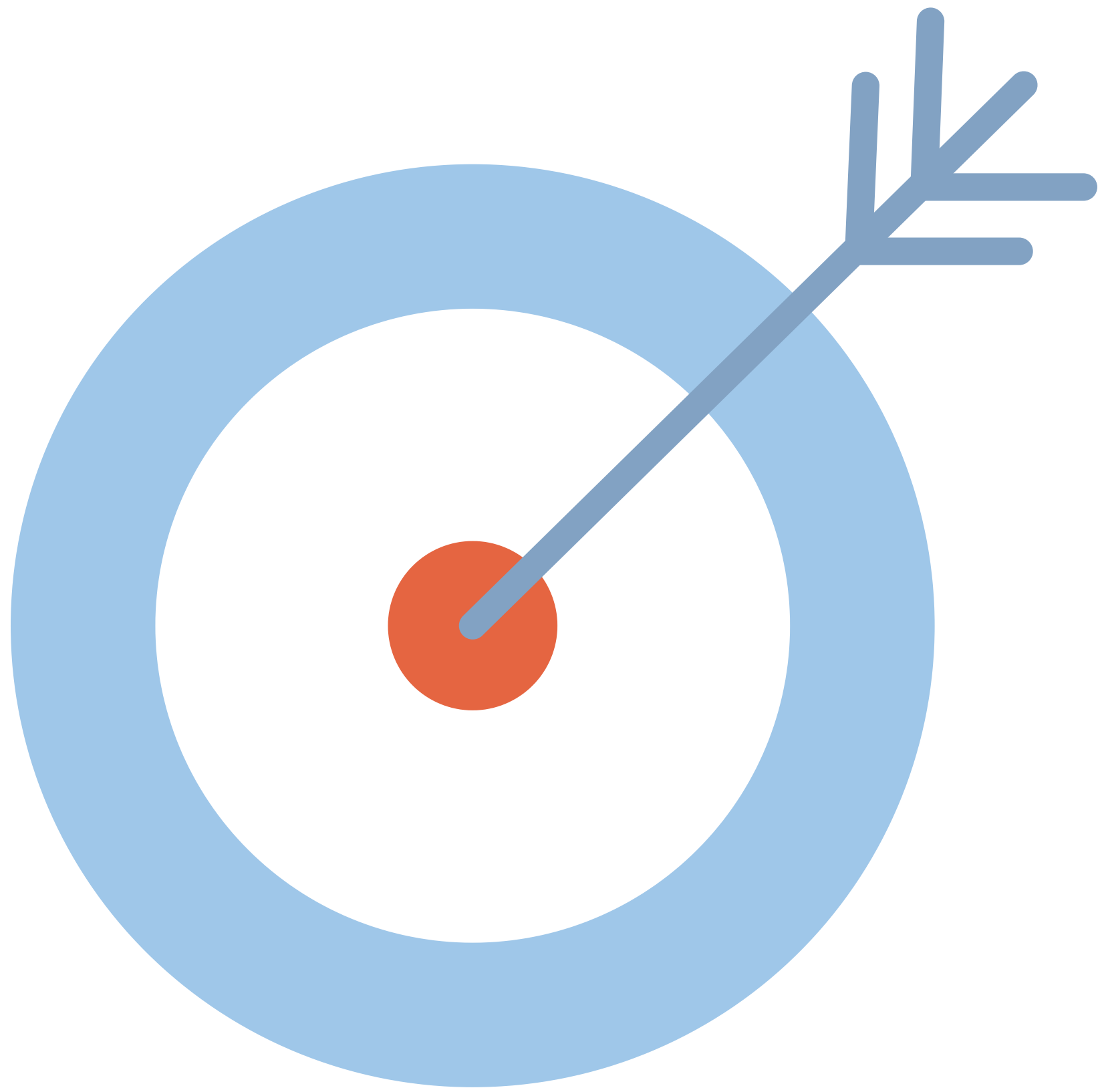


OUR GOAL



The goal of #CSRshareDay 2019 was to have a worldwide conversation so that the event industry become a part of the solution and not part the problem of the global challenges including climate action today. Within this conversation we aimed to:

1. Share best practice, challenges, ideas, experiences and more on the topic of sustainability and CSR with event professionals and the event industry and increase media collaboration.
2. Give participants the opportunity to collaborate with global sustainability experts and learn from one another.
3. Tell the story of the power of events in achieving the UN's Sustainable Development Goals and provide education opportunities across the industry. To encourage action!

