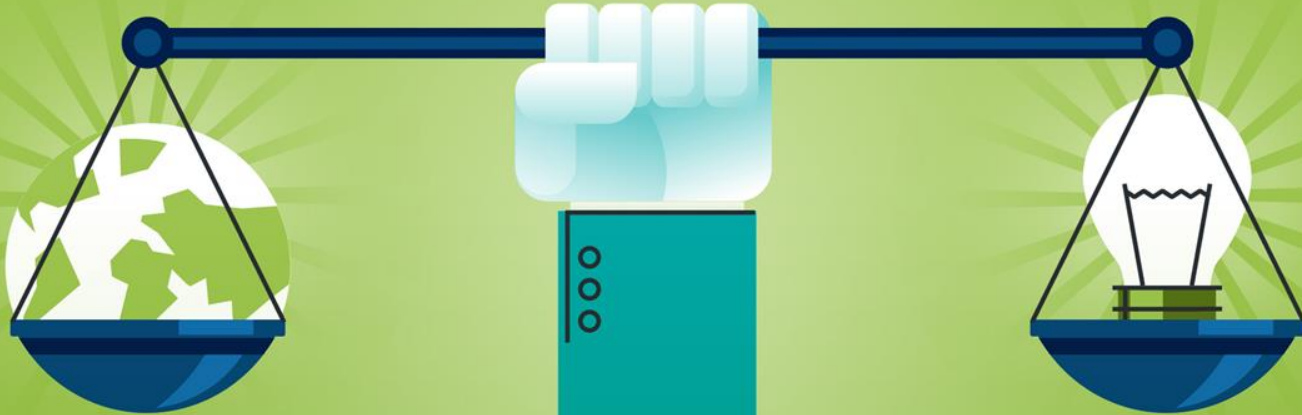


NET
ZEROCARBON
EVENTS



Initiative Progress Report
May 2023

The Net Zero Carbon Events initiative is the events industry's global campaign to achieve net zero carbon by 2050 at the latest.

The Net Zero Carbon Events Pledge Signatories commit to the following four actions:

- Before the end of 2023, publish the organisation's pathway to achieve net zero by 2050 at the latest, with an interim target in line with the Paris Agreement's requirement to reduce global GHG emissions by 50% by 2030.
- Collaborate with partners, suppliers and customers to drive change across the value chain.
- Measure and track our Scope 1, 2 and 3 GHG emissions according to industry best practice.
- Report on progress at least every two years.



Launched in August 2021, now with over 520 supporting organisations from 55 countries



Out of that, 303 operators have already signed the Net Zero Carbon Events Pledge.

“By working together the full force of the events industry can highlight not only the benefits it brings to the world, but also the support which may be needed to make the required changes in order to achieve Net Zero.”

1. Support for Signatories

You signed the pledge



We developed the roadmap



Now, we are developing guidance within the frame of the roadmap to support you in your journey to net zero

2. Workstreams

3 are transversal

MEASUREMENT

Standard methodologies, metrics, and industry coefficients for measuring the carbon footprint of events

CARBON OFFSETTING

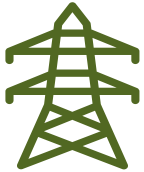
Offsetting hierarchy approach into an industry-wide strategy which results in the combined impact of events industry offsetting to be measured and communicated

REPORTING

Progress made at supporter and industry levels (action plan in place, baseline year selected, progress made in action areas, collaborative initiatives engaged in, best practices)

5 refer to the priority action areas

VENUE ENERGY



Power events efficiently with clean, renewable energy

PRODUCTION AND WASTE



Redesign events to utilise sustainable materials and be waste free

FOOD AND FOOD WASTE



Source food sustainably, and eliminate food waste

LOGISTICS



Move goods and equipment efficiently and transition to zero emissions logistics

TRAVEL AND ACCOMODATION



Work with and influence partners in the travel sector to reduce and mitigate the emissions of travel to events

2. Workstreams

While there is currently a focus on measurement in order to create a collective foundation on which actions can be built, the main objective of the workstreams is to deliver guidance on effective decarbonisation strategies and actions to signatories.

