The goal of #CSRshareDay 2019 was to have a worldwide conversation so that the event industry become a part of the solution and not part the problem of the global challenges including climate action today. Within this conversation we aimed to:

1. Share best practice, challenges, ideas, experiences and more on the topic of sustainability and CSR with event professionals and the event industry and increase media collaboration.

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 in achieving the UN's Sustainable Development Goals and provide education opportunities across the industry. To encourage action!

Thanks to all our hosts, sponsors, media supporters and individuals for their involvement in the campaign!

Our Theme for 2019: The Year of Measurement

Our hosts this year were asked to schedule at least one tweet about 'measurement'. Measurements are a great way to show off your own initiatives and help people visualise change in practical ways! Taking one small action can be a great way to make a start!

For the first time ever this year's campaign included the launch of a campaign to address the role of plastics in the events industry with Helena Rey de Assis, Head of Consumption and Production, UN Environment explaining to Positive Impact that this is "the opportunity for companies to pledge their commitment and minimise the impact of the event industry in the world's plastic consumption and use."

Over the next few years as global businesses and governments work towards achieving the United Nation's Sustainable Development Goals it will be key to use tools and practices of measurement to know how we are progressing towards our goals and targets.

#CSRshareDay

#CSRshareDay is an online 24 hour Twitter campaign where sustainability champions across the globe host an hour of conversation discussing CSR and sustainability.

Each year, we compile a report with the best tweets and sustainability initiatives, so you don’t have to miss a single hour.

Get the free report
2019 Highlights

Building on the previous year’s reach of 2 million, this year’s highlights included going beyond social media and reaching 11 global press partners.

This year we expanded our focus beyond social media into press media. We also launched a campaign to address the role of plastics in the event industry.

VELOCITY

0.72 tweets/min

BUZZwords

INSIGHT FROM #CSRshareDay

We asked our twitter followers:

1. What is your number one barrier when it comes to sustainability?

50% said money, 25% lack of education and 25% time.

2. How do you measure for an event?

100% said using volunteers on site.

MOST POPULAR HASHTAGS

#eventsprofs
#sustainability
#tickytheturtle
#eventsindustry
#csr
#shareapositiveimpact

202 contributors

Thanks to The Iceberg, 3BL Media, MEETINGSNET, meetingsTODAY, International Meetings Review, Conference News, Odyssey Media Group, Conference & Meetings World, Exhibition News and Meetings Mean Biz for promoting the campaign.

4,834,871 TIMELINE DELIVERIES

#tickytheturtle refers to the plastic campaign organised by the International Association of Professional Congress Organisers (IAPCO) the member-driven association raising quality standards in the global meetings industry.
Postive Impact would like to say a massive THANK YOU to the hosts of #CSRshareDay 2019, who took time out of their day to make a difference and encourage action...

<table>
<thead>
<tr>
<th>Host</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Jon Smith</td>
<td>Oregon Convention Center</td>
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<td>Natalie Lowe</td>
<td>Celebrate Niagara</td>
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<td>Share A Positive Impact intern team</td>
<td>Leeds Beckett University</td>
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<td>Gareth Kane</td>
<td>Terra infirma</td>
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<td>Davis Meyer</td>
<td>Greater Palm Springs</td>
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<td>Mariela Mcilwraith</td>
<td>Events Industry Council</td>
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<td>Rachael Riggs</td>
<td>Vancouver Tourism</td>
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<tr>
<td>Josh Adams</td>
<td>Streamlinevents</td>
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<tr>
<td>Kayleigh Lee-Simion</td>
<td>Positive Impact</td>
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<td>Wan Yi (Laura) Chang</td>
<td>Cerespo</td>
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<td>Paula Blomster Messukeskus</td>
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<td>Heather Lishman</td>
<td>ABPCO</td>
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<td>Jane Scaletta</td>
<td>Dolfin Destinations</td>
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<tr>
<td>Fiona Pelham</td>
<td>Sustainable Events</td>
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<td>Gail Gerber</td>
<td>InterContinental San Francisco</td>
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<td>Jessie States</td>
<td>MPI</td>
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<td>Nandan HS</td>
<td>Last Forest</td>
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<tr>
<td>Karen Hilliard</td>
<td>African Agenda Conference</td>
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<td>Pippa Naude</td>
<td>Event Greening Forum</td>
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<tr>
<td>Laura Notarbartolo</td>
<td>Italian Special Occasions</td>
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<tr>
<td>Carolina Vosatkova</td>
<td>Kuoni</td>
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<tr>
<td>Allyson Ryan</td>
<td>Monterey County CVB</td>
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<tr>
<td>Antonia Lopez</td>
<td>San Francisco Giants</td>
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<tr>
<td>Melissa Radu</td>
<td>Edmonton Convention Centre</td>
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![Giants Enterprises](Giants Enterprises.png)

