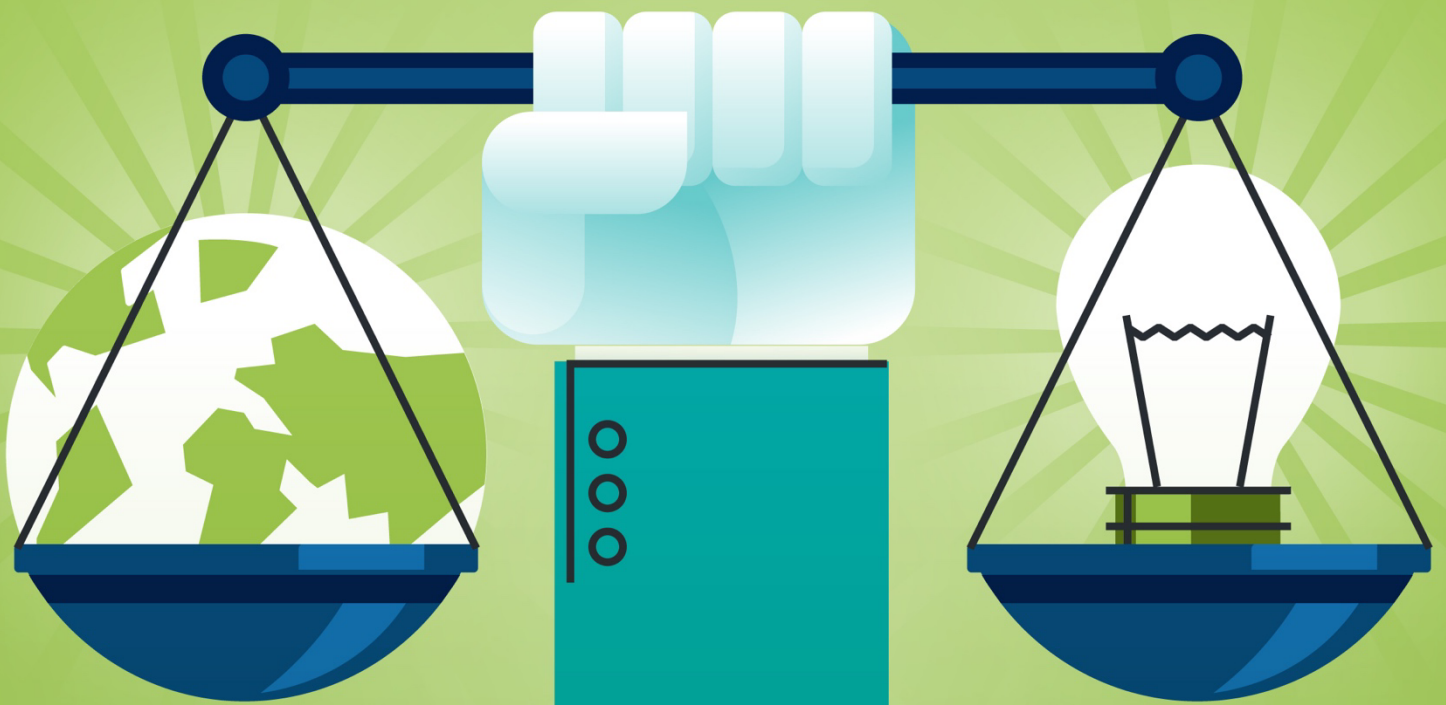


**NET
ZERO CARBON
EVENTS**



**Re-Thinking
Events
Logistics
December 2023**

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INTRODUCTION

After [the NZCE Pledge](#) and [the NZCE Roadmap](#) were created and published in Phase 1 and 2 respectively, Phase 3 has been focused on the creation of practical guidance documents for the decarbonisation of the meetings and events industry. Five workstreams were created to discuss and ultimately provide guidance on the decarbonisation of the specific action areas defined in the NZCE Roadmap: Venue Energy; Food and Food Waste; Logistics; Smart Production and Waste Management; and Travel and Accommodation. In addition, three transversal workstreams were created to support the initiative and provide guidance on the issues that touch on all action areas: Measurement; Carbon Offsetting; and Reporting. This document provides the first version of the guidance document for the Action Area “Logistics”. To read the documents that the other workstreams have produced, please visit the [NZCE initiative’s resources page](#).