The transversal workstreams

- are connecting the action areas in the overarching actions of measurement, carbon offsetting, and reporting

The workstreams working on the identified action areas

- are developing technical guidance on decarbonisation pathways
- are creating an overview of priority actions (both related to performance and engagement targets)

All workstreams

- are aligning identified actions with existing international standards (beyond the events industry)
- are collaborating to see where actions can be aligned and connected

2. Net Zero

Stakeholder expectations for sustainability are growing

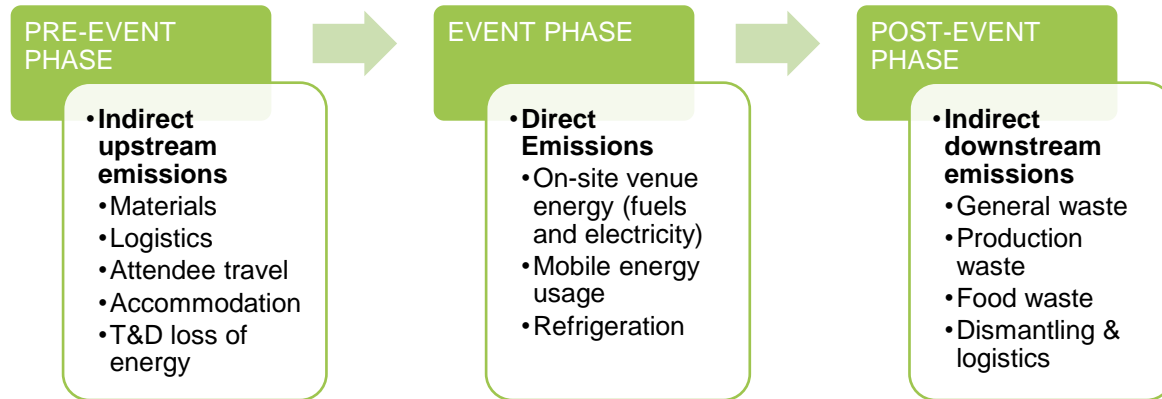
- There are many areas of action that could be focused on (packaging, sustainable water use, etc.) and there will be inherent interconnections to such topics
- However, the NZCE initiative's focus is on **carbon** and carbon emissions and their reduction will be the lens through which all actions are analysed and determined

Net zero journeys need a comprehensive plan

- The key to net zero is creating and following a planned pathway so that actions on the journey to net zero are clear, aligned, science-based, and can be credibly communicated
- Best practice examples for industry initiatives surrounding net zero can be leveraged (e.g., from the hospitality industry)

3. Net Zero – Lifecycle Approach

- The NZCE initiative focuses on bringing events themselves to net zero (in contrast to the current focus in industries of bringing organisations involved to net zero)
- The complex value chain of events requires different industries to work together to integrate net zero approaches throughout each event’s lifecycle



4. The Unique Position of the NZCE Initiative

Many actors in the events industry have already been working toward net zero. The NZCE events initiative supports the industry's movement through:

Unique collaborative approach

- Net zero pathway cannot be achieved for the whole industry if created by few stakeholders in isolation

Industry-led approach

- Validity is guaranteed through involving the majority of industry actors and integrating their practical experience

Progress in different action areas is asymmetric as some industries are more complex than others, or form part of more mature industries in terms of their decarbonisation plans. The goal is to align progress amongst stakeholders.