Thanks to all our hosts, sponsors, media supporters and individuals for their involvement in the campaign!

Our Theme for 2019: The Year of Measurement

Our hosts this year were asked to schedule at least one tweet about 'measurement'. Measurements are a great way to show off your own initiatives and help people visualise change in practical ways! Taking one small action can be a great way to make a start!

For the first time ever this year's campaign included the launch of a campaign to address the role of plastics in the events industry with Helena Rey de Assis, Head of Consumption and Production, UN Environment explaining to Positive Impact that this is "the opportunity for companies to pledge their commitment and minimise the impact of the event industry in the world's plastic consumption and use."

Over the next few years as global businesses and governments work towards achieving the United Nation's Sustainable Development Goals it will be key to use tools and practices of measurement to know how we are progressing towards our goals and targets.

#CSRSHAREDAY



#CSRSHAREDAY IS AN ONLINE 24 HOUR TWITTER CAMPAIGN WHERE SUSTAINABILITY CHAMPIONS ACROSS THE GLOBE HOST AN HOUR OF CONVERSATION DISCUSSING CSR AND SUSTAINABILITY.

Each year, we compile a report with the best tweets and sustainability initiatives, so you don't have miss a single hour.

GET THE FREE REPORT



2019 HOSTS

Postive Impact would like to say a massive THANK YOU to the hosts of #CSRshareDay 2019, who took time out of their day to make a difference and encourage action...

Jon Smith
Oregon Convention Center

Kayleigh Lee-Simion
Positive Impact

Nandan HS
Last Forest

Natalie Lowe
Celebrate Niagara

Wan Yi (Laura)
Chang
Cerespo

Karen Hilliard
African Agenda
Conference

Share A Positive
Impact intern team
Leeds Beckett University

Paula Blomster
Messukeskus

Pippa Naude
Event Greening
Forum

Gareth Kane
Terra infirma

Heather Lishman
ABPCO

Laura Notarbartolo
Italian Special
Occasions

Davis Meyer
Greater Palm
Springs

Jane Scaletta
Dolphin Destinations

Carolina Vosatkova
Kuoni

Mariela Mcilwraith
Events Industry
Council

Fiona Pelham
Sustainable
Events

Allyson Ryan
Monterey County CVB

Rachael Riggs
Vancouver Tourism

Gail Gerber
InterContinental San
Francisco

Antonia Lopez
San Francisco Giants

Josh Adams
Streamlinevents

Jessie States
MPI

Melissa Radu
Edmonton Convention
Centre



Giants Enterprises
@SFGEnterprises

HOST: Through a series of workshops and various homework assignments, a shift began in the way Giants Enterprises viewed their practices and policies. For instance, partnering with suppliers who also prioritize sustainability became a must.

#CSRshareDay

4 9:24 PM - Apr 23, 2019



streamlinevents
@streamlinevents

HOST To reduce food waste design flavorful dishes with elements allowing the broadest group of attendees to partake given their dietary restrictions. Also consider physical access. How have you limited food waste? #CSRshareDay #sustainability #eventprofs

3 10:20 PM - Apr 23, 2019



IAPCO
@iapco

#TuesdayMotivation on #CSRshareDay download the IAPCO Plastics Pledge Toolkit it is full of useful hints and tip to join us in our mission to rid the meeting industry of single-use plastic + an awesome #TickyTheTurtle Poster - pledges are welcome from all iapco.org/app/uploads/20...

9 8:51 AM - Apr 23, 2019

OUR SPONSOR



We owe a special thanks to our sponsors who have made it possible to run #CSRshareDay for the fourth year in a row now! Oregon Convention Centre has supported the campaign for four years and are an amazing example of an event business with sustainability ingrained into the company ethos!

