



EMPOWERING 100,000 #EVENTPROFS TO BE IN ACTION BUILDING THE FUTURE OF HOW HUMAN CONNECTION HAPPENS



#eventscreatechange

www.positiveimpactevents.com



During the week of the 18th March 2020, Positive Impact conducted a 24 hour survey amongst existing ambassadors to understand more about their needs during the Covid-19 crisis.

The results indicated that 40% wanted to upskill and 40% wanted to use their voice to make a difference.

On the 14th April 2020, the team at Positive Impact found themselves taking unanticipated action due to Covid-19 and launched a campaign without funding.

In response to the survey, our ambassadors were provided with the tools to launch the campaign 24 hours before Positive Impact as an opportunity to demonstrate leadership within their communities and use their voice to make a difference.

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Green countries on this map show where #eventprofs joined the campaign.

The upskilling campaign produced the following results:

As of November 2020, over 1,280 #eventprofs from over 40 countries became Positive Impact ambassadors and committed to empowering their communities to be in action building the future of how human connection happens.

We have provided each ambassador with resources so that they can empower approximately 100 people from their communities.



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WHAT DID THIS CAMPAIGN INSPIRE?



1- The creation of free resources available to upskill the global event industry to build the future of how human connection happens and further the SDGs and the Paris Climate Agreement.

2- The launch of an experiment exploring the future of how human connection happens with 12 corporate event planners.

3- The launch of an initiative with 10 of the world's most impactful corporate companies to discuss the role of corporate event organisers in building the future of how human connection happens.

4- The update of the United Nations Acceleration Action which outlines the role of events in accelerating progress towards the SDGs.

[Click here to view the Acceleration Action](#)

5- The continued request that industry associations share this campaign with their communities as a useful resource. Industry associations include The Joint Meeting Industry Council, Events Industry Council and Sustainable Event Alliance.

6- The contribution to event industry blogs, webinars and other initiatives to empower #eventprofs to be in action building the future of how human connection happens.

[Click here to watch a webinar in which our CEO, Fiona Pelham talks about this campaign](#)

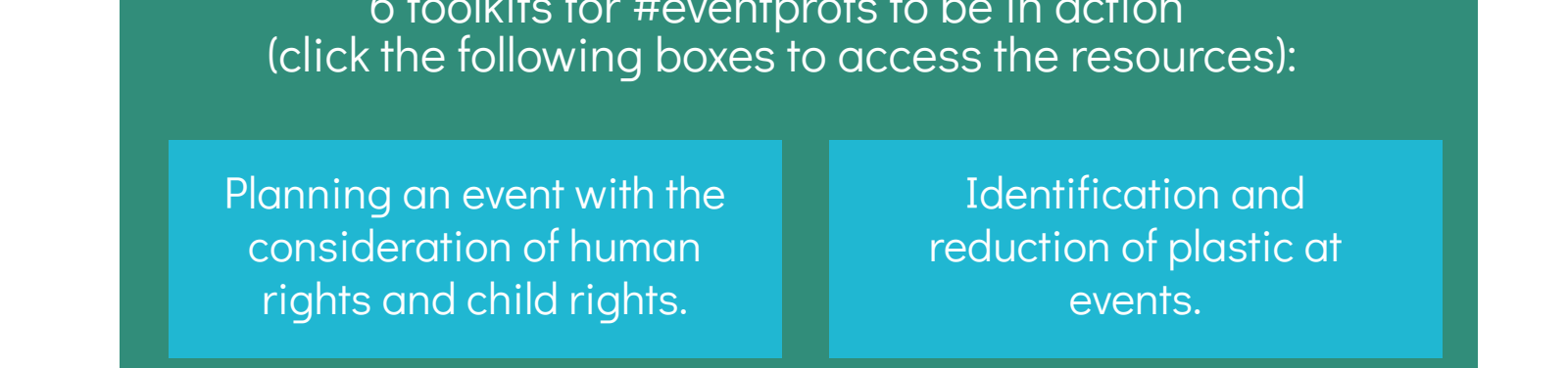
7- The contribution to government policy on #buildingbackbetter post Covid-19 to align with the Paris Climate Agreement and the SDGs.

8- The actions taken by the ambassadors to empower their communities:

"If it weren't for Positive Impact I would have never found what I believe is my calling to impact change in the Caribbean through event sustainability.

The #eventprofs ambassador programme gave me a push in a direction that I have long felt inadequate to fill which is to share and champion sustainability in the Caribbean events conversation."

Anais Elias
Sustainable Events Caribbean



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WHAT ARE THE PRACTICAL ACTIONS THAT THIS CAMPAIGN INSPIRED?



20 interviews with experts

90 practical tips you could use as an #eventprof to be in action progressing the SDGs

25 animated videos showing what the SDGs and related topics mean for the future of how human connection happens

An ambassador badge to share on social media

30 calls to action so #eventprofs could add their voice to build the future of how human connection happens

POSITIVE IMPACT EVENTS

I am 1 of 100,000 in action

building the future of how human connection happens

30 toolkits shared with passionate experts and companies that collaborated on this campaign so they could share the campaign to empower their communities

6 toolkits for #eventprofs to be in action (click the following boxes to access the resources):

Planning an event with the consideration of human rights and child rights.	Identification and reduction of plastic at events.
Audit of material use at events as a step towards a circular economy approach.	ISO 20121 Event Sustainability Measurement System.
Best Practice Sharing (#ShareAPositiveImpact).	Sustainability Roadmap.

INSPIRED TO TAKE ACTION?
Click here to join over 1,280 ambassadors in action building the future of how human connection happens.



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THANK YOU



THANK YOU TO THE PASSIONATE EXPERTS AND COMPANIES WHO CONTRIBUTED THEIR TIME, INSIGHT AND IDEAS TO OVER 30 PODCASTS, WEBINARS, BLOG POSTS AND PRACTICAL TIPS.

EXPERTS

- | | | |
|--------------------|------------------|-----------------------------------|
| Alison Bellwood | Doris Ragetelli | Michael Schneider |
| Amy Kramer | Floor Van Schie | Miguel Alejandro Naranjo Gonzalez |
| Anne Cecile Turner | Hannah Messenger | Nathan Chin |
| Carina Bauer | Jose Alcorta | Peter Fiekowsky |
| Catherine Skinner | Josh Adams | Rachel Riggs |
| Cleo Battle | Kristin Horstman | Richard Shackleton |
| Dan Thomas | Kristi Sanders | Sister Kathleen Bryant |
| David Eades | Laura Chang | Tania Braga |
| David Kliman | Loren Edelstein | |
| David Perry | Lucy Amis | |

COMPANIES & ORGANISATIONS

- | | | |
|------------------------------------|--|------------------------|
| ABPCO | IATA | Project Drawdown |
| British Embassy Helsinki | IBTM World | Project Everyone |
| Cerespo | IMEX Group | Rights of Mother Earth |
| City of Gold Coast | ISO | Salesforce |
| Cvent | The Kliman Group | SITE |
| David Perry & Associates | Louisville Tourism | streamlinevents |
| Edmonton | Maritz Global Events | The Ocean Race |
| Endless Events | Monterey County Convention & Visitors Bureau | UNFCCC |
| Foundation for Climate Restoration | Meeting Professionals International (MPI) | UN SDG Action Campaign |
| GEM-Tower | Northstar Meetings Group | Unicef UK |
| GES | | UN Global Compact |

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