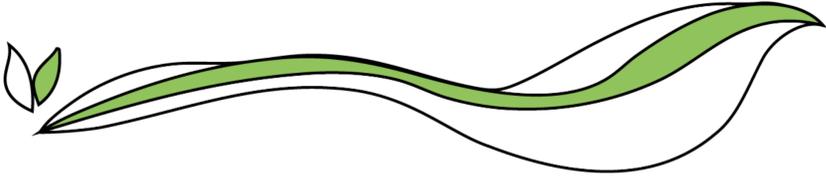


POSITIVE IMPACT



www.positiveimpactevents.com



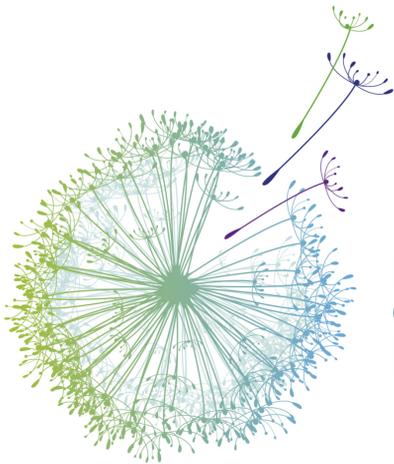
Telling the Story of the Power of Events:

How Events can be used to Achieve the United Nations Sustainable Development Goals and What This Means for the Global Event Industry

Executive Summary

During the United Nations Year of Sustainable Tourism in 2017, a conversation began to tell the story of the power of events to meet the United Nations Sustainable Development Goals (UN SDGs).

This white paper is an update on how this conversation has furthered in the last 12 months.



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

It also explores how the United Nations Sustainable Development Goals are a growth opportunity for sport, business and cultural events. The United Nations Sustainable Development Goals (UN SDGs) are a roadmap to a world that works for everyone.

To meet the United Nations Sustainable Development Goals (UN SDGs), people will need to come together to create, collaborate and innovate. That is the service the event industry provides.

In January 2018 Larry Fink the founder of the \$6.3 trillion asset manager Blackrock sent a letter to CEO's asking them to demonstrate an understanding of the societal impact of their business.

This shift in global business culture is an opportunity for the event sector because events can be used to demonstrate positive societal impact.

In 2018 there has been increased evidence of the industry being in action to be sustainable. The opportunities for education, collaboration and innovation exist enough for sustainability to be becoming a hygiene factor rather than a unique, point of difference.

'Your strategy, your board, and your purpose.'

Use the link above to read Larry Fink's letter.



How to read this report:

If your role is Operational look for this icon to consider how you could take action with the collaboration opportunities or learn from best practice.



If your role is Strategic look for this icon to consider how you can align your company's strategy and messaging.



Tip:
If your role is neither Operational or Strategic or you're short on time look in the green panel where you can find immediate calls to action

Executive Summary

This white paper starts with describing what a sustainable event industry could look like and the business case for the event industry to be in action to be sustainable.

The white paper continues by exploring

10 Opportunities for Collaboration

accessible to all event professionals across business, sport and cultural events. These opportunities will enable increased action to be taken towards sustainability and enhance the profile of the event industry.

Finally this white paper concludes with

Predictions for 2019

and a clear and simple action plan which could be followed by all event professionals.

There is now sufficient action happening within the event industry around sustainability (as some of the best practice we refer to in this report demonstrates) for it to be clear that the action is scaleable.

The opportunity for innovation and positioning the event industry as a solution to sustainability challenges is clear. The threats to the industry from increased understanding of issues of climate change and global terrorism are also clear.

Telling the story of the power of events to meet the United Nations Sustainable Development Goals is the next step to encourage sustainability best practice and increase the strategic role of events in the world.

SUSTAINABLE DEVELOPMENT GOALS



How to read this report:

Where we write UN SDG we mean the United Nations Sustainable Development Goals. The UN SDG's are a roadmap to 2030 and a world that works for everyone.

If you want to know more about the United Nations Sustainable Development Goals click [here](#).

This report has been written to be clear to event and sustainability professionals.

Tip:

Save on paper and read this report electronically rather than printed.

What is a Sustainable Event Industry?



Imagine a future where the event industry is known to be sustainable, where event professionals are constantly learning, taking time to strategically identify their own sustainability challenges, creatively addressing them and telling the story of the impact their event has?

In practice this could include:

-  Each part of the supply chain considering their unique social, economic and environmental impacts (positive and negative)
-  Making decisions based on having the least negative impact
-  Monitoring and measuring the impacts of those decisions
-  Sharing best practice learnings from those decisions across the industry



Are the United Nations Sustainable Development Goals the business case for the event industry and a catalyst for the event industry's growth?



One of the most commonly asked questions by event professionals is:

'What is the checklist to follow to be sustainable?'

The reality is that no one checklist can address sustainability because every event is different and removing the process where people learn to identify and consider their sustainability impacts would reduce the strategic value our industry can have.

Being sustainable offers a shift from the event industry being perceived as one which is providing a service in terms of a room, chairs and AV to the event industry being perceived as a strategic component to achieving solutions to the world's challenges.

Sustainability for events means taking action towards preserving our natural environment, promoting a healthy, inclusive, society, and supporting a thriving economy.



What is the Business Case for a Sustainable Event Industry?