'Thank you Positive Impact for organizing another great #CSRshareDay this year! We hope the sustainability success stories that were shared reached a record number of people around the world and inspire them to take action in their organizations and communities. The need for this grows more urgent with each precious day!'

Ryan Harvey, Sustainability Manager at the Oregon Convention Center

OREGN Oregon Convention Center

OREGN Oregon Convention Center

OR Convention Center @oregoncc · Apr 23

In FY18, OCC supplied 65,000 lbs of usable items to local reuse organizations like @PDXrestore @HabitatPDXmetro @SCRAPPDX @ReBuildingCtr and others.

#CSRshareDay #WasteDiversion #CollaborateForGood #partnership #donate

OREGN Oregon Convention Center

65,000 lbs. of items donated in FY18. (20,880 in FY17)

2 replies 10 likes

THANKS TO OUR HOSTS

"It was very inspiring to participate on the #CSRshareDay. I did not only get great ideas, but I truly felt the global presence and the passion to make a change."

- Messukeskus

"We love being a part of #CSRshareDay, so we can get inspired by the great work that our industry is doing all around the globe – and hopefully inspire others to take action, too!"

- Event Greening Forum

"Spreading the word about sustainability and how each one of us can make a positive impact was very rewarding. Every time I am involved in sharing about sustainability I learn more, from people who share about their experiences to questions asked on how to be sustainable. Every single person can make a difference by being sustainable and being positive about the future by making change for the better. "

- Jane Scaletta, President, Dolfen Destinations

"@Kuoni_DM is always happy to collaborate and share the best practices in order to show the importance of Sustainability in MICE industry. It is important for us to take responsibility and address different challenges with as many stakeholders as possible, in order that we can offer responsible Congress and event services that are conscious of impact and demonstrate positive influence wherever possible. Thank you for great support and collaboration! #CSRshareday"

"The Edmonton Convention Centre is proud to collaborate with global leaders at the forefront of sustainability in the events industry. Our participation in #CSRshareDay was an important opportunity to lead the conversation and educate our staff, clients and guests about our community impact."

- Melissa Radu, Sustainability Manager, Edmonton

"I am proud to participate in your initiative. For us, it is paramount to make a change, and to be part of a Tourism and Event industry, we feel is to have a great responsibility towards the environment and local communities. To be able to share our ideas and our way to #maketourismright, is a great opportunity towards our goals. Share knowledge and awareness in the correct way, it is VERY important now days, and it is where social media technology is useful. This is what I call, the true influencer. Thank you and keep going with this great job!"

- Laura Notarbartolo, CEO, Italian Special Occasions DMC

"The platform was simple and fun. I enjoyed highlighting our successes with the group! It was great to be a part of this event!"

