

POSITIVE IMPACT EVENTS



POSITIVE IMPACT EVENTS PRESENTS...

#EARTHDAY

SUMMARY
REPORT 2020

www.positiveimpacetevents.com

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THIS #EARTHDAY...

24 hosts shared over 150 examples of sustainability best practice aligned with the United Nations Sustainable Development Goals (UN SDGs) throughout #earthday.



Positive Impact Events would like to say a massive THANK YOU to the hosts of #earthday 2020, who took time out of their days to make a difference and encourage action.

HOSTING HOURS

Host Name	Host Twitter handle	Start of One Hour Time Slot (UK Time BST)	Start of One Hour Time Slot Host Time Zone	SDG Theme
Positive Impact Events	@PIevents	06.00	06.00 BST	Welcome. 13. Climate Action
Laura Chang Cerespo	@PIeventsJapan	07.00	15.00 JST	10. Reduced Inequalities.
Juanjo Amate Te Hago Eco	@sostamedida	08.00	09.00 CET	12. Responsible Consumption and Production. 13. Climate Action.
Laura Jenson IBTM	@ibtmevents	09.00	09.00 BST	11. Sustainable Cities and Communities.
Paula Blomster Messukeskus	@BlomsterPaula	10.00	12.00 EEST	9. Industry, Innovation and Infrastructure. 17. Partnership for the Goals.
Positive Impact Events with GES	@PIevents	11.00	11.00 BST	12. Responsible Consumption and Production.

HOSTING HOURS

Claire Pétreault ChangeNOW	@changenowsummit	12.00	13.00 CEST	12. Responsible Consumption and Production.
Nalan Emre IMEX	@IMEX_Group	13.00	13.00 BST	13. Climate Action
Laura Notarbartolo Italian Special Occasions	@isodmc	14.00	15.00 CEST	11. Sustainable Cities and Communities. 15. Life of land.
Caoimhe Rice SITE Ireland	@SiteIreland	15.00	15.00 BST	12. Responsible Consumption and Production.
Amy Kramer Maritz	@wellnessdynamo	16.00	10.00 CST	9. Industry, Innovation and Infrastructure.
Jessie States MPI	@Jessie_States	17.00	11.00 CDT	4. Quality Education.
Positive Impact Events with Monterey Convention and Visitors Bureau	@PIevents	18.00	18.00 BST	14. Life Below Water.
Rachael Riggs Maritz	@RachaelMRiggs	19.00	13.00 CST	3. Good Health and Wellbeing.
Courtney Lohmann PRA Business Events	@courtneyl_cmp	20.00	15.00 EDT	12. Responsible Consumption and Production.
Antonia Lopez SF Giants	@SFGEnterprises	21.00	13.00 PDT	10. Reduced Inequalities. 11. Sustainable Cities and Communities.

HOSTING HOURS

Josh Adams streamlinevents	@Streamlinevents	22.00	14.00 PDT	2. Zero Hunger.
Suzanne Morell Creating Events	@SaveDCFood @CreatingEvents	23.00	18.00 EDT	12. Responsible Consumption and Production.
Tracy Struckrath Thrive Meetings	@tstuckrath	00.00 (23rd April)	19.00 EDT	3. Good Health and Wellbeing.
Positive Impact Events	@PIevents	01.00 (23rd April)	01.00 (23rd April)	17. Partnerships for the Goals.
David Kliman Kliman Group David Perry David Perry & Associates	@davidkliman @davidperrysf	02.00 (23rd April)	18.00 PDT	9. Industry, Innovation and Infrastructure.
Tracy Judge Soundings Connect	@tjudge	03.00 (23rd April)	19.00 PDT	17. Partnerships for the Goals.
Michele Fox	@michelefoxnyc	04.00 (23rd April)	20.00 PDT	12. Responsible Consumption and Production.
Positive Impact Events	@PIevents	05.00 (23rd April)	05.00 BST (23rd April)	Thank you!

TOPICS COVERED

Every hour of Earth Day an event professional hosted a conversation about their chosen SDG.

 <p>2 ZERO HUNGER</p> <p>streamlinevents</p>	 <p>3 GOOD HEALTH AND WELL-BEING</p> <p>Maritz Global Events Thrive Meetings</p>	 <p>4 QUALITY EDUCATION</p> <p>MPI</p>
 <p>10 REDUCED INEQUALITIES</p> <p>CERESPO SF Giants</p>	 <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p> <p>IBTM Italian Special Occasions SF Giants</p>	 <p>13 CLIMATE ACTION</p> <p>Positive Impact Events Te hago ECO IMEX</p>
 <p>14 LIFE BELOW WATER</p> <p>Positive Impact Events with Monterey County Convention & Visitors Bureau</p>	 <p>15 LIFE ON LAND</p> <p>Italian Special Occasions</p>	 <p>17 PARTNERSHIPS FOR THE GOALS</p> <p>Messukeskus Positive Impact Events Soundings Connect</p>
 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> <p>Messukeskus Maritz Global Events Kliman Group David Perry & Associates</p>		 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p> <p>Te hago ECO Positive Impact Events with GES ChangeNOW SITE Ireland PRA Business Events STM Enterprises Michele Fox</p>

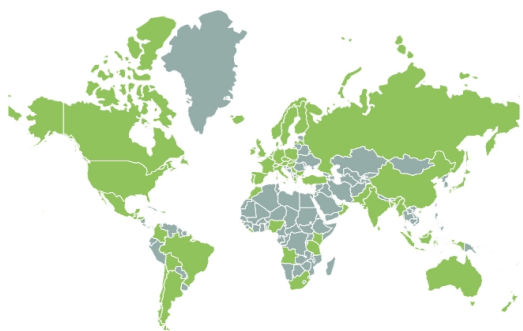
SUMMARY

100,000 #EVENTPROFS IN ACTION BUILDING THE FUTURE OF HOW HUMAN CONNECTION HAPPENS

On Earth Day, 22nd April, the #eventprofs community came together to tell the story of the power of events in achieving the UN SDGs. This Campaign supports the UN SDG Action Campaign.



