**Finding the future, together**

Towards a more sustainable B2B trade show industry in the U.S. and Canada

The following quotes have been provided by task force partner organizations for inclusion by the media as they see appropriate. Quotes are listed alphabetically by organization.

**CEIR**

“The work by this task force on ‘Finding the Future Together’ is unprecedented. The exhibitions industry is committed to creating a sustainable future and wisely using the social and economic power of exhibitions and events as a platform to raise awareness and enact change.” —Cathy Breden, CMP-F, CAE, CEM, CEO of CEIR

**Emerald**

“Prioritizing sustainability and increasing our focus on environmental, social and governance (ESG) in all businesses and industries has never been more urgent. This is why the work done by the global taskforce is so invaluable as it creates a benchmark, defines priorities, and provides the exhibitions industry with the sustainable framework necessary to achieve our near- and long-term ESG goals. Stakeholders, including customers, employees, shareholders, and investors, want to align and support organizations and industries that embody strong ESG pillars and corporate sustainability practices. From adopting carbon emissions and waste reduction initiatives, like the industry Net Zero Carbon Events program, to integrating ESG performance metrics into financial and investment decisions, the bottom line is about taking action to ensure a more sustainable, equitable future.” —Hervé Sedky, President & Chief Executive Officer, Emerald

**The Events Industry Council**

“As a global industry we have long recognised the vast economic impact our sector provides; we now must turn our attention to the learnings particularly over the past two years and focus our efforts on building ambition and the capabilities necessary to turn our vision into action and we must continue to focus on the regenerative practices that will allow us to truly be a catalyst for meaningful change. Collaboration is a key in the creation of resources to assist our global business event professionals in the implementation and delivery of more sustainable and equitable practices. This latest research offers the near and long-term actions that can help deliver impact and together we can ensure that we are doing our very best to achieve a sustainable future for our industry. The Events Industry Council is grateful for the work of this incredible task force and proud to have been an integral part of this collaboration.” —Amy Calvert, CEO, The Events Industry Council

**Freeman**

“Sustainability should be standard and there is a lot of hard work ahead. The impact we can have together as an industry and by acting on what the report shows is imperative to the longevity of exhibitions and events. Actions speak louder than words, and this gives us the roadmap towards a more sustainable future.” —Bob Priest-Heck, CEO, Freeman

**GES**

“At GES, our efforts are focused on reducing waste in landfills and partnering globally to share new ways to reduce our impact, educate, and provide a variety of environmental offerings for producing sustainable exhibitions. It is time for all of us to create more efficient, sustainable operations for our partners and clients. Together, we can make a difference.” —Jeff Quade, Executive Vice President, Exhibitions, GES

**IAEE**

“Finding the Future Together is one of the most important projects our industry has undertaken in recent years. This report and its key findings illustrate the global exhibitions industry commitment to the world and future generations.” —David DuBois, CMP-F, CAE, FASAE, CTA, President and CEO of IAEE

**IMEX**

“IMEX has been working towards producing zero waste and low carbon events for many years, at the same time as helping to educate the marketplace on best practices. Being a founding member of the SEBIG initiative has allowed us to work collaboratively to further our industry’s efforts in taking a step change to improving our collective impact on the planet. We are proud to be a part of this group and will be working hard ourselves to implement the recommendations of the report.” —Carina Bauer, CEO, IMEX Group

**Informa Markets**

“This report is the first to bring together representatives from every corner of our industry to focus our collective efforts on ensuring all of the social and economic benefits created by the trade show industry are accompanied by an improving impact on the environment. Informa has a long-standing commitment to this action through our own FasterForward sustainability programme and through our active participation in industry-wide initiatives such as the Net Zero Carbon Events program.” —Charlie McCurdy, CEO Informa Markets

**RX**

“RX are proud to be part of a global taskforce identifying key focus areas to support our industry’s transition towards a more sustainable, low-carbon economy. Today, we jointly release the report, *Finding the future, together: Towards a more sustainable B2B trade show industry in the U.S. and Canada*. This important and essential industry collaboration creates a foundation of data and knowledge for decision-making, knowledge-sharing, and action, revealing the industry’s most significant environmental impacts. It also highlights steps the industry has already taken to address those impacts and identifies 30 near- and long-term steps to secure a sustainable future. At RX our people around the world are committed to sustainability and are working to become Net Zero Heroes, collaborating with venues, partners, suppliers, and customers to make our Net Zero goal a reality. We are decarbonising our industry together!” —Hugh Jones, CEO, [RX](https://rxglobal.com/)

**Shepard**

“This report is a major milestone for the event landscape and is a testament to our industries' commitment to sustainability. Through the diligent work of the events sustainability task force, we now have access to a comprehensive resource providing the tools and knowledge to drive positive environmental change for our business.” —Steve Basch, CEO, Shepard

**UFI The Global Association of the Exhibition Industry**

“UFI is proud to be a part of this group. The data this project has generated provides very valuable insights into the state of play on sustainability in the exhibitions industry in the US and Canada. Most importantly, we can use these results to align the metrics and measurements with global practices, in our global work within the UFI Sustainable Development Working Group as well as with the Net Zero Carbon Events Initiative.” —Kai Hattendorf, CEO, UFI The Global Association of the Exhibition Industry