On 17th January, we launched our campaign to tell the story of the power of events, to over 30 Spanish event professionals at a Meeting Professionals International event. The feedback was fantastic. Everybody wanted to be involved, either as ambassadors to share the story of what a sustainable event industry could look like, or by sharing examples of sustainability in action using the hashtag #shareapositiveimpact.

On the 18th January, we attended the official United Nations launch where we were able to meet with delegates and share how Positive Impact would be telling the story of the power of events.

### highlights of our reach

- Launched campaign at MPI’s event in Madrid, inspiring an audience of 30 people.
- Approximately 77,211 people received our education.
- We have 41 new ambassadors from around the world.
- We also had features in the publications of MeetingsNet, TriplePundit, C&IT and CEI Asia. With an approximate readership reach of 209,500.

### 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.

## target 1

"20,000 educated"

Cumulatively, the number of people educated is 77,211.

Reason for this target:

Meeting this target will create a foundation so the event industry is continually learning how to be sustainable.

## action taken

1. Education on topic corresponding with Sustainable Development Goal (SDG) 16: ‘Peace, justice & strong institutions’. Featuring an interview with Olympic gold medalist Etienne Stott, and content about a venue in Amsterdam. This was sent to 12 associations and 5 universities.
Target 2
"1,000 ambassadors"
Cumulatively, the number of ambassadors is: 91

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

Action taken
1. 41 new ambassadors
2. 91 ambassadors asked to take the action of encouraging people to #shareapositiveimpact
3. 2 ambassadors became hosts for our CSR Share Day which will happen on 21st April and will be 24 hours of sharing best sustainable practices within the events 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
1. 5 university academics on board, brief created and timeline clear
2. 1 academic will research the impact that events have on world hunger (SDG 2)
3. 1 academic will focus on how the events industry has an impact on gender equality (SDG 5)
4. 1 academic will research how the events industry affects the environment (SDG 13)
5. 1 academic will research how the events industry can influence quality of education (SDG 4).

Target 4
"2 million best practices shared"
Cumulative result: 60 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
1. 3 media partners shared call to action of using the hashtag #shareapositiveimpact on Twitter with 190,000 people.
2. TriplePundit, a sustainable media partner, shared the story of our campaign to their community of 30,000 people.
3. 5 universities requested a total of over 53,000 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.
4. 14 hosts for #csrshereday all promised to share best sustainable practices within the events industry whilst generating conversation
5. 12 endorsers with total network of over 24, 300 event professionals received call to action
6. 5 materials created - Newsletter, two interviews, Guest Blog, Top Tips
7. 447 followers on Twitter, who the #shareapositiveimpact campaign has reached

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 brief about our partnership with Event Tech Lab so we can both tell the story of how event technology can make the events industry more sustainable.

Created a brief about our collaboration with MeetingsNet so we can tell the story of how event professionals can address climate change
Positive Impact
@Pievents

Today is the day we launch our collaboration with the UN for the 2017 International Year of Sustainable Tourism for Development.

Fiona Pelham @FionaPeiham @mpispain gathering for launch of @Pievents campaign to tell the story of power of events during #IY2017 @MPi

RETWEETS 4
LIKES 8

9:40 AM - 17 Jan 2017

#IY2017 great session on measuring sustainable tourism. Could the event industry show leadership with measurement?

Positive Impact
@Pievents

Our Guest blog written by Lis lore, Deputy Director at @westergas is up on our website!

Guest Blog by Westergasfabriek: Would a sustainable ev... This month's theme questions whether the sustainable event industry can create peace, justice and strong institutions in the world. We asked Lis lore, the Deputy Director at Westergasfa...

positiveimpactevents.com

3:00 PM - 30 Jan 2017

Sustainable UGA
@SustainableUGA

Positive Impact launches campaign to educate over 20,000 event professionals on key sustainable development issues.

buff.ly/2k7g1Xm
Bold Campaign Works with the U.N. to Raise the Profile of Events

by Fiona Pelham

Jan 12, 2017

Imagine a world where global governments and big business understand that the best way to identify positive, world-changing solutions is to bring people together to collaborate, learn, and innovate. For those of us who work in the meetings industry, the rationale for bringing people together can seem obvious, yet in a time when influential world leaders are choosing to tweet rather than meet, we have to keep telling the story of the power of our industry and how it provides a unique opportunity.

Now is the United Nations Year of Sustainable Tourism for Development. Throughout 2017 global governments and businesses will be taking part in a conversation on how tourism can create income, education, and other positive world-changing opportunities. The United Nations Year of Sustainable Tourism for Development is an opportunity for our industry to tell the story of the power of events so world leaders think beyond tourism and understand the positive economic, social, and environmental impacts that happen when people meet.

Supported by the United Nations (UN), Positive Impact will highlight the importance of the events industry as part of the 2017 International Year of Sustainable Tourism for Development. In this role, Positive Impact will launch a new campaign, which will inspire two million event professionals to take action globally and, in so doing, harness the power of events to help achieve the UN Sustainable Development Goals.

The campaign launches on January 17 in Madrid – one day prior to the UN’s official Opening Ceremony of the broader programme on January 18 in the same city. The initial partners of the campaign are: Greater Palm Springs Convention and Visitors Bureau, SITE Association (Society for Incentive Travel Excellence), VMware and Switzerland Convention & Incentive Bureau.

Cordula Wohlmuther, Head of Institutional Relations and Resource Mobilisation, said,

“The reach of the International Year of Sustainable Tourism is vast and we are happy to work with partners like Positive Impact who will not only inspire initiatives for sustainability to be taken in the event sector, but also tell the story of the difference those initiatives will make.”

Along the year, Positive Impact will be collaborating with 20 associations around the world including MPI (Meetings Professional International), Sustainable Event Alliance Association, AEE (Exhibitions and Events Means Business), IG UTA Foundation and British Arts Festivals Association to share education, inspire action and contribute to the creation of bite-sized education so over 20,000 event professionals receive education on key issues.

Harvesting the power of events

Sustainability leader Fiona Pelham on taking industry efforts to the next level

by Elizabeth Wood

What does the United Nations ESD 2017 International Year of Sustainable Tourism for Development mean for the events industry? Is there a place for sustainability in a sector that is often associated with fast fashion, fast travel and fast turnover? Fiona Pelham, sustainability leader for Positive Impact, looks to the future of sustainable events through the lens of its new UN year campaign.

We spoke to Fiona about the campaign launch, the impact events can have on sustainability, and how the industry can move forward as the UN Year of Sustainable Tourism for Development closes in 2018.

Positive Impact is an events industry sustainability campaign and we want to inspire and educate events professionals on the value of sustainable events. That is why we launch this new UN Year campaign to harness the power of events to have a positive impact.

Our goal in 2017 was to find partners to understand that we can act on a grass-roots level. What are the most challenging aspects to achieving sustainability in the events industry? How can we work to reduce our carbon footprint, minimise waste, and use sustainable products?

What are the biggest challenges to achieving sustainability in the events industry? How can we work to reduce our carbon footprint, minimise waste, and use sustainable products?

What are the biggest challenges to achieving sustainability in the events industry? How can we work to reduce our carbon footprint, minimise waste, and use sustainable products?
If you want to get involved as a sponsor, endorser, ambassador or partner then please contact info@positive-impact-events.com