The Logistics Workstream of the Net Zero Carbon Events (NZCE) initiative has been focused on identifying best practice areas to reduce the carbon emissions associated with logistics at events. Since exhibitions belong to the event types with the most built environment and materials needing to be transported, our workstream has primarily focused on the exhibition context. Accordingly, our recommendations will centre on reducing the emissions related to the transportation of exhibits, exhibition materials, and stands, as well as the sourcing of materials and equipment for exhibitions. However, most of our recommendations are applicable to other event types as well.

By implementing sustainable logistics practices, we can significantly reduce the carbon footprint of events and work towards our goal of Net Zero Carbon Events. In this guidance document, we will be identifying opportunities to optimise logistics and transportation routes, reduce disposable packaging materials, and source more sustainable equipment, products, and services. By having exhibitors, event organisers, venue owners, logistics providers, and other stakeholders collaborate, we can make meaningful progress towards a more sustainable future for events.

We have structured this document in four scope areas:



**SCOPE AREA 1:
Sustainable
Logistics**



**SCOPE AREA 2:
Remote and Last
Mile Logistics**



**SCOPE AREA 3:
On-site
Logistics**



**SCOPE AREA 4:
Traffic Management
and Smart Cities**

According to the World Economic Forum, it is recognised that climate change and the consequences that it will bring are the most significant crisis humanity faces right now. With this in mind, we are forced to rethink whether our current way of life and conducting business is sustainable. Based on the current status quo, our business practices must be transformed in a way that is in harmony with the world around us. The triple bottom line term defines the perspective that we have adopted in drafting this document, as we believe it highlights what every company and industry must strive for: Focussing on people (social) and planet (environmental) concerns in the same way they focus on profits.

The exhibitions sector is one of the industries contributing to vast amounts of emissions and waste creation. The industry must find a way to transform to function more sustainably. Our goal is to ensure sustainable development of our industry. We are committed to net zero goals and to reduce carbon emissions in line with the requirements of the NZCE pledge. Additionally, we need to make sure our environmental transformation also considers the well-being and health, education needs, and reduces the inequality of the biggest asset of our service industry: people.

To evolve our industry strategy, we need to analyse our current practice in each industry segment, find a way to measure the output of both emissions and waste and create short-, medium-, and long-term plans to do so.

MEASUREMENT AS PART OF THE DELIVERABLES

A crucial aspect of organisations working on logistics will be to embed the outcomes of the Measurement Workstream into event logistics practice worldwide to ensure the use of standardised methodologies and tracking of all relevant sources of emissions. This includes not just transportation, but also the sourcing of materials and equipment and any other logistics-related activities.

Indeed, we can't manage what we can't measure. The first concrete step to start reducing emissions needs to be based on facts rather than assumptions, this why we must start measuring our carbon footprint. By accurately tracking and measuring our carbon emissions, we can identify opportunities for improvement and set meaningful reduction targets. We can also use this data to report on our progress and communicate the impact of our efforts to stakeholders.

THE ONLINE EXHIBITOR AREA AS A DATA SOURCE AND DRIVER OF CHANGE

The exhibition industry already has valuable tools like online exhibitor areas where exhibitors communicate with organisers about issues like what they are planning to do in terms of stands (for example whether they will construct their own stand or use a stand system). Accordingly, the exhibitor area could become a great data source for identifying current practices, as well as improve communication and as a result drive change. It could also house additional information, such as data from the show organiser that includes the movements of exhibits from the exhibitor place of origin to the venue destination and back, enabling more sustainable planning and freight consolidation. If patterns in exhibitor's behaviour could be identified early on, emissions reduction solutions could be identified much faster.

