

MARITZ GLOBAL EVENTS JOINS NET ZERO CARBON EVENTS INITIATIVE

ST. LOUIS – December 2, 2021 – Maritz Global Events is proud to announce that it has become a signatory of [Net Zero Carbon Events](#), a joint commitment across the events and meetings industry to achieve the targets laid out in the Paris Climate Accord.

The Net Zero Carbon Events pledge is the result of global collaboration throughout the events industry. Over recent months, facilitated by the Joint Meetings Industry Council (JMIC), more than 100 industry-wide stakeholders drafted and finalized this commitment with the support of the United Nations' Framework Convention on Climate Change (UNFCCC) Secretariat. The pledge was presented at the Global Climate Summit COP26 in Glasgow, Scotland, on November 10. With more than 100 signatories at the time of its launch, this is the most global and inclusive collaborative action tackling the challenges of climate change within the events industry.

"We care deeply about our impact on the environment, both as private and corporate citizens and as leaders in the global business events industry," said David Peckinpugh, president of Maritz Global Events. "We have broadened our efforts to confront sustainability issues internally and are working with our clients and events industry peers to create viable solutions and promote environmentally friendly practices."

Additionally, Maritz Global Events made the commitment in June 2021 to the UNFCCC's [Race to Zero Campaign](#) ahead of COP26. The company is committed to sustainability in every aspect of its business, understanding the importance of educating its team members and collaborating throughout the entire events industry to facilitate swift and essential progress towards reducing the overall carbon footprint of events.

The Net Zero Carbon Events initiative brings together a wide range of event industry stakeholders to:

- Collectively communicate the industry's commitment to tackling climate change and driving towards net zero by 2050.
- Develop common methodologies for measuring the industry's direct, indirect and supply chain greenhouse gas emissions.
- Construct an industry-wide roadmap towards net zero by 2050 and emissions reductions by 2030, which is consistent with the Paris Agreement and Climate Science Foster collaboration with suppliers and clients to ensure alignment and common sustainability approaches.
- Establish common mechanisms for reporting progress and sharing best practice.

The next step of the Net Zero Carbon Events initiative is to develop the industry-wide roadmap which will support the objectives outlined in the pledge, which is being hosted by the Joint Meetings Industry Council (JMIC) and currently includes over 250 event sector constituents. More information about the initiative at www.netzerocarbonevents.org

About Maritz Global Events

Maritz Global Events is an experience design company that does events around the globe...really, really well. As a leader in the industry, it is focused on applying behavioral science and data-driven insights to design and deliver exceptional guest experiences through trade shows, associations, corporate meetings, incentives and live events. Maritz Global Events is Like no other™.