Over 24 hours, 24 hosts took to social media and reached an online community of 1.5 million and an offline community of over 1 million.



Location of our Ambassadors

Our community of over 900 ambassadors were given a social media filter to be able to encourage people to consider sustainable events.

A community of 4000 people were encouraged to take to social media to share their examples of sustainability in events using #eventscreatechange and #earthday which received 1.2 Million impressions.

On Earth Day, 55 event professionals viewed our #earthday webinar with Maritz Global Events, streamlinevents and Cvent which can be viewed [here](#).

HOUR 1 (6:00 - 7:00 BST)

HOSTED BY POSITIVE IMPACT EVENTS TOPIC: 'WELCOME'

Positive Impact Events introduced #earthday and shared how you can be one of 100,000 #eventprofs in action building the future of how human connection happens.



POSITIVE IMPACT EVENTS



I am one of 100,000 #eventprofs in action



building the future of how human connection happens


 **Positive Impact Events** @Plevents · Apr 22

Welcome to #EarthDay 🌍 and the start of 24 hours of #eventprofs sharing best practice on #sustainability in #events



Positive Impact Events | Become one of 100,000 #eventprofs

positiveimpacetevents.com

 **Positive Impact Events** @Plevents · Apr 22

This #EarthDay 🌍 @UNFCCC spoke with us and shared "our world has changed in the blink of an eye, a preview of the type of situations we may face due to #ClimateChange impacts" #eventscreatechange

HOUR 2 (7:00 - 8:00 BST)

HOSTED BY CERESPO 'SDG10: REDUCED INEQUALITIES'

CERESPO used this #earthday as an opportunity to share ways #universaldesign could improve accessibility at events so anyone is free and comfortable to join.



 **PositivImpact Japan** @PieventsJapan · Apr 22

To promote the concept of [#universaldesign](#) in events, we provide a variety of seminars and workshops for participants in hopes that they could deepen their understandings for the elderly and the disabled. buff.ly/3eH4t6u [#eventprofs](#) [#EventsCreateChange](#)



   2 

 **PositivImpact Japan** @PieventsJapan · Apr 22

From the perspective of [#universaldesign](#), we commit ourselves to create events that everyone (e.g. the elderly, the disabled) could feel free and comfortable to join. buff.ly/2ExpBIQ [#eventscreatechange](#) [#earthday](#) 🌍

HOUR 3 (8:00 - 9:00 BST)

HOSTED BY TE HAGO ECO 'SDG12: RESPONSIBLE CONSUMPTION AND PRODUCTION' AND 'SDG13: CLIMATE ACTION'

Te hago ECO took this #earthday as an opportunity to share the importance of carbon neutrality and reducing waste at events.



 **Sostenibilidad a Med @SOSTamedida · Apr 22**
Designing out waste: five guidelines for a circular festival ... and a good contribute to SDG 12: Responsible Consumption and Production metabolic.nl/news/designing... #eventscreatechange #earthday 🌍 #SDG12



dgtfestival

 **Sostenibilidad a Med @SOSTamedida · Apr 22**
Corporate events, such as congress, have also begun to make commitments with SDGs. In the case of @ivifertility 2019 International IVI Congress focused its sustainability strategy on contributing to the SDGs. #eventscreatechange #EarthDay 🌍 ivi-fertility.com/notes/the-8th-... #SDG12 #SDG13

HOUR 4 (9:00 - 10:00 BST)

HOSTED BY IBTM 'SDG11: SUSTAINABLE CITIES AND COMMUNITIES'

This #earthday, IBTM covered the different ways in which they give back to their communities through sustainable practices and action.

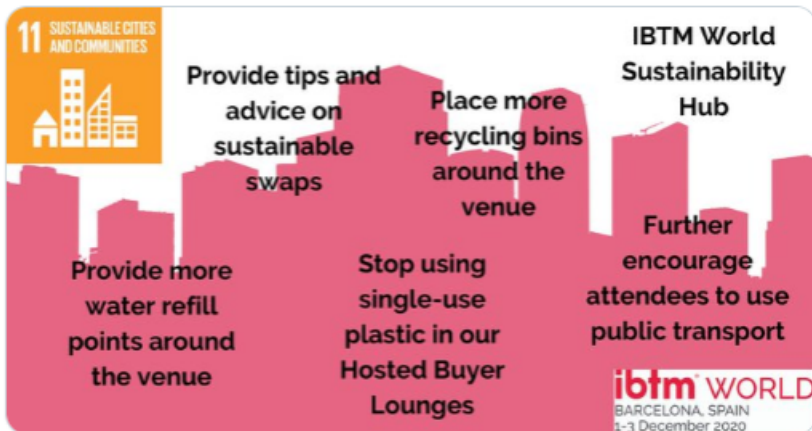


IBTM @IBTMevents · Apr 22

And we're not stopping - while we're proud of the sustainability initiatives we're already running at IBTM World, we have more up our sleeves!

