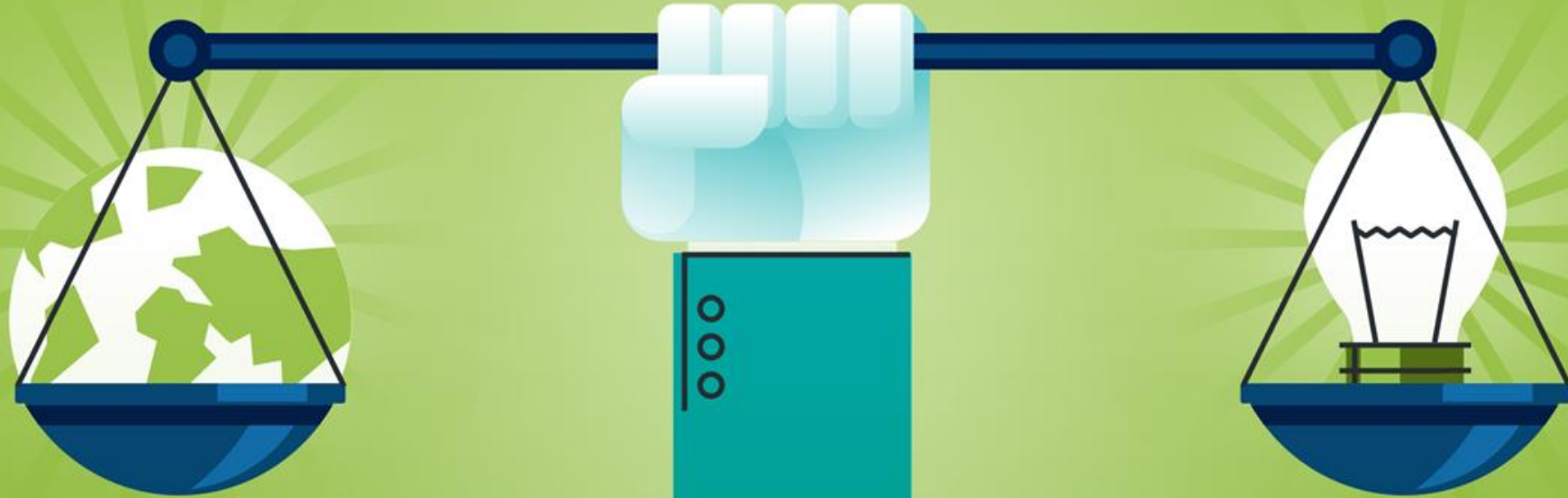


NET  
ZEROCARBON  
EVENTS



2024 Project Organisation  
March 2024

## Overview of the Structure of the Initiative

The new organisation is structured around:

### A project team:

- led by **JMIC**, who reports to the NZCE Board with the support of the Taskforce
- and composed of “**segment representatives**”, for Exhibitions, Conferences, Venues and Business Travel and the initiative’s **technical partner**

And 4 technical poles:

- **Measurement, Reporting & Verification**, in charge of structuring, guidance, and delivering data for NZCE participants and stakeholders in alignment with participant progress reporting
- **Activation & Adaptation towards Decarbonisation**, in charge of guidance for NZCE stakeholder base and the wider industry. This pole is composed of 4 resource centers: **Production, Waste & Circularity, Venues, Logistics, and Travel & Accommodation**
- **Communication & Education**, in charge of Industry Outreach and Advocacy
- **NZCE Services & Development**, in charge of integrating and disseminating the projects and activities from the technical poles

*In addition to the respective compositions and activities detailed in the following pages, the project team and the technical poles – whose representatives will regularly meet to ensure coordination and progress reporting - will assist some **specific projects**. Those already underway are also presented in this document.*



**Several of those groups are currently being composed and NZCE Supporters interested to join any of them are invited to contact the respective leader indicated in the following pages.**

## Composition of Project Team

*This slide provides an overview of points of contact according to the different segments of the meetings and events industry.*

- Project Leader: Alexander Alles ([alex@themeetingsindustry.org](mailto:alex@themeetingsindustry.org)) from JMIC

### Meetings and Events Industry Segments:

- “Exhibitions”: Christian Druart ([chris@ufi.org](mailto:chris@ufi.org)) from UFI
- “Conferences”: Frances van Klaveren ([frances.k@iccaworld.org](mailto:frances.k@iccaworld.org)) from ICCA
- “Venues”: Sven Bossu ([sven.bossu@aipc.org](mailto:sven.bossu@aipc.org)) from AIPC
- “Business” Travel: Frances van Klaveren ([frances.k@iccaworld.org](mailto:frances.k@iccaworld.org)) from ICCA and GBTA

Technical partner: Greenview (contact via JMIC: [alex@themeetingsindustry.org](mailto:alex@themeetingsindustry.org))

## Technical Pole: Measurement, Reporting & Verification

Main direct actions:

