

POSITIVE IMPACT PRESENTS

#CSRshareDay

Best Practice
Report



Campaign Overview

The goal of #CSRshareDay 2016, a 24 hour global Twitter campaign, was to have a worldwide conversation that resulted in change through sharing best practice, challenges and experiences as well as giving participants the opportunity to converse with global sustainability experts that will inspire change and action within their community.

Highlights

Twitter Reach: 1,204,500

2.35 Tweets/minute

3,379 Tweets

7,474,796 Timeline Devlories

33 Hosts from across the globe

Tweets from Sainsbury's News, Tourism Toronto and Triple Pundit

What We Found

Participants used #CSRshareDay 2016 to share experiences and examples of sustainability or CSR best practice within the events industry via pictures, videos, conversations, questions and links.

This report will demonstrate many of the best practice examples shared, categorised by the GRI Event Sustainability Categories.

Be inspired by our campaign and the overwhelming amount of amazing story-telling and ideas that were shared in just 24 hours!

Economic



ClimateCare @ClimateCare · Apr 22
Measuring impact is so important. #CSRshareDay Here's how we do it
climatecare.org/measuring-imp...

Te hago ECO @TehagoEco
Measuring the #value of sustainability for events. tehagoeco.com/poniendo-numer... Putting numbers to intangible issues #CSRshareDay

Claudia v Hullenaar @ClaudiHullenaar · Following
@ClimateCare @TehagoEco agree! for corporates setting objectives and measuring against to demonstrate value is important #CSRshareDay

RETWEET 1 LIKES 2

12:09 PM - 22 Apr 2016

Participants shared how their organisation measures their sustainability impact prompts conversations on the importance of measurement to demonstrate its value not only for the organisation but also attendees.

Jaime Nack @jaimenack · Apr 22
We also measure during event and release stats to attendees so they see impact real time #greenevent #CSRshareDay

Sust Event Alliance @SustainableEvtnt
HOST awesome idea @jaimenack At SEA we have #sustainableevents on Insta pile page. #CSRshareDay

Sust Event Alliance @SustainableEvtnt · Following
HOST @jaimenack what ghgs to measure is the question. It's so diverse from event to event what's in or out. #CSRshareDay

5:53 AM - 22 Apr 2016

Participants and hosts shared their organisation's tools and graphics on decreasing emissions or waste to increase value.

Jim Spellos @jspellos · Following
HOST: Sneak peak –updated @wholeearthcalc –coming soon, to your app store (always free!) #CSRShareDay #foodrecovery

wholeearth calculator
FOOD RECOVERY CALCULATOR
PAPER & PLASTICS CALCULATOR
COMPOSTING CALCULATOR
DONATION FORM

Guy Bigwood @guybigwood · Following
Proud to say: 33% of MCI offices run on renewables; we cut emissions by 43% since 2010. @MCI_Group #CSRshareDay

GHG Emissions
Intensity per Euro of GM (kg CO₂/ GM)

| Year | Intensity (kg CO ₂ / GM) |
|------|-------------------------------------|
| 2010 | 4.5 |
| 2011 | 3.5 |
| 2012 | 3.6 |
| 2013 | 3.4 |
| 2014 | 2.5 |

Environment




Participants and hosts sharing examples of environmentally focused initiatives enforced at events and venues. These great examples vary from the easily executed to much more committed initiatives, demonstrating the diversity of CSR in the industry.

One host sharing a link to a sustainability initiative in Barcelona along with an infographic. Great example of initiatives to encourage the use of sustainable transport options.




Society







Lisa Holmes @LisaHSays 

Ontario, Canada has accessibility legislation. Venues & businesses required to comply aoda.ca #CSRshareDay





RETWEET 1 

6:17 PM - 22 Jan 2015





  1  

Reply to @LisaHSays

Mariela McIlwraith @meetingchange · 22 Jan 2015
HOST @mdreamcrusher Good point, tho regs are just a start, our design choices matter too: lighting, furniture placement, sound #CSRshareDay

Lisa Holmes @LisaHSays · 22 Jan 2015
@meetingchange @Shaw_Centre in #Ottawa has many accessibility features. Check it out: shaw-centre.com/en/about-us/ac... #CSRshareDay

  1  

Topics surrounding accessibility, wellness and inclusive events added a topic to the campaign that is often not discussed within CSR. Hosts and participants shared best practice knowledge from industry and venues that are enhancing accessibility within the industry. Excellent example of type and impacts of initiatives to create a socially inclusive event.

Tourism Toronto @SeeTorontoNow · Apr 22
HOST Share some of your best examples for building wellness into event itineraries. #CSRshareDay

   1 

Katherine Manfredi @KManfredi 

@SeeTorontoNow went to event w brief breaks: yoga, breathing, meditation, Tibetan singing bowls, aromatherapy +info re benefit #CSRshareDay

LIKE 1 

7:48 PM - 22 Apr 2016

   1 

Hosts prompted discussion on wellness and the importance of wellbeing within event programmes.

Ekta Sawhney @ESawhney 

#CSRshareDay equal opportunity for all. Can #events promote employing volunteers with disability @MCIIndiaLive @guybigwood

RETWEETS 2 LIKE 1   


Participants used the topic of accessibility to reiterate the importance of making events suitable for all and promote best practice not just for the events industry but to improve the world we live in.

