



EMBARGO: 2.30pm BST Wednesday 29th November 2017

PRESS RELEASE

November 2017

Positive Impact marks the end of their campaign to Tell the Story of the Power of Events during the UN Year of Sustainable Tourism with industry report and collaborations launched with global influencers

- Academics and industry professionals input included in report launched at IBTM World
- Report focus on how events can achieve the United Nations' Sustainable Development Goals (SDGs) and marks the International Year of Sustainable Tourism for Development
- Report includes input from UN bodies and global influencers expressing their commitment to work towards further collaboration with the event industry
- Collaboration sends call to action across the industry

Positive Impact today announces the launch of their report at IBTM World to Tell the Story of the Power of Events which has been described by the UNWTO as "providing tangible ways forward and raising key challenges".

The report which has had input from 5 academics and had a 3 month period of accepting contributions from across the global event industry sends some significant messages to the industry which at a glance include:

- **The Role of Events to Inspire and Educate Event Attendees:**

33% of those who contributed to the research described events as having a unique connection point

- **The Role of Events in Achieving the UN Sustainable Development Goals:**

UNFCCC, UNWTO and UNICEF provide quotes for the report on the unique and vital role that events have in inspiring action to create a world that works for everyone

- **The Need for Collaboration Across the Event Industry**

26% of those who contributed to the research suggested lack of collaboration is a barrier for the industry

During 2017 Positive Impact collaborated with over 12 global industry associations to provide over 1 million opportunities for education, share over 400 examples of best practice in sustainability and gathered over 300 volunteer ambassadors.



The launch of this report marks the start of a focus on collaboration in 2018 as they work towards developing collaboration with UNFCCC, UNWTO and more. At today's press event IBTM World, Positive Impact and UNFCCC will agree to work towards developing further collaboration to inspire responsible action within the event industry. These collaborations are made possible by sponsor support and the first confirmed sponsors for 2018 are Switzerland Convention and Incentive Bureau and International Convention Centre Sydney.

Positive Impact's report and call for collaboration sends a clear call to action to the wider industry about the opportunity to raise the profile of the event industry as a way to meet the UN Sustainable Development Goals.

Positive Impact is a global not for profit which exists to provide education and collaboration opportunities to create a sustainable event industry.

Positive Impact's goal is to tell the story of the power of events so there will be more events in the world and inspire action within the event industry so every event has a positive social, economic and environmental impact.

In a written endorsement, Niclas Svenningsen, Strategy and Relationship Management UNFCCC Secretariat said:

"While 2017 was the UN International year of Sustainable Tourism for Development led by the UNWTO, all UN Departments including the UNFCCC recognise the powerful role events have in bringing people together to collaborate, innovate and create solutions to achieve the SDGs"

Kerry Prince, Portfolio Director, IBTM, commented:

"We are committed to continuing to play a leading role in supporting and inspiring the industry in taking a sustainable approach to business and event" –see full quote on below appendix I-

Fiona Pelham CEO of Positive Impact commented:

"In this report we imagine if anything was possible and look at the potential positive impact events could have. For example if we had the legal structure and local infrastructure to address event food waste how the event industry could further the UN SDG zero food poverty. Or if our industry demonstrated best practice and created education panels or event content which communicated a balanced gender viewpoint how we could further the SDG gender equality.

This report demonstrates two opportunities for the event industry, the first to take responsible action which is good business sense. The second is to tell the story of the powerful positive impact which events can have so more companies, governments etc. use events and our industry grows. In a time of increasing technological ability and high levels of security telling the story of meeting face to face is vital"

Ends



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ABOUT POSITIVE IMPACT

Positive Impact is a global not for profit which exists to provide education and collaboration opportunities to create a sustainable event industry.

Positive Impact's goal is to tell the story of the power of events so there will be more events in the world and inspire action within the event industry so every event has a positive social, economic and environmental impact.

In 2017 Positive Impact created a campaign to tell the story of the power of events during the UN Year of Sustainable Tourism for Development with the understanding that events are THE essential industry to ensure the UN 17 Sustainable Development Goals are achieved because events bring people together where they can learn, collaborate, innovate and create solutions to meet the SDGs.

During 2017 Positive Impact has collaborated with sport, business and cultural event associations and provided over 1 million opportunities for event professionals to be educated in sustainability. This was achieved by sharing monthly education with industry associations and sharing education on social media including the annual #CSRshareDay campaign which reaches over 1.6 million people.

Positive Impact generate their income through the sale of their education products and from sponsorship for their campaigns. As a not for profit all money generated is spend on providing storytelling, advocacy, education and inspiring collaboration and innovation.

Since 2004 Positive Impact has been providing a platform for the industry to share ideas, collaborate and learn how to be more responsible. Positive Impact collaborates with global influencers outside the event industry and in 2018 their campaign will be on Collaborating for Good.

Positive Impact champion the role of events in creating a world that works for everyone by creating free resources including case studies and reports available at www.positiveimpacetevents.com Positive Impact inspire action to create a responsible event industry by inspiring action including their ambassador programme which is open for anyone to join and which currently has over 300 volunteers as part of the community and social media campaigns

For more information on Positive Impact and our education and collaboration opportunities visit <http://www.positiveimpacetevents.com>

POSITIVE IMPACT



APPENDIX I

Kerry Prince, Portfolio Director, IBTM, commented: “We’re delighted to be partnering with Positive Impact to promote this campaign and drive awareness of the importance of sustainability. We are committed to continuing to play a leading role in supporting and inspiring the industry in taking a sustainable approach to business and events. From careful selection of our event partners and multiple on-site initiatives including badge recycling and education sessions, to day-to-day office running, we’re working towards a more sustainable future.”