2017 UN Year of Sustainable Tourism for Development

Telling the story of the power of events

April
We started April with a webinar discussing "What the Future of the Meetings Industry Looks Like and Why", for Global Meeting Industry Day 2017 (April 6th). This was a great opportunity to talk about how sustainability is good business sense, an expectation for millennials and a requirement for future event strategy. The webinar had over 83 participants and was led by Fiona Pelham, Ulrika Mårtensson and Angelos Moreno who share a passion for Meeting Professionals International as well as sustainability!

On the 21st April, we held our annual 24-hour twitter campaign, #CSRShareDay to celebrate Earth Day. The campaign is a global conversation in which over 24 events professionals, venues, destinations and sustainability experts, each host an hour of conversation on twitter to share their sustainable practices and ideas. This year we had 27 hosts who inspired others by doing this, whilst raising and answering questions about sustainable practice. Our hosts included San Francisco Giants, Tourism Vancouver and Oregon Convention Centre. The campaign was a huge success as it reached 1,601,391 Twitter accounts, and we had over 500 contributors, including those some from outside the industry! Most of the tweets shared best practice examples of stats which people can learn from so this campaign has helped us achieve our goal of "2 million best practices shared" and connected us with at least 8 new ambassadors.

"The results we are seeing, already, from Positive Impact’s campaign, which tells the story of the power of events, are important. The work they are doing will have a global impact on the event industry throughout the International Year.”

- UNTWO
Our targets

These are the targets we created for our campaign for telling the story of the power of events. Monthly, we will show an update as we progress towards these targets.

<table>
<thead>
<tr>
<th><strong>Target 1</strong></th>
<th><strong>Action taken</strong></th>
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| "Provide 2 million education opportunities"*  
Cumulatively, we've provided 1,248,990 educational opportunities. | ✓ Our monthly 5 Minute Education piece was sent to 18 associations each month since January totalling 257,907 educational opportunities.  
✓ Our GMID webinar had 83 participants.  
✓ An average of 63% of Tweets in the campaign were educational. Considering our reach, #CSRshareDay provided 992,000 education opportunities helping us to reach our goal. |

* Due to the online nature of our campaign, it has been difficult to confirm that the education provided has been viewed by the event professionals it has been sent to. Therefore we changed the goal from 'educate 2 million event professionals' to 'provide 2 million education opportunities.'

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<tr>
<th><strong>Target 2</strong></th>
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| "1,000 ambassadors"  
Cumulatively, the number of ambassadors is: 146 | ✓ #CSRshareDay generated eight new ambassadors.  
✓ 146 ambassadors asked to take the action of encouraging others to 'share a photo of sustainability at events using the hashtag #shareapositivimpact.' |

**Reason for this target:**  
Meeting this target will create a foundation of communicators to inspire the creation of a sustainable event industry
<table>
<thead>
<tr>
<th>Target 3</th>
<th>Action taken</th>
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<tbody>
<tr>
<td>&quot;Research on the social, environmental and economic impacts of events&quot;</td>
<td>✓ The five academics, researching how events can meet four of the SDGs, are in the 'partly editing' stage of research.</td>
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<tr>
<td><strong>Reason for this target:</strong> Meeting this target will create a business case for a sustainable event industry</td>
<td>✓ Two academics have submitted their pieces, and the others are working on theirs.</td>
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<td>✓ The research is on track.</td>
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<tr>
<th>Target 4</th>
<th>Action taken</th>
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<tr>
<td>&quot;2 million best practices shared&quot;</td>
<td>✓ 13 universities requested a total of over 70,600 students to participate in the campaign by becoming ambassadors, and being active on social media using the hashtag #shareapositiveimpact while sharing their best sustainable practices.</td>
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<td><strong>Cumulative result:</strong> 257 examples</td>
<td>✓ 24 hosts for #CSRshareDay all shared best sustainable practices within the events industry whilst generating conversation.</td>
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<td><strong>Reason for this target:</strong> Meeting this target will create a foundation of ideas and best practice actions to take to create a sustainable event industry</td>
<td>✓ 18 endorsers with total network of over 93,496 event professionals received call to action.</td>
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<td>✓ Six materials created - Newsletter, 5 Minute Education, Client Interview, Guest Interview, Guest Blog, TopTips.</td>
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<td></td>
<td>✓ Our #shareapositiveimpact campaign tweets were seen by 8228 Twitter users.</td>
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Target 5 🌱

"10 examples of events making a difference"

Reason for this target:
Meeting this target will demonstrate practical examples of the social, environmental and economic impact the event industry can have

Action taken
☑ Created a poll for people to vote for the themes of our 10 projects. Each theme is based on one of the Sustainable Development Goals (SDGs).

Press features

Eventprofs urged to share green meeting practices
Panel says event planners must lead the way, with CSR still not implemented in majority of clients

Sustainable practices aired in #CSRShareDay
Social media campaign from Positive Impact Events encouraging eventprofs share their sustainability tips online as part of #CSRShareDay.

Included in CAT Publications’ portal, meetpie.com
Best tweets

1. 

#CSRshareDay @CSRshareDay · Apr 21
We have reached over 1.2 mil and have over 8.5 mil deliveries. Thanks to all #eventprofs #meetingprofs for contributing #CSRshareDay

2. 

Emma Channon @EmmaChannonCAT
I love seeing badge recycling, bans on plastic bottles & sustainable stand designs, like at this year’s Meetings Africa. #CSRshareday

3. 

Commonwealth Games @thecgf
Community benefit and consultation play a fundamental part in the @GC2018 approach #CSRShareDay (4/4)

4. 

Gold Coast 2018 @GC2018
HOST. We’re 2nd party certified in ISO 20121 & value community consultation. #CSRshareDay bit.ly/2o9hkJm

5. 

#CSRshareDay @CSRshareDay · Apr 21
We have now reached over 1 million reached by the #CSRshareDay campaign. #eventprofs MPI Please carry on providing CSR examples and ideas

6. 

Gold Coast 2018 @GC2018
HOST. We encourage public, active & accessible transport as primary modes of travel to GC2018. #CSRshareDay bit.ly/2oPQCTh
Reed Exhibitions & IBTM Events

“Reed Exhibitions and IBTM Events are proud to be the first platinum sponsor for the Positive Impact Campaign, created to tell the story of the power of events during the UN Year of Sustainable Tourism for Development. We are very aware that our social, economic and environmental approach has a strong influence on how our future attendees engage with our events. Supporting this campaign is an opportunity for us to work together with a team of experts in this field to raise awareness of the importance of taking a sustainable approach to business as well as to share our own sustainability journey and be part of the vital conversation on the global role the events industry plays in bringing people together to create solutions for our future world.”
If you want to get involved as a sponsor, endorser, ambassador or partner then please contact info@positive-impact-events.com