- InterContinental San Francisco

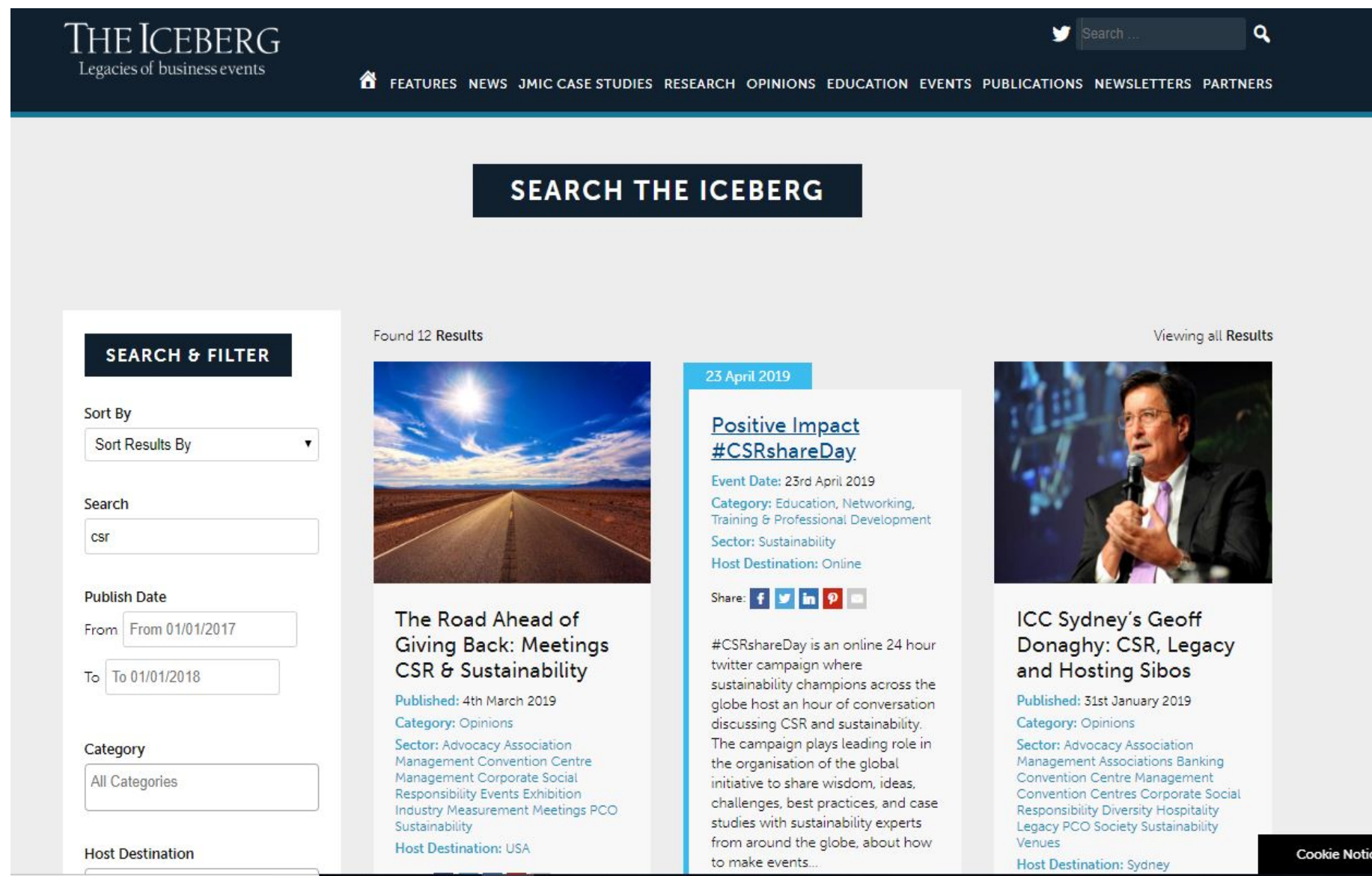
"We were honored to participate in such an impactful event and to help spread the word about sustainability. Doing an Instagram takeover was the best of both worlds. We helped further the Positive Impact message while sharing some of our best content on the topic.

- Lori Tenny, Meetings Today

REACHING A GLOBAL AUDIENCE THROUGH WORLDWIDE MEDIA

Business Events World LATEST UPDATE FROM THE ICEBERG Legacies of business events

But some have spent the past fortnight trying to make the world a better place. *Iceberg* partner Positive Impact's online #CSRshareDay event lit up twitter discussing corporate social responsibility. See for yourself [here](#), and get the report [here](#). To mark Earth Day, Positive Impact also launched a campaign to [address the role of plastics in the events industry](#).



Change the Events World One Tweet at a Time During Positive Impact Events' #CSRshareDay

by Lori Tenny

Meeting professionals' social media feeds may be filled with good vibes Tuesday, April 23, 2019, as a worldwide effort to inspire 2 million people about the benefits of corporate social responsibility (CSR) events programming is set for a cyber blastoff.

The #CSRshareDay social media campaign by London-based Positive Impact Events is



#CSRshareDay campaign drives events industry towards a sustainable future

Tuesday 23 April is #CSRshareDay, an initiative designed to get companies talking about how they promote corporate social responsibility in their business.

The initiative is set up by Positive Impact Events, a global not-for-profit which exists to provide education and collaboration towards a sustainable event industry.

