2017 UN Year of Sustainable Tourism for Development

Telling the story of the power of events

May
As we approach the middle point of our year long campaign to tell the story of the power of events, during the UN Year of Sustainable Tourism, our focus has been on ensuring this campaign influences the strategy of global decision makers. On 16th May we had the opportunity to provide an intervention during the politicians forum at Imex Frankfurt which had around 120 attendees.

Positive Impact shared a short case study of a corporate client who plans over 2,000 events a year with a budget of over $50 million and most interestingly a vision that they will leave every event destination better than they find it. This is one of a growing number of examples of brands who are choosing their event supply chain (destination city, venue, caterers etc) based on the positive impact their event can have. Our intention is that our #ShareAPositiveImpact campaign will provide the event industry supply chain with ideas, however we are experiencing a slow growth in the numbers of people sharing best practice.

During May we provided education opportunities in Copenhagen and Detroit (as part of the Sustainable Brands Conference) and gained more Positive Impact ambassadors (including people attending Imex and the Sport and Sustainability International Congress in Paris) so our intention is that our education experiences will empower people to have the confidence to share and take action as part of a growing global community.

“...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

Leading industry events including IMEX and IBTM Events

The Positive Impact and MPI Sustainability Practitioner Certificate was delivered at the Sustainable Brands Conference in Detroit sponsored by Carlson Rezidor. Over 15 event planners took the certificate programme including Breitner Marczewski of General Motors who said ‘I’m looking forward to share all benefits of working with sustainable event management with my colleagues’.

Encouraged over 120 politicians to consider creating a long term strategy for their cities to deliver events which have positive social, economic and environmental impacts

Provided education to over 100 event professionals in Copenhagen, Frankfurt and Detroit

Inspired global brands to deliver sustainable events by contributing to the content at the Sustainable Brands Conference
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.

### Target 1

**"Provide 2 million education opportunities"**
Cumulatively, we’ve provided 1,342,486 educational opportunities.

**Reason for this target:**
Meeting this target will create a foundation so the event industry is continually learning how to be sustainable

- ✔️ Our monthly 5 Minute Education piece was sent to 18 associations each month since January totalling 351,403 educational opportunities.
- ✔️ 5 Minute Education on the theme of the relationship between events and ‘good health and well being’.
- ✔️ This Included snippets of sustainability news and top tips on how events can help create a world of good health and well being.

*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.'*

### Target 2

**"1,000 ambassadors"**
Cumulatively, the number of ambassadors is: 146

**Reason for this target:**
Meeting this target will create a foundation of communicators to inspire the creation of a sustainable event industry

- ✔️ 146 ambassadors asked to take the action of encouraging people to choose a meat-free meal at events.
- ✔️ Many attendees of IMEX Frankfurt and of the Sport and Sustainability International Congress in Paris are in the process of becoming ambassadors.
### Target 3

**"Research on the social, environmental and economic impacts of events"**

**Reason for this target:**

Meeting this target will create a business case for a sustainable event industry

**Action taken:**

- The research areas are Hunger (SDG 2), Gender Equality (SDG 5), Reduced Inequalities (SDG 10), Responsible Consumption and Production (SDG 12) and Climate Action (SDG 13).
- Have received drafts of research commentaries off the 5 academics.

### Target 4

**"2 million best practices shared"**

**Cumulative result:** 292 examples

**Reason for this target:**

Meeting this target will create a foundation of ideas and best practice actions to take to create a sustainable event industry

**Action taken:**

- 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.
- 18 endorsers with total network of over 93,496 event professionals received call to action.
- Six materials created - Newsletter, 5 Minute Education, Client Interview, Guest Interview, Guest Blog, TopTips.
- Our #shareapositiveimpact campaign has had a Twitter reach of 449,277
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 and shared 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

UN enlists events industry for a sustainable future

The events industry is engaged in a UN-sponsored initiative to educate stakeholders around the globe on how the events industry can have a more positive social, economic and environmental impact.

As part of the UN Year of Sustainable Tourism for Development, not-for-profit Positive Impact has issued a call to action to bring the world’s events professionals together to ensure a sustainable future for the industry. IMEX, Durban, Vancouver and Oregon Convention Center are already supporting elements of the campaign, and new sponsors are being enlisted.

Fiona Philp, CEO, Positive Impact said the campaign aims to tell the story of the power of events by sharing best practice and engaging ambassadors.

“We live in a time when we are seeing examples of world leaders traveling rather than meeting and discussing the power of what happens when we are face to face,” she said. “This campaign is an opportunity to share the economic, environmental and social power of events and we are asking the industry worldwide to participate in this project.”

The initiative aims to include educational two million people on the UN’s Sustainable Development goals, sharing two million examples of best practice, using the hashtag #SharePositivedimpact, and the recruitment of one thousand ambassadors worldwide.

An academic research paper produced by the end of the year, will collate, analyze and model data from the campaign to demonstrate the role the events industry plays in the UN’S Sustainable Development Goals.

Positive Impact and its sponsors have already provided more than 90,000 opportunities for education on sustainability, and 138 volunteers have come forward to be ambassadors.

Best practice examples include the team encouraging how much food waste the events industry creates and how managing this could contribute to the development goal of zero hunger.

A CSIN Save-a-Day took place on 21 April before Earth Day, with the event industry being part of a global conversation over Twitter. Sponsored for the second year by Oregon Convention Center, the hashtag #CSRsaveaday, was used share best practice and inspiration in the creation of a sustainable events sector.

Mentioned in IMEX Daily 2

Mentioned in PUNTO MICE
Best tweets

Glasgow CVB @meetglasgow • May 16
Today we launched our new sustainability initiative at #imex17
glasgowcitymarketing.com/media-centre/... #SustainableGlasgow
#shareapositiveimpact

Positive Impact
@Plevents
It's #NationalVegetarianweek ! 🍃着急️ The meat industry is a massive contributor to #climatechange, so for this week, choose a meat-free menu!

NATIONAL VEGETARIAN WEEK
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.”

Associations

SPIN
MPI
GMIC
IAEE
UNICEF
IGLTA
AEV
ESSA
AEO
If you want to get involved as a sponsor, endorser, ambassador or partner then please contact info@positive-impact-events.com