5. Progress Report - Measurement

Measurement

- **Objective:** Development of standard methodologies, metrics and industry coefficients for measuring the carbon footprint of events.
- **Activities to Date:** Organised discussions, Liaison with the other workstreams, Analysis of 45 measurement resources, Creation of methodology draft
- **Final Document Considerations:** See the following slide

5. Progress Report - Measurement

1	9 emission categories	<ul style="list-style-type: none">• Upstream exhibition, production & building; Upstream F&B; Travel to destination; Travel within destination, Venue energy; Water; Waste; Accommodation; Electronics & comms
2	Apportionment	<ul style="list-style-type: none">• Apportionment for each of the above 9 categories• Each delineated in the methodology for better understanding and guidance
3	3-level structure for reporting	<ul style="list-style-type: none">• “Basic”, “Intermediate” and “Advanced” -• Sources with primary data unavailability can be included using secondary data and as data is available measurement can move up the level over time.
4	Data quality hierarchy	<ul style="list-style-type: none">• Data quality hierarchy should be followed when selecting secondary data sources and proxies.• Basic (good), intermediate (better), advanced (best)
5	Segmentation of events	<ul style="list-style-type: none">• Local vs. domestic vs. international attendance, level of buildouts, amount of floor waste from operations, industry type
6	Emission factors guidance	<ul style="list-style-type: none">• Follow a hierarchy from prescriptive to guided, intended to improve over time• NZCE to play role in giving guidance, recommendation, & providing EFs
7	Documenting issues	<ul style="list-style-type: none">• Issues regarding an event boundary should be fully noted and compiled• Some may need justification of disregard, some will be considered and some tiered
8	Coefficients & proxies are key	<ul style="list-style-type: none">• Enable most basic reporting level and provide guidance for improvement• Build understanding of event profile• NZCE reporting to strengthen proxies and coefficients

5. Progress Report - Measurement

There will be a call for data from all signatories and supporters in May 2023

There is a **lack of publicly available event-level data**, which is needed for the **creation of industry coefficients and proxies** in line with the measurement methodology. Accordingly, the NZCE initiative is asking for **any event-level data** you are able to share.

- All levels of details and formats of event-level data are accepted
- The data collection will be handled through the NZCE website
- Once the call for data is open, signatories and supporters will receive an email update

5. Progress Report - Offsetting

Offsetting

- **Objective:** Development of Guidelines on Offsetting for the meetings and events Industry
- **Activities to Date:** Discussions of considerations for the final document
- **Final Document Considerations:** Introduction to carbon offsets including definitions and descriptions of different offset types and how to acquire them, Information on the oxford principles of net zero aligned offsetting and high-quality offset criteria, Event industry specific context on offsetting and unabatable emissions (including travel emissions), Explanations on the issues of double counting, Tips for credible communication around offsets

5. Progress Report - Offsetting

The Offsetting Workstream will share a survey among the industry stakeholder in May 2023 to gain a **better understanding of current practices and attitudes towards carbon offsetting**.

This includes the **types of projects they are supporting**, and the **perceived effectiveness of these initiatives**. The aim of the survey is also to provide insight into **potential barriers to carbon offsetting**, such as lack of knowledge, resources, or infrastructure.

Furthermore, the survey **will inform the guidance document produced by the offsetting workstream** and help industry stakeholders to **identify best practices and areas for improvement**.

5. Progress Report - Reporting

Reporting

- **Objective:** Development of a reporting template to be filled out by signatories
- **Activities to Date:** Discussions of considerations for the final reporting template, Testing of reporting template
- **Final Document Considerations:** Structured form on the website for confidential reporting to the NZCE initiative, Aggregated reporting to stakeholders based on confidential reporting results of signatories, Evolving reporting template with progressing timeline, Reporting requirements will include the scope of organisations not individual events, Reporting categories will include Scope 1, 2, and 3 boundaries and emissions, baseline years, targets, communication efforts, value chain considerations, and progress in action areas identified in the roadmap (list not exclusive)

5. Progress Report - Reporting

The reporting cycle for the NZCE initiative will begin at the end of June 2023.