MEASUREMENT TOOLS FOR THE EVENT INDUSTRY

Ultimately, a digital platform that is accessible to every event industry stakeholder and automatically outputs data about carbon emissions created to event processes including logistics would be helpful. An efficient measurement system must also be in place to account for all the waste created by the events industry. Questionnaires could fill the current gap resulting from the lack of such as system, but an easy-to-use tool will need to be created.

SCOPE AREA 1: SUSTAINABLE LOGISTICS

This chapter will introduce the high-level journey to decarbonisation of overall logistics. Some of these steps will be repeated and enhanced with additional content as they pertain to the other scope areas identified. It should be noted that the events industry is extremely diverse, and the goal of decarbonising will require collaboration across the whole supply chain. It is, therefore, critical to recognise that each stakeholder operates in a different context, with different levels of resource and local infrastructure. Solutions must be adaptable by companies located in different parts of the world and equity principles should be integrated in this document through flexibility in terms of approaches and timelines.

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| <p>1</p> <p>Change of mindset</p> | <p>A change of mindset is critical to achieving truly sustainable logistics.</p> <p>To enable this, we must first educate everyone in the supply chain (exhibitors, organisers, venues, logistics partners, suppliers, etc.) by bringing their attention to the devastating circumstances which humanity will face very soon if we continue business as usual in pursuit of ever-greater comforts and economic growth.</p> <p>For an effective transformation, all stakeholders in the exhibition industry must unite and produce a powerful and clear message for change by implementing a plan with clearly defined indicators on the success of this transformation.</p> <p>In conclusion, the goal is not simply preparing a sustainability strategy alongside the corporate strategy, but to firmly integrate sustainability into the business model, its strategy, and everyday operations. Contextualising sustainability within the holistic system is a "win-win" way of thinking, capable of triggering real collective growth.</p> |
| <p>2</p> <p>Education</p> | <p>Enabling industry-wide change is also heavily dependent on providing the necessary tools, education, and support for all stakeholders.</p> <p>Educational material must create a desire for conscious leadership and be supported by a clear vision and roadmap on how it can be achieved for all stakeholders, taking into consideration their diverse capabilities.</p> |
| <p>3</p> <p>Measurement and tools as a driver of change:</p> | <p>To know whether we are successful in our transformation, we must assess the current level of carbon emissions being created by our industry. We propose that logistics related measurement processes should be implemented at the latest by 2025.</p> <p>To achieve net zero, the vast majority of our reductions need to occur within the Scope 3 emissions for most event industry organisations, so we truly need to start focusing on their measurement. Collecting this data will require increased collaboration and enhanced processes in the value chain (from exhibitors, organisers, venues, to suppliers).</p> <p>The NZCE measurement methodology published at the same time as this document provides guidance for the measurement of event-level emissions, including those of logistics. Accurate insights into</p> |

