



**JCI** 2021  
**WORLD**  
**CONGRESS**  
JOHANNESBURG  
SOUTH AFRICA

# JCI Sustainability Taskforce

# COP26

## Glasgow 2021

JCI - developing leaders for  
a changing world,  
advocates of change

**BUSINESS**  
AMBITION FOR **1.5°C**  



# Recap EC GA 2021

## Sustainability Taskforce

### Task (How)

1. Developing a **framework & criteria** to evaluate the environmental sustainability of European JCI events: EPM, EC, EA & EUKHT
2. A **Reporting** of environmental sustainability of events at EC & WC
3. A **Framework & criteria** to evaluate **any** given **national** JCI event

### Goal (What)

1. **Implementation** of framework & criteria around environmental sustainability to **make JCI events more sustainable**
2. Increased **awareness** towards the importance of sustainable JCI events
3. To **support JCI to visibly strive for a more sustainable event future**

### Rationale (Why)

Environmental sustainability is a key topic of our time.

We see movements like Fridays for future, the finance market investing in ESG conform companies as well as large enterprises pushing sustainable activities.

JCI, an organisation of leaders for a changing world has a **responsibility to accelerate this transformation** working on **solutions** contributing to the **meaningful use of resources** to create **sustainable Impact** hosting our annual events.

EPM = European Presidents meeting, EC = European Conference, WC = World Congress, EA = European Academy  
EUKHT = European Know How Transfer, ESG = environmental, social & corporate governance



## Sustainability Taskforce

### Initial Findings

1. "We don't need to reinvent the wheel"- Excellent **frameworks & criteria** to measure and report on **environmental sustainability** are existing ("platforms")  
[eventsustainability.com](https://eventsustainability.com) (ISO 20121)  
[climatepartner.com](https://climatepartner.com) - "Measure your carbon footprint"  
[carbonfootprint.com](https://carbonfootprint.com)
2. "keep it simple, a clear 3-step approach"- to cut through and create **awareness & visibility** for the topic.



### Facts & Figures, Reporting

1. EPM/EC CO2e footprint: ~1-3 % CO2e of a physical meeting, 25 -100g CO2e, 🌿 5,9kg CO2/year (zoom videoconferencing, 1 person calculation, 5G, 60 min)
2. "Big5" CO2's / JCI event: ✈️ Air Travel 🚗 Road travel 🍷 Food ⚡ Electricity 🍽️ Consumption 🔥 Heating
3. What is environmental Sustainability? Emissions, Use of natural resource, Environmental protection, economic systems & strategies (recycling, circular, regenerative)

“ Sustainability is treating ourselves and our environment as if we are to life on this earth forever ” (Arron Wood)

# Results

1. “We don’t need to reinvent the wheel”- Excellent [frameworks & criteria](#) to [measure and report on environmental sustainability](#) are existing (“platforms”). We just need to use them!

[eventsustainability.com](https://eventsustainability.com) (ISO 20121)

[climatepartner.com](https://climatepartner.com) - “Measure your CO2 ” 

[carbonfootprint.com](https://carbonfootprint.com)

[deinhektar.de](https://deinhektar.de)

2. EPM/EC/EUKHT CO2e footprint: ~1-3 % CO2e of a physical meeting, 25 -100g CO2e,  5,9kg CO2/year  
(zoom videoconferencing, 1 person calculation, 5G, 60 min)

3. “Big5” CO2`s / JCI event:  Air Travel  Road travel  Food  Electricity  Consumption  Heating

4. Speaking to JCI folks (poll): What is environmental Sustainability and Where is action needed ?






- Emissions (greenhouse gases[CO2], “put carbon to the museum”)
- (considered) use of natural resources (“plastic is a failure”)
- Environmental protection (global warming <1.5°C, “We have no Planet B”)
- sustainable economic systems & strategies (recycling, circular, regenerative)
- food waste strategies and sustainable food strategies (“zero waste strategy”)

# Results CO2e (badge results)



# Best Practices 2022: sustainability driven events @ JCI



				
THEME	FOOD FOR GENERATIONS			
VISION	To inspire a brighter food future			
PILLARS	<b>SUSTAINABLE FOOD SYSTEM</b>  Low Carbon – Zero waste – Zero pesticides – Circular	<b>NUTRITION</b>  Zero Hunger - Zero Waste – Personal Nutrition	<b>GASTRONOMY</b>  Tasty - Healthy – Local	<b>FOOD HERITAGE</b>  See & Discover Bruges

European conference 2022 Bruges: “Food for generations”

JCI Germany State conference middle rhine: “Green business weekend”



# Projects and Activities 2021

- Regular sustainability TF jours fixes (8 meetings 2021)
- Committee Forum, Monday, June 7<sup>th</sup>
- post EC design thinking workshop & Training, June 25<sup>th</sup> (“JCI Europe - Aiming for a more sustainable (event) future”)



# Projects and Activities 2021

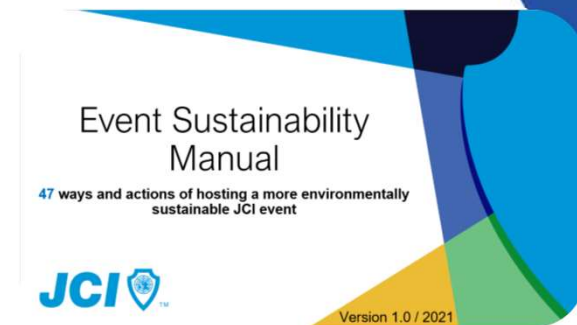
- World clean up day on sept 18<sup>th</sup> – Active promotion and participation in Germany, France, Estonia & Finland
- Presentation, chamber of commerce and industry Regensburg, Germany, May 18<sup>th</sup>
- Marketing, PR, comms & social media activities throughout the year promoting the activities & projects of the TF 2021





# Projects and Activities 2021

- Panel discussion on sustainable businesses, JCI Euro/Asian business conference, Sept 12<sup>th</sup>
- Delegates at G20 YEA in Milano, oct 4<sup>th</sup> -6<sup>th</sup> , Global renaissance “people, planet, profit”
- Event sustainability booklet / Manual (version 1.0)



# What`s next ...

- [Workshop](#) environmental sustainability JCI Estonia in 2022
- Move towards [100% climate neutral JCI events](#). (Mantra: “What gets measured gets improved”)
- Promote & [actively pitch carbon footprint offsetting programs](#) to every event attendee (JCI campaign “Measure, reduce, offset”, form “Campaign to JCI Movement”)
- [taskforce](#) → [Committee!](#)
  - JCI to be recognized as advocates/activists of true change
  - JCI to engage on one of the mega topics and challenges of our time
  - from small program to large impact movement



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