

Net Zero Carbon Events Appoints Johanna Fuhlendorf as Programme Director

Brussels, Belgium – 22 June 2026

Net Zero Carbon Events (NZCE), the global industry initiative accelerating the transition to a net zero future for business events, has announced the appointment of **Johanna Fuhlendorf** as its new Programme Director.

The appointment marks an important step in the evolution of the initiative. For the first time since its launch, NZCE will benefit from a dedicated leader focused exclusively on driving its strategic development and day-to-day operations.

"Since its launch, Net Zero Carbon Events has grown into a truly global movement, bringing together hundreds of organisations committed to climate action," said **James Rees, President of JMIC**. "Johanna has already contributed significantly to many of the initiative's most important milestones as part of her previous professional role at Greenview, the initiative's technical partner. Her appointment provides both continuity and renewed momentum at a time when the industry is increasingly looking to NZCE for guidance, collaboration, and measurable progress."

The appointment comes as NZCE continues to expand its programme of work, including the release of an updated Measurement Methodology, the development of reporting validation mechanisms, external tool assessments, educational programmes, and closer alignment with broader industry sustainability frameworks.

"As the initiative continues to grow in scale and complexity, having dedicated programme leadership becomes essential," said **Dorian Kronenwerth, Executive Director of JMIC**. "Johanna brings a unique combination of technical expertise, industry knowledge, and institutional understanding that will help strengthen NZCE's impact and ensure the initiative continues to deliver practical value to its signatories and the wider industry."

Since 2022, Johanna has played a pivotal role in many of the initiative's workstreams, including the development of the Measurement Methodology and support of industry-wide collaboration on sustainability reporting and accountability.

"I am honoured to take on the role of Programme Director for Net Zero Carbon Events," said **Johanna Fuhlendorf**. "Having worked alongside the initiative for several years, I have seen first-hand the commitment, expertise, and collaboration across our industry. The foundations have been established, and we are now entering a phase where implementation becomes increasingly important. I look forward to working closely with our signatories, partners, and other stakeholders around the world to help turn ambition into measurable action."

About Net Zero Carbon Events

Net Zero Carbon Events (NZCE) is the global initiative bringing together stakeholders from across the business events industry to address climate change and accelerate the transition to net zero emissions. Established in 2021, the initiative provides a common framework for action through industry-wide commitments, practical guidance, measurement methodologies, reporting mechanisms, and collaborative programmes that support organisations on their net zero journey. Today, NZCE is supported by more than 700 organisations across 61 countries and is hosted by the Joint Meetings Industry Council (JMIC).

About Johanna Fuhlendorf



Before joining NZCE as Programme Director, Johanna was a manager for Greenview, a sustainability consultancy and NZCE's technical partner. While at Greenview, she drove sustainability strategy development and implementation in the events and hospitality industries. Prior to Greenview, she worked with the tourism and textiles industries at the United Nations Environment Programme (UNEP), notably supporting stakeholder engagement and education for the Global Tourism Plastics Initiative.

Johanna holds a bachelor's degree in tourism, hotel, and event management from the Hochschule Fresenius, University of Applied Sciences in Hamburg, Germany and a master's degree in tourism and sustainability from the Linnæus University in Kalmar, Sweden.