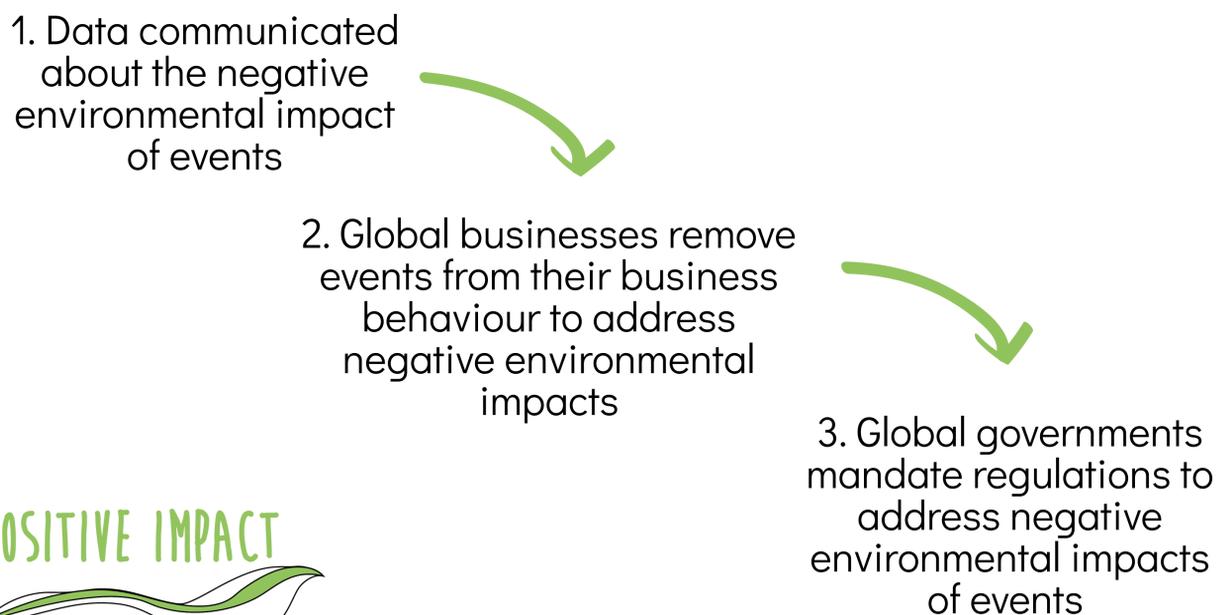
The United Nations Sustainable Development Goals are a roadmap to a world that works for everyone. To meet the UN SDGs people will need to come together to create, collaborate and innovate. This is the service the event industry provides.

Imagine if:



Why is Sustainability a Threat for the Events Industry?

The [2018 Intergovernmental Panel on Climate Change \(IPCC\) report](#) references how videoconferencing could be used as a path to addressing global warming. An increase in VR technology and security threats at events could reduce the desire to attend face to face events. Hence, if the industry is to continue and the benefits of face to face events are still to be valued then this path must be avoided:



The 2018 IPCC report

Use the link [here](#) or click on the image to view the full report.



Collaborate for Good



This white paper explore 10 opportunities for collaboration accessible to all event professionals across business, sport and cultural events.

These collaboration opportunities will enable increased action to be taken towards the creation of a sustainable event industry.

- 
1. Create Sustainability Principles
 2. Tell The Story of The Event Industry to the United Nations
 3. Address Plastic Waste
 4. Identify Key Environmental Impacts
 5. Empower the Next Generation of Event Professionals
 6. Track Impact from Action
 7. Create and Share Educational Materials
 8. Measure Your Sustainability Issues
 9. Share Best Practice Learnings
 10. Engage your Interested Parties



You can use these collaboration opportunities to take sustainable action today

Tip:
Look in the green panel for calls to action to put into practice and collaborate for good.

How Does a Sustainable Event Industry Happen by 2020?



The steps to create a Sustainable Event Industry and gain global recognition of the importance of the event industry could look like those below.

These steps are not in any particular order and are not exhaustive. They are based on other industries (e.g. Construction) creating a culture for sustainability so customers expect it as a hygiene factor and on insight gathered since 2005 on how event professionals approach the concept of sustainability.

-  Providing resources to educate the industry on how events achieve UN SDGs
-  Carrying out materiality assessments* on the greatest negative issues the industry is facing
-  Engaging with a supply chain to address issues (for example if it is carpet then bring in circular economy** experts, if it is trafficking then a trafficking expert)
-  Measuring relevant sustainability issues
-  Creating speaking points for the industry to be able to communicate its value and distribute these points through industry associations and campaigns (for example Global Meeting Industry Day)
-  Associations supporting their member's sustainability journey beyond education, for example providing 2nd party certification for standards
-  Planning stage of every event should include identifying sustainability issues and creating a plan to address these issues
-  Ensuring delivery stage of events should include measuring positive and negative impacts, and telling the story of the power of events so that attendees are inspired by their impact.

*Materiality Assessment

means being in action to identify what sustainability issues and opportunities are most relevant for you and is a common term used by sustainability professionals

**Circular Economy

is a regenerative system.

'Positive Impacts active involvement in the global event industry which highlights the potential for collaboration to inspire the creation of a sustainable event industry'



POSITIVE IMPACT



Collaboration Opportunity 1.



Create Sustainability Principles

In May 2018 the Event Industry Council gathered leaders in the sustainability community to discuss event standards and criteria and how adoption of practices globally could be encouraged. The output of the event included four guiding principles which should be the foundation for a sustainable event.

These principles align with ISO 20121 requirements, the international standard for event sustainability.'

