

POSITIVE IMPACT PRESENTS

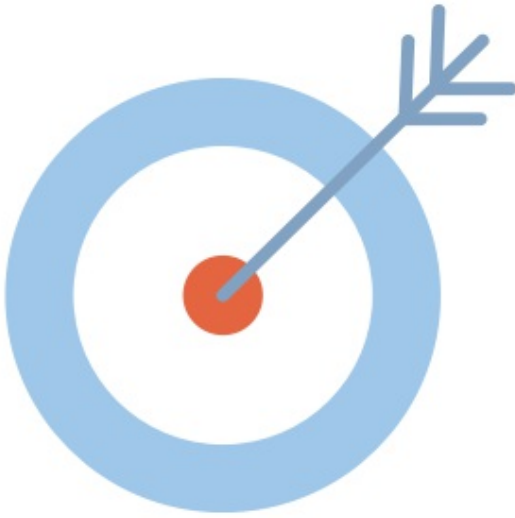
#CSRshareDay



2017 SUMMARY REPORT

www.positive-impact-events.com

OUR GOAL



The goal of #CSRshareDay 2017 was to have a worldwide conversation that results in change. Within this conversation we aimed to:

1. Share best practice, challenges, ideas, experiences and more on the topic of sustainability and CSR with over 1.2 million event professionals.
2. Give participants the opportunity to collaborate with global sustainability experts and learn from one another.
3. Tell the story of the power of events during the United Nation's Year of Sustainable Tourism for Development and provide over 2 million education opportunities.

Thanks to our hosts, sponsor and global twitter community, we certainly achieved this!

OUR SUPPORTERS

We owe a special thanks to our sponsor who has helped us, for the second year in a row, create the best possible #CSRshareDay. This organisation has shown that if you dedicate some time and effort to CSR and sustainability, it can become the culture of your company.

Thanks to the team at the Oregon Convention Centre. They are a shining example of an event business that lives and breathes sustainability. Their achievements in sustainability are endless and we thank them for supporting us on #CSRshareDay.

OREGON

Oregon
Convention
Center

"Built with sustainability in mind, the Oregon Convention Center (OCC) has long held a leadership role in green building and other environmentally responsible business practices.

In 2014, we earned LEED Platinum certification and conducted more than 30 efficiency projects in the last decade to get there. We're striving to be the greenest events facility in the world and the first choice as a venue for green meetings.

We operate to continually educate our staff on the impact of reducing their carbon footprint and to be sustainable. We are really happy to be involved in the campaign as we support the creation of a sustainable event industry and appreciate how the Positive Impact Team helped the OCC story to tell its story to over 1.6 million people."

www.oregoncc.org

Interested in sponsoring #CSRshareDay next year, or one of our other campaigns, get in touch:
info@positive-impact-events.com

2017 HIGHLIGHTS



With an aim of surpassing 2016's #CSRshareDay reach of over 1.2 million. We had a big challenge ahead. But who doesn't love a challenge?

We aimed to provide over 2 million education opportunities this year with the help of #CSRshareDay... so how did it go?

VELOCITY



2.43
Tweets/minute



BUZZwords



HAPPY HOUR

10:00pm

Education

An average of 63% of Tweets in the campaign were educational. Considering our reach, we educated 992,000 professionals and achieved our goal.

MOST POPULAR HASHTAGS

#eventprofs

#sustainability

#CSR

#sustainable

#sharepositiveimpact

#events

Over 500
contributors



3,511 TWEETS

10,680,407 TIMELINE DELIVERIES

2017 HOSTS

Positive Impact would like to say a massive **THANK YOU** to the hosts of #CSRshareDay 2016, who took time out of their day to make a difference...

Katie Barton-Harvey
Gold Coast 2018

Ed Perotti
VMware

Fiona Pelham
Positive Impact

Karen Hilliard
African Agenda

Graham Ross
Kusaga Athletic

Nicholas Ayimba
Rural Tourism Network

Ellie Crathern
Pavegen

Ellen Salter
UoN Sustainability Society

Jessie States
MPI

Libi Newell
GolfEnvironment

Milda Salciute & Roger Lehner
IMEX

Juanjo Amate
Te Hago Eco

Tania Sherahilo
Climate Care

Rachel Riggs
Tourism Vancouver

Nobuaki Koshikawa
Cerespo Ltd.

Tamara Ramos
Travelife

Tamara Ramos
Travelife

Rory Davis
San Francisco Giants

Katrine Carstens
SusDane

Jim Spellos
Meeting-U

Jon Smith
Oregon Convention Centre

Jen Gale
Make and Mend Life

Tim Chudley
Sundial Group

Marius de Vos & Marinda Holtzhausen
Cape Town Bookings

Krystal Kusmieruk
Greater Palm Springs CVB

Lisa Holmes
Sustainability Champ

Katie Clarke
The Parkside Hotel & Spa

We look forward to you hopefully hosting again for #CSRshareDay 2018 and look forward to reaching even more people with sustainability and CSR examples, ideas and best practices.

NEXT STEPS...

Now that we have achieved such incredible exposure for #CSRshareDay, lets continue to share. Use #shareapositiveimpact any day of the year to share examples of events making an economic, environmental or social positive impact.

Feeling inspired? Here are some resources to take a look at to continue the journey...



Next year...

Are you interested in hosting or sponsoring our campaign in 2018? Please get in touch!

UN Year of Sustainable Tourism

Interested in the Year of Sustainable Tourism? Support our campaign to find out how you can help achieve the UN's 17 SDGs and find out more about the story of the power of events.

Become a Positive Impact Ambassador

Interested in being involved in more campaigns or sustainability partnerships? Positive Impact have an Ambassador programme which is free to join. All you need to be is passionate about sustainability, this plus our free resources could help you spread the word in your community!

Education

Interested in learning more about how to create a sustainable event industry? Explore the resources and education materials created by the Positive Impact team.

The reach of the conversation around the world



GET IN TOUCH WITH US



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