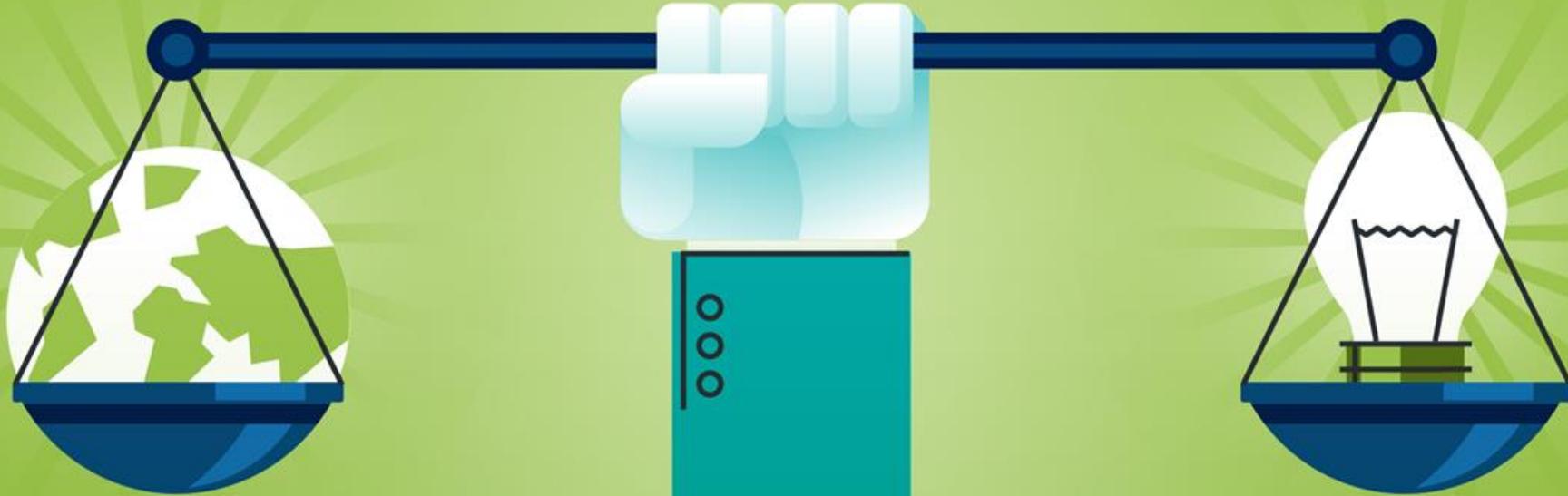


NET
ZEROCARBON
EVENTS



Project Update
July 2024

NET ZERO CARBON EVENTS

Dear NZCE Stakeholders,

We are pleased to share the mid-year updates on the Net Zero Carbon Events (NZCE) initiative. Our NZCE segment leaders are developing projects aimed at benefiting the entire business events industry. These initiatives are designed not only to help us achieve our net-zero goals but also to enhance the sustainability and efficiency of events worldwide.

We highly encourage all NZCE stakeholders to actively participate in these efforts. Your involvement is crucial to the success, and we welcome you to reach out if you are interested in contributing to any of the initiatives detailed in this document.

Our initiative continues to grow, and we are now a community of 715 registered entities from 61 countries around the globe. As our network expands, the importance of reporting becomes increasingly significant. With the end of 2024 approaching, we remind all NZCE signatories who have joined before 1 January 2024 to submit their reports by the close of our first bi-annual reporting cycle.

As always, we are here to support you. Should you have any questions or require assistance, please do not hesitate to contact us.

Sincerely yours,

Alexander Alles

On behalf of the NZCE initiative



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NZCE Segments



NZCE Segments

“Venues”

As segment representative for Venues within NZCE, AIPC is actively promoting the NZCE initiative and the industry roadmap. Several educational activities included NZCE segments including the AIPC China Summit, AIPC Academy, AIPC Sales & Marketing Summit and the AIPC Annual Conference.

