Taking a sustainable approach to business as well as to share our own sustainability journey and be part of the vital conversation.

Reed Exhibitions and IBTM World are proud to be the first platinum sponsor for the Positive Impact Campaign, created to tell the story of the power of events during the UN Year of Sustainable Tourism for Development.

Meeting this target will create a foundation of communicators to inspire the event industry towards a sustainable direction.

Reason for this target:
- To start a global conversation around sustainable tourism
- To reduce the carbon footprint of events
- To educate the public on the impact of events

Cumulative result: 1,188 examples

2,000 best practices shared
- 1,000 ambassadors

Target 1: 2,000 best practices shared

Target 2: 1,000 ambassadors

Target 3: 2,000 examples

Reach of over 93,496 event professionals

By the end of the year we have reached over 93,496 event professionals, including 18 associations with a total of 18 endorsers with a total network of 18,000 members. Our reach has been increased by 90% from our 2016 campaign. Our ambassadors have been viewed by the event professionals it has been sent to. Therefore we changed the goal from 'educate 2 million event professionals' to 'provide 2 million educational opportunities'.

*Due to the online nature of our campaign, it has been difficult to confirm that the education provided has been received by the event professionals who have received our webinars. Therefore the goal of 'educate 2 million event professionals' has been changed to 'provide 2 million educational opportunities'.

The research areas are Zero on SiO2, Zero in Greenfield (SDG 7),One in Clean, Zero in Water (SDG 11) and Zero in Waste (SDG 13).

The end of our year long campaign to tell the story of the power of events during the UN Year of Sustainable Tourism for Development is in sight, however rather than slowing down we are starting to take exciting steps forward with our work.

Year of Sustainable Tourism may finish in December 2017, but we continue!

In 2018 we look forward to announcing more in the next few months as our conversations with our platinum sponsor IBTM World, as we prepare for a press event and an educational symposium. We thank our 275 ambassadors for their understanding and patience. We also thank our 2,000 participants, 725 forum discussions and 1,188 examples of action all sharing their best sustainable practices.

Sustainability is a journey, not a destination. Let’s keep on the road to a better future!

Thank you for being part of an empowering community works!

Positive Impact - October 2017

#shareapositiveimpact

Should you wish to be an ambassador or partner then please contact info@positive-impact-events.com

Positive Impact Events

#positiveimpactevents