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| | <p>emissions can then inform more targeted approaches to reducing emissions in each logistics-related process.</p> <p>These processes can include those that are primarily in control of the logistics providers, such as routes taken, load efficiency, office energy consumption, company owned vehicles, equipment, staff travel and waste of packing materials, as well as areas that logistics providers can meaningfully influence, such as venue’s electric vehicle infrastructure, venue waste facilities, production items, and processes that logistics providers and other actors in the events industry can support, such as general electric vehicle uptake, and airfreight/sea freight/road freight legislation.</p> |
| <p style="text-align: center;">4</p> <p>Transport modes: Carrier analysis</p> | <p>The selection of transport modes is a highly significant determinant of logistic emissions. Air freight has a much higher carbon intensity compared to sea freight. A plane transporting freight on a national route generally emits around 1.223 KgCO₂e / ton-km. This is 94 times higher than a container ship (with more than 8,000 Twenty-Foot Equivalent Units (TEUs)), which emits 0.013 KgCO₂e / ton-km¹. However, it must be noted that sea transport is significantly slower, not all cargo can be shipped via sea freight, and insurance premiums are often higher for items transported by ships. Accordingly, to achieve timely delivery for the event with sea transport, cargo must be ready for shipment much sooner than for air freight; usually weeks before the event takes place.</p> <p>Stakeholders should consider the option of railway transport systems wherever possible, which with an average of 0.0122 kgCO₂e per ton-km², is one of the modes of transport with a smaller impact on the environment. Additionally, whenever possible, carriers should be preferred if they use electric vehicles, hybrid vehicles, or more sustainable fuels (for air carriers this means SAF).</p> <p>Another beneficial factor is measurement of the services’ emissions. Generally, carriers with newer fleets and environmental certifications will also have lower emissions but data based on actual emission measurement should be consulted first. Most of these processes require a conscious choice to break away from recent trends in the logistics & supply chain market that demand last-minute service and fast deliveries and to focus on sustainability considerations.</p> <p>Actors in the events industry could also consider adding an emission compensation fee to any airfreight shipments. The funds generated through this fee could then be used to offset emissions that cannot currently be avoided.</p> |

¹ Linkiesta (2017). Trasportare merci in aereo? Emette CO₂ cento volte di più che farlo su grandi navi.
² Ferrovie Dello Stato Italiane (2022). Sostenere il Movimento.

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| <p style="text-align: center;">5</p> <p style="text-align: center;">Shipment consolidation</p> | <p>Logistics providers generally have more control over how land-transport vehicles are loaded. Accordingly, shipments there should be consolidated as much as possible to avoid vehicles not being used optimally and therefore more vehicles being used than necessary. Whenever possible, returning unloaded vehicles such as dedicated vans should be avoided.</p> |
| <p style="text-align: center;">6</p> <p style="text-align: center;">Planning: Deadlines for preparation of materials and timing</p> | <p>Good preparation is key to reducing the carbon footprint of an event. Knowing the material to be shipped well in advance and, consequently, being able to prepare materials earlier and to pass on shipment details to the trusted freight forwarder earlier leads to increased opportunity for more sustainable management of the shipping process, for example through the use of slower transport modes.</p> <p>Providing information about the volume and special characteristics of the cargo (specifically of stands and exhibits), the point of collection, etc. in a timely manner can be vital for coordinating logistics in a more climate-friendly way. Tools, such as the exhibitor area highlighted in the introduction could enable this timely and detailed communication.</p> <p>Finally, requiring exhibitors to book on-site services in advance will allow the official freight forwarder to better plan the equipment needed. The last-minute booking of services can involve an emergency supply of missing lifting equipment with consequent little choice between partners, therefore having to resort to companies not or less focused on their environmental impact.</p> <p>In addition to supporting environmentally sustainable solutions, improved planning also has a positive impact on the well-being and safety of employees since schedules, timetables and working times are better anticipated.</p> |
| <p style="text-align: center;">7</p> <p style="text-align: center;">Paperless processes</p> | <p>Paper is used for many processes in event logistics, such as project management, communication, receipt of arrival, certificates, etc. Not only does this process require a lot of resources, and specifically virgin materials that result in deforestation – a major driver of global emissions as well as barrier to trees’ ability to absorb carbon emissions, but paper used for communication purposes usually has to be transported by mail or courier, resulting in additional emissions. In addition, documents are generally only used a few times per process and rarely used across processes and they therefore create a lot of waste.</p> <p>Accordingly, a paperless logistics process can result in both emission and waste reductions. Every document issued and all communication should be sent digitally to stakeholders and this process should be firmly implanted in internal operating procedures.</p> <p>All stakeholders should revise their procedures, identify weak points, and replace paper-based practices with digital alternatives for example by using project management software and personal digital assistants (PDAs), implementing digital certificates and electronic signature, etc.</p> |

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Sustainable use of digital solutions

The implementation of digital solutions can require significant investments and digital devices of course also require resources to be produced and energy to be used. Accordingly, it is important that organisations source digital solutions mindfully.