24-hourly conversations from professionals passionate about sustainability will be spread over social media. Throughout the campaign there will be opportunities for everyone to take immediate action, including:

- Joining Positive Impact's ambassador community and regularly receiving materials to speak up on a sustainable event industry
- Signing a commitment to take immediate action to address the Paris Climate Agreement
- Accessing free to use resources and opportunities for collaboration to address specific challenges including plastic, human rights, carbon emissions and food waste

Following the campaign, a report will be shared with the global Positive Impact community and beyond, including United Nations departments.

Fiona Pelham, Positive Impact CEO commented: "This is a wake-up call for the event industry. I regularly hear industry professionals at high levels of influence say they do not have the time or budget to think about sustainability

"Many that are in action are too fearful of criticism to be taking bold, game-changing actions and be the driving force behind the solution."

Ryan Harvey, Sustainability Manager at the Oregon Convention Center, added: "The time to act is now. We see #CSRshareDay as a collaborative opportunity to share best practice across the industry, supporting the United Nations Sustainable Development Goals (SDGs)."



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Home > Type > News > #CSRshareDay campaign drives events industry towards a sustainable future

News > Sustainability

#CSRSHAREDAY CAMPAIGN DRIVES EVENTS INDUSTRY TOWARDS A SUSTAINABLE FUTURE

written by Stuart Wood | April 15, 2019

POPULAR POSTS

1 Exhibitions generated US\$325bn in business sales during 2018
April 23, 2019

2 The event industry celebrates Earth Day 2019
April 23, 2019

aztec Audio Visual Suppliers
Speak to us on +44 (0)20 7803 4000
contact us on sales@aztecv.com

MeetingsNet @meetingsnet

Following

The plastics pledge, alternative gifts, buying local: Here are a few of the ideas you missed during the 24-hour meeting sustainability tweet-up. bit.ly/2GwDKZW #eventprofs



8 Tweets from #CSRshareDay That Might...
The plastics pledge, alternative gifts, buying local: Here are a few of the ideas you missed during the 24-hour meeting sustainability ...
meetingsnet.com

8:16 PM - 25 Apr 2019

1 Retweet 2 Likes

MEETINGSNET

RECENT
Marriott Expands Small Meetings Property in Puerto Rico
APR 23, 2019

SPONSORED CONTENT
An Unconventional Location for a Successful Event
APR 01, 2019



New Portal Provides Partnerships for Event Transportation, Staffing
APR 23, 2019

Here's Where You'll Find Your Next Great Sustainability Idea

#CSRshareDay is April 23 and Twitter will be filled with meeting and event best practices.

Sue Hatch | Apr 15, 2019

Where are your pain points for achieving event sustainability goals? What are your successes? Tuesday, April 23 is the day to ask these questions, share best practices, and be a part of the fifth annual 24-hour Twitter conversation about sustainability and corporate social responsibility in the events industry.

Organized by Positive Impact, #CSRshareDay is expected to engage meeting professionals from Chicago to Bangkok to Barcelona in an all-day, idea-sharing tweet-up. Fiona Pelham, CEO



INTERNATIONAL MEETINGS REVIEW

International Americas Asia Australasia Europe Middle East & Africa Planner's Resources Newsletter

HOME > AMERICAS

AMERICAS April 17, 2019 | By: MeetingsNet

Americas: Here's Where You'll Find Your Next Great Sustainability Idea

In partnership with: MEETINGSNET



Where are your pain points for achieving event sustainability goals? What are your successes? Tuesday, April 23 is the day to ask these questions, share best practices, and be a part of the fifth annual 24-hour Twitter conversation about sustainability and corporate social responsibility in the events industry.

3BL MEDIA

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Search

#CSRshareDay Starts a Global Pledge for the Event Industry to Be the Driving Force Behind the Solution, Not the Problem

TWEET ME: @Plevents' campaign, @CSRshareDay, starts a global pledge for the event industry to be the driving force behind the solution, not the problem. <http://bit.ly/2Z5F77h>

Wednesday, April 17, 2019 - 2:25pm

NEWSROOM: Positive Impact Events
CONTENT: Article

On March 15th 2019, 15 million school students went on strike in a fight against climate change. This #CSRshareDay, a day that recognises and celebrates Corporate Social Responsibility, the event industry has the opportunity to share their ideas on what the solution could be. "This is a wake-up call for the event industry," explains Fiona Pelham, Positive Impact CEO. "I regularly hear industry professionals at high levels of influence say they do not have the time or budget to think about sustainability and many that are in action are too fearful of criticism to be taking bold, game-changing actions and be the driving force behind the solution."