**Giants Enterprises**

HOST: Through a series of workshops and various homework assignments, a shift began in the way Giants Enterprises viewed their practices and policies. For instance, partnering with suppliers who also prioritize sustainability became a must.

#CSRshareDay

![Streamlinevents](Streamlinevents.png)

**Streamlinevents**

HOST To reduce food waste design flavorful dishes with elements allowing the broadcast group of attendees to partake given their dietary restrictions. Also consider physical access. How have you limited food waste? #CSRshareDay #sustainability #eventpros

![Save Ticky](Save Ticky.png)

**Save Ticky**

Recycle, Reuse & Re:duce
We owe a special thanks to our sponsors who have made it possible to run #CSRshareDay for the fourth year in a row now! Oregon Convention Centre has supported the campaign for four years and are an amazing example of an event business with sustainability ingrained into the company ethos!

‘Thank you Positive Impact for organizing another great #CSRshareDay this year! We hope the sustainability success stories that were shared reached a record number of people around the world and inspire them to take action in their organizations and communities. The need for this grows more urgent with each precious day!’

Ryan Harvey, Sustainability Manager at the Oregon Convention Center
“It was very inspiring to participate on the #CSRshareDay. I did not only get great ideas, but I truly felt the global presence and the passion to make a change.”
- Messukeskus

“We love being a part of #CSRshareDay, so we can get inspired by the great work that our industry is doing all around the globe – and hopefully inspire others to take action, too!”
- Event Greening Forum

“Spreading the word about sustainability and how each one of us can make a positive impact was very rewarding. Every time I am involved in sharing about sustainability I learn more, from people who share about their experiences to questions asked on how to be sustainable. Every single person can make a difference by being sustainable and being positive about the future by making change for the better.”
- Jane Scaletta, President, Dolfin Destinations

“@Kuoni_DM is always happy to collaborate and share the best practices in order to show the importance of Sustainability in MICE industry. It is important for us to take responsibility and address different challenges with as many stakeholders as possible, in order that we can offer responsible Congress and event services that are conscious of impact and demonstrate positive influence wherever possible. Thank you for great support and collaboration! #CSRshareday”

“The Edmonton Convention Centre is proud to collaborate with global leaders at the forefront of sustainability in the events industry. Our participation in #CSRshareDay was an important opportunity to lead the conversation and educate our staff, clients and guests about our community impact.”
- Melissa Radu, Sustainability Manager, Edmonton

“I am proud to participate in your initiative. For us, it is paramount to make a change, and to be part of a Tourism and Event industry, we feel is to have a great responsibility towards the environment and local communities. To be able to share our ideas and our way to #maketourismright, is a great opportunity towards our goals. Share knowledge and awareness in the correct way, it is VERY important now days, and it is where social media technology is useful. This is what I call, the true influencer. Thank you and keep going with this great job!”
- Laura Notarbartolo, CEO, Italian Special Occasions DMC

“The platform was simple and fun. I enjoyed highlighting our successes with the group! It was great to be a part of this event!”
- InterContinental San Francisco

‘We were honored to participate in such an impactful event and to help spread the word about sustainability. Doing an Instagram takeover was the best of both worlds. We helped further the Positive Impact message while sharing some of our best content on the topic.
- Lori Tenny, Meetings Today
REACHING A GLOBAL AUDIENCE THROUGH WORLDWIDE MEDIA

Change the Events World One Tweet at a Time During Positive Impact Events#CSRshareDay

by Lucy Terry

Meeting professionals’ social media feeds may be filled with good vibes Tuesday, April 23, 2019, as a worldwide effort to inspire 2 million people about the benefits of corporate social responsibility (CSR) events programming is set for a cyber blastoff.

