

COLLABORATE FOR GOOD



2018 Campaign

Following on from the success of our 2017 campaign 'Telling the story of the power of events during the UN Year of Sustainable Tourism', Positive Impact is excited to launch their 'Collaborate for Good' campaign for 2018.



Who are Positive Impact?

Positive Impact exists to create a sustainable event industry. We are a global not for profit which provides education, training and inspiration to our community of over 18,000 people.

We take a collaborative approach and work with many partners, including industry associations, universities, media and sustainability experts - with a campaign reach of over 1,205,000

An impactful industry!

In Europe alone, the value of the event industry is estimated to be \$1.59 trillion. Events bring people together and provide opportunities to collaborate, create and innovate solutions to create a world that works for everyone.

The United Nations have 17 sustainable development goals, which governments and businesses are strategically working towards - and events are an essential vehicle to reaching these goals.

What does 'sustainability' actually mean?

Sustainability has three main pillars - Social, Economic and Environmental. The latter is the one that most people remember, but they are all important.

Positive Impact's goal is that during all aspects of the event planning process - from idea to post event debrief - the social, economic and environmental impact of that event is considered.

Imagine if every event that took place in the world had a positive impact in these three areas... the world would change!



What are the goals for our 2018 campaign?

In 2018 we want to:

Create and share road-maps to demonstrate how the global event industry understands the power of events and is committed to a sustainable future

Support over 5,000 Positive Impact ambassadors to be in action and make a difference

Share over 1,000 stories about the power of events - to meet the Sustainable Development Goals

United Nations to be talking about the power of events

Identify over 100 collaborative initiatives to create research and gather data

What does success look like for us?

- Every time events share their positive impacts, people from the events industry and beyond are inspired by the action of others. This encourages a positive change of behavior in the world, resulting in people collaborating to create a world that works for everyone.



We can't do this without your help!

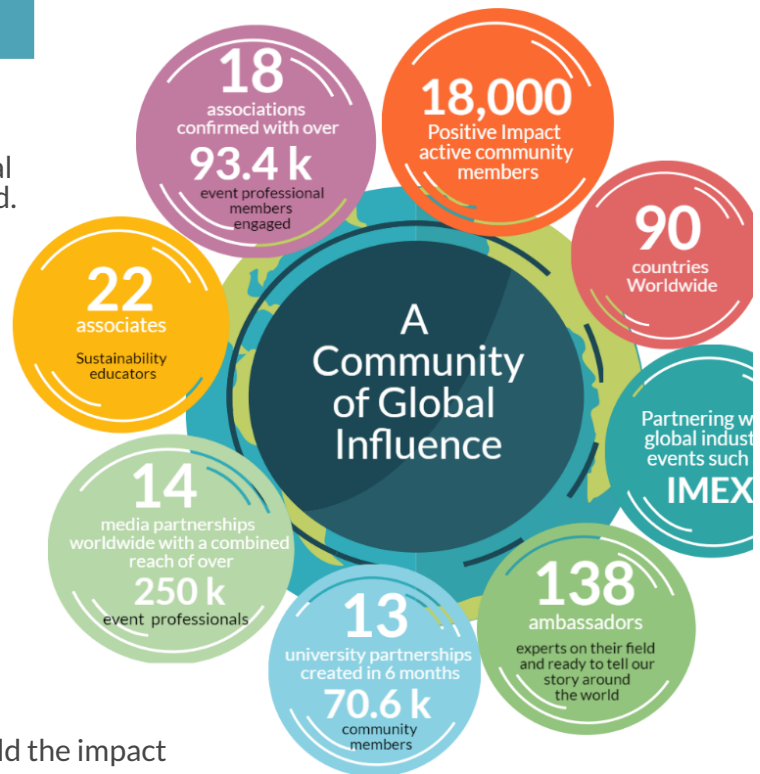
- We know there is inspiring best practice examples of sustainability across the global event industry, and we want to collaborate with you to share those stories.

Sponsoring this campaign will enable us to tell the story of the power of events, give you the chance to share and support sustainability best practice, and collaborate with potential customers and suppliers to create a world that works for everyone.

BENEFITS	£500	£2,000	£6,000	£10,000	£15,000
We're donating because we want our logo listed as a supporter of this website, and an annual report launched on IBTM World	✓	✓	✓	✓	✓
We want to be listed as a CSR share day sponsor		✓	✓	✓	✓
We want Positive Impact to tell our story			✓	✓	✓
We want support to create our road-map/support others with theirs				✓	✓
We want data on what this means for the future of the event industry					✓

Why get involved?

- We are proud to be working with a global community of industry associations, reaching 90,000 event professionals, multiple international media partners and Universities around the world.
- There is a strong business case for supporting sustainability. Stakeholders and staff want this from you. Equally, millennials are the most sustainability conscious generation yet and according to Nielsen and Deloitte, as "an influential and rapidly growing consumer market", it's important to "engage in sustainable practices or their future growth could be at risk".
- Employees who are the most committed to their jobs put in 57% more effort on the job and are 87% less likely to resign, according to a study.



Support us!

- To start making a difference and showing the world the impact that the event industry has, head on over to:

<https://www.positiveimpactevents.com/supporters>

If you have any questions about this campaign, don't hesitate to email us on: info@positive-impact-events.com