Event professionals can copy the text of the principles, rebrand with their own logo, share with their suppliers, internal colleagues or clients as evidence of their sustainability commitment.



Event organisers and suppliers share responsibility for implementing and communicating sustainable practices to their stakeholders



Basic environmental practices include:

- Conservation of resources, including water, energy and natural resources
- Waste management
- Carbon emissions reduction and management
- Supply chain management and responsible purchasing
- Biodiversity preservation



Basic social considerations include:

- Universal human rights
- Community impacts
- Labour practices
- Respect for culture
- Safety and security
- Health and well-being



Sustainable events support thriving economic practices through:

- Collaboration and partnerships
- Local support, including small and medium enterprises (SMEs) stakeholder participation
- Equitable economic impact
- Transparency
- Responsible governance

Immediate Action

Copy these principles onto your company headed paper and share them with your community and suppliers.

This action is an example of UN SDG 17 Partnerships for the Goals.



Collaboration Opportunity 2.



Tell the Story of the Event Industry to the United Nations

The United Nations Sustainable Development Goals are a roadmap to a world that works for everyone. To meet the UN SDGs people will need to come together to create, collaborate and innovate. That is the service the event industry provides.

During 2018 global not for profit, Positive Impact, has signed a number of Memorandums of Understanding with United Nation bodies including UNFCCC, UNEP and becoming a UNWTO affiliate member. During 2019 it is anticipated further Memorandums of Understanding will be signed.

The signing of the MOU's is just the start point. From there collaboration has to happen to identify the optimal way for the event industry to learn from sustainability best practice and the sustainability experts to learn about the opportunities of the event industry.

During 2019 any event professional will have opportunities to contribute opinions, leadership or strategically align with collaborations between the event industry and the United Nations to further a conversation for sustainability. Become a Positive Impact Ambassador or regularly visit the Positive Impact website for updates on these opportunities.



Example in action

IBTM World has one goal: to inspire the events world to deliver exceptional experiences for their customers.

We know that the concept of sustainability is woven into that exceptional experience and that is the reason why in 2018 we have supported the launch of this white paper and a UN delegation to attend IBTM World and learn more about the role of events in achieving the UN SDGs.

Internally we have created our own roadmap for sustainability and shared resources with our exhibitors so they are able to measure their waste and understand their impact at events.

In 2019 we are committed to furthering our involvement with telling the story of how events can be used to achieve the United Nations Sustainable Development Goals by:

- Increasing the size of the UN delegation
- Delivering further education, including a 2019 white paper on how the UN SDGs are a business opportunity for the event industry

Shane Hannam
Portfolio Director
IBTM Events

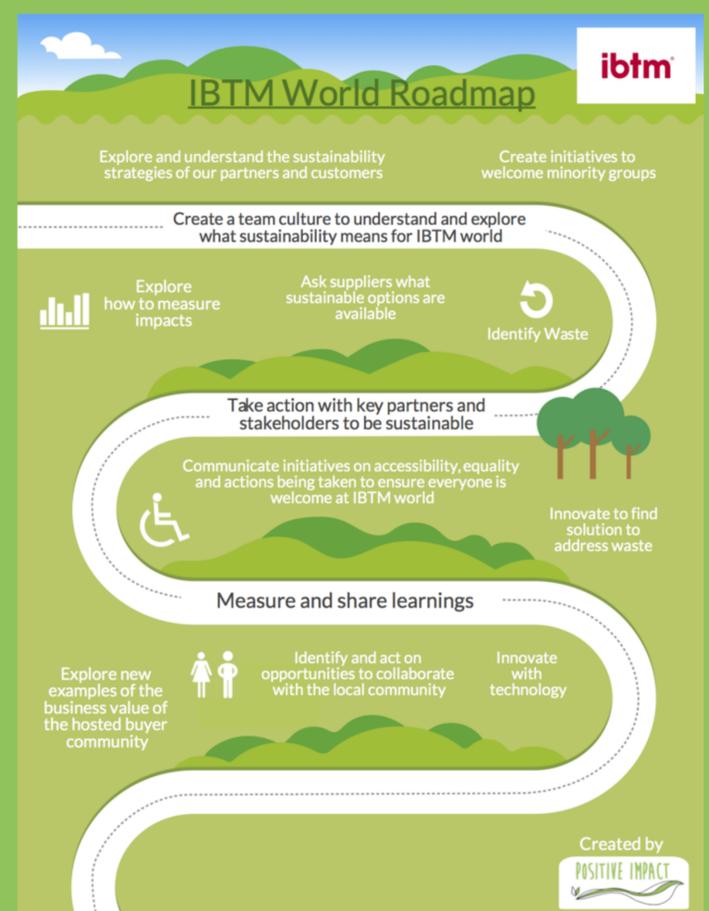


Immediate Action

Look at the UN SDGs and think of how elements of your events could be used to achieve each goal.

Check out [#sharepositiveimpact](https://twitter.com/sharepositiveimpact) for more inspiration.

This action is an example of UN SDG 9 Innovation and Infrastructure



IBTM World Roadmap

Collaboration Opportunity 3.



Address Plastic Waste

#csrshareday is an annual campaign which takes place on social media on Earth Day. Anyone can be involved with the campaign by sharing best practice examples and using the hashtag #shareapositiveimpact. Throughout the 24 hours different hosts lead conversations to drive change. For example Oregon Convention Center shared the story of how they added rooftop solar panels to their venue which now provides 25% of the Center's energy and Explore Edmonton shared their commitment to keeping the city a sustainable and healthy environment thanks to Mayor Don Iveson's sustainability priorities.