The reporting template will include questions on the following:

- Company details (company type, office bases, and regions of operations)
- Communication about the NZCE initiative
- The company's pathway to net zero by 2050 (including baseline year and interim targets)
- Scope 1, 2, and 3 emissions (including boundaries, baseline years, and temporal scope)
- Collaboration and communication with partners, suppliers, and customers

The reporting template will also ask for **evidence** of communication measures and the published pathway (links or attachments will be accepted)

5. Progress Report – Venue Energy

Venue Energy

- **Objective:** Development of a guidance document for the decarbonisation of venue energy
- **Activities to Date:** Creation of document draft, Discussions of considerations for the final document and which tools are needed by the industry, Drafting of a risk register
- **Final Document Considerations:** Presentation of best practice examples for energy efficiency and the move to renewable energies (both grid and on-site), Proposal of a communication and reporting strategy between venues and other stakeholders

5. Progress Report – Smart Production & Waste Management

Smart Production & Waste Management

- **Objective:** Development of a guidance document on production and waste management for the meetings and event industry
- **Activities to Date:** Collection of best practices & key challenges, Discussions of considerations for the final document and tools needed for this action area
- **Final Document Considerations:** Guidance on decarbonization approaches for organizers, venues, and service providers based on best practices

5. Progress Report – Food & Food Waste

Food & Food Waste

- **Objective:** Development of practical resources for venues, service providers and organisers to create awareness and facilitate the adoption of sustainable practices to decarbonise and reduce food waste along the entire lifecycle
- **Activities to Date:** Collection of relevant documents, Discussions of considerations for the final document, Creation of document draft
- **Final Document Considerations:** Inclusion of different difficulty levels for actors with more and less experience/ progress, Identification of high carbon foods commonly served, Presentation of best practices on food waste elimination and sustainable food sourcing, Exploring partnerships for reducing food waste, Ensuring relevance for organizers, venues, and service providers.

5. Progress Report - Logistics

Logistics

- **Objective:** Development of a guidance document for the decarbonisation of logistics in the event industry
- **Activities to Date:** Creation of document draft, Discussions of considerations for the final document
- **Final Document Considerations:** Guidance on the areas of on-site logistics, traffic management & smart cities, remote & last mile logistics, and sustainable logistics, Awareness building for the impacts of logistics, Inclusion of best practice examples, Tips on overcoming common barriers

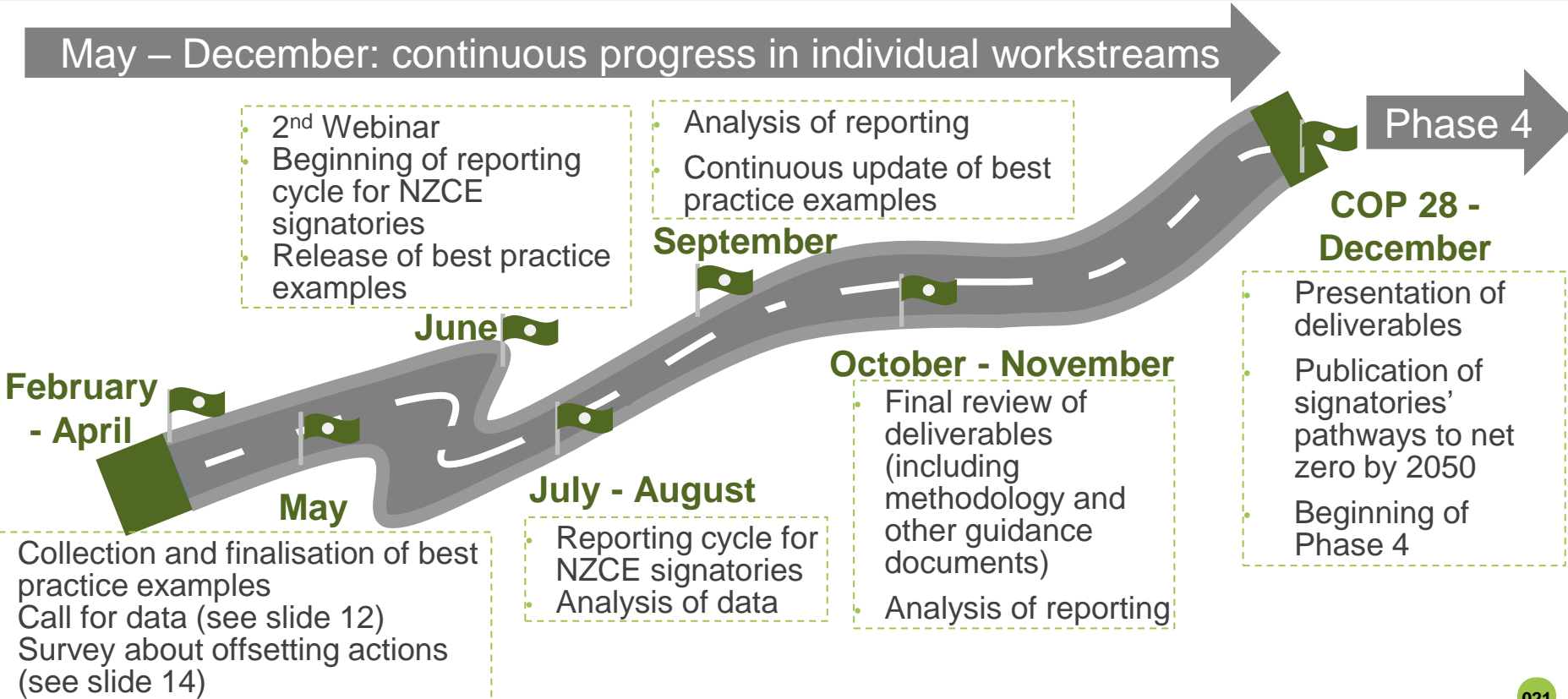
5. Progress Report – Travel & Accommodation

