

AMBASSADOR EARTH DAY CAMPAIGN TOOLKIT

This Earth Day, will you be responsible for future generations being able to meet? #eventscreatechange

## IF WE RAISE £30,000 BY EARTH DAY...

Positive Impact will be able to deliver stakeholder engagement to create a Climate Action Framework with a science-based carbon target under the auspices of UNFCCC.



# WHAT IS OUR FUNDRAISING INITIATIVE?

This Earth day (22nd April), Positive Impact will be sharing the actions that companies and individuals are taking to improve their sustainability.

For the price of £800 (€930, \$1100), PI will create a <u>sustainability</u> <u>celebration tweet</u> to share the actions that a company, association or destination have taken to be sustainable.

The money raised will be used to deliver stakeholder engagement and create a Climate Action Framework with a science-based carbon target.

As our Ambassadors, you have the opportunity to directly contribute to the creation of this framework. By championing this fundraising initiative to companies that you believe should be involved, you will be the key to achieving our goal of £30,000.

# THIS TOOLKIT WILL ENABLE YOU TO...

Feel empowered to approach companies, destinations or individuals who are marketing their sustainability initiatives and ask them to use their marketing budget to share these initiatives during the Positive Impact Earth Day celebrations. This will bring in funding to deliver stakeholder engagement to create a Climate Action Framework with a science-based carbon target.

#### 3 STEPS TO MAKE THIS HAPPEN



## 1. ESTABLISHING A CONNECTION

- This stage of the conversation can take seconds, minutes or longer and it is about sharing something about yourself and connecting with the other.
- In this conversation, you have a shared commitment to a sustainable event industry. Your connection will be a result of this shared commitment.

### 2. IDENTIFYING WHAT IS POSSIBLE

- At COP26, it could be announced that the event sector has developed a framework to establish quantitative carbon reduction targets and set a measurable reduction path to achieve net zero, in alignment with <u>#racetozero</u>.
- In January 2021, representatives from the UK Government, COP26, UNFCCC and the UK event sector joined a roundtable to voice their support for the initiative. See this <u>report</u> for more information.

What could be possible if 40 companies purchased sustainability celebration tweets? If the event sector came together on Earth Day and funded the £30,000 needed to deliver stakeholder engagement to create Climate Action Framework with a science-based carbon target?

- The event sector could be a leading example of #BuildBackBetter at the COP 26 conference in November
- The event sector could have exportable skills in sustainability
- The event sector could be a leader with a carbon target and reduction plan which other countries could join

#### 3. TAKING ACTION

• Take to Linkedin or tweet about this initiative to increase awareness. You can copy and paste these examples:

It is time for the event sector to commit to the #racetozero. I am excited to share an initiative by @PIevents which will raise money to create a #climateaction framework with a science-based carbon target. #eventscreatechange https://www.positiveimpactevents.com/ea <u>rth-day</u>

As a Positive Impact Ambassador, I am supporting their #earthday campaign to fund a #climateaction framework by asking companies to purchase a tweet celebrating their sustainability initiatives through @PIevents. #eventscreatechange https://www.positiveimpactevents.com/e arth-day

• Email your communities or specific contacts in companies and ask them to get involved. You can copy and paste this example:

#### Dear Friends,

I am a positive Impact Ambassador and I am supporting Positive Impact in raising funds to deliver stakeholder engagement and create a Climate Action Framework with a science-based carbon target under the auspices of UNFCCC.

Positive Impact will create Sustainable Celebration Tweets to be released on Earth Day (22nd April) and shared with a community of over 1.5 million.

Will you get involved? If you have a sustainability initiative you would like to share then please follow this link: <u>https://www.positiveimpactevents.com/earth-day</u>

• In a conversation, here is the request to make:

"Will you purchase a Sustainability Celebration Tweet with Positive Impact? The money will be used to deliver stakeholder engagement to create a Climate action Framework for the event sector. Can I email you the link?" (<u>https://www.positiveimpactevents.com/earth-day</u>)

- If people want to know more about the Climate Action Framework, direct them to these resources:
  - A report detailing the support for the framework from a roundtable with UNFCCC: <u>https://static1.squarespace.com/static/5e2dc5fac0ac3223e404f6d7/t/60</u> 6471b71fae730a5b2b5c1a/1617195449714/Roundtable+Report+pdf.pdf
  - The Positive Impact webpage that explains how a Climate Action Framework for the event sector could work: <u>https://www.positiveimpactevents.com/resources/climate-action-framework-for-the-event-sector</u>



Join us on Earth Day to celebrate this grassroots campaign to fund stakeholder engagement!



Click here to find out more about Positive Impact Earth Day celebrations and other ways to be involved: <u>https://www.positiveimpactevents.com/get-ready-for-earth-</u>

<u>day</u>

#### THANK YOU FOR BEING ACCOUNTABLE FOR The future of human interaction

