel, because we know international and domestic travel is the lifeblood of successful events and conferences'

Niclas Svenningsen, Manager, Global Climate Action at UNFCCC

'The UNFCCC secretariat helped shape sector initiatives for fashion and sports'

Sarah Fowler, Board Member of Visit England Advisory Board

'I really value the concept of developing a framework aligned to COP26, that advances the Sustainable Development Goals.... I know MeetEngland and VisitBritain welcome this initiative and want to work in collaboration'

Simon Evans, Sustainability Director of Ecobooth

'There is ultimately a competitive advantage for the UK events sector to be getting this right and taking action now.'

Anne Hayes, Director of Sectors, British Standards Institute

'As the event sector starts to move towards a restart, can it restart as it was or could it build on the opportunities provided by COP26 and address the issues of climate change? Standards can help address this challenge.'

Susan Spibey, Executive Board Chair of Institute of Event Management

'The way forward is to support the redevelopment of the professional standards for event management ensuring sustainability is embedded as a common thread throughout.'



SUPPORT FOR THE CLIMATE ACTION FRAMEWORK FROM CORPORATES ON THE 7TH OF JUNE

Laura Miller, Manager of Events and Customer Experience, Interface

'We are eager to participate in the creation of a climate action framework for event professionals'

'Event professionals are on board, but need a framework that facilitates achievable and measurable outcomes, perhaps similar to successful models in other industries'

Dean Armintrout, Director of Events, T-Mobile U.S.

'We all know climate change is probably the most important issue of our time, it is up to all of us to take action'

'To make net Zero attainable, we need a framework on how to make it happen''



SUPPORT FOR THE CLIMATE ACTION FRAMEWORK FROM THE EVENT SUPPLY CHAIN ON THE 7TH OF JUNE

‘Now is the time to come together and to set a collaborative agenda because the event sector is actually ready, which it hasn't been for 25 years.’

‘The Climate Action Framework should be part of the story of how the event sector is affecting climate change and how we can make a huge impact on carbon’

‘Rather than seeing events as something that's detrimental to the planet, the climate action framework will help people realise the power of events.’

‘The Climate Action framework needs to be created succinctly through UNFCCC, if we have too many different objectives to try and achieve, we are setting ourselves up to fail.’

This isn't a time for going off and making individual commitments through individual trade bodies, associations or other groups. The obvious way forward is to align with the UN approach. As a supplier in the event sector my experience was the associations were not able to unite as one voice during COVID-19 and without UN alignment we risk the same approach of all words and no action



NEXT STEPS: TAKING ACTION

Miguel Naranjo
Programme Officer, UNFCCC

'These roundtables confirm that there is lots of interest across the value chain in the sector and there needs to be some support provided to accelerate action.'

After years of conversation, these roundtables demonstrate the support from the entire event sector to create a **Climate Action Framework** and that the **time to act is now**.

Positive Impact are taking action, running a series of engagement sessions; **'The Road to COP26: Event Sector Transformation'** to mobilize the event sector to think about carbon before COP26.

This is being launched on the **29th of June** with Andrew Griffith, the UK's Net Zero Business Champion, to engage with SMEs to commit to net-zero emissions in the lead up to COP26.

This programme of engagement has been created to **support up to 1000 SME's**, by COP26, to set a carbon target through the SME Climate Hub and start taking action on their commitment with event specific information on key steps created by Positive Impact.

Positive Impact intends for this programme of engagement to support UNFCCC Climate Action Framework.

Dates for Engagement on the road to **COP26: Event Sector Transformation**:

Engage #1 7th of June

Engage #2 29th of June

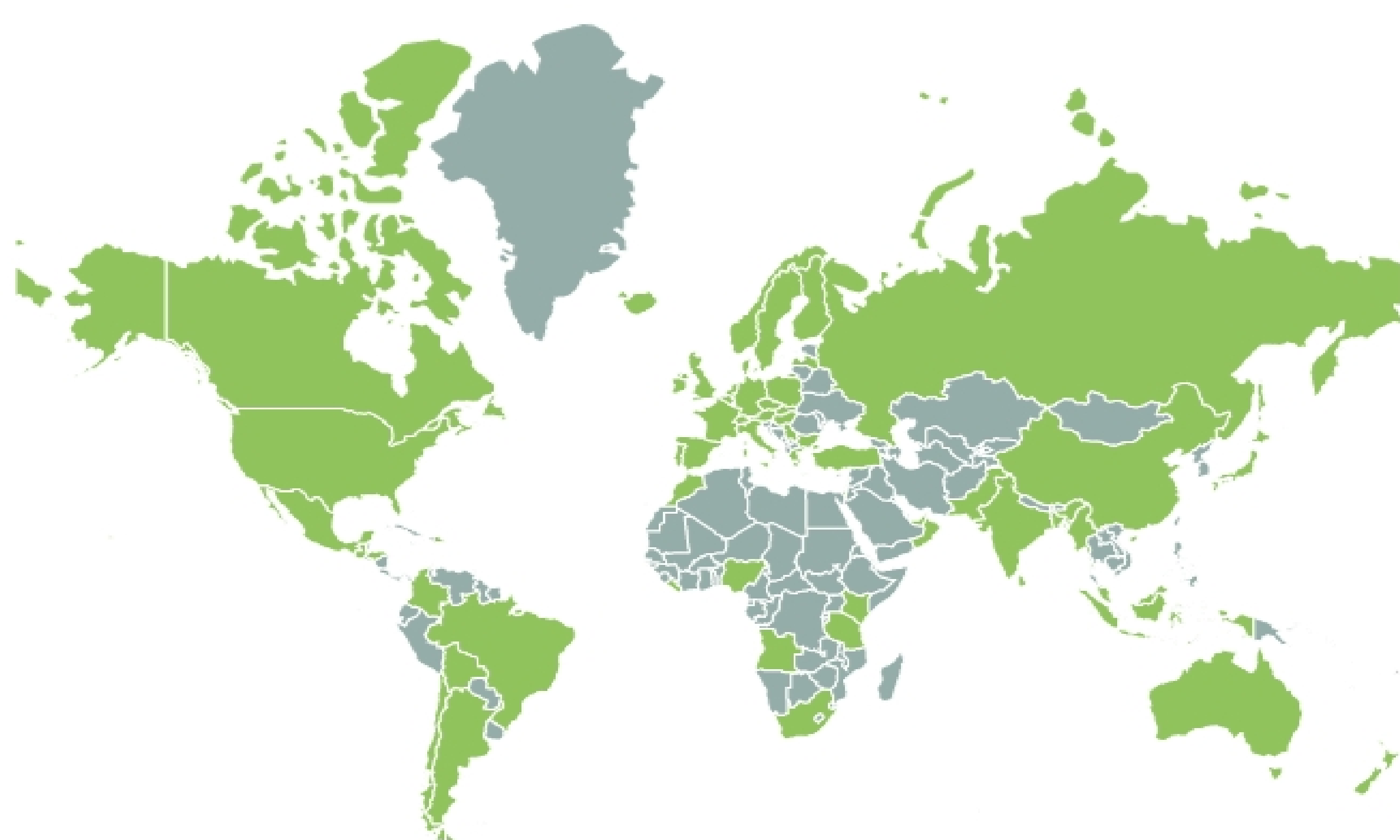
Engage #3 27th of July

Engage #4 21st of September

Engage #5 19th of October

Engage #6 8th and 9th of November

Positive Impact intends for this programme of engagement to be beneficial to their **global community of over 1500 Ambassadors**



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