The #CSRshareDay social media campaign by London-based Positive Impact Events is an initiative to bring events professionals online to share positive stories about their work.

The hashtag encourages meeting professionals to tweet positive stories about how they are supporting sustainability and corporate social responsibility.

The campaign hopes to inspire others to share positive stories about their work and encourage others to follow suit.

“CSRshareDay is a great opportunity for the meeting industry to shine a light on the positive impact we have on the world,” said Positive Impact Events founder Lucy Terry.

“The campaign is a global event that invites everyone to participate by sharing their stories using #CSRshareDay,” Terry said.

The campaign is open to anyone who wants to participate and share their own stories or help spread the message.

“Whether you’re a meeting planner or a host, you can join the conversation and help make a difference,” Terry said.

“#CSRshareDay is a chance for us to highlight the positive impact of the events industry and raise awareness of the important role it plays in driving sustainability and social responsibility,” Terry added.

The campaign runs from April 22 to 24, with a special focus on social media on April 23.

“By sharing our stories, we can inspire others to make a difference and help create a more sustainable world,” Terry said.

“#CSRshareDay is a chance for us to show the world that the events industry can make a positive impact and drive change,” Terry added.

Thanks to The Iceberg, 3BL Media, MEETINGSNET, meetingsTODAY, International Meetings Review, Conference News, Odyssey Media Group, Conference & Meetings World, Exhibition News and Meetings Mean Biz for supporting the campaign.
OUR SUMMARY OF #CSRshareDay
IN AN INFOGRAPHIC

Thank you for collaborating, inspiring and being in action for #CSRshareDay.

Want to take action? Get inspired here 🚪

Our most popular words in action on #CSRshareDay!
A SELECTION OF TOP TWEETS TO HELP THE INSPIRE THE EVENT INDUSTRY

Mary Cortfield
@marycortfield

On #CSRshareday a reminder that as #eventpros we can bring about huge change. This year @greenbelt will have #plasticfree wristbands despite all the UK festival suppliers saying it couldn’t be done. Others will follow. #BeTheChange 🌍 #sharepositiveimpact #Ourworldisworthsaving

12:40 PM - 23 Apr 2019
2 Retweets 5 Likes

Positive Impact
@Pievents

Another great way to do your bit. Imagine if every #eventprofs took the same action?
#CSRShareday #sharepositiveimpact

dmgavents @dmgaventsglobal
This year for Earth Day we challenged our colleagues to give up plastic for 7 days encouraging them to do their bit for the environment. Good luck to everyone who took the pledge, we are proud.

8:06 AM - 23 Apr 2016

Positive Impact
@Pievents

HOST: Check out how @PokemonGoApp used the “events for good” concept with its “gaming for good” trash cleanup event. In 2018, 4,000 attendees AT 88 events collected 15K lbs of trash
greenmatters.com/p/pokemon-go-e...
#csharereday #eventprofs

Pokemon Go Celebrates Earth Day by “Gaming for Good”
Pokemon Go has found a way to get trainers involved in Earth Day by promising several rewards.
greenmatters.com

11:11 PM - 23 Apr 2019
1 Like

Positive Impact
@Pievents

Did you know that 60% of Edmonton Convention Centre’s food suppliers are local producers & growers, injecting more than $550,000 back into the local economy! @yegconvention edmontonconventioncentre.com

#unsdgs #sharepositiveimpact #changemakers #colaborateforgood #sustainability

10:00 AM - 27 Apr 2019
1 Like
NEXT STEPS...

Collaborate with us...
Are you interested in hosting or sponsoring our campaign in 2020? Please get in touch!

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!

Share a Positive Impact

We want to do this by encouraging anyone working within events or anyone attending events (so pretty much everyone) to share inspirational examples they've seen of sustainability in action in the events industry on twitter using #shareapositiveimpact.

Sign our Pledge for Change

If you are an event professional who wants to be part of the solution rather than the problem mark this day by signing a pledge for change.

Plastic Campaign

Take action to address the role of plastic within the event industry. Use our app to contribute your measurements and help us as we ask the industry for input.

GET IN TOUCH WITH US

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