During #csrshareday 2018 on April 23rd the most liked tweet came from the Great Barrier Reef Foundation talking about the need to remove plastic straws. Throughout 2018 commitments to remove plastic have been communicated from hotel chains to the Gold Coast Commonwealth Games (which was the first major sport event to ban plastic balloons and straws), to IAPCO issuing a pledge for members.



Monterey County Convention and Visitors Bureau understand that they have the potential to inspire behaviour change through how they market their destination and throughout 2019 they will support a campaign to address the challenges of plastic use and waste within the global event industry.

Example in action

Monterey County's leadership in conservation, sustainability and responsible tourism initiatives have inspired our destination to champion change in the global events industry.

We seek to create a legacy for all, protecting our Monterey Bay Marine Sanctuary and precious resources worldwide.

Tammy Blount-Canavan
FCDME President & CEO Monterey
County Convention & Visitors Bureau



Monterey County Convention and Visitors Bureau may be the first destination that understand, and are in action on, the potential of utilising marketing campaigns to build a relationship between their customers and their destination by addressing global environment and social challenges. The outputs of this campaign will be resources to support the global event industry to address plastic waste.

To be the first to receive these materials sign up to become a Positive Impact Ambassador [here](#).



Immediate Action

Ask your suppliers what alternatives to plastic they can provide.

This action is an example of UN SDG 14 Life Below Water.



CSR Share Day Tweet

Collaboration Opportunity 4.



Identify Key Environmental Impacts

In October 2018 The Association of British Professional Conference Organisers (ABPCO) attended the

'Leveraging Sustainable Procurement Practices to Transform Tourism Value Chains'
a United Nations Environment Programme (UNEP) Event

to represent the event industry within a conversation for how hospitality professionals should address their key negative environmental impacts.

UNEP has been working with the hospitality sector for a number of years to identify their negative environmental impacts and create potential solutions.

The report produced from this event will be shared with ABPCO members, across the global event industry and be used as a foundation for further collaboration with UNEP to identify and take action on supporting the event industry to address their key environmental issues.

Learn more about the Positive Impact ABPCO report [here](#).



ABPCO
Association of
British Professional
Conference Organisers

Strategically Supporting the Creation of a Sustainable Event Industry

TRANSFORMING TOURISM VALUE CHAINS FOR
SUSTAINABLE DEVELOPMENT: WHAT THE EVENT
INDUSTRY CAN LEARN

Immediate Action

Read the ABPCO Report [here](#) and follow the tips it provides.

This action is an example of UN SDG 12 Responsible Consumption and Production.



Collaboration Opportunity 5.



Empower the Next Generation of Event Professionals

Students leaving university are passionate about being in action to create a world that is sustainable and are often lacking in practical skills which will enable them to be successful within a job interview.

In 2019 Leeds Beckett University will start a voluntary programme so students have the opportunity to be learning business, planning, communication and teamwork skills at the same time as taking practical action to create a sustainable event industry.

There is significant opportunity for other universities around the world to follow this lead and use sustainability as an access point for students to gain employment within the industry by having taken practical action in the area before starting their careers.



Example in action



At the UK Centre for Events Management we are delighted to be partnering with Positive Impact to offer our students this unique opportunity.

This partnership will strengthen students' experience in the events industry whilst inspiring and educating event leaders of the future to make a positive difference in the world.

Coupled with their university experience, this internship enables students to apply their learning in the real world which is so valuable for securing employment.



Dr James Musgrave,
Head of Subject, at the UK Centre for Events Management based within the School of Events, Tourism and Hospitality Management at [Leeds Beckett University](#).



In 2018 over 36 young people had an internship with Positive Impact, over 80% of whom gained employment (many at a level higher than they interviewed) based on the evidence they could share from their internship:



Interning at Positive Impact was such a valuable experience, as the autonomy I was given has set me in good stead for my role developing policy within the Civil Service.

Managing my own workload and objectives has proved essential within my job, and Positive Impact puts this at the heart of their intern experience. Equally, the ability to build professional relationships, within and outside of the team, has been incredibly beneficial.

I'm grateful for the varied and challenging opportunities my time Positive Impact offered me, and look forward to continuing to develop these skills.



Past Positive Impact Intern



Immediate Action

Speak to to the newest members of your team and ask them if they would like to be part of your internal sustainability team.

This action is an example of UN SDG 17 Partnerships for the Goals.



LEEDS BECKETT UNIVERSITY
SCHOOL OF EVENTS,
TOURISM & HOSPITALITY MANAGEMENT

Collaboration Opportunity 6.



Track Impact from Action

Being able to talk about the events industry's impact is essential to telling the story about the power of events to meet the United Nations Sustainable Development Goals.

The [JMIC Iceberg](#) case study initiative provides academically rigorous content on the impact of events.



Use the link above to find out more.

In 2018 it is not the norm to track the positive impact of our events and it may seem overwhelming.

To understand the impact individual event professionals could have based on the choices they make, throughout 2018 Positive Impact provided their 300 plus ambassador community with a monthly challenge. Based on the assumption that ambassadors would act on the challenge we can make some assumptions on the impact of Positive Impact ambassadors.

In January..

Ambassadors were asked to invite event professionals to become part of the Positive Impact Ambassador Programme.



If 100 Ambassadors connected with 2 event professionals then our Ambassadors would increase to 500.

In February...

Ambassadors were challenged to share the UN SDG 4 education with 10 industry professionals.