Energy efficiency indexes can provide guidance on which devices and cloud services (for data storage) are more sustainable. Energy efficiency is usually measured in a power usage effectiveness value (PUE) and this value should be as low as possible (ideally it should be 1). Additionally, especially in relation to data centres, those using renewable energy should be favoured. Increasingly, organisations have (sometimes unintentionally) misled clients and consumers about the sustainability of their products and services.

To avoid doing business with organisations that are greenwashing, stakeholders should choose products and services whose sustainability claims are clear, supported by evidence, and preferably 3rd party verified (The European Union is currently working on legislation to reduce misleading green claims).

One issue that often comes up in connection to greenwashing is offsetting. You can find more information about carbon offsetting in the NZCE offsetting guidance document published at the same time as this document.

In addition to the procurement stage of digital solutions, organisations should also define standard operating procedures to reduce the impact of digital solutions while in use. These should include guidance on the deletion of data, emails, and documents once they are not needed anymore or switching devices off fully when not in use.

9

Packaging: Reusing, Recycling, and Recycled content

The problem of waste disposal has been increasingly discussed and regulation has been quickly evolving around this topic, especially in the European Union, which has already passed directives, for example targeting the ban of single-use plastic items. As mentioned previously, waste does not only contribute to increased levels of pollution but also to emissions.

Improved waste management in logistics, primarily refers to packaging of shipped goods. Using packaging that is reusable and reused, recycled and recyclable, or made of other more sustainable packaging solutions, such as pre-stretched film, biodegradable stretch films, coreless stretch films, extruded films from recycled materials and stretch palletising paper for light and homogeneous pallets, where reuse might not be possible can contribute to the sustainable transformation of the events industry. As a replacement for plastic adhesive tape, there are paper adhesive tapes and the use of FSC certified materials is highly recommended when wooden packaging is used.

The first priority, however, should always be to offer reusable packaging systems to exhibitors, organisers, and other stakeholders as a default. In accordance with the procedures established by the applicable UNI technical standards and in compliance with the 97/129/ce decisions adopted by the European Union Commission, all packaging must be appropriately labelled to facilitate the collection, reuse, recovery, and recycling of packaging, as well as provide

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| | <p>correct information to consumers on the final destination of packaging. The implementation of such a labelling system will help to reduce production of mixed waste on-site.</p> <p>Guidelines on sustainable packaging materials for logistics should be established and once packaging solutions have progressed more, penalties could be charged for non-compliance.</p> |
| <p>10</p> <p>Choosing freight forwarders</p> | <p>We recommend for exhibitors to use couriers or forwarders who are specialised in exhibition and event forwarding to send their materials and stands.</p> <p>Not choosing specialised partners can have negative sustainability impacts because shippers might not be familiar with the specifics related to the events context.</p> <p>The result could be a shipment stopped at customs, requiring a consequent trip by a local carrier to remedy the situation, or various delivery attempts with an increase in emissions due to the comings and goings of the courier's vehicle.</p> |
| <p>11</p> <p>Official on-site contractor with sustainable fleet</p> | <p>When an Organiser chooses the logistic partners at an event, a necessary condition should be the sustainability of the equipment used by the operator themselves. In this way, whoever sends exhibits from abroad (exhibitors first but also the trusted freight forwarder) would be guaranteed a more sustainable delivery to the stand and a more sustainable handling process within the exhibition gates.</p> <p>Nomination of one freight forwarder with a network of stakeholders increases the chance of shipment consolidation from the country of origin and guarantees a better control of the whole shipping process. This helps both to reduce and track the emissions resulting from logistics processes from origin to the venue.</p> |
| <p>12</p> <p>Supply chain management and responsible purchasing.</p> | <p>Due to the diverse actors involved in logistics processes and the events industry in general, decarbonising the supply chain is critical.</p> <p>We propose creating a questionnaire to help evaluate supply chain actors and the sustainability of their practices and to continuously communicate with actors in your supply chain to identify opportunities for improvement.</p> |

SCOPE AREA 2:

REMOTE AND LAST MILE LOGISTICS

For remote and last mile logistics, we have structured the best practice recommendations in three categories: Warehousing and storage, Delivery, and Data collection and performance evaluation. All previously mentioned best practices for overall sustainable logistics remain relevant for this section as well.