Oregon Convention Center, a long term supporter of #CSRshareDay agree. "The time to act is now," says Ryan Harvey, Sustainability Manager at the Oregon Convention Center. "We see #CSRshareDay as a collaborative opportunity to share best practice across the industry, supporting the United Nations Sustainable Development Goals (SDGs)."

On April 23rd, 24 hourly conversations from professionals passionate about sustainability will use social media to host conversations and ask for immediate action by the event industry. Following the campaign, a report will be shared with the global Positive Impact community and beyond, including United Nations departments with whom Positive Impact has Memorandums Of Understanding with.

Throughout the campaign there will be opportunities for everyone to take immediate action including:

POSITIVE IMPACT

MORE FROM POSITIVE IMPACT EVENTS

Positive Impact Give Event Professionals the Opportunity to Act on Gender Equality
Friday, March 1, 2019 - 8:50am

Positive Impact Launch White Paper Demonstrating How The United Nations Sustainable Development Goals are a Business Opportunity for the Global Event Industry
Monday, December 17, 2018 - 10:15am

Why and How Positive Impact is Celebrating World Peace Day on 21st September
Wednesday, September 5, 2018 - 8:25am

More

VIDEOS FROM POSITIVE IMPACT EVENTS


Why and How Positive Impact is Celebrating World Peace Day on 21st September

Thanks to The Iceberg, 3BL Media, MEETINGSNET, meetingsTODAY, International Meetings Review, Conference News, Odyssey Media Group, Conference & Meetings World, Exhibition News and Meetings Mean Biz for supporting the campaign.

A SELECTION OF TOP TWEETS TO HELP THE INSPIRE THE EVENT INDUSTRY

Positive Impact @Plevents · Apr 23

@IMEX_Group thanks for providing inspiration on #sustainability in action at your events. Here are some #shareapositiveimpact examples @Plevents have captured to inspire #eventprofs across the globe. Do you have any other examples you want to share for #csrshareday



Mary Corfield @marycorfield Follow

On #CSRshareday a reminder that as #eventprofs we can bring about huge change. This year @greenbelt will have #plasticfree wristbands despite all the UK festival suppliers saying it couldn't be done. Others will follow. #BeTheChange 🌍 #shareapositiveimpact #Ourworldisworthsaving



12:43 PM - 23 Apr 2019

2 Retweets 5 Likes

Positive Impact @Plevents · Apr 27

Did you know that 60% of Edmonton Convention Centre's food suppliers are local producers & growers, injecting more than \$550,000 back into the local economy! @yegconvention edmontonconventioncentre.com #unsdgs #shareapositiveimpact #changemakers #collobrateforgood #sustainability



Positive Impact @Plevents

Another great way to do your bit. Imagine if every #eventprof took the same action? #CSRshareDay #shareapositiveimpact