If ambassadors shared opportunities for education over 1,000 event industry professionals could be inspired.

In March...

Positive Impact celebrated International Women's Day by calling Ambassadors to nominate inspirational women in their industry and share their stories. [#GirlsCreating](#)



Positive Impact received over 120 inspirational stories and reached 900 women.

In April...

Our Ambassadors were challenged to raise awareness of Food Waste in the Event Industry.



There is little data on food waste in the event industry despite the UK annually creating 10 million tonnes of food waste while the US loses \$218 billion to food waste.

Immediate Action

Become a Positive Impact Ambassador and schedule time to take action every month.

Use the link [here](#) to find out more.

This action is an example of UN SDG 17 Partnerships for the Goals.



Collaboration Opportunity 6.

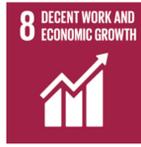


Track Impact from Action

In May...

Ambassadors were encouraged to share their Event expertise. 100 people sharing skills will have positively educated or supported 100 others.

#MentoringMay



In June...

Positive Impact challenged it's Ambassadors to participate in:

Meat Free Mondays!

If 100 Ambassadors cut out meat just once a week they would save 12 tonnes of CO2 each year.



In July...

Our Ambassadors were challenged to learn more about the Human Rights declaration and use

#HonestGame



to share the video 'If There Were Only 100 People on Earth' to make more people consider inequalities.

Find out more [here](#).

In August...

Ambassadors were challenged to find out how a product they use in the industry could become more sustainable.

If more event professionals were aware of the waste infrastructure of their venues then more sustainable action could be taken and filter throughout supply chains.



In September...

Positive Impact celebrated International Day of Peace



Our Ambassadors joined a series of webinars and were asked to attend a new event. If 100 people attended a new event and met 3 people that is 300 new connections and opportunities for collaboration.

Immediate Action

Become a Positive Impact Ambassador and schedule time to take action every month.

Use the link [here](#) to find out more.

This action is an example of UN SDG 17 Partnerships for the Goals.



Collaboration Opportunity 7.



Create and Share Educational Materials

In 2018 sustainability was a priority for SITE under the lead of international chair of the board, Annamaria Ruffini.

The SITE Foundation funded the creation of best practice materials which, in addition to being shared with all SITE chapters and members, can now be used by any event professional to identify their sustainability issues and set a roadmap to address them.

SITE will launch their sustainability policy at their annual conference in 2019 but of more significance than launching their policy is the approach they have taken to ensure their members have the tools and are empowered to create their own policies.



Example in action

A few years ago, as president of the SITE Italy chapter, I made the decision that we have to become the first chapter in the world to have a green member and one of the board members told me that he would like to be the one.

The collaboration at that time was pretty exciting because after a chat between both parties, we decided to write a book about Eco-events, sustainability and incentive travel. A collaboration between associations can be built up with just a five-minute speech.

Annamaria Ruffini
SITE President 2018



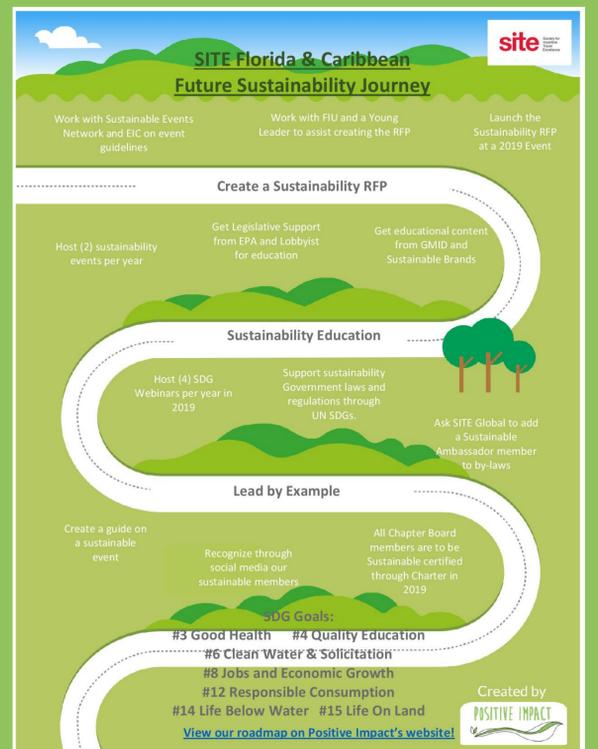
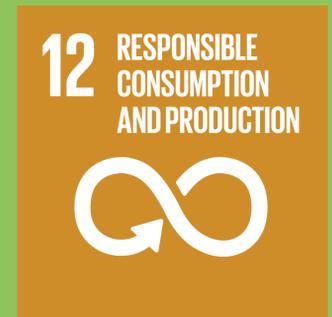
To find out more about SITE's collaboration with Positive Impact use the link [here](#).



Immediate Action

Think about the waste your events create and ask suppliers what alternative options they have.

This action is an example of UN SDG 12 Responsible Production and Consumption.



SITE Positive Impact Roadmap

Collaboration Opportunity 8.



Measure Your Sustainability Issues

It is only through measurement that we will understand if the actions being taken are addressing the issues we have identified.

Significant confusion exists on the social, economical and environmental impacts of an event as transparent, inclusive and innovative measurement practices are not the norm.

Imagine an event where exhibitors reported on their daily waste or clients expected waste measurements from each supplier. IBTM World provided their 2018 exhibitors with an educational webinar on measurement and the opportunity to use a basic questionnaire to inspire the start of the practice of measurement.