Here are just some of the goals we're looking to introduce in the future:

#shareapositiveimpact #eventscreatechange #earthday🌍



11 SUSTAINABLE CITIES AND COMMUNITIES



IBTM @IBTMevents · Apr 22

We assist with #SDG11 at IBTM World by working with a sustainable venue and using local suppliers. We also advise attendees to use public transport, host our show in sustainable #Barcelona, and provide buses for Hosted Buyers.

#shareapositiveimpact #eventscreatechange #earthday🌍

HOUR 5 (10:00 - 11:00 BST)

HOSTED BY MESSUKESKUS 'SDG9: INDUSTRY, INNOVATION AND INFRASTRUCTURE' AND 'SDG17: PARTNERSHIPS FOR THE GOALS'

This #earthday, Paula Blomster shared ways in which Messukeskus has acted on the SDGs and ISO20121.

 **Paula Blomster** @BlomsterPaula · Apr 22
HOST- Thanks to the free tickets from @VisitHelsinki to all participants of #EAIE2019 & the great public transportation of Helsinki reduction of CO2 emissions was achieved.
#UNSDG9 #UNSDG17 #eventscreatechange #earthday @TheEAIE @Messukeskus @FinlandFCB



Use of public transportation

9,680 CO₂ kg
less emissions

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



 **Paula Blomster** @BlomsterPaula · Apr 22
HOST- @TheEAIE and @messukeskus worked together to make #EAIE2019 conference of 6,200 participants as sustainable, as we could think of. It was run as it would have had #ISO20121 certificate.
#UNSDG9 #UNSDG17 #eventscreatechange #earthday



Broking old-fashioned client-supplier concept by openness, for the benefit of sustainability and future events

17 PARTNERSHIPS
FOR THE GOALS




HOUR 6 (11:00 - 12:00 BST)

HOSTED BY POSITIVE IMPACT EVENTS WITH GES 'SDG12: RESPONSIBLE CONSUMPTION AND PRODUCTION'


This #earthday, Positive Impact Events launched a toolkit in collaboration with GES to help event professionals implement a circular economy.

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



 **Positive Impact Events** @Plevents · Apr 22

This #EarthDay 🌍 we are launching our #circulareconomy toolkit in collab with .@GES_EMEA .@ges_jasonstead. If you want to make a difference to #event industry, click here to discover what materials are #sustainable at your event. Link: bit.ly/CircEcono #eventscreatechange

 Circular Economy – Positive Impact Events | Becom...
Positive Impact Events, in collaboration with GES ,
have created a circular economy toolkit to help even...
positiveimpacetevents.com

 **Positive Impact Events** @Plevents · Apr 22

Using #biodegradable materials can reduce CO2 by 7.4milT /year (The Ellen McArthur Fdn .@circulareconomy). 🙌 We've created a toolkit with .@GES_EMEA so YOU can discover what materials are present at your #event. Get it here bit.ly/CircEcono #earthday 🌍 #eventscreatechange

 Circular Economy – Positive Impact Events | Becom...
Positive Impact Events, in collaboration with GES ,
have created a circular economy toolkit to help even...
positiveimpacetevents.com

HOUR 7 (12:00 - 13:00 BST)

HOSTED BY CHANGENOW 'SDG12: RESPONSIBLE CONSUMPTION AND PRODUCTION'

ChangeNOW hosted for an hour this #earthday to talk about sustainability and food in the event industry.

 **changeNOWsummit** @changeNOWsummit · Apr 22
Replied to [@changeNOWsummit](#)
We selected amazing catering companies with challenging requirements specifications such as organic, local, seasonal, zero waste, veggie and vegan food. [#eventscreatechange](#) [#earthday](#) [@Plevents](#)

**changeNOW**
SUSTAINABLE FOOD COURT **30, 31 JANV - 1 FEB 2020**
GRAND PALAIS PARIS

*Meet My Mama*
**Refugee**
FOOD FESTIVAL
**LES PHILANTHROPES**
Chef George Nkhalo



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



 **changeNOWsummit** @changeNOWsummit · Apr 22
Hey world 🙌 Today is [#earthday](#) and as one of 100,000 [#eventsprofs](#) in action building the future of how human connection happens we are hosting an hour of conversation on SDG 12. [#eventscreatechange](#) [@Plevents](#) [#thread](#)

 **Positive Impact Events** @Plevents · Apr 22
Welcome to [@changenowsummit](#) who is one of 100,000 [#eventprofs](#) in action building the future of how human connection happens. Join the conversation as [@changenowsummit](#) shares insight on SDG 12 for the next hour [#eventscreatechange](#) [#earthday](#)

HOUR 8 (13:00 - 14:00 BST)

HOSTED BY IMEX 'SDG13: CLIMATE ACTION'

IMEX used #earthday to tell the story of reducing carbon emissions from transportation within the event industry.

13 CLIMATE ACTION



IMEX @IMEX_Group · Apr 22

IMEX in Frankfurt sends zero waste to landfill and IMEX America sends just 6% to landfill (which is 1.4kg per person or the weight of 4 apples). Recycling saves energy and prevents extraction of raw materials, helping to combat climate change #earthday #eventscreatechange

HOUR 9 (14:00 - 15:00 BST)

HOSTED BY ITALIAN SPECIAL OCCASIONS 'SDG 11: SUSTAINABLE CITIES AND COMMUNITIES' AND 'SDG 15: LIFE ON LAND'

This #earthday, Italian Special Occasions shared the ways in which they are using sustainable development to make cities and human settlements inclusive, safe and resilient, also sharing their efforts to protect and safeguard Italian Heritage Sites that are important for biodiversity.