A group of 5 sustainability officers has been created which meets on a regular basis to discuss best practices, (reporting) standards and case studies, which will then be published and communicated to the full NZCE community. Participating convention centers are: Bella Center Copenhagen, Calgary Stampede BMO Centers, Fira Barcelona, Swiss Tech Convention Center and Costa Rica Convention Center. These 5 venues represent both, different regions and different types of venues, reflecting the diversity of various centers.

The group is producing 5 case studies on efficient energy usage at convention centers including Bella Center Copenhagen, Marina Bay Sands Singapore, Scottish Event Campus Glasgow, Costa Rica Convention Center, Kuala Lumpur Convention Centre. The case studies will be released by the end of 2024.

Furthermore, the existing best practices will be expanded and energy usage in the catering space (in collaboration with Levy) and efficient use of air conditioning / heating will be added. The release is also planned for the end of 2024.

In addition, ASM Global recently joined the NZCE as a signatory and will actively support AIPC in the development of output documents.

Contact: Sven Bossu, Chief Executive Officer, AIPC, sven.bossu@aipc.org

NZCE Segments

“Exhibitions”

As segment representative for Exhibitions within NZCE, UFI is actively promoting the NZCE initiative and the industry roadmap. UFI is also involved in a series of projects aiming at implementing the NZCE roadmap in the Exhibition Industry, and beside several ongoing contacts and discussions related to topics such as standards & certifications, tools, offsetting, the main projects where UFI is directly involved are the “NZCE Exhibitions Council”, detailed below, plus the “NZCE Exhibition Industry Data”, “Venue Data Exchange” and “Better Stands” projects, detailed further in this document.

A “**NZCE Exhibitions Council**” designed to facilitate the implementation of NZCE at national level is currently being setup.

This group will comprise National Associations of the Exhibition industry (and/or Event ones and Convention Bureaus when relevant) who agree to act as national representative and facilitator to implement NZCE actions locally and feed the NZCE initiative with local ideas, initiatives and results.

This approach will bring efficiency as many NZCE signatories have limited resources and rely on their national association to provide the local tools, including language translations, when required.

Initial engagement commenced in early July and organisations with corresponding countries/regions already registered are: ABEA (Australia), AUMA (Germany), ECA (USA), HKECIA (Hong Kong), MFTA (Macau), TEA (Thailand), UBRAFE (Brazil), UNIMEV (France). Contacts with other national associations are on-going and this list will be updated regularly.

The group will first meet in September/October 2024.

Contact: Peirui Tan, UFI Programme Manager for Advocacy and Alliances and Liaison of the UFI Associations Committee, peirui@ufi.org.

NZCE Segments

“Business Travel”

As segment representative for Business Travel within NZCE, GBTA and ICCA are co-leading the activities hereunder. A change of project leader was concluded, and Dermot Ryan replaced Frances van Klaveren who has left ICCA.

Before the group will meet again, the existing resources are being reviewed to ensure their comprehensive and effective approach. This includes identifying gaps in the current materials and aligning the work developed by NZCE and GBTA respectively.

There are two main key areas the group is focusing on:

Creating a Sustainable Travel Implementation Pathway: Developing a detailed pathway for implementing sustainable travel practices. This pathway will be tailored to different maturity levels, recognising that departments and teams may be at varying stages of readiness and capability. The pathway will provide clear, actionable steps for moving towards more sustainable travel options.

Strengthening Capacity-Building Tools: Another element will be enhancing the capacity-building tools to ensure that all interested NZCE stakeholders have the knowledge and skills needed to implement sustainable travel practices. This includes developing training programs and webinars, and other educational resources that will empower staff to make informed decisions about travel.