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| <p>1</p> <p>Warehousing and Storage</p> | <p>The location of the warehouse and its proximity to the venue can significantly affect the emissions related to logistics. Direct delivery to the venue instead of to a warehouse can be a more sustainable solution, as it cuts a portion of the distance travelled (from the receipt of the cargo at the port/airport to the warehouse and from the warehouse to the venue). However, it must be noted that this is often impractical, primarily because there may be restrictions to the volume of goods the venue can store in standby or because costs might be higher.</p> <p>If warehouses are used, choosing warehousing facilities which implement sustainable solutions (e.g., LED lighting, photovoltaic panels on warehouse roofs, or fleet electrification) can improve sustainability further.</p> |
| <p>2</p> <p>Delivery</p> | <p>As mentioned before, consolidating the deliveries to the venue in a way that utilises the full capacity of each vehicle can have a significant impact on the total greenhouse gases produced through the process. Shipments from different destinations could first be consolidated at a warehouse. These shipments could then be consolidated in fewer vehicles going from the warehouse to the venue instead of having multiple vehicles deliver individual items.</p> <p>Small deliveries could be rejected by venues to enforce the mentality of loading optimisation. However, this might not work in all contexts. Another potential solution could be the coordination of assembly of stands and the handling of the exhibits at a similar time to allow for consolidation of both logistical processes in the same vehicles and using the same equipment.</p> |
| <p>3</p> <p>Data collection and performance evaluation</p> | <p>As previously mentioned, to be able to assess the emissions impact of logistical processes and changes to them, an accepted calculation methodology must be adopted by the industry.</p> <p>All stakeholders need to make a conscious effort to measure the emissions that result from their own processes and to share them across the value chain. This data can then be used to share information about impact reduction with stakeholders to nudge them to implement more sustainable solutions and to have a full overview of all emissions related to logistical processes of each event so that progress towards net zero can be monitored.</p> |

SCOPE AREA 3: ON-SITE LOGISTICS

In addition to the best practices defined for overall sustainable logistics as well as remote and last mile logistics, we have defined the following steps to decarbonisation for on-site logistics:

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| <p>1</p> <p>Measurement, tracking, and planning</p> | <p>The importance of measurement was already highlighted in Scope Area 1, but planning is a key point in making on-site logistics more (socially and environmentally) sustainable. An efficient synergy between organisers, venues, and logistics operators is therefore necessary so that all activities can be planned in the most efficient way possible.</p> <p>Sharing information about the organisation of the event in advance (such as number of halls involved, number or square meters sold, list of exhibitors with nationality) could improve the ability of logistics operators to make sustainable choices, for example by planning the arrivals of the goods in line with exhibitor and standfitter needs, by correctly allocating the unloading and reloading slots and reducing unnecessary stops of heavy vehicles both out-and inside the venue grounds, and by distributing the lifting equipment in a functional way during mounting and dismantling days.</p> |
| <p>2</p> <p>Decarbonisation</p> | <p>Logistics operators can take multiple steps to reduce carbon emissions. Decarbonisation can be achieved through direct emission reductions but also through improved waste management as waste creation is linked to a large share of global emissions.</p> <p>For direct emission reduction we recommend the following best practices, including the planning of on-site work in synergy with organisers and venues, and the substitution of lifting equipment with new more sustainable models (hybrid, electric, or hydrogen). Biofuels could also be considered as an interim target where no alternatives are available.</p> <p>Boosting technology progress in order to make the logistics process paperless can contribute to decarbonisation strategies and regularly communicating with exhibitors about sustainable logistics and specifically the difference in emissions depending on the chosen solution is critical to drive forward the implementation of more sustainable options.</p> |

SCOPE AREA 4:

TRAFFIC MANAGEMENT & SMART CITIES

In this continuously developing world many countries and their cities face issues in making transport compatible with capacity, safety, and environmental needs. With increased traffic problems that cause congestion, pollution, and accidents there is a strong call for sustainable traffic management. This strategy can not only support sustainable development in the industry but also increase economic efficiency.

