



Come and play your part
in Edinburgh's story

**Business Events Shaping
Tomorrow - The new platform
inspiring business events in
Edinburgh**

Make your event the BEST it can be

Take your business event to the next level with BEST. Business Events Shaping Tomorrow (BEST) is a new initiative created by the ETAG Business Events group to award businesses for contributing to a responsible Edinburgh. Aimed at business event organisers, our easy-to-use platform will record the impact that these events bring to Edinburgh. The new initiative is designed to bolster the city's business events sector, recognising the contributions your events can have to the professional and wider community.

Taking inspiration from the 17 Sustainable Development Goals (SDGs) founded by the UN, the BEST recognition shows how your business events can collectively contribute to the following SDGs:

- Good health and well-being
- Quality Education
- Decent Work and Economic Growth
- Reducing inequality
- Sustainable cities and communities
- Responsible consumption and production
- Partnership for the goals

Keen to take part? Send us a completed sign-up form. After your event, you will receive an email to answer a series of questions and upload evidence to show how your event met one or more of the identified areas depending on the SDG. For example, the evidence for the 'Good health and wellbeing' SDG could include uploading a copy of a catering menu to show the effort you have made to conscious food choices, or a screenshot of a dinner meet-up you organised to promote networking opportunities for attendees to your event.

Your entry will then be verified and the recognition distributed based on your achievements towards actions that contribute to the SDGs - with either bronze, silver or gold recognition. And the recognitions don't stop there - you can earn achievements for every SDG.

Make sure to visit the [Meeting Edinburgh](#) website for the BEST information, including how to participate and our contact details. Take part in our new initiative and use your involvement in BEST to inspire and drive societal change through business events.