Contact: Dermot Ryan, Head of Association Engagement at ICCA, dermot.r@iceworld.org and Fanny Everard, Manager, Sustainability Program, GBTA, feverard@gbta.org

NZCE Projects



Transversal Projects

Sustainability Hub for Events

As per our communication in May 2024, we are now testing this AI-driven platform with the aim to simplify our stakeholders' journey towards sustainable events, making the extensive theory developed over the past few years more accessible and actionable. The platform covers all types of business events including conferences, congresses and exhibitions. The platform seeks to assist all stakeholder groups involved in organisation of events including venues, event organisers, suppliers and others.

We are in the beta phase for the official release later this year and have extended our deadline to test the platform until 31 July 2024.

All interested parties are welcome to register free of charge and test the platform for themselves. Your insights on what is working well and where improvements are needed will be instrumental in refining the platform before its official roll-out. For more information and registration, please click here: <https://www.gevme.com/en/sustainability-hub-for-events/>

Carbon Footprint Measurement

Addressing the carbon footprint of events is a key concern frequently raised by our stakeholders. Since the release of the NZCE measurement methodology in December 2023, we have been actively in touch with various tools to implement this methodology effectively. We are now in the final stages before making an official recommendation of a first tool that will integrate seamlessly with the methodologies developed by NZCE.

This forthcoming recommendation represents a significant advancement, aimed at aiding NZCE signatories and the broader business events community in their efforts to adopt and execute sustainability strategies. This initiative is expected to foster more consistent and transparent carbon footprint measurements across the industry, promoting greater accountability and environmental responsibility.

Contact: Alexander Alles, alex@themeetingsindustry.org

Technical Pole: Activation & Adaptation towards Decarbonisation

Resource Center “LOGISTICS”

In December 2023, a detailed guideline on “Logistics” was released which focuses on 4 scope areas, including On-Site Logistics, Traffic Management & Smart Cities, Remote and Last Mile Logistics and Sustainable Logistics.

The resource center “Logistics” is currently developing further guidance for reducing emissions related to the transportation of exhibits, exhibition & event materials as well as sourcing of materials and equipment for exhibitions and other types of business events. By doing so, the Logistics group is implementing a clear strategy on changing old behaviours in order to be a driver of change and cultivate a sustainable common practice among the group, with all outcomes to be shared by the end of the year.

In addition, the resource center is developing a webinar series on decarbonisation guidance and best practice implementation by the scope areas. Following webinars will be offered:

September 2024:	On-site logistics
October 2024:	Traffic Management & Smart Cities
November 2024:	Remote and Last Mile Logistics
December 2024:	Sustainable Logistics

This project is led by IELA. For more information, please contact: Elizabeth Niehaus, elizabeth@iela.org

Technical Pole: Activation & Adaptation towards Decarbonisation

“Production, Waste & Circularity”

Better Stands

This project seeks to evolve the current "Better Stands" pilot program, originally conducted by Informa and several other organisers. The initial goal was to encourage exhibitors and their contractors to shift from disposable, single-use stands at events to reusable structures. The transformation aims to create an enhanced NZCE product that can facilitate global adoption, characterised by neutrality, independence, and wide reach.

The plan involves introducing modular thinking, easy access, and user-friendly processes supported by appropriate tools within a Better Stands Ecosystem. This stakeholder-centric approach addresses the needs of all relevant parties and includes applicable tools.

Both, IFES and UFI take part in the Better Stands Steering Committee. Their shared objective is to develop the "Better Stands by NZCE" product, leveraging NZCE methodologies, expertise, and resources.

For more information, please contact: Jorg Zeissig better.stands@netzerocarbonevents.org

Technical Pole: Activation & Adaptation towards Decarbonisation

“Production, Waste & Circularity”

Material Library

This project seeks to establish a unified global database of materials used in the events industry, encompassing regional specifics, product life cycles, CO2 equivalents, and usability rates. The goal is to create a resource that any tool calculating carbon footprints in the events industry can reference, ensuring transparency and a consistent methodology within the NZCE.