Generally, direct emission reductions can be achieved through the following steps in this scope of work:

- Planning traffic management work in synergy with the cities/ destinations, organisers and venues
- Boosting technology adoption to make the logistics and traffic management process as smart as possible

It needs to be acknowledged that the implementation of smart traffic management will come with implications of costs and the industry will need to have discussions about who will be responsible for carrying these costs. However, there are still many industry best practices that can be implemented with little cost implications and sometimes even savings. We have separated them in stakeholder responsibility categories for simplified access.

Best practices, organisers, venues, and other direct event stakeholders can implement:

- Reducing the number of trips to/from show sites through consolidation of freight
- Shifting traffic (between different modes, time windows, destinations, and routes)
- Planning of departure times (avoiding peak/rush hours)
- Using flexible time schemes to reduce traffic volume
- Planning routes to optimise travel (more efficient transport to/from venues)
- Implementing variable pricing with higher costs during peak hours. Resulting revenue can then be invested in sustainable traffic management
- Employing advanced technology/ navigation apps for real time detection of traffic situation (control method to avoid congestion)

Best practices that organisers, venues, and other direct event stakeholders should collaborate on with event destinations:

- Guiding and controlling movements of vehicles over time and space (this improves traffic safety and efficiency)
- Controlling transport demand (Smart City)
- Integrating land-use planning for innovation of transport systems, e.g., transport corridors with exclusive truck lanes (into the city or to venues)
- Developing traffic control system to monitor traffic situations (also environmentally important)
- Implementing information systems along the route to optimise travel by time and location
- Sharing reporting of performance indicators (e.g., average delay, quality of traffic) for the purpose of monitoring, evaluating, and improving the performance of transport/traffic systems and influencing policy-making
- Implementing vehicle and fuel taxes on polluting vehicles to be reinvested in sustainable infrastructure
- Using new technologies to register mobility behaviour and to support safe, efficient, and environmentally compatible operation of transport and traffic systems (this can lead to freight efficiency and reduction of movements)
- Using Big Data technology (improving traffic data which reduces costs of data collection and creation of long-term traffic solutions)
- Upgrading safety measures (speed limits, driving behaviour, heavy vehicle balance, and route choice)
- Making sufficient funding available for sustainable transport (which enables reduction of congestion and delivering productivity and economic growth)

BARRIER IDENTIFICATION FOR THE IMPLANTATION OF BEST PRACTICES

Our workstream has so far identified close to 60 barriers as part of our barrier identification framework for best practice implementation. We can generally group barriers in four areas:

