



POSITIVE IMPACT PRESENTS...

#EARTHDAY

SUSTAINABILITY
BEST PRACTICE
BOOKLET

www.positiveimpacetevents.com

CONTENTS

PAGE	TITLE
PAGE 1	CONTENTS AND 'THIS EARTHDAY...'
PAGE 2 - 4	HOSTING SCHEDULE
PAGE 5	TOPICS COVERED
PAGE 6	SUMMARY
PAGE 7	
PAGE 8 - 27	HOSTED HOURS ON #EARTHDAY

THIS #EARTHDAY...

This Earth day we had content posted over 20 hours from 14 different hosts. The hosts shared 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 2021, 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	@PIevents	05.00	05.00 BST	Welcome! History of Earth Day and #eventprofs
Positive Impact	@PIevents	06.00	06.00 BST	13. Climate Action
Laura Chang Cerespo	@PieventsJapan	07.00	15.00 JST	4. Quality Education.
Positive Impact	@PIevents	08.00	TBC	17. Partnerships for Goals
Paula Blomster <u>Messukesus</u>	@BlomsterPaula	09.00	11.00 EEST	9. Industry, innovation and infrastructure 17. Partnerships for the goals
Positive Impact	@PIevents	10.00	10.00 BST	16. Peace, Justice and Strong Institutions
Roger Lehner IMEX	@IMEX_Group	11.00	11.00 BST	15. Life on Land

HOSTING HOURS

Positive Impact	@PIevents	12:00		17. Partnerships for the Goals
Positive Impact	@PIevents	13.00	TBC	13. Climate Action
Italian Special Occasions	@ISODMC	14.00	15.00 CEST	12. Responsible consumption and production. 8. Decent work and economic growth.
Sabrina van Spijker	@TheEAIE	15.00	16:00 CEST	12. Responsible consumption and production.
Tracy Stuckrath Thrive Meetings	@tstuckrath	16.00	11.00 EDT	3. Good Health and well-being 12. Responsible consumption and production.
Positive Impact	@PIevents	17.00	17:00 BST	10. Reduce Inequalities
Emili Subtil	@Emili942	18.00	19.00 CEST	11. Sustainable cities and communities 12. Responsible consumption and production. 13. Climate Action
Amy Kramer Maritz Global Events	@wellnessdynamo	19.00	13.00 CST	9. Industry, innovation and infrastructure

HOSTING HOURS

				12. Responsible consumption and production. 13. Climate Action
Amy Kramer Maritz Global Events	@wellnessdynamo	19.00	13.00 CST	9. Industry, innovation and infrastructure
Rachael Riggs Maritz Global Events	@RachaelMRiggs	20.00	TBC	3. Good Health and Wellbeing
Nikki Gonzales Soundings Connect	@SoundingsTalent	21.00	13.00 PDT	8. Decent work and economic growth.
Josh Adams Streamline Events	@Streamlineevents	22.00	14.00 PDT	3. Good Health and Wellbeing 5. Gender Equality 8. Decent Work and Economic Growth
Michele Fox	@michelefoxnyc	23.00	15.00 PDT	17. Partnerships for the goals.
Positive Impact Events	@PIevents	00.00 (23rd April)	TBC	Summary hour & Thank you!

TOPICS COVERED

Every hour of Earth Day a host held a conversation on their Twitter relating to their chosen SDG.



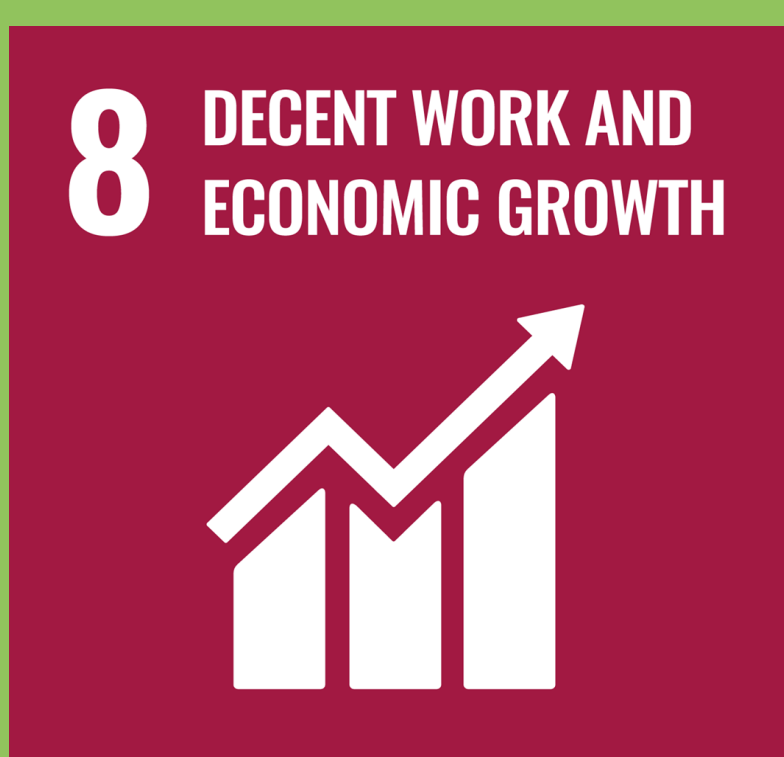
Maritz Global Events
Streamline Events



Cerespo



Streamline Events



Italian Special Occasions
Soundings Connect
Streamline Events



Messukesus
Amy Kramer



Positive Impact



Emili Subtil



Italian Special Occasions
The EAIE
Thrive Meetings
Emili Subtil



Positive Impact
Emili Subtil



Positive Impact
Emili Subtil



Positive Impact



Positive Impact
Messukesus
Michele Fox

SUMMARY

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, 14 hosts took to social media and reached an online community of 2 million.