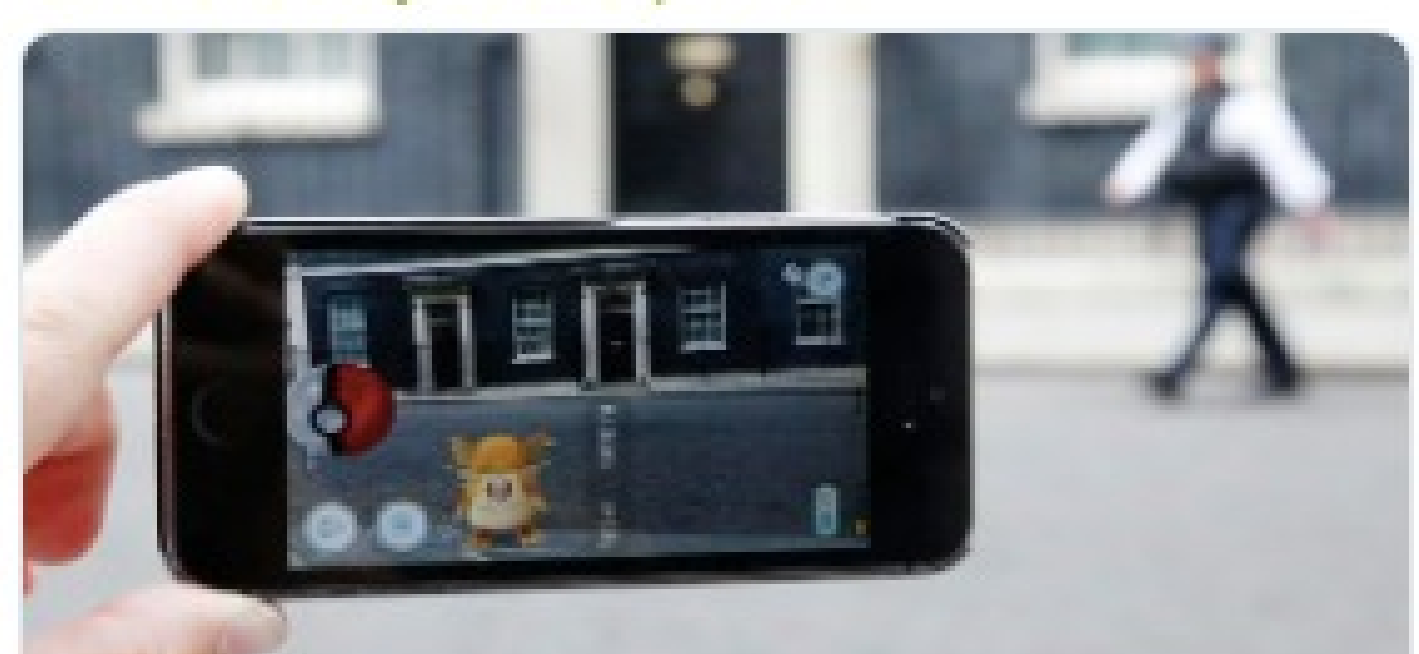
dmgevents @dmgeventsglobal

This year for Earth Day we challenged our colleagues to give up plastic for 7 days encouraging them to do their bit for the environment. Good luck to everyone who took the pledge, we are proud...

8:06 AM - 23 Apr 2019

Jessie States, CMP, CMM @Jessie_States Following

HOST: Check out how @PokemonGoApp used the "events for good" concept with its "gaming for good" trash cleanup event. In 2018, 4,000 attendees AT 68 events collected 15K lbs of trash greenmatters.com/p/pokemon-go-e... #csrshareday #eventprofs



Pokémon Go Celebrates Earth Day by "Gaming for Good"
Pokémon Go has found a way to get trainers involved in Earth Day — by promising special rewards.
greenmatters.com

11:11 PM - 23 Apr 2019

1 Like

Positive Impact @Plevents

Did you know that 60% of Edmonton Convention Centre's food suppliers are local producers & growers, injecting more than \$550,000 back into the local economy! @yegconvention edmontonconventioncentre.com #unsdgs #shareapositiveimpact #changemakers #collobrateforgood #sustainability



10:00 AM - 27 Apr 2019

1 Like

NEXT STEPS...

Collaborate with us...

Are you interested in hosting or sponsoring our campaign in 2020? Please get in touch!

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 your community!

Share a Positive Impact

We want to do this by encouraging anyone working within events or anyone attending events (so pretty much everyone) to share inspirational examples they've seen of sustainability in action in the events industry on twitter using #shareapositiveimpact.

SHARE A POSITIVE IMPACT LIBRARY

Here are the latest entries from our [Share a Positive Impact library](#).



refuge in a changing world- todd miller



big paper airplane tournamen



shrewsbury folk festival

Sign our Pledge for Change

If you are an event professional who wants to be part of the solution rather than the problem mark this day by signing a pledge for change.

Plastic Campaign

Take action to address the role of plastic within the event industry. Use our app to contribute your measurements and help us as we ask the industry for input.

GET IN TOUCH WITH US



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impact-events.com



twitter.com/PIevents