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| <p style="text-align: center;">①</p> <p>Resources:</p> | <p>Most sustainable solutions cannot be implemented for free. For example, replacement of diesel engine vehicles with electric, hybrid, or hydrogen ones will come with a cost, which will affect not only the logistics community, but their subcontractors, as well. To overcome this barrier, you can apply for business grants available in your region and start including sustainability in your quotes.</p> <p>Besides the question of financial resources, more sustainable products are often not available in the quantity that they are needed by the industry. In order to decrease the risk of this barrier, organisations should collaborate with suppliers to match the increased demand with increased supply.</p> |
| <p style="text-align: center;">②</p> <p>Education and Measurement:</p> | <p>Having tangible information about the current state of the emissions of events and events logistics is necessary to determine a baseline and identify the most relevant areas for reduction. This will ensure that efforts, time, and other resources can be allocated in the most effective way and that processes can be readjusted promptly if necessary.</p> <p>Measuring the results of the implemented actions will also provide increased motivation for all parties involved. Additionally, many stakeholders are not aware of sustainability issues and best practices. To overcome this barrier, let's start educating our teams in a collaborative, cross-functional way.</p> <p>This document is a first attempt of improving industry-wide education. Organisations are also encouraged to share case studies and learnings from their sustainability initiatives to ensure that mistakes are not repeated by peers and impacts can be reduced as soon as possible.</p> |
| <p style="text-align: center;">③</p> <p>Infrastructure and regulation:</p> | <p>Technology and infrastructure development need to advance further to support the sustainable transformation. For example, available electric chargers and hydrogen fuels are still scarce, even in the more sustainably advanced regions of the world. Accordingly, organisations should make sure that the grid for recharging their vehicles is sufficient to complete the itinerary routes before initiating investments.</p> <p>Additionally, regulations (for example related to health and safety) can create barriers for specific solutions, such as the increased use of lithium batteries.</p> <p>To overcome infrastructure and regulation related barriers, use your influence to accelerate the speed of infrastructure development wherever possible and work together with regulators to find the best solution to create harmony between different sustainability dimensions. In the meantime, focus more on what you can control.</p> |

4

**Industry
Collaboration:**

There are many individual actors in the events industry who have implemented ambitious sustainability programs and we have seen that the industry can unite under a common cause through the large support and collaboration achieved in the NZCE initiative. Every stakeholder involved in logistical processes should focus on continuing to collaborate on the journey to net zero.

We have defined a joint vision and roadmap as the overall events industry and now we need to develop a systematic approach to track and share sustainability and specifically emissions related data.

A digital platform would be very useful for stakeholders to collaborate seamlessly³. With most countries in the world declaring net zero plans, it is likely that at one point, legislation will require the events industry to decarbonise quickly.

By starting this work on the grassroots level within the industry, we can make sure that we are prepared to adhere to legislative changes and that our unique context as the events industry is accurately reflected in solutions.

We have a global industry supporting our endeavours towards net zero. Let's boost collaboration to channel this support into industry-wide action!

³ The NZCE initiative has not taken a formal position on this and the usefulness of implementing NZCE tools or connecting to existing tools will be discussed in the next phase of the initiative.

FUTURE ACTIONS

As identified above, the key to success towards net zero is collaboration.

This guidance document is a first step in the creation of this action plan and outlines the collaborative inputs from a multitude of industry stakeholders.

Now that we have identified the relevant issues, we want to refine and focus these steps to provide an action plan including short-, middle-, and long-term goals for decarbonising event logistics, always ensuring consideration of the people within our industry and outside stakeholders during this transition.

This action plan should include specific guidance on education and training, best practice implementation, including barriers and solutions to their implementation, and determine leadership for the logistics related journey to net zero.



A SIDE NOTE ON EDUCATION AND TRAINING

The first step to change is for all stakeholders to obtain basic knowledge around general sustainability as well as the specific trends for green logistics.

In addition to the initial introduction to these topics, continuous education on the subjects is essential to keep up with new developments in technology, best practices, and local and international legislation.

IELA has created a series of educational webinars for their members across the world and encourages them to actively take part in the NZCE logistics workstream. This will ensure more diversity in geography and company types and therefore provide different perspectives on further work.



THE IMPACT OF LEADERSHIP AND COMMUNICATION

Most of our workstream members primarily work on logistics. However, exhibitors, event organisers, venue owners, and service providers are integral stakeholders of the event logistics supply chain and their choices often define the need for specific logistics solutions.

If we want to make a real and impactful change, keeping them informed and engaged is mandatory for our work to be successful. Therefore, communication will run through the NZCE initiative wherever possible.

The transformation of our ecosystem starts with us working on our sustainability policy on company level and then cooperating with our stakeholders on every event-level so that plans can be put into effective action.