IBTM WORLD ARE SUPPORTING THEIR EXHIBITORS TO MEASURE THEIR EVENT IMPACT.

WATCH THIS WEBINAR, CREATED FOR IBTM EXHIBITORS, WHICH EXPLAINS THE BUSINESS CASE FOR MEASUREMENT.



Immediate Action

Choose one item to measure, for example

The Gender Balance of the speakers at your events, and commit to measuring this for 12 months so you have enough data to identify new learnings and take action.

This action is an example of UN SDG 5 Gender Equality.



Collaboration Opportunity 9.



Share Best Practice Learnings

Throughout 2018 case studies, white papers and reports were launched which furthered the conversation of the power of events and the role of sustainability.

From IMEX's White Paper on 'The Power of Events' to The Iceberg's legacy case studies, from BCD's 'The Green White Paper' to MCI's 'Sustainable Destination Management: The Road to Circular Economy' the growing number of these reports can be seen as a sign that it is becoming the norm for events to talk about sustainability.

In 2010 the Global Reporting Initiative launched the Event Organiser Sector Supplement which is a reporting framework for event professionals. However the launch of the UN SDGs, in 2016, provides an opportunity to link event outputs with the global business and government strategic focus through the UN SDGs.

Throughout 2018 the [#shareapositiveimpact](#) campaign launched a library of best practice event examples matched to different UN SDGs. Any event professional can use social media to share examples of their best practice and this will be captured and filed into an online database of practical examples on how events can be used to achieve the UN SDGs.

During 2018 a number of leaders shared their sustainability stories and inspired the creation of materials to educate and inspire the global event industry to be sustainable.

Following are a few examples of best practice learning. International Convention Centre Sydney and Switzerland Convention and Incentive Bureau case studies can be read with the attached links.

ICC Sydney

Thank you to Switzerland Convention and Visitors Bureau...

As a convention and incentive bureau, Switzerland understand the power and the value of the meetings and events industry and support the development of a sustainable event industry. Positive Impact thank Switzerland Convention and Incentive Bureau for sponsoring our campaign which tells the story of the power of events during the United Nations International Year of Sustainable Tourism for Development. Because of this sponsorship, we have been able to do the following:

- PROVIDE MONTHLY SUSTAINABILITY EDUCATION TO 87.5k EVENT PROFESSIONALS AROUND THE WORLD!
- GATHER 150 AMBASSADORS THAT SUPPORT THE CREATION OF A SUSTAINABLE EVENT INDUSTRY!

Switzerland Convention and Incentive Bureau



Immediate Action

Share one example of your businesses sustainability best practice on social media with [#shareapositiveimpact](#) to inspire others.

This action is an example of UN SDG 4 Quality Education.



To sign up to receive the upcoming Royal Caribbean and Ceasars content use the website below.

IBTM WORLD & POSITIVE IMPACT

Collaboration Opportunity 10.



Engage your Interested Parties eg Supply Chain

In 2018 the Gold Coast Commonwealth Games (a major international sport event) set a new level of best practice in the engagement of interested parties. The legacy of the event left a supply chain who committed to meet annually to further the conversation of providing sustainable event solutions.

The term interested parties is used within ISO20121 and refers to anyone who could be interested in your event. Your supply chain is the most obvious example of an interested party and gathering regularly with this group is an opportunity for you to learn, inspire and exchange ideas.



Example in action

Why and how the Gold Coast 2018 Commonwealth Games engaged stakeholders on the subject of sustainability:

It is not normal practice (yet) for event organising committees to open their doors and ears to public input. Engagement with interested parties (often called stakeholders) is a requirement for implementing ISO 20121 and as such an increasing number of event organisers are growing in confidence and asking those who they often expect critique from, to collaborate with them.



Gold Coast 2018 Interested Parties Engagement

This engagement ensures that the objectives and targets chosen are the most relevant. For example, the organizing committee of a major event may decide that paper waste is the biggest issue that they had to address. Without the engagement of interested parties there would be no stage in the process where anyone could challenge this. Input from a wide range of sources, interests, and expertise will create a strong foundation for collaboration.



Cerespo are the Japanese Positive Impact secretariat which includes delivering a stakeholder engagement event annually with the Japanese event industry. In addition our education materials are translated into Japanese to support the Japanese event industry.



Immediate Action

Speak to one of your suppliers about trialling a new approach to sustainability and experiment with the opportunities available.

This action is an example of UN SDG 9 Innovation and Infrastructure.



Cerespo stakeholder engagement annual event



What to Expect in 2019:



1. Materiality

Identifying the Event Industry's unique sustainability challenges.

2. Measurement

Measuring Events will become a requirement.

3. Increasing Corporate Client Demand

Collaboration will empower demand for sustainable options.

4. Buzzwords are Legacy, Plastic and Circular Economy

The event industry will become part of the conversation towards the solution.

5. Collaboration Opportunities to have your say.

Events involvement with sustainable best practice will encourage industry growth.

6. Human Rights

Education on human rights including considering the rights of a child when planning an event will increase.

7. Coordinated Approaches

Collaboration will increase as the industry realizes there is not a checklist to follow or one person with all the answers.

8. Events as a Solution to Global Challenges

Events will be understood as providers of world changing impact.

9. Reporting on the Impact of your Event

Events understood by business as a route to showing positive impact.

10. Understanding the Danger of Something

Understanding the danger of segmentation the industry across sport, business and cultural events will collaborate around sustainability initiatives.

