



The Power of We

In a world of selfies and Facebook lives it's easy to think of social media as a megaphone of self promotion but #CSRShareDay gives a different perspective. As I type 7 hours into a 24 hour campaign to celebrate Earth Day, over 500,000 people (in 2016 1.2 million people were reached in 24 hours) have been reached with ideas of how to make the event industry sustainable and the most inspiring thing about the campaign is the volunteers fueling it and demonstrating the power of social media to create a conversation about 'we' rather than sharing about 'me'.

Over a 24 hour period more than 24 event professionals, passionate about sustainability, will lead an hour each of conversation on twitter covering topics from 'what is a sustainable destination' to 'how to address the challenges of food at events'. From Australia to Africa to US to Japan volunteers are taking to social media and using the hashtag #CSRshareDay to share learnings and ask questions. The Gold Coast Commonwealth Games started the campaign sharing about composting workshops they run for staff, sustainable sourcing codes and public transport travel plans. Ed Perotti from VMWare then hosted an hour sharing about the company culture 'leave ahead' and the story behind being one of People Magazine's 50 Companies that care. From there Cerespo in Japan shared their experience (starting our tweets in different languages!) before volunteers in African, Denmark and U.K. stepped in.

Anyone is welcome to volunteer. Now in its 3rd year this is the first year that we have more volunteers than hours in the day so some have teamed up and for the first time ever there was a face to face meet up held in Copenhagen where Arthur Hotels hosted a sustainable breakfast and shared how orange juice was removed from the menu because oranges are not grown in Denmark (there is plenty of apple juice however!). It is the passion and dedication of these volunteers that brings this campaign to life. The fact that it's a 24 hour initiative means that even the most dedicated campaign manager would struggle to stay awake and deliver it alone. The design of the campaign, where hourly one host will thank the other and then step in to lead, is a great example of the approach it will take to create a sustainable event industry. It isn't about one big idea or one leader or one 'right' way to do things. Instead it's a (sometimes messy!) collaboration between strangers with a shared passion for a better world. It's someone sharing something that worked for them so on the opposite side of the world that idea can be tweaked and used in a different way. It's people fearlessly sharing their experience in a world where it's all too easy to critique rather than try something new.

The team powering the logistics behind #CSRshareDay is a team of interns at Positive Impact Events who courageously take on the responsibility of organising a global team of volunteers. The limited experience the interns have is made up for with the unlimited enthusiasm and commitment they bring so what started as an idea (thank you Andrew Walker) has now become a way for millennials to experience the power of global collaboration to make a change.

POSITIVE IMPACT



If you are reading this after April 21st and you have missed the excitement of a twitter stream full of event sustainability examples don't despair! Throughout 2017 Positive Impact will be telling the story of the power of events during the UN Year of Sustainable Tourism and as part of this event professionals are encouraged to share their best practice anytime using hashtag #sharepositiveimpact.

If you have an idea to share on how the event industry can have a positive social, economic and environmental impact the world of event professionals are waiting to hear from you. Sharing your experience is an opportunity to support people around the world who you may never meet and to be a voice to the difference 'we' can make together.