Travel & Accommodation

- **Objective:** Development of a guidance document on decarbonisation of event travel & accommodation and collaboration with the travel & accommodation sectors to streamline decarbonization efforts
- **Activities to Date:** Stakeholder mapping, Collection of relevant documents, Identification of challenges and decarbonisation opportunities
- **Final Document Considerations:** Consolidation of existing industry guidance into a simple set of requirements for hotel partners, Presentation of best practices and case studies on the decarbonisation of travel & accommodation related to events, Awareness building on travel & accommodation emissions in the event industry

6. Activities for 2023 – Phase 3

May – December: continuous progress in individual workstreams



Current financial contributors

To allow for a 'fair share' distribution of the financial needs among the supporters, four levels of financial support have been developed.

PLATINUM LEVEL

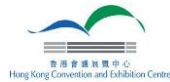
Freeman¹



Questex



GOLD LEVEL



SILVER LEVEL



GREEN LEVEL



8. Where to see NZCE

23-25 May 2023	IMEX Frankfurt
24 May 2023	NZCE Press Conference at IMEX (13:00hrs CET, PressCenter)
14-16 June 2023	UFI European Conference, Maastricht
28 June 2023	IELA Congress, Malta
20-24 June 2023	IFES Global Congress Singapore
27 June 2023	The London Climate Action Week, London
28-29 June 2023	The Meetings Show, London
16-19 July 2023	AIPC Global Congress Luxembourg

9. Get in touch with NZCE & Find resources

Access the NZCE
resources page



Get in touch with
US:

info@netzerocarbonevents.org

A screenshot of a website page for 'NET ZERO CARBON EVENTS Initiative Resources'. The page has a green header with the title 'NET ZERO CARBON EVENTS' in large blue letters and 'Initiative Resources' in white below it. A navigation menu at the top includes links for HOME, THE INITIATIVE, WHAT IS NET ZERO, WHY TAKE PART, JOIN US, THE PLEDGE, SIGNATORIES | SUPPORTERS, FUNDING, RESOURCES, and NEWS. Below the header, the text 'Find the Latest Information and Resources Here' is centered. A paragraph of text follows: 'Thank you for your interest in the Net Zero Carbon Events Initiative. On this page you will find all the latest information and resources for participants.' At the bottom, there is a link for 'PROJECT STATUS'.