15 LIFE ON LAND



11 SUSTAINABLE CITIES AND COMMUNITIES



Laura @ Italian Special Occasions @ISODMC · Apr 22

#UNSDG 11 & 15 – the HP project will support the traditional recovery of ancient dry-stone walls, an art that @UNESCO declared as Intangible Heritage of Humanity and that guarantees sustainability both for residential and agricultural purposes #eventscreatechange #earthday🌍 #italy



Laura @ Italian Special Occasions @ISODMC · Apr 22

We recommend organizing small scale events in venues off the beaten track like Heritage Paths. Less participants = more authentic, quality experiences that also respect the local community & environment, create jobs & sustainable travel flows #eventscreatechange #earthday🌍 #SDG11



HOUR 10 (15:00 - 16:00 BST)

HOSTED BY SITE IRELAND 'SDG12: RESPONSIBLE CONSUMPTION AND PRODUCTION'

SITE Ireland hosted for an hour this #earthday to share how they have helped reduce food waste at events and have worked with event professionals to examine their supply chains more closely.

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Site Ireland @Sitelreland · Apr 22
Some super thoughts from @VeryKLC - how can work together to implement change and reduce consumption at future trade shows?
[@Plevents](#) [#EarthDay](#) [#EventsCreateChange](#) [#SITESustainability](#) [#SITEUnite](#)

Ken Lyons @VeryKLC · Apr 22
Replying to @Sitelreland and @Plevents
Huge potential to look at our supply chain & make changes to positively impact UNSDG12. Support tradeshow that are built on sustainability, reduce consumption through a team approach to sales & introduce virtual site inspections [#ideas](#) [#SITEstrong](#) [#EventsCreateChange](#) [#EarthDay](#)

Site Ireland @Sitelreland · Apr 22
Kicking off our [#EarthDay](#) posts, responsible consumption of food in the form of veggie only options from [@DublinMeetings](#) reducing carbon emissions!
[@Plevents](#) [@SITEGlobal](#) [#EventsCreateChange](#) [#SITEUnite](#) [#SITESustainability](#)

Dublin Conv. Bureau @DublinMeetings · Apr 22
Happy #EarthDay2020! We're focused on UNSDG12 in how we operate, such as at our last industry event (in Jan pre social distancing) when we ditched the buffet to reduce food waste and focused on veggie options to reduce the carbon emissions of our events @Sitelreland #MakeltGreen

Site Ireland @Sitelreland · Apr 22
Both [@MaldronHotels](#) and [@ClaytonHotels](#) have amazing sustainable policies including 100% renewable energy and their own an anaerobic digestion plant for all waste - fantastic work in the realm of SDG 12 showcasing that [#EventsCreateChange](#) this [#EarthDay](#) [@Plevents](#)

HOUR 11 (16:00 - 17:00 BST)

HOSTED BY MARITZ GLOBAL EVENTS 'SDG9: INDUSTRY, INNOVATION AND INFRASTRUCTURE'

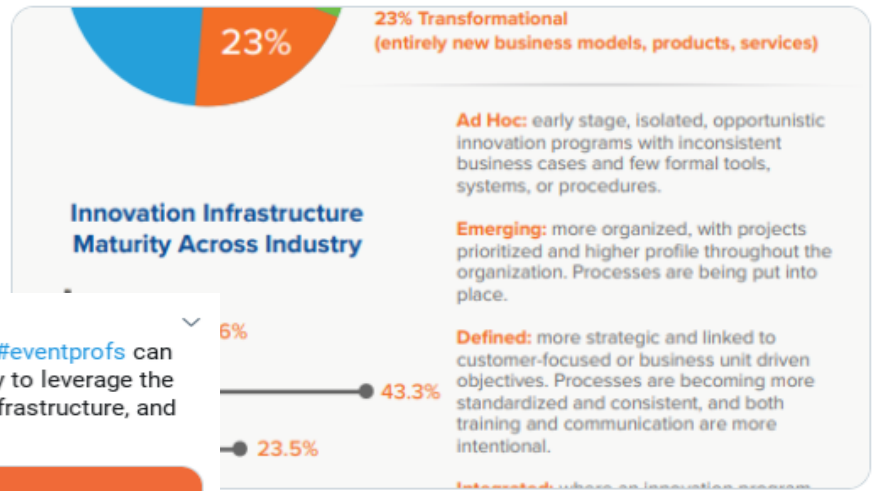
Amy Kramer hosted for an hour on behalf of Maritz Global Events this #earthday to share how SDG9 gives event professionals direction to set goals and invest in Innovation Systems.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Amy Kramer @wellnessdynamo · Apr 22

Innovation is critical to building structure and growth for our future. SDG#9 gives us direction to set goals and invest in Innovation systems. Innovation comes to life in many forms. How do you define and support projects in your organizations? #eventscreatechange #earthday



Amy Kramer @wellnessdynamo · Apr 22

The beauty of Innovation is that the work we do today as #eventprofs can progress our future for tomorrow. We have an opportunity to leverage the #unsdgs to help pave the way for our new industry, new infrastructure, and new innovation for the future of face to face events.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



SUSTAINABLE DEVELOPMENT
resilient infrastructure
innovation

Amy Kramer @wellnessdynamo · Apr 22

Engagement is very important when considering the adoption of innovation practices and PEOPLE are integral in innovation and infrastructure. Awareness – Know where to share ideas. Participate – Take an active role in progressing ideas. Lead - Activate and drive ideas. #eventprofs

HOUR 12 (17:00 - 18:00 BST)

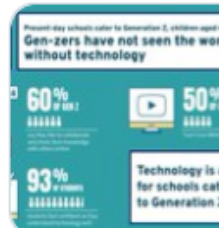
HOSTED BY MPI 'SDG4: QUALITY EDUCATION'

Jessie States hosted on behalf of MPI this #earthday to share about the importance of quality education, specifically the learning crisis and re-skilling the workforce.