- Signatory and (consolidated) industry reporting
- Maintain industry measurement methodology and related updates to the content and data
- Support embedding of NZCE approach and methodology in other related industry initiatives, standards, and certifications for alignment

Leader: Greenview (contact via JMIC [alex@themeetingsindustry.org](mailto:alex@themeetingsindustry.org))

Carries out directly (or oversees) these projects:

- Reporting
- Standards & Certifications
- Industry Data “Exhibitions”
- Venue Data Exchange

## Technical Pole: Activation & Adaptation towards Decarbonisation - “Production, Waste & Circularity” Resource Center

Main direct actions as a resource center: further develop best practices, resources, and criteria for pledge pathways to support implementation and enable more specific alignment with respective decarbonisation pathways

Leader: IFES (Edwin van der Vennet [e.vandervennet@beMatrix.com](mailto:e.vandervennet@beMatrix.com))

Members: beMatrix, Galis, Holtmann+, Michael Foreman

Includes 2 subgroups:

- Waste Management Venue level, led by Javits Center (Yashi Dadhich) [ydadhich@javitscenter.com](mailto:ydadhich@javitscenter.com); Members [already registered]: Excel (UK), Fira Barcelona (Spain), Viparis (France)
- Food, led by MCI Group (Erica Fawer) [Erica.Fawer@mci-group.com](mailto:Erica.Fawer@mci-group.com); Members [already registered]: CTICC (South Africa), HKCEC (Hong Kong)

Carries out directly (or oversees) these projects:

- Material Library
- “Reusable Stands”

## Technical Pole “Activation & Adaptation towards Decarbonisation”

Main direct actions as a Resource Center: further develop best practices, resources, and criteria for pledge pathways to support implementation and enable more specific alignment with respective decarbonisation pathways

### - “Venues” Resource Center

*Under Progress*

Leader: AIPC (Sven Bossu [sven.bossu@aipc.org](mailto:sven.bossu@aipc.org))

Members: under composition

### - “Logistics” Resource Center

*Under Progress*

Leader: IELA (Elizabeth Niehaus [elizabeth@iela.org](mailto:elizabeth@iela.org))

Members: under composition

### - “Travel and Accommodation” Resource Center

*Under Progress*

Leader: ICCA (Frances van Klaveren [frances.k@iccaworld.org](mailto:frances.k@iccaworld.org))

Members: GBTA

## Technical Pole: Communication & Education

Main direct actions:

- As a technical pole responsible for communication of initiative's action points towards the broader stakeholder base of signatories and supporters
- Includes identification and allocation of speaking opportunities at events around the world, planning of interviews in connection with the NZCE initiative and the NZCE ambassadors programme as well as social media campaigns
- Proactive engagement of related and relevant entities across the value chain of the event industry and wider sustainable development topic regarding the existence, prevalence, representativeness, and utilisation of NZCE as a resource and initiative for support
- Organises education webinars for the NZCE stakeholder base with the aim to create a better understanding of guidance implementation and real life examples

Leader: JMIC and Clareville PR ([alex@themeetingsindustry.org](mailto:alex@themeetingsindustry.org))

Includes a MarComs subgroup composed of AIPC, BeMatrix, Clareville PR, Freeman, Holtmann+, ICCA, IceHub, IELA, JMIC, M&IT, SEC

Carries out directly (or oversees) these projects:

- “Sustainability Best Practices at International Associations”
- “NZCE Sustainability Event”

## Technical Pole: NZCE Services & Development

Main direct actions:

- As a technical pole responsible for identification and development of NZCE services to address gaps, opportunities, and evolving trends relating to event carbon measurement and decarbonisation, for benefit of NZCE participants
- Support the integration of projects in terms of their delivery to practitioners

Leader: JMIC ([alex@themeetingsindustry.org](mailto:alex@themeetingsindustry.org))

Further develop the reach (number of supporters) and further diversify geographically

While NZCE material is free, some specific chargeable “work” will be proposed to signatories:

- “Signatory progress reporting”
- “Material Library”
- “Reusable Stands”



## Projects overseen by the “Measurement, Reporting & Verification” pole (I)

### Short description of the project “REPORTING”

Led by JMIC and Greenview ([alex@themeetingsindustry.org](mailto:alex@themeetingsindustry.org))

As NZCE continues to mature into an established initiative, a critical next step is attaining credibility for the rigor and follow-through in Signatories and Supporters in implementing their pledge over time. In order to do so, NZCE will require an initial step of compliance, in requiring submission, basic validation, and transparent communication of progress reports by those who have pledged. This will be developed with levels of customisation depending on the type of entity, and involve a mix of confidential content for validation, linkages of existing content and progress demonstration to reference, and support of industry data sets and coefficients, as well as serve as the basis for continuously expanding NZCE resources, identifying gaps and opportunities, and spreading best practice as the initiative grows and NZCE participants advance in their respective pathways.

