

SUSTAINABLE DEVELOPMENT GOAL EDUCATION

HOW CAN EVENTS HELP PEOPLE WORK IN PARTNERSHIP TO IMPROVE GENDER EQUALITY IN THE WORKPLACE?

BEST PRACTICE:



Congratulations to our partners @SFGEnterprises for winning the 'Green Glove' award for 7 years running! If you're out and spot something sustainable, share it using #CollaborateForGood

The United Nations Sustainable Development Goal 5 believes that gender equality aims to ensure gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous, and sustainable world.

By providing women and girls with equal access to education, decent work, healthcare, and representation in political and economic decision-making processes, the UN believes this will fuel sustainable economies and benefit societies at large.

SDG:



MONTHLY INTERVIEW!

THIS MONTH WE WERE LUCKY ENOUGH TO INTERVIEW SANDJA BRÜGMANN, A SUSTAINABLE COMMUNICATION, BUSINESS AND SUSTAINABLE LEADERSHIP THOUGHT-LEADER, INTERNATIONAL SPEAKER, AUTHOR & FOUNDER AND MANAGING PARTNER OF THE PASSION INSTITUTE.



"Collaborating has become the cornerstone on my own leadership journey. The vision is the same: how do I create positive impact in the world through my life? Where before I was focused on the big vision, now I am more focused on the individual people I collaborate with. My focus of where I nurture is on the individual level of one-on-one relationships."

"Underlying the gender equality challenge is a lot of unconscious biases, in both internal barriers -so each person inherently carries these biases themselves-- as well as external biases that are culturally engrained. The most important thing that we can all do to shift that agenda is to work on our subconscious biases, and catch ourselves."

TOP TIPS ON WORKING IN PARTNERSHIP TO ACHIEVE THE SDG'S

SANDJA BRÜGMANN GAVE US HER TOP TIPS ON ACHIEVING SDG 5 OF GENDER EQUALITY, AND HOW TO CREATE COLLABORATION IN EVENTS TO REACH YOUR GOALS

- TIP 1; EDUCATE YOURSELF ON GENDER. TAKE COURSES AND READ UP ON HOW GENDER ISSUES ARE ENGRAINED IN US. YOU MAY NOT THINK YOU HAVE GENDER BIASES, BUT UNCONSCIOUSLY YOU DO!
- TIP 2; FIND PEOPLE TO COLLABORATE WITH THAT ARE ON YOUR 'LEVEL'. LOOK FOR PEOPLE WITH A CLEAR VISION & VALUES, BECAUSE THEN WHAT YOU ARE GOING TO CREATE IS GOING TO BE MUCH CLEARER FROM ACTION TO RESULTS.
- TIP 3; ALWAYS BE OPEN TO FEEDBACK! LOOKING FOR WAYS TO IMPROVE YOUR METHODS CAN HELP YOU BECOME A BETTER FACILITATOR AND DO A BETTER JOB IN THE WORLD.

For more top tips, case studies and inspiration, visit our website here!

CASE STUDY

The IMEX group is a leading company in organising global trade shows in the meeting and the events sector.

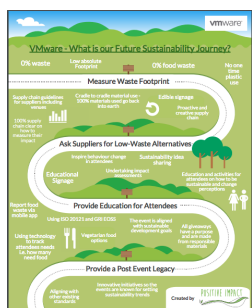
Here are some examples of how IMEX is implementing sustainability practices at their events.

1. Leftover food and stationery from IMEX Frankfurt are given to local charities.
2. IMEX runs initiatives including the 'Innovation in Sustainability' award.
3. At IMEX America leftover hotel amenities are repurposed into 'Clean the World' hygiene kits.

See the full IMEX case study on our website!



ROADMAP



See the full size roadmap by clicking on the image!

VMware worked with Positive Impact to create a visual roadmap which represents their sustainability journey.

Some of the key objectives that VMware will be focusing on in the run up to 2020 will be:

1. Measure waste footprint
2. Ask suppliers for low-waste alternatives
3. Provide education for attendees

If you want to create your own roadmap, just email us at info@positive-impact-events.com

THANK YOU TO OUR PARTNERS WHO HAVE MADE THIS MONTH POSSIBLE!
SEE OUR WEBSITE TO LEARN MORE ABOUT OUR WONDERFUL COMMUNITY OF COLLABORATORS