Following the initial project outline draft, consultations were held with various stakeholder groups, including venues, event organisers, and primarily service providers. The next common meeting to formally structure the project is scheduled for September 2024. NZCE stakeholders from all groups are invited to participate, and we strongly encourage our supporters to contribute to the development of the material library.

This project is led by IFES. For more information, please contact: material.library@netzerocarbonevents.org.

Technical Pole: “Measurement, Reporting & Verification”

“Exhibition Industry Data”

This project is a follow-up of the Measurement Methodology released end of 2023, in order to produce a first beta set of “NZCE Industry data sets” (at least primary data to start with) for each emission category (existing data: range, average, etc / recommended Coefficients and Proxy Data) based on data received from participant progress reporting, results of additional calls for data submissions, and integration of other resources and datasets aligned with NZCE.

Apart from the well advanced “Balance Travel” exercise described below, this project is currently still under feasibility stage, as most data sets – that applied to the whole year 2023 - were only just made available in July 2024. If the analysis proves successful, the results will be shared with the relevant NZCE technical poles and ongoing projects for data integration and release.

Already released: “The Trade Show Travel balance” report ([NZCE_Trade-Show-Travel-Balance_Jan24.pdf \(netzerocarbonevents.org\)](#))

This report, released in February 2024, focused on the concept of travel consolidation, by measuring the role of exhibitions in saving attendees’ travel, time and money. It shares the results and learnings from a project conducted by a subgroup of global exhibition organisers members (Clarion, Emerald, Informa, RX and Tarsus - now part of Informa), as a project update and in the spirit of transparency so that others can follow and help scale the study.

The plan is to produce a new report with a larger sample of events in Q4 2024.

Other / main results are expected in Q3/Q4 2024.

This project is focused on exhibitions, but other segments could be initiated.

This project is led by UFI. For more information, please contact Christian Druart, UFI Research Manager: chris@ufi.org

Technical Pole: “Measurement, Reporting & Verification”

The exploration of “Venue Data Exchange”

This project was designed to look at the principle of a system whereby data from venues (i.e. energy, waste, water, possibly means of transport of participants, etc.) could be made available to organisers and other parties potentially interested in more direct and agile formats as an outcome of industry data.

Such a system would develop and deliver the “best available data quality” (in alignment with the Greenhouse Gas Protocol and thanks to apportionment rules when apply) and shall bring consistency and save time to all involved.

The project started with consultation of several global organisers. It is currently paused to liaise with 2 other ongoing projects: the proxy data project (detailed on the previous page) and the “tools” one (covered under “Carbon Footprint Measurement earlier in this document): “NZCE accredited tools” (because they align with the NZCE methodology) can represent possible avenues for strengthening the estimates and coefficients based on the data received over time.

This project is led by UFI. For more information, please contact Christian Druart, UFI Research Manager: chris@ufi.org

Technical Pole: “Measurement, Reporting & Verification”

“Standards & Certifications”

This project aims to provide an overview of various related industry standards, and certifications. The goal is to ensure alignment and avoid duplication, thereby streamlining processes and enhancing the overall efficiency and consistency for the benefit of the industry.

As of July 2024, the project has completed an extensive desktop research phase, which involved an in-depth examination of various standards and certifications from around the world. This research was based by the feedback NZCE signatories provided in their reporting.

A detailed technical analysis was conducted. This analysis focused on mapping the relationships and alignments between different standards and the NZCE methodology. The goal was to identify areas of overlap and possible divergence.

At this stage, the preliminary results of the research and analysis have been compiled into an overview document. This document is currently being reviewed by project participants, who are assessing the findings and providing feedback. Their insights will be crucial for refining the results and ensuring that they are comprehensive and accurate.

Once the review is complete, the results will be further refined and potentially expanded to address any additional areas identified by the participants. The final, comprehensive overview will then be released to all NZCE stakeholders.