Jessie States, CMP, CMM @Jessie_States · Apr 22

"Experiences of isolation & remote learning ... will serve as a cautious reminder of the importance of our human need for F2F social interaction," according to @WEF #globalgoals #SDG #MPI #MMB #GMID20 #eventscreatechange #earthday50 #eventprofs



4 ways COVID-19 could change how we educate futu...
The coronavirus crisis has pushed schooling on to remote platforms. It's an opportunity to rethink how ...
weforum.org

Jessie States, CMP, CMM @Jessie_States · Apr 22

Conferences like the Teacher Education Policy in Europe address how to increase quality of education, instructors & educators and strengthen cultures of sharing among teachers tepe2019.pl #globalgoals #SDG #MPI #MMB #GMID20 #eventscreatechange #earthday50 #eventprofs

Jessie States, CMP, CMM @Jessie_States · Apr 22

What can the #meeting industry's role be in educating teachers, equipping classrooms and providing safe learning spaces to help address the learning crisis? weforum.org/agenda/2020/01... #globalgoals #SDG #MPI #MMB #GMID20 #eventscreatechange #earthday50 #eventprofs



A silent crisis: how global education poverty can be ...
"There must be political alignment around education reform so that student learning is always the sole ...
weforum.org

HOUR 13 (18:00 - 19:00 BST)

HOSTED BY POSITIVE IMPACT EVENTS WITH MONTEREY COUNTY CONVENTION AND VISITORS BUREAU 'SDG14: LIFE BELOW WATER'

For an hour this #earthday, Positive Impact Events with Monterey County Convention and Visitors Bureau shared resources inspiring event professionals to reduce plastic pollution at events.



 **Positive Impact Events** @Plevents · Apr 22

Happy Earth Day! 🌍👤 How can we address the role of plastics in the event industry? Head to bit.ly/AddressPlastic for unique materials in collaboration with [.@SeeMonterey](#). #plastic #plasticpollution #earthday🌍 #eventscreatechange

 **Addressing the role of plastic in the event industry —...**
Positive Impact, supported by Monterey County Convention and Visitors Bureau, are following a ...
positiveimpacetevents.com

 **Positive Impact Events** @Plevents · Apr 22

How can #eventprofs address #plasticpollution? 🤔 Watch our webinar with [.@SeeMonterey](#) where we discuss the impact of plastic on the ocean, sustainability initiatives & #cradletocradle alternatives! 🌊 Head to: bit.ly/AddressPlastic #earthday🌍 #eventscreatechange

 **Addressing the role of plastic in the event industry —...**
Positive Impact, supported by Monterey County Convention and Visitors Bureau, are following a ...
positiveimpacetevents.com

HOUR 14 (19:00 - 20:00 BST)

HOSTED BY MARITZ GLOBAL EVENTS 'SDG3: GOOD HEALTH AND WELLBEING'

This #earthday, Rachael Riggs hosted on behalf of Maritz Global Events to share how they design experiences with the attendees overall well-being in mind.



Rachael Riggs @RachaelMRiggs · Apr 22
HOST #eventscreatechange #earthday 🌍 @MaritzGlobalEvt. #eventprofs #Covid19 We created a framework to help event professionals visualize a way to think about wellbeing.



Rachael Riggs @RachaelMRiggs · Apr 22
HOST #eventscreatechange #earthday 🌍 @MaritzGlobalEvt #eventprofs #Covid19 With the support of our MGE research team, we surveyed event professionals and customers to understand how important this is for attendees. Plus, asked for our Customer Advisory Board to collect feedback.



HOUR 15 (20:00 - 21:00 BST)

HOSTED BY PRA BUSINESS EVENTS 'SDG12: RESPONSIBLE CONSUMPTION AND PRODUCTION'

This #earthday, Courtney Lohmann with PRA Business Events shared how to enact SDG12 and reduce the amount of food waste at events.



Courtney Lohmann CMP @CourtneyL_CMP · Apr 22
Q4: What is the one responsible production or consumption policy that you think our industry can take on as a whole to effect global change? #earthday #eventprofs #eventscreatechange #sdg12

1 1

Courtney Lohmann CMP @CourtneyL_CMP · Apr 22
A4: Signage. I think this is one area where we can collectively completely redesign. There are some good alternatives out there but at this point, as a whole, we should only see sustainable options for signage. #earthday #eventprofs #eventscreatechange #sdg12

Courtney Lohmann CMP @CourtneyL_CMP · Apr 22
Q5: Publishing a sustainability report can increase accountability for companies to participate in sustainable practices. Does your company publish a yearly report & should you publish a report for each of your events? #earthday #eventprofs #eventscreatechange #sdg12

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HOUR 16 (21:00 - 22:00 BST)

HOSTED BY SF GIANTS 'SDG10: REDUCED INEQUALITIES' AND 'SDG11: SUSTAINABLE CITIES AND COMMUNITIES'



This #earthday SF Giants shared how SDG10 and SDG11 guided them in reimagining a waterfront parking lot into a space called 'Mission Rock' where the community can work and relax.