This is explained in more detail on the next pages.



What to Expect in 2019:



1. Materiality

This sustainability term refers to a process of understanding what your own issues and challenges are. Imagine if the industry could collaborate to identify key environmental, economic and social challenges, it would then be easy to ask for support and innovation to address these challenges.

2. Measurement

As support and opportunities for innovation towards sustainability are offered to the industry, measuring the results will be a requirement. Understanding more about the industry's impact will become increasingly important and UNFCCC will launch a carbon measurement support system for the event industry.

3. Increasing Corporate Client Demand

Event Agencies will start to understand the opportunity of gathering their clients to collaborate to address the issue of sustainability. This approach will obviously enhance client and supplier relationships but it will also create a powerful shared demand for sustainable options and end the supplier conversation of:

'Our client is not asking for this'.

Streamlinevents is deeply committed to furthering Sustainability within the meetings & events industry and believes that innovation and implementation is best championed by facilitating collaboration and identifying best practices between all stakeholders.

Josh Adams
Industry Relations Strategist
Streamlinevents



4. Buzzwords are Legacy, Plastic and Circular Economy

The event industry will start to contribute to these conversations and be seen as a solution after many years of being part of the problem. Other industries will start to learn from the event industry in our approach to legacy, plastic and circular economy.

5. Collaboration Opportunities to have your say

As conversation on the role of events in achieving the UN SDGs starts taking place outside traditional event industry formats, interest in the industry will grow. Best practice engagement initiatives always include stakeholder engagement so be ready to spend time in 2019 sharing what matters to you and your job role as an event professional.



POSITIVE IMPACT



What to Expect in 2019:



6. Human Rights

UNICEF will share guidelines on considering the rights of a child when planning an event and this will build on the conversations of considering human rights within the planning of events. Traditionally associated with Mega Sport events this is a conversation relevant to most event professionals. For example, do you know if a best practice approach to human rights is in action in the factory where your event give aways are made?

7. Co ordinated Approaches

There is no one solution, no magic checklist to be followed. Sustainability provides opportunities for competitors to come together to address challenges and in 2019 there is the opportunity for some of the major global suppliers to start taking a co ordinated approach to addressing shared challenges including plastic, food waste and human rights.

8. Events as a Solution to Global Challenges

Imagine if every event, every supplier and every destination considered their work as providing a solution to global challenges. Rather than talking about venue size and locations, destinations would talk about the difference to levels of homelessness that happen when an event comes to their city. This would change the conversation of choosing your event destination and supply chain based on price/availability, to a conversation of choosing your event destination and supply chain based on the world changing impact your event could have.



9. Reporting on the Impact of your Event

Imagine if events were understood by business as a route to showing positive social impact in response to demands from shareholders like Larry Fink, CEO of Blackrock, who used the Davos summit in 2018 to write to companies to ask them to demonstrate more than just economic return. It makes sense to think that reporting on the amount of food waste re purposed or opportunities for education created, would be beneficial to business.

10. Understanding the Danger of Segmentation

The more the industry segments itself into different types of events (sport, business and culture) and then different types of those types of events (Meetings, Incentives, Conferences, Exhibitions) the less those outside our industry will understand us. Having a shared conversation that we bring people together and addressing sustainability challenges and opportunities across a shared supply chain is an opportunity to unite every type of event and increase the profile of the event industry.



Pick 1 of the 10 expectations for 2019 and comit to taking action today!



POSITIVE IMPACT



Potential Action Plan



If you are ready to be in action here is a 6 step action plan to enable you to lead your business to the start of the creation of a sustainability strategy:

- Schedule time to read industry reports and white papers
- Use the Sustainable Event Principles on page 8 of this report within your own business.
- Join over [300 Positive Impact Ambassadors](#) around the world and throughout the year follow challenges for action and be a voice in your community for sustainable best practice (supported by materials sent to you from the Positive Impact Team complimentary). Use the [link](#) to become an Ambassador.
- Follow the lead set by SITE Chapters and Members and use resources created through SITE Foundation funding, gather your team together to identify your own sustainability issues and create a [roadmap](#) to address them. Use the [link here](#) to find out more.
- Use the [IBTM webinar and basic questionnaire](#) to measure your waste impact and start understanding how you can address it. Use the [link here](#) learn more.
- Start sharing best practice examples of sustainability on Earth Day as part of [#csrshareday](#) or anytime using social media [#shareapositiveimpact](#).



Buzzwords collected from CSR Share Day Annually reaches over 1.2 million people and provides insight into industry trends



Conclusion



The business case for a sustainable event industry is clear. There are enough examples of action to know that being sustainable is possible.

This report has highlighted ten collaboration opportunities that can further the conversation for the creation of a sustainable event industry and at the same time raise the profile of the global event industry.

The opportunities for action are clear and the only question remaining is whether the industry will show leadership and take action or wait for customer pressure, reputational damage or regulations to force a change.

There is an opportunity for the event industry to position itself as a strategic enabler for world solutions. This conversation provides opportunities for increased creativity and industry profile for the event industry with the result being achieving the UN SDGs and creating a world that works for everyone.



If you would like to collaborate visit our [website](#) for opportunities.



Become a Positive Impact Ambassador [here:](#)



Check out last years report [here:](#)

'Telling the Story Of The Power of Events During the United Nations Year of Sustainable Tourism for Development.'



Positive Impact Ambassadors Around the World



Who Collaborated with us on this Report

This report was written by global not for profit Positive Impact who exist to create a sustainable event industry.