Product Responsibility



ORESN OR Convention Center @oregoncc **Following**

HOST Our Rain Garden provides natural filtering for #water runoff & helps maintain our @SalmonSafe cert #CSRshareDay



RETWEETS 2 LIKE 1

Siviglia Berto @Sivigliaberto **Follow**

Incentives & food waste reduction initiative works great together! #CSRshareDay #eventprofs #Tupperware #foodwaste



Venues and participants share their examples of responsible product initiatives undertaken. Examples range from the easily executed such as reusable Tupperware to highly committed venue features.

Campaign hosts share examples of their organisation's sustainable initiatives relating to product responsibility.

ShawConferenceCentre @EdmontonSCC **Following**

HOST- Through food recovery programs we donated 2901 KG of surplus prepared food to food banks in 2015 #CSRshareDay



ORESN OR Convention Center @oregoncc **Following**

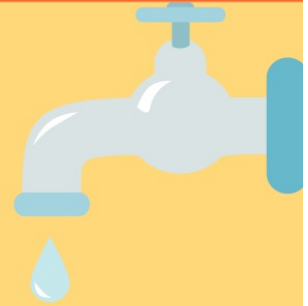
HOST We offer extensive waste #recycling, #composting & food donation programs #sustainability #CSRshareDay



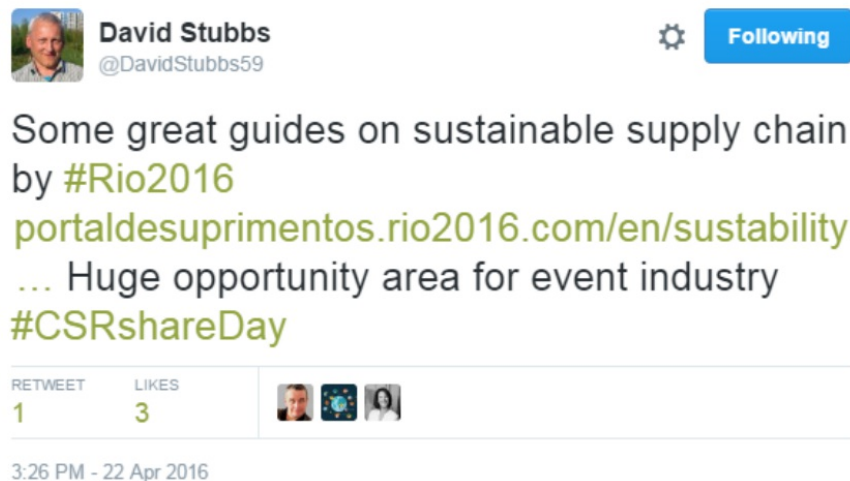
Sourcing



Brilliant example of a host sharing their sourcing initiatives and choosing suppliers that impact positively on the wider community.



Using examples from mega events like the Olympics and their sustainability initiatives, it is clear to see how CSR can be adapted into the sourcing and supplier decision for event professionals. Great opportunity to share articles and reports on an event's sustainable supplier initiatives.



Legacy



Kamen Blagoev @cois2007 Following

HOST Not to be all negative... as a legacy from an event we have generated funds for 4 full scholarships for orphans. #CSRshareDay

RETWEETS 3 LIKE 1

7:12 AM - 22 Apr 2016

Reply to @cois2007

#CSRshareDay @CSRshareDay · Apr 22
.@cois2007 Brilliant! Do you have a link with more information?? #CSRshareDay

Kamen Blagoev @cois2007 · Apr 22
@CSRshareDay Sadly only in Bulgarian... economic.bg/bg/news/5/otkr...

It's great to see a host share an example of how an event has created a positive legacy for the wider community through CSR initiatives. Although the link with more information is in Bulgarian, this emphasises the global reach of the campaign and the positive impacts sustainable initiative can have.

Kamen Blagoev @cois2007 Following

HOST Q1: Knowledge and know-how are great legacy but what else you think is a good legacy especially from small events? #CSRshareDay

RETWEETS 2

7:24 AM - 22 Apr 2016

Reply to @cois2007

Meegan Jones @GreenEventBook · Apr 22
@cois2007 Less waste being produced - food and disposables like bottles, cans and food plates. #CSRshareDay

This particular host was interested in creating a legacy from events. Prompting conversations means other participants can add their thoughts and expertise on the area of interest.



#CSRshareDay 2017

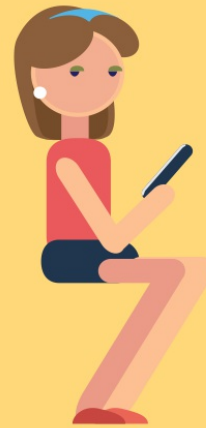


Friday
21st April
2017

Target: 2 MILLION REACH



We need campaign hosts to be part of the campaign and start amazing conversations on event sustainability and inspire change! Is that you?



We also need campaign sponsors to support the campaign and make it as successful as possible! Wide range of sponsorship opportunities available that can benefit you and us.



Do you have a specific area of CSR you feel passionate about? Accessibility? Reporting? Carbon emissions? Inclusiveness? We want to cover as many topics as possible... get in touch if you want to start conversations and share examples on something specific!



To get involved in #CSRshareDay as a host or sponsor please contact Anna at anna@positive-impact-events.com