 **Giants Enterprises** @SFGEnterprises · Apr 22
HOST: [MissionRock.com](https://missionrock.com) is a culmination of 10yrs of community outreach & planning that will transform #SanFrancisco southern waterfront into tomorrow's bright & accessible neighborhood made for all to enjoy.
[#EarthDay](#) [#CSRShareDay](#) [#EventsCreateChange](#) [#SDG10](#) [#SDG11](#)

New Waterfront Neighborhood In San Francisco | Mi...
Mission Rock is happening. Ten years of community

 **Giants Enterprises** @SFGEnterprises · Apr 22
HOST: 8 acres of public parks & open space is included in Mission Rock. It's almost a ballpark's worth of walkable, bikeable, sit-down-and-relaxable outdoor areas right alongside the Bay. [#EarthDay](#) [#EventsCreateChange](#) [#SDG10](#) [#SDG11](#) [#PublicOpenSpace](#)



HOUR 17 (22:00 - 23:00 BST)

HOSTED BY STREAMLINEEVENTS 'SDG2: ZERO HUNGER'

2 ZERO HUNGER



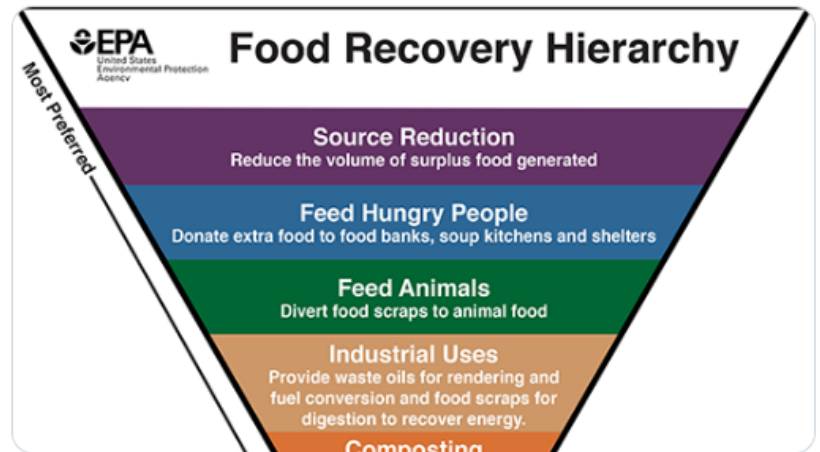
streamlineevents shared how they are envisioning the future of global events, while addressing SDG2 and excessive food waste in the industry.



streamlineevents @streamlineevents · Apr 22

At a recent leadership round-table, we demonstrated waste associated with 3 styles of service: plated, family-style, and buffet. No surprise buffets create more food waste. The AMOUNT of waste was a surprise to many. Real change requires a shift in mindset.

[#eventscreatechange](#)



streamlineevents @streamlineevents · Apr 22

HOST: The current pandemic spotlights how quickly one can go from food security to food scarcity. Consider donation of time and/or resources to your local food bank. Streamlineevents proudly supports @ACCFB with time and donations. [#earthday](#) [#FoodBank](#) [#Food4all](#)



HOUR 18 (23:00 - 00:00 BST)

HOSTED BY CREATING EVENTS 'SDG12: RESPONSIBLE CONSUMPTION AND PRODUCTION'

This #earthday Creating Events shared ideas on using a life cycle-based approach in establishing priorities for environmental improvement.

Creating Events @CreatingEvents · Apr 22

HOST: Let's look at the big picture view of sustainability. FACT: The increased demand for natural resources that has defined the past decades, has resulted in undue burden on environmental resources.

#EventsCreateChange #EarthDay 🌍 #EventProfs #SustainableEvents #SDG12



Creating Events @CreatingEvents · Apr 22

HOST: Wasting resources without thinking of the life cycle of the product is expensive. Your event supplies, including food, were made from the Earth's resources. Think what you really need to not overproduce.

#EventsCreateChange #EarthDay 🌍 #EventProfs #SustainableEvents #SDG12



20% OF ALL FOOD PRODUCED IN THE U.S. IS WASTED

EXPENSIVE

- \$161 BILLION** Uneaten food at retailers, restaurants, and homes costs \$161 billion annually
- \$1,500** Per capita, this amounts to over \$1,500 for a family of four

ENVIRONMENTALLY HARMFUL

- Food makes up 20% of landfill weight—the single largest municipal waste source
- CH₄ CO₂** The methane released by food is a greenhouse gas 21 times more

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



HOUR 19 (00:00 - 01:00 BST)

HOSTED BY THRIVE MEETINGS 'SDG3: GOOD HEALTH AND WELL-BEING'

This #earthday Tracy Stuckrath from Thrive Meetings shared some of the ways in which the global crisis and its socio-economic impact may affect the Health and Well-being of those in the industry - and what event professionals can do about it.

Tracy Stuckrath @tstuckrath · Apr 23

HOST: #COVID19 is having a devastating socio-economic impact on #health & #wellbeing. #foodallergy community is greatly impacted. @foodequality works to ensure those in need have access to safe, allergy-friendly foods. #eventscreatechange #EarthDay🌍

“

**THERE ARE 60,000 FOOD
PANTRIES IN THE U.S.**

**ONLY 4 ACCOMMODATE
FOOD ALLERGIES.**

3 GOOD HEALTH
AND WELL-BEING



Tracy Stuckrath @tstuckrath · Apr 23

HOST: the global #foodsystem struggles due to #COVID19 will impact @GlobalGoalsUN #SDG3 on good #health & #Wellbeing. This #foodsafety checklist bit.ly/thriveFScheckl... highlights some things #eventprofs should ask of #foodservice #eventscreatechange



Food Safety Checklist for Meeting Planners to Ask of Catering Partners
In light of the increase in food recalls and outbreaks meeting planners should create a food safety checklist to their RFPs and site visits.

thrivemeetings.com

HOSTED BY POSITIVE IMPACT EVENTS 'SDG17: PARTNERSHIP FOR THE GOALS'

Positive Impact Events hosted an hour this #earthday for SDG17: Partnership for the Goals, thanking some of the ambassadors who helped launch a campaign to inspire 100,000 #eventprofs to be in action building the future of how human connection happens.