Time-line: Expected roll out in Q3 2024

### Short description of the project “STANDARDS AND CERTIFICATIONS”

Led by Greenview (contact via JMIC [alex@themeetingsindustry.org](mailto:alex@themeetingsindustry.org))

This project aims to support embedding of NZCE approach and methodology in other related industry initiatives, standards, and certifications, to ensure alignment and avoid duplication for the benefit of the industry. Technical analysis will be undertaken for mapping and alignment, along with provision of wording and documentation that can be used as such. Additionally, NZCE will structure and deliver “NZCE validation” as relating to the implementation or use of NZCE resources and projects, in liaison with selected partners whenever possible.

Time-line: Expected first results in Q2 2024

## Projects overseen by the “Measurement, Reporting & Verification” pole (II)

### Short description of the project “INDUSTRY DATA EXHIBITIONS”

Feasibility stage underway, led by UFI ([chris@ufi.org](mailto:chris@ufi.org))

This project is a follow-up of the Measurement Methodology, 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. It will liaise with all relevant technical poles and ongoing projects for data integration. It is focused on exhibitions, but other segments could be initiated.

Time-line: Currently under feasibility stage and first results expected in Q2 2024

### Short description of the project “VENUE DATA EXCHANGE”

Feasibility stage underway, led by UFI and Greenview ([chris@ufi.org](mailto:chris@ufi.org))

This project, under feasibility stage aims 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 bring consistency and save time to all involved.

Time-line: under feasibility stage / decision expected to be taken in Q2 2024

## Projects overseen by the “Production, Waste & Circularity” pole

### Short description of the project “MATERIAL LIBRARY”

Led by IFES (Dominique Bohler [dominique@ifesnet.org](mailto:dominique@ifesnet.org)); Members: Clarion Events (UK), RX (UK)

This project aims to compile and manage a definite list of materials and respective specifications, coefficients, and emission factors, that can serve as the backbone of measuring the impact of use of materials in events, to enable further specification of best practices and criteria as well as facilitating consistent carbon calculation for this component of the event footprint.

Timeline: Expected transition under NZCE during Q4 2024.

### Short description of the project “REUSABLE STANDS”

Feasibility stage underway with UFI ([chris@ufi.org](mailto:chris@ufi.org)) & IFES ([joerg.zeissig@holtmann.de](mailto:joerg.zeissig@holtmann.de))

Informa and a few other organisers have started a “Better Stands” programme that aims “to unite and encourage exhibitors, along with their appointed contractors, to move away from disposable, single use stands at events, in favour of reusable structures”.

UFI & IFES now sit in the “Better Stands” Steerco, who is currently running a pilot period. That experimentation is useful to secure the current format and design the future one. The overall programme will then sit within NZCE to facilitate development (existing guidance and methodologies/expertise, synergies/resources) and global uptake (neutrality/ independence and reach).

Timeline: Expected transition under NZCE during Q2 2024.

## Projects overseen by the “Communication & Education” pole

### Short description of the project “Sustainability Best Practices at International Associations”

Led by ICCA ([frances.k@iccaworld.org](mailto:frances.k@iccaworld.org)) - Members: Boardroom, ESAE, JMIC, UFI

In the meetings and events industry, associations play a crucial role by organising various events and congresses for their members. Additionally, they serve as amplifiers of essential messages within their community. Despite the growing significance of sustainability on a global scale, many associations struggle to initiate sustainable practices. The objective of this project is to offer a diverse range of best practices in sustainability adopted by associations worldwide, aiming to inspire their industry peers to embrace similar initiatives.

Time-line: The project is in development phase with the roll-out expected to take place in October 2024

### Short description of the project “NZCE Sustainability Event”

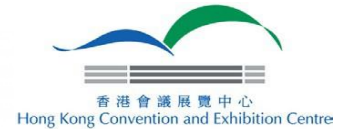
Planning stage underway with JMIC ([alex@themeetingsindustry.org](mailto:alex@themeetingsindustry.org))

As a component of Net Zero Carbon Events' educational initiatives, there is a proposal to host a sustainability-focused event under the banner of NZCE. The primary objective is to educate NZCE stakeholders on the practical implementation of the wealth of published materials, offering tangible examples tailored to their specific segment areas. The aim of the event is to bridge the gap between theoretical knowledge and practical application, empowering stakeholders with the insights and tools needed to effectively integrate sustainable practices into their respective domains. Additionally, it aims to foster a collaborative environment where participants can share experiences and collectively contribute to the advancement of sustainability within the events industry. A possible outcome from this project is a blueprint for enabling NZCE participants to have a template for creating content relating to their own event's sustainability and NZCE alignment that can be used in the event itself experientially.

Time-line: Project under feasibility stage

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

# NET ZERO CARBON EVENTS



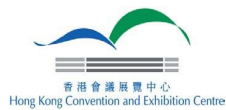
If you wish to join any project, please contact the relevant contact indicated in the previous pages.

## Financial Contributors of the Project

### PLATINUM LEVEL



### GOLD LEVEL



Messe München



### GREEN LEVEL

