



# NET ZERO CARBON EVENTS

## **Net Zero Carbon Events announces collaboration with Gulf Organisation for Research and Development (GORD) at COP29**

### **NZCE methodology will be integrated into the UN's reference tool for the measurement of events emissions, the Green Events Tool (GET)**

Following the release of the Industry Roadmap at COP27 in Sharm El Sheikh and the launch of the Measurement Methodology in December 2023, Net Zero Carbon Events (NZCE) confirmed its latest development at this year's COP29 in Baku, Azerbaijan: the integration of NZCE methodology into the UN's reference tool for the measurement of events emissions, the Green Events Tool (GET).

This tool, developed by the United Nations and managed by the Gulf Organisation for Research and Development (GORD), is already instrumental in measuring the carbon footprint of UN conferences. Integrating the measurement methodology developed by NZCE for the business events industry will enhance GET's capabilities and align them with the industry's specific needs.

James Rees, President of the Joint Meetings Industry Council which hosts the Net Zero Carbon Events initiative for the conference, events and exhibitions industries worldwide said: "This is a very exciting development for Net Zero Carbon Events and for the industry. It takes our co-operation and integration with the United Nations' standards on measurement a significant step forward.

"The joint Launch Event at COP29 and the signing of an MoU between both institutions marks a commitment to substantive discussions, paving a pathway to future collaboration.

"Since its inception at COP26 in Glasgow, the Net Zero Carbon Events initiative has made remarkable progress in advancing sustainability practices within the business events industry. Thanks to the collective efforts of our community, we have achieved significant clarity on

environmental aspects relevant to our sector, clearing the way towards a more sustainable future.”

**Joseph Prakash**, Director, Gulf Organisation for Research and Development (GORD) said: “We look forward to developing this partnership and the mutual benefits it will bring.”

**Suriya Mues**, Programme Officer, United Nations Framework Convention on Climate Change (UNFCCC) Secretariat commented “Partnerships like this are a good example of the steps that we need to take. It is providing the events industry with a powerful tool.”

Speakers at the launch event at COP29 included

- **Suriya Mues** – Programme Officer, United Nations Framework Convention on Climate Change (UNFCCC) Secretariat
- **Asa Elisabeth Tynell**, Project Manager, United Nations Environment Programme (UNEP),
- **James Rees** – President, Joint Meetings Industry Council (JMIC)
- **Alexander Alles** – Executive Director, Joint Meetings Industry Council (JMIC)
- **Joseph Prakash** – Director, Gulf Organisation for Research and Development (GORD)
- **Kai Hattendorf** – CEO, UFI
- **Dr Senthil Gopinath** – CEO, ICCA
- **Hemant Nandanpawar** – Senior Director, Gulf Organisation for Research and Development (GORD) (moderator)

<https://www.netzerocarbonevents.org/>

**About the Net Zero Carbon Events Initiative:** The Net Zero Carbon Events initiative, hosted by the Joint Meetings Industry Council (JMIC), is the largest initiative on environmental sustainability within the business events industry with over 700 stakeholders from 60 countries. It aims to achieve net zero carbon emissions by 2050 through collaborative action and commitment from industry stakeholders.

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# Net Zero Carbon Events thanks all financial contributors who help to drive this initiative

CONTRIBUTORS | September 2024

## PLATINUM LEVEL



## GOLD LEVEL



## SILVER LEVEL



## GREEN LEVEL