17 PARTNERSHIPS FOR THE GOALS



Positive Impact Events @Plevents · Apr 23
 Thank you to .@Plevents Ambassador Serena Pacifico and #EvtAct for being in action to inspire 100,000 #eventprofs to build the future of how human connection happens #earthday #eventscreatechange

Evntact
 13 April at 10:10 · 🌐

We are proud to support @positiveimpactevents and be part of 100,000 #eventprofs building the future human connections. Join or reach out to us and learn how you can begin your journey to #sustainableevents planning!
<https://lnkd.in/fkjcRC> #eventscreatechange



Positive Impact Events @Plevents · Apr 23
 Thank you .@greeneventsbcn for being in action to inspire 100,000 #eventprofs to build the future of how human connection happens #earthday #eventscreatechange

Teambuilding @greeneventsbcn · Apr 13
 I'm passionate about #sustainability 🌱 in the #eventsindustry. I'm excited to tell you about a campaign to empower 100,000 #eventprofs in action building the future of how human connection happens #eventscreatechange
bit.ly/PIEjoin @gruopeventoplus Grupo eventoplus



HOUR 21 (02:00 - 03:00 BST)

HOSTED BY THE KLIMAN GROUP AND DAVID PERRY &
ASSOCIATES
'SDG9: INDUSTRY, INNOVATION AND
INFRASTRUCTURE'

David Kliman and David Perry took to
Twitter this #earthday to share ideas about the
Global Hack.

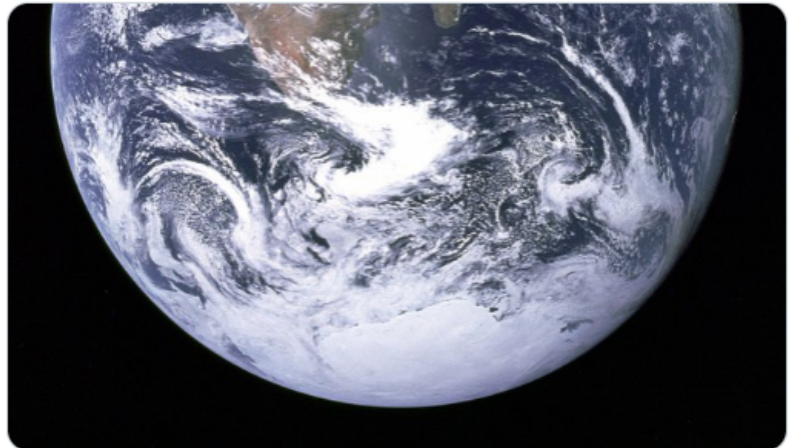
9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



David Kliman Retweeted

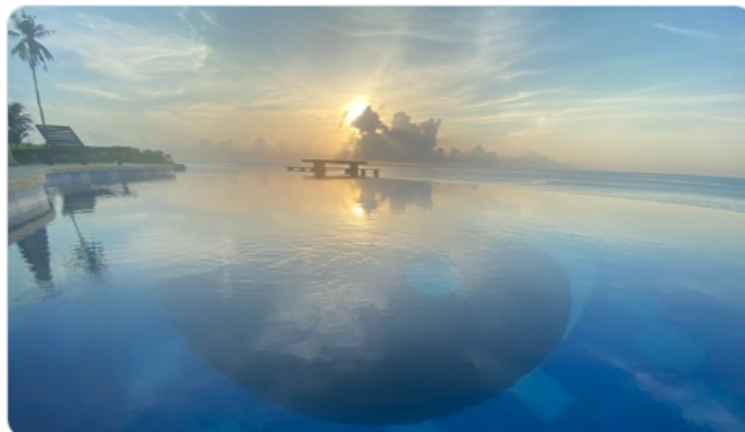
David Perry @DavidPerrySF · Apr 22

@DPNA & @davidperrysf took part in the "Global Hack" supported by UN
SDG Action Campaign. 15,000 + participants; 100+ countries; 500 life
changing projects. Proud to work w/ @FionaPelham @davidkliman
@nathanchin, Nathan Chin, Joely Donald & Kristin Horstman
davidperry.com/newsroom/globalhack



David Kliman @davidkliman · Apr 23

UN #sdg 17 is about #partnerships and that was essential when 6
#eventprofs took part in @theglobalhack #eventscreatechange #earthday



Fiona Pelham and Kristin Horstman

HOUR 22 (03:00 - 04:00 BST)

HOSTED BY SOUNDINGS CONNECT 'SDG17: PARTNERSHIPS FOR THE GOALS'

17 PARTNERSHIPS
FOR THE GOALS



Soundings Connect shared best practice tips for SDG17: Partnerships for the Goals this #earthday.