Positive Impact create resources which can be shared across the global event industry to enable education and provide opportunities for collaboration.

Enabling Education



For example in 2018 after receiving a foundation grant from SITE, materials were created which, in addition to being shared with all SITE chapters and members can now be used by any event professional to identify their sustainability issues and set a roadmap to address them.

In 2018 Positive Impact received funding from Monterey County Convention Bureau to address the challenge of plastic waste across the event industry and over the next 12 months resources will be made available to business, sport and cultural events so the event industry can demonstrate best practice behaviour.

Providing Opportunities for Collaboration



The core Positive Impact team is lead by CEO Fiona Pelham (Chair of ISO 20121 and 2016 International Chair of the Board Meeting Professionals International).

The core team are aware that engaging with and listening to the global event industry is essential for the work they do and this is achieved in the following ways:

1. In 2018 over 36 young people had an internship with Positive Impact, over 80% of whom gained employment (many at a level higher than they interviewed) based on the evidence they could share from their internship:

In 2019 Positive Impact will start a collaborative programme with Leeds Beckett taking the opportunity to volunteer and learn practical skills into a university environment. Our vision is to be able to offer this opportunity to universities around the world so the next generation of event professionals will be in action with sustainability before they graduate.

2. In 2018 we shared a monthly challenge with our 300 plus ambassador network and four times throughout the year provided a powerpoint which they could use within their local communities. There are no requirements to become an ambassador so this complimentary opportunity is open to everyone.

During our 12 week programme I see interns grown in terms of confidence and capability when it comes to not just business skills but the softer skills such as planning and time management.

It has been a privilege to offer such valuable experience to young people which has seen interns secure positions at media agencies and PR companies alongside the Civil Service and beyond.

Bev Ridyard
Head of Marketing and Culture
at
Positive Impact



Who Collaborated with us on this Report

3. On [Earth Day](#) we hosted 24 hours of social media conversation using #csrshareday which reached over 1.2 million people and enabled us to identify the main sustainability issues the industry was talking about.

4. On [World Peace Day](#) we launched a series of webinars about the role of events creating peace in the world. We gathered insight from academics, thought leaders and experts outside of the event industry which we will use as a foundation for further campaigns and conversations about the role of events to create peace in the world addressing.

5. On [International Women's Day](#) we led a campaign which resulted in over 120 female event professionals acknowledging each other and the difference they make in the world.

6. During the [World Cup](#) we launched a case study on the positive Impact football can have in the world.

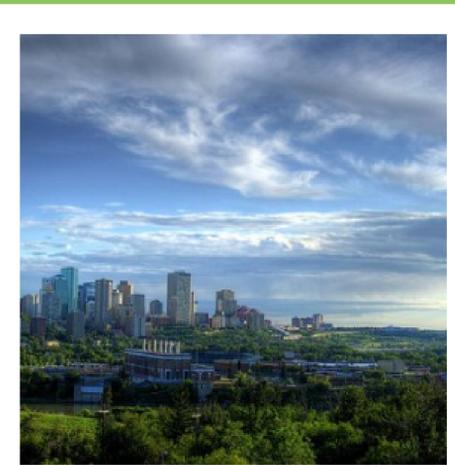
7. During 2018 we shared practical tips and unique content on the UN SDGs which event professionals could take with over 18 association endorsers and 14 media partners, respectively engaging with 250k and 93k event industry members.

8. In 2018 we signed a number of Memorandums of Understanding with various sustainability partners including UN bodies. As a global, not for profit we are uniquely positioned to bring the event industry and sustainability partners together to create plans to move forward and in 2019 expect further opportunities to be created.

9. Throughout 2018 we worked with a number of event industry associations including MPI on a strategic sustainability certificate, SITE for whom materials were created which in addition to being shared with all SITE chapters and members can now be used by any event professional to identify their sustainability issues and set a roadmap to address them.



10. In 2018 we launched a library of best practice examples which we have gathered from social media of sustainability in action. In addition to sharing these examples using [#shareapositiveimpact](#) we also collected the examples and stored them with reference to the sustainable development goal which they are addressing.



Edmonton 2040 Plan to Be Carbon Neutral
Affordable + Clean Energy, Responsible Consumption, Sustainable Communities



San Francisco Giants Take Home Sustainability Award
Decent Work + Growth, Sustainable Communities



Greater Palm Springs Shows Support for LGBT+ Community
Peace + Justice, Gender Equality

Share a Positive Impact Library

Who Collaborated with us on this Report

The Content of this report has come from many sources and we are grateful for them all for taking action including:

- ABPCO
- Caesars Entertainment
- Cerespo
- Edmonton and The Shaw Conference Centre1
- Gold Coast Commonwealth Games
- Interanational Convention Centre Sydney
- IMEX
- IBTM
- Leeds Beckett School of Events, Tourism & Hospitality
- Monterey
- Oregon Convention Center
- Greater Palm Springs Convention & Visitors Bureau
- Royal Caribbean International
- SITE
- Streamlinevents
- Switzerland Convention and Incentive Bureau

There were countless other contributions to this report, more than we can name but we thank them all for being in action towards a sustainable event industry and for supporting this report.



1. ABPCO Report

2. Best Practice Case Studies:

- International Convention Centre Sydney
- Switzerland Convention and Incentive Bureau
- Royal Caribbean
- Caesar's

4. Larry Fink Blackrock Letter

5. Positive Impact White Paper 2017

