POSITIVE IMPACT PRESENTS #CSRshareDay



SUMMARY REF The goal of #CSRshareDay 2018 was to have a worldwide conversation that results **OUR GOAL** in change. Within this conversation we aimed to:

Share best practice, challenges, ideas, experiences and more on the topic of sustainability and CSR with over 1.2 million event professionals. Give participants the opportunity to collaborate with

2018



thought so too, that's why all of the

topics our hosts covered were related to

global sustainability experts and learn from one another. Tell the story of the power of events in achieving the UN's Sustainable Development Goals and provide over 1 million education opportunities.

Thanks to our hosts, sponsors and global twitter community, we certainly achieved this!

Sustainable Development Goals (SDG's)

The SDG's are a global call to action to end poverty, protect the planet and ensure peace and prosperity for all. Sound like a good idea don't they? We

REACH:

1,607,883

them! CLEAN WATER



1.12 Tweets/minute



5,532,082 TIMELINE DELIVERIES #eventprofs #sustainability #csr #events #imex18 **MAP OF** 414 contributors **2018 HOSTS**

MOST POPULAR HASHTAGS

#Collaborateforgood

We asked you what the biggest barrier to creating a sustainable event was and you

Well an average of 63% of Tweets in our

campaign were educational. Considering our reach, #CSRshareDay provided 1,012,996 education opportunities,

voted lack of Knowledge.

helping us to reach our goal.

Postive Impact would like to say a massive THANK YOU to the hosts of #CSRshareDay 2018, who took time out of their day to make a difference... **James Watson Fiona Pelham Green Event Positive Impact Ninja Events**

Chelli Eason **Gold Coast 2018** Commonwealth games

Barrier Reef

Foundation

Forum

Pippa Naude

Juanjo Amate

Parkside Hotel

Te Hago Eco

Event Greening

Lori Hogan Great

MPI Laura

Tourism Vancouver and Spa **ISO DMC** Jack Blakeman **Benoit Sauvage Rory Davis** Connect DMC/ San Francisco **Positive Impact**

Carolina Vosatkova

SITE Global

Notarbartolo

Laura Chang

Dr Sarah Glozer

University of

Jessie States

Cerespo

Bath

Irina Trofimovskaya

Kuoni

Graham Ross

Laura Goddard

Gareth Kane Terra Infirma

Rachel Riggs

ICC Sydney

Kusaga Athletic

Giants

The MICE Blog

Jon Smith Oregon Convention Centre

Katie Clarke

Davis Meyer Greater Palm Springs CVB

Melissa Radu **Edmonton All In**

The Parkside Hotel & Spa

CSR examples, ideas and best practices.

We owe a special thanks to our

possible to run #CSRshareDay

for the third year in a row now!

dedicate some time and effort

sponsors who have made it

They have shown that if you

CSR can become part of the

Thank you to the team at Caesars Entertainment. They are an amazing example of responsibility and CSR

Of course it wouldn't be a proper #CSRshareDay without the Oregon Convention Centre involved, they have

supported the campaign for three years and are an amazing example of an event business with sustainability ingrained into the company ethos!

#CSRshareDay for a third year.

"Caesars Entertainment is dedicated to CSR and

is a **proud supporter** of #CSRShareDay. Caesars has done the work to

"The Oregon Convention Center was proud to sponsor

others are accomplishing in the event industry gave us

connections is the only way to realize the solutions."

encouragement to continue down the path. Making these

culture at your company.

efforts.

We look forward to you hopefully hosting again for #CSRshareDay 2019 and look forward to reaching even more people with sustainability and

OUR SUPPORTERS

CAESARS

ENTERTAINMENT®

ORES Oregon Convention Center

assure that clients hold outstanding meetings and events while also contributing to the economic, social and environmental quality of life. Our corporate citizenship efforts are embedded in our meetings offerings, allowing clients to reduce costs and meet responsibly. Our Meetings for Good program makes it easy for planners to include CSR activities with different non-profit organizations. Additional programs include HERO, which encourages our employees to give back to the community, and CodeGreen, aiming to reduce our environment impact and promote sustainability.