Soundings Connect @SoundingsConnec · Apr 23

Let's talk about [#industryunites](#) and our [#partnerships](#) [@CHD_tweets](#) is a non-profit whose mission is to transform [#healthcare](#) environments for a healthier, safer world through design research, education and [#advocacy](#). [#eventscreatechange](#) [#EarthDay](#) 🌍



THE CENTER FOR
HEALTH DESIGN®



Soundings Connect @SoundingsConnec · Apr 23

Even so called competitors are [#partnering](#) on our initiative like Destination Management Companies [@HelloDMC](#) and [@ACCESSdmc](#). Collaboration is the new competition. [#eventscreatechange](#) [#EarthDay](#) 🌍 [#collaboration](#)

HOUR 23 (04:00 - 05:00 BST)

HOSTED BY MICHELE FOX 'SDG12: RESPONSIBLE CONSUMPTION AND PRODUCTION'

Michele Fox hosted our final hour this #earthday to share best practice tips and examples for SDG12: Responsible Consumption and Production.

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Michele Fox @michelefoxnyc · Apr 23

Events with a purpose: sustainable and fun. A dinosaur bike made of old car parts. #eventscreatechange #EarthDay🌍



Michele Fox @michelefoxnyc · Apr 23

"Sustainable consumption and production is about promoting resource and energy efficiency, sustainable infrastructure, and providing access to basic services, green and decent jobs and a better quality of life for all."

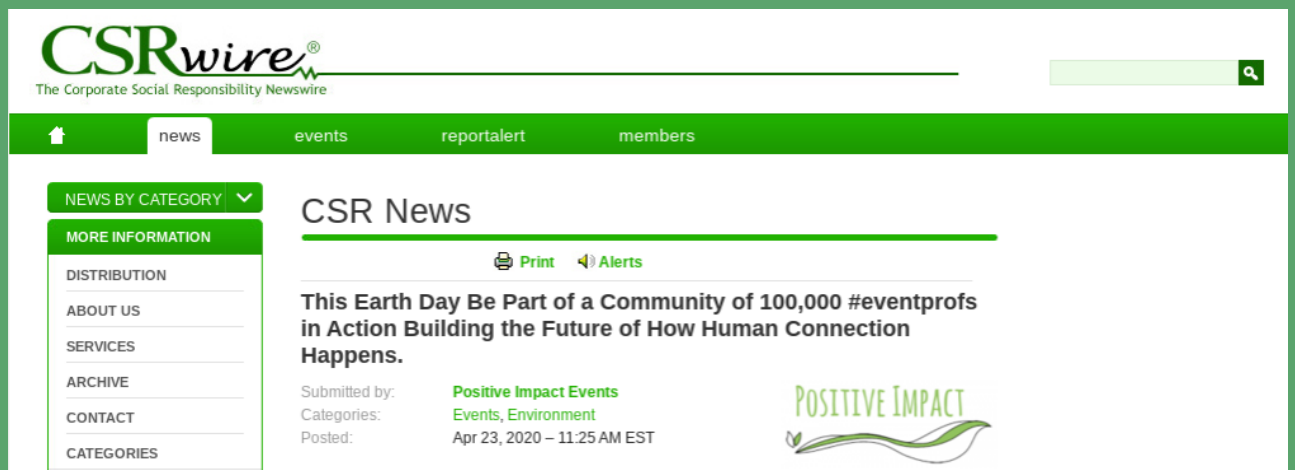
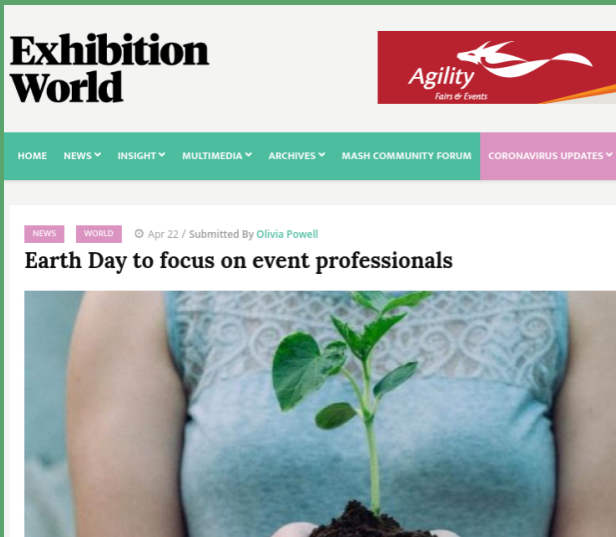
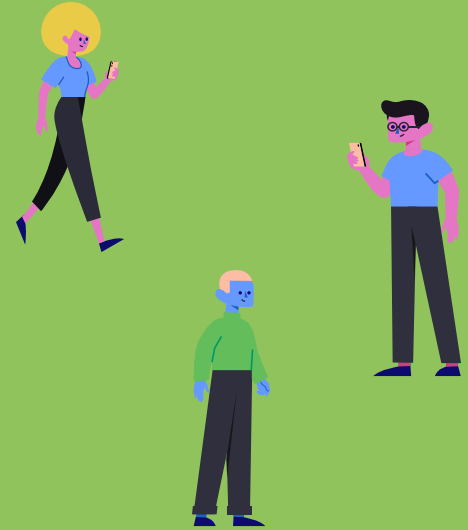
#eventscreatechange #EarthDay🌍 #UnitedNations

MEDIA REACH

#earthday 2020 reached an offline community of over 1 million people.

Thank you to Exhibition World, 3BL Media, Northstar Meetings Group and CSRwire for supporting this campaign.

Click on the images below to read the articles.



CALL TO ACTION...

If you've been inspired by action taken this #earthday to tell the story of events in achieving the SDGs, sign up to become one of 100,000 #eventprofs in action building the future of how human connection happens.

SIGN UP



POSITIVE IMPACT EVENTS

