



# Beyond Borders

## Harnessing the Power of Events for Refugee Relief



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intent



“In a world marked by unprecedented displacement and forced migration, the global community must unite and explore innovative solutions to alleviate the suffering of refugees and displaced persons. Business events, with their potential to rewrite the story of refugees and drive awareness, funding, employment, and collaborations, present a unique opportunity to contribute to resolving the global refugee crisis.”

# Beyond Borders: The Possibility

The United Nations Refugee Agency estimates approximately **108.4 million** displaced individuals and refugees worldwide. These individuals have fled their home countries for various reasons, often out of concern for their safety and families. With the escalating impact of climate change and geopolitical pressures driving people from their homes, the refugee crisis is expected to deteriorate further. As this crisis intensifies, the portrayal of refugees as a societal burden is gaining traction in the media and, in some cases, among governments. Claims of strain on national health services, social care, and housing are increasingly vocal, lacking justification and overlooking the essence of being a responsible global citizen.

Within the business events community, we gather leading experts from diverse academic, professional, and industrial backgrounds, all influential in their respective fields. This presents an opportunity for our industry to leverage our networks, expertise, and advocacy to support refugees and displaced persons in finding new homes within their new communities and to champion their rights as fellow human beings, thus countering the prevailing negative narrative. We often discuss the transformative potential of business events in shaping society and emphasise the concept of legacy as our industry's social responsibility. By establishing policies, structures, and frameworks for associations and destinations to collaborate with refugee organisations, we can contribute to providing a new life filled with hope and the promise of a secure and prosperous future. This approach would enable our industry to champion diversity, inclusion, and equity becoming a beacon of humanity at its core.



# Beyond Borders: Humanitarian Action

Business events and associations can be harnessed as powerful tools for humanitarian action. We can and should work together to gain insights into these gatherings' multifaceted role in addressing the refugee crisis, from advocacy, employment, and fundraising to partnerships and knowledge exchange.

## Awareness

Business Events as a platform for raising awareness of the refugee crisis and the rights of asylum seekers

## Fundraising

Business Events as a mechanism for fundraising in collaboration with refugee charities

## Partnerships

Business Events as a conduit for creating collaborations between associations, governments, NGOs, and destinations

## Advocacy

Business events and associations contribute to shaping policies and advocating for refugee rights nationally and internationally

## Innovations

Business events and associations providing opportunities and projects for employment, upskilling, and continued education

## Networking and Knowledge Exchange

Business events industry providing sharing hubs for refugee relief ideas, innovations and success stories



# Beyond Borders: Next Steps

This document is to spark ideas and deeper thinking on the role business events can play in helping refugees and asylum seekers thrive.

Contact **New Intent** to collaborate in thinking beyond borders and championing refugee rights.

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