

## **A global vision for a sustainable events industry set to launch in November**

A working party of visionaries have answered the call from Positive Impact to plan a global vision for a sustainable events industry.

The vision will take the form of a campaign, which will launch on 15 November. It will result in an ongoing worldwide collaboration between venues, agencies, associations and suppliers across business, sport and cultural events on how to create a sustainable events industry.

The working party includes representation from Meeting Professionals International, the UK Business Visits and Events Partnership, the Association for Events Management Education, the Sustainable Events Alliance, the Positive Impact Sustainability Experts Group, the Convention Industry Council and the Green Meetings Industry Council. In addition, several corporate companies including KPMG have been invited to provide input.

Positive Impact Managing Director Fiona Pelham says: “Earlier this year, we launched a UK specific vision and it’s now time to go global. There’s lots of amazing work on sustainability being carried out around the world and this vision will give everyone a place to collaborate and share best practice. We’re inviting anyone with input to step forward. Together, we can really paint the picture of what our future looks like. Together, we can share our ideas and give people access to actions they can take to make this picture a reality.”

Prior to the planned launch of the vision on 15 November, the eight-strong global working party is discussing how the campaign will work to ensure that it is inspiring, collaborative, simple and influential. It will draw on historical campaigns such as Make Poverty History for inspiration and will have an online presence. Positive Impact is a volunteer secretariat on this project. The not-for-profit organisation is seeking sponsorship of £20,000 to support this campaign.

For more information on the launch of a global vision for a sustainable events industry, please contact Fiona Pelham on 0161 273 5107 or email [fiona@positive-impact-events.com](mailto:fiona@positive-impact-events.com)