We appreciated the opportunity to share our sustainability story with so many CSR champions around the world, and learning what

CONVENTION

"#CSRshareDay is a great initiative that puts sustainability and CSR in the spotlight, striking up a global conversation. It was great for ICC Sydney to be able to share in the conversation and promote some of our initiatives and stories with the hope to inspire and learn from others across the meeting

approaches but also we were able to learn and introduce many

~ Matt Pizzuti, Deputy Director of the Oregon Convention Center Interested in sponsoring #CSRshareDay next year, or one of our other campaigns, get in touch: info@positive-impact-events.com We were really impressed with how involved in the conversation IMEX was this year, it demonstrates how

dedicated they are to leading in

"We were delighted to be involved in

saved the date for this time next year!"

CSR and sustainability.

It was great to have ICC

only as a sponsor but as a

all they had to say and the engagement that we saw

was amazing.

Japan.

and events industry.

Another great sponsor who got involved hosting an hour of #CSRshareDay and getting some great reach because of it. Cerespo is leading the way with sustainability and CSR in

best practices to Japan!"

info@positive-impact-events.com

Sydney involved this year, not

host as well! we loved hearing

IJMEX GROUP #CSRshareDay which fits so well with the IMEX mission, vision and values. We're wholeheartedly committed to both leading, teaching and encouraging more sustainable practices across the whole meetings and events industry. In fact, we've already

"We have worked with Positive Impact for a long time and committed ourselves on sustainability in the MICE industry in Japan. Through #CSRshareDay, we not only spoke to the world about our

Interested in sponsoring #CSRshareDay next year, or one of our other campaigns, get in touch:

We are incredibly grateful to have Switzerlands Convention and Incentive bureau supporting us this year. There has been significant efforts to establish Switzerland as a world leader in sustainability which Switzer have definitely paid off! "Corporate Social Responsibility is important for Switzerland and we try to integrate the three pillars in our daily, private and professional lives. The setting of Switzerland allows us to offer sustainable meetings and events. By sharing examples we manage

to raise awareness and further improve."

ibtm are leaders in the events

industry, which is why it's so important to us that they have chosen to sponsor #CSRshareDay. It also

demonstrates the focus that they have toward CSR and

Greater Palm Springs CVB is another sponsor who hosted this year. It's great to see so

many sponsors who are willing to not just support

involved with the

conversation!

this campaign but also get

sustainability!

part"



convention & visitors bureau

Are you interested in hosting or sponsoring our

Become a Positive Impact Ambassador

Interested in being involved in more campaigns or sustainability partnerships? Positive Impact have an Ambassador programme which is free to join. All you need to be is passionate about sustainability. This plus our free resources could help you spread the word in

campaign in 2019? Please get in touch!

get natural.

ibtm

Interested in sponsoring #CSRshareDay next year, or one of our other campaigns, get in touch: info@positive-impact-events.com

Now that we have achieved such incredible exposure for #CSRshareDay, lets continue to share. Use **#shareapositiveimpact** any day of the year to share

Feeling inspired? Here are some resources to take a look at to continue the

examples of events making an economic, environmental or social positive impact.

Next year...

journey...

NEXT STEPS...

Education

Page 3

vour community! Interested in learning more about how to create a sustainable event industry? Explore the resources and education materials created by the Positive Impact CONTINUE THE GLOBAL CONVERSATION We reached over 1.6 million

#ShareAPositiveImpact

twitter.com/Plevents

people this year and we will aim to beat this number next year. You can join #CSRshareDay 2019 as a sponsor right now, get in touch with us!

Fourways House, 57 info@positive-impact-+44 (0)161 2735107 Hilton St, Manchester events.com M12EJ

GET IN TOUCH WITH US