This project is co-led by JMIC and Greenview. For more information, please contact: Alexander Alles, alex@themeetingsindustry.org

Technical Pole: “Measurement, Reporting & Verification”

“Reporting”

The first bi-annual reporting cycle for NZCE signatories commenced in June 2023. All signatories of the NZCE pledge have committed to report about their sustainability progress at least every two years. The first reporting cycle will conclude on 31 December 2024. Signatories who joined the initiative before 1 January 2024, and have not yet reported, are required to submit their reports by the end of this year. Failure to comply with this requirement will result in removal from the list of signatories.

Concurrently, those who submit their sustainability reports will have the opportunity to validate their reports, earning their own NZCE badge. This badge can be used to demonstrate their commitment to sustainability to both internal and external stakeholders.

We are currently finalising the requirements and opportunities for this validation process and are preparing to roll out the new service for our signatories, which will be available starting in Q4 this year. This initiative aims to support the efforts of our signatories in their sustainability journeys, providing with a tangible recognition of their dedication to environmental responsibility.

The link for NZCE signatories to the report on their progress can be found [here](#). NZCE has organised a webinar at which the reporting exercise was explained in details, paving the way to understand the questions better. [This link](#) will take you to the reporting webinar.

This project is co-led by JMIC and Greenview. For more information, please contact: Alexander Alles, alex@themeetingsindustry.org

Technical Pole: “Communication & Education”

“Webinar Series on Roadmap Development”

In 2022, NZCE released the industry roadmap towards decarbonisation and published the full report and the executive summary of it. This is a key document produced by the initiative to show the priority action areas of decarbonisation of the business events industry. By signing the pledge, NZCE signatories commit to publish their own roadmap on how they plan to achieve net zero.

The initiative has started to produce webinars where different stakeholder groups present their own roadmaps and how their process to create their roadmaps looked like. The webinars are recorded and can be accessed on the [NZCE YouTube channel](#). RX and Freeman were featured first and further webinars will be offered in 2024 with Informa, SEC and Javits Center being in the pipeline.

“Other Webinars”

In September, we will be organising a webinar on how MEET TAIWAN is implementing the NZCE framework on a wider scale with consideration of sustainability case studies at designated trade shows taking place throughout Taiwan. It will be an informative webinar to which we will send out invitations shortly.

This project is led by JMIC. For more information, please contact: Alexander Alles, alex@themeetingsindustry.org

Technical Pole: “Communication & Education”

“Sustainability Best Practices at International Associations”

In the business events industry, associations play a crucial role by organising various events and congresses for their members. They also serve as key amplifiers of essential messages within their communities. Despite the growing importance of sustainability globally, many associations struggle to implement sustainable practices. This project aims to provide a diverse range of best practices in sustainability adopted by associations worldwide, inspiring their industry peers to embrace similar initiatives. The goal is not only to showcase sustainable event management practices but how they embed sustainability within associations at large.

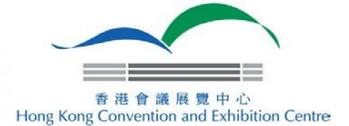
Currently, the project is surveying internationally active associations, aiming to identify and introduce best practices from 10 associations around the world. The results of this survey will be presented in October 2024. We encourage international associations to get in touch with us if they would like their sustainability best practices to be considered for inclusion in this project. Please do so by 31 August 2024.

This initiative seeks to highlight exemplary sustainability efforts and provide practical guidance for other associations looking to enhance their sustainable practices. By sharing these best practices, we hope to foster a more sustainable future for the meetings and events industry globally.

This project is led by ICCA. For more information, please contact: Dermot Ryan, dermot.r@iccaworld.org

Entities involved in technical poles and projects (list under progress)

NET ZERO CARBON EVENTS



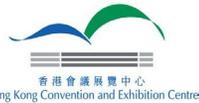
If you wish to join any project, please contact the relevant contact indicated in the previous pages.

Financial Contributors of the Project

PLATINUM LEVEL



GOLD LEVEL



GREEN LEVEL

