

POSITIVE IMPACT EVENTS



PRESS TOOLKIT

Please find below a press release, a selection of visuals for use from 1st August onwards and a selection of social media posts which you can use

PRESS RELEASE

Click here

<https://www.positiveimpacetevents.com/acceleration-action-press-release>

PRESS TOOLKIT

For toolkits to talk about this initiative see www.positiveimpacetevents.com

For media enquiries, please contact:
Bev Ridyard

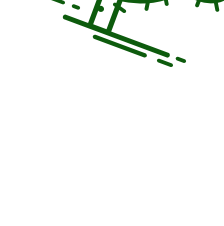
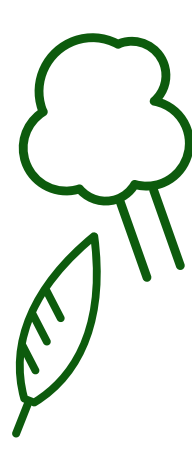
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Who are Positive Impact?

Positive Impact is a global not for profit which exists to provide engagement, collaboration and education to create a sustainable event industry. Positive Impact has a number of Memorandums of Understanding with United Nations Bodies including UN Environment, UNFCCC and UN SDG Action and is an affiliate member of UNWTO.



GLOBAL FESTIVAL OF ACTION 2019



Who are UNFCCC?

The UNFCCC Secretariat (UN Climate Change) was established in 1992 when countries adopted the United Nations Framework Convention on Climate Change (UNFCCC)

Who are UN SDG Action?

UN SDG Action Campaign intends to create awareness about the 2030 Agenda, empower and inspire people across the world to achieve the Sustainable Development Goals (SDGs)

What are the United Nations Sustainable Development Goals?

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs)

QUOTES YOU CAN USE



"The United Nations SDG Action Campaign is a special initiative of the UN Secretary-General to scale up, broaden, and sustain the global movement to take action for the Sustainable Development Goals. For the Goals to be achieved, we need everyone to take action, and to connect these actions with decision makers in SDG planning and review processes at all levels. Events bring people together to learn and collaborate, and create an environment where concrete actions can be developed and individuals and organisations can be mobilized and inspired to join the movement making the Sustainable Development Goals a reality."

- UN SDG

"The United Nations Sustainable Development Goals are the language of sustainability spoken by global business. IMEX is the 'heartbeat of the global business events community' and our mission is to unite and advance the meetings industry. As such we are dedicated to supporting the achievement of the sustainable development goals and ensuring a healthy future for our global business events community."

- IMEX

"We hear a lot about sustainability in our industry, but many need guidance as to how they can support the global political agenda and crucially overcome any perceived challenges to supporting the sustainable development goals at an industry level. I would urge every event professional in the industry to share their views so that we can present a united voice and look at a range of solutions. This initiative marks an important next stage as we pave the path for a more sustainable events industry."

- EVENT

"Engaging the meetings and convention industry in the United Nations Sustainable Development Goals makes sense because our future events industry employees and customers are already demonstrating that, like The Oregon Convention Center, are passionate about serving people and the planet."

- OREGON CONVENTION CENTER

"There is an urgent business case for the event industry to act to show they are part of the solution to reach the UN SDGs and not the problem. Back in March 2019, 1.3 million young people used an event (a protest) to ask decision makers to support their plea for immediate action. Events touch everyone - we all take part in events whether it be sporting, cultural or day to day business meetings therefore we all have the ability to have an impact. Through this survey and the acceleration commitment we have an immediate and unique opportunity to collaborate with global governments and business on a strategic level and tell the story of the power of events."

- POSITIVE IMPACT

"Events bring people together and enable opportunities to create positive change. Our philosophy at Maritz is 'unleashing human potential'. There is no greater potential for humankind than creating a world that works for us." - MARITZ GLOBAL EVENTS

- MARITZ GLOBAL EVENTS

"Improving society is a core value at PCMA and we are taking serious actions to make business events even more sustainable through best practices. These actions are the right thing to do. They not only improve our world, society and communities, but also allow our industry to continue the important work of driving global economic and social progress. We are proud to be part of an industry committed to leaving the world in better shape than we found it".

- PCMA



EXAMPLES OF SOCIAL MEDIA YOU CAN USE TO SIGNPOST TO YOUR ARTICLE

@sdgaction say "Events bring people together and create an environment where actions can be developed and organisations mobilized and inspired to join the movement making the Sustainable Development Goals a reality". bit.ly/SDGsEvents #Act4SDGs #eventscreatechange

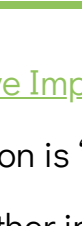
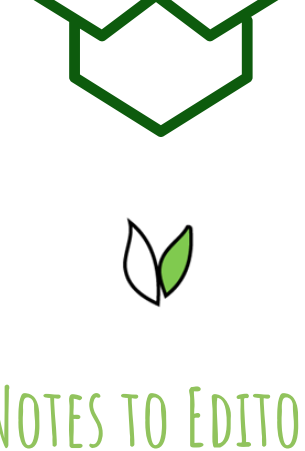
Are #events the answer to today's key business and government question of 'How to achieve the Sustainable Development Goals?' bit.ly/SDGsEvents #Act4SDGs #eventscreatechange

Over 7000 commitments to #Act4sdgs were gathered from #eventprofs from 58 countries. Are #events the route to achieving #SDGs #sharepositiveimpact #eventscreatechange

For more resources to engage the global event industry in the United Nations Sustainable Development Goals Survey see positiveimpacetevents.com/survey-toolkit



ACCESS OUR BANK OF IMAGES ON DROPBOX HERE



NOTES TO EDITOR

Why are Positive Impact doing this:

The short answer to that question is 'why not'. The longer answer is:

1. Positive Impact are uniquely placed to gather input from sport, business and cultural event professionals.
2. Positive Impact has a number of Memorandums of Understanding with United Nations Bodies including UN Environment, UNFCCC and UN SDG Action and is an affiliate member of UNWTO.
3. Positive Impact collaborate with experts with background in science, policy design and advocacy.

The existing collaborative relationships make engagement possible within and external to the global event industry so content is created which is useful for the United Nations and the majority of global business whose strategies align with the Sustainable Development Goals.

This survey and the acceleration action are a pan industry initiative facilitated by Positive Impact.