2017 UN Year of Sustainable Tourism for Development

Telling the story of the power of events

July
July has been an exciting month in our campaign to tell the story of the power of events during the UN Year of Sustainable Tourism for Development. This month our focus has been on combining commentary from 5 event industry academics with data from global economic impact studies (from Meeting Professionals International) to tell the story of the powerful role which events have in meeting the United Nations Sustainable Development Goals.

As part of the International Year the UNWTO released a discussion paper and we have replicated this approach to create a discussion paper for the events industry. Our commentary will be launched early August and until November anyone will have the opportunity to contribute via our website. In addition to creating webinars to inform the industry of the context for and opportunity with this commentary we have also started talking to our many association partners to see how they can share this conversation with their members, for example the AEV, AEO and ESSA will be discussing this at their sustainability working group meeting.

All the work we are doing as part of our campaign to tell the story of the power of events during the UN year of Sustainable Tourism for development requires collaboration. Our intention is that the launch of this commentary will inspire conversation amongst our communities of ambassadors, university partners, media partners, sponsors, association partners and the wider event industry. By December we will have compiled a final report turning contributions from across the event industry into a collaborative insight to the future of the event industry and its role in achieving the sustainable development goals.
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>Target 1</th>
<th>Action taken</th>
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<tbody>
<tr>
<td>&quot;Provide 2 million education opportunities&quot;*&lt;br&gt;Cumulatively, we've provided 1,529,478 educational opportunities.</td>
<td>✅ Our monthly 5 Minute Education piece was sent to 18 associations with a total of 93,496 members each month since January totalling 538,395 educational opportunities through this education piece alone.&lt;br&gt;✅ 5 Minute Education addressing the question &quot;What is the role of events in creating sustainable cities and communities?&quot;&lt;br&gt;✅ This included snippets of sustainability news and top tips on how the events industry can help lead in the global goal to create sustainable cities and communities</td>
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* 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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<th>Target 2</th>
<th>Action taken</th>
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<td>&quot;1,000 ambassadors&quot;&lt;br&gt;Cumulatively, the number of ambassadors is: 169</td>
<td>✅ 169 ambassadors asked to take the action of encouraging people to take one less journey and share transport with other attendees when travelling to an event.&lt;br&gt;✅ We gained 8 more ambassadors in July!</td>
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| Reason for this target:<br>Meeting this target will create a foundation of communicators to inspire the creation of a sustainable event industry |  

## 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 Zero Hunger (SDG 2), Gender Equality (SDG 5), Responsible Consumption and Production (SDG 12) Climate Action (SDG 13) and Peace, Justice & Strong Institutions (SDG 16).
- Have formatted the research commentary.
- Sent extract to the UNWTO.
- We are hosting a webinar revealing some of the research findings, on the 9th August.

## Target 4

"2 million best practices shared"

### Cumulative result:
1,078 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:
- 14 universities requested their 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.
- 45 new sustainable practices were shared on Twitter in July.
- 18 endorsers with total network of over 93,496 event professionals received call to action.
- Four materials created - Newsletter, 5-Minute Education, Guest Interview and TopTips. These were sent to our media partner, TriplePundit.
- Our #shareapositiveimpact campaign has had a Twitter reach of 580,183.
Twitter Highlights

The Flower Boutique
@HelloPetalNW

Changing my #sustainability practices one bit at a time bit.ly/2vTqzvh #shareapositiveimpact #susty #Cheshire #Northwest

8:26 PM - 24 Jul 2017

Bloomin' Waste!
I've already started looking into how to reduce plastic waste and sourcing a more sustainable solution - hopefully I may have found this with a VegiWare product but it needs further testing. I've...
charlesflowerboutique.co.uk

Emma Jane Owens
@EmJOwens

Great to see eco bags distributed at the #BritishOpen. Sustainable alternatives are always available!! #shareapositiveimpact @RoyalBirkdale_

Positive Impact
@Pievents

Join our webinar for a sneak peek at our research findings for #IY2017 & gain an insight into the power of events bit.ly/2uLQwAb

ShareAPositiveImpact
@Share_a_PI

Are you up for a challenge this month? #PlasticFreeJuly is your perfect chance to make a difference and #shareapositiveimpact #eventprofs
“Reed Exhibitions and IBTM World 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

@PlEvents    positiveimpactevents