Location of our Ambassadors

Our community of over 1400 ambassadors were given a social media toolkit so our they could encourage people to consider advancing the SDGs at their events.

HOUR 1 (5:00 - 6:00 BST)

HOSTED BY FIONA PELHAM TOPIC: 'WELCOME'

Positive Impact Events introduced #earthday and shared the history of earth day



Positive Impact Events @Plevents · Apr 22

#EarthDay🌍 has started! Follow us and #eventscreatechange over the next 20 hours to #participate and hear best practice from #eventprofs around the world. Our first hour is with @FionaPelham CEO of @Plevents Looking forward to an inspiring day ahead!

Fiona Pelham @FionaPelham · Apr 22

This #earthday🌍 I'm happy to start over 20 hours of best practice sharing from a global community of #eventprofs powered by @Plevents #eventscreatechange

Fiona Pelham @FionaPelham

Here are some highlights from #earthday🌍 #csrsharaday of the past which show the development of #sustainability in the #event sector. This is a summary of #eventprof action in 2020 curated by @Plevents #eventscreatechange

2020 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.

5:14 AM · Apr 22, 2021 · Twitter for iPhone

1 Like



HOUR 2 (6:00 - 7:00 BST)

HOSTED BY POSITIVE IMPACT 'SDG13: CLIMATE ACTION'

Positive Impact Events introduced #earthday and spoke about the importance of creating a climate action framework for the event sector.



HOUR 3 (7:00 - 8:00 BST)

HOSTED BY CERESPO 'SDG 4 QUALITY EDUCATION'

Cereps (Positive Impact Japan) spoke about ways they have implemented SDG4 quality education, including the creation of guidelines for hosting events.



PositiveImpact Japan @PieventsJapan · Apr 22

HOST- Greeting from Positive Impact Japan!! This is our 5th year to join [#CSRshareDay](#) and will focus on [#SDGs4](#) [#QualityEducation](#)!!

皆さま、こんにちは！ Positive Impact Japanは、今年のCSRshareDayに5回目参加しました！ [#eventscreatechange](#) [#EarthDay](#) 🌍



4 QUALITY EDUCATION



PositiveImpact Japan @PieventsJapan · Apr 22

HOST- To create [#sustainable](#) events in the era of [#COVID19](#), [#Cerespo](#) created a website, with information of prevention products, checklists for organizing events, and related guidelines for different types of events. buff.ly/3xgl1Kn [#eventscreatechange](#) [#EarthDay](#) 🌍



PositiveImpact Japan @PieventsJapan · Apr 22

HOST-サステナブル・ブランド国際会議において、イベント関係者限定のプログラム「[#Sustainable](#) Event Professional Forum」を開催しました。Positive Impact @Pievents 代表である @FionaPelham が「ポストコロナ時代における世界のイベント潮流」というテーマで基調講演を行いました [#SB](#) [#SBYokohama](#)



HOUR 4 (8:00 - 9:00 BST)

HOSTED BY POSITIVE IMPACT 'SDG17: PARTNERSHIPS FOR GOALS'

Positive Impact used this hour of #earthday to highlight the many opportunities for action you receive as a Positive Impact ambassador and thanked many of their existing ambassadors.



HOUR 5 (9:00 - 10:00 BST)

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

This #earthday, Paula Blomster shared ways in which Messukeskus has acted on the SDG 9 and 17, including implementing ISO20121.




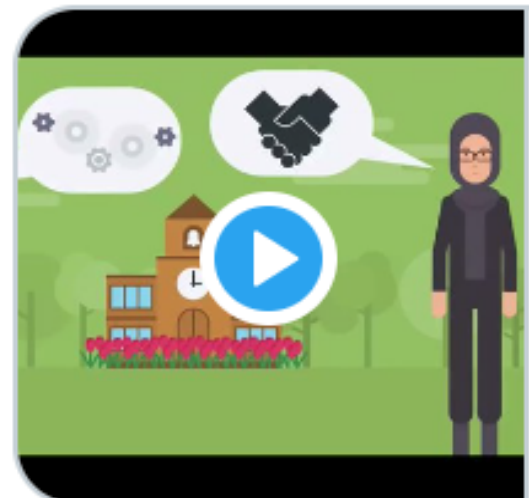
HOUR 6 (10:00 - 11:00 BST)

HOSTED BY POSITIVE IMPACT EVENTS '16. PEACE, JUSTICE AND STRONG INSTITUTIONS'

This #earthday, Positive Impact Events explored the role events can play in enabling participation and inclusion.

 **Positive Impact Events**
@Plevents

On March 26th our CEO @FionaPelham explored the future of #participation and #inclusion at the SDG Action Festival. You can watch the session recording here! youtu.be/sxnSTDmUVD8 #EarthDay  #EventsCreateChange




Reimagining the Future of Participation and Inclusion
HOST: POSITIVE IMPACT
Positive Impact, a global r
[youtube.com](https://www.youtube.com)



Positive Impact Events
@Plevents

Replying to @Plevents

What have Positive Impact done to turn this vision of SDG 16.7.2 into a reality? In Jan we launched our year-long campaign #Participate. Sign up now bit.ly/PIAmbass #eventscreatechange #EarthDay 

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



Are you responsible for events, which bring together communities, customers and clients and enable |



10:17 AM · Apr 22, 2021 · Twitter for iPhone

HOUR 7 (11:00 - 12:00 BST)

HOSTED BY IMEX 'SDG15: LIFE ON LAND'

IMEX hosted for an hour this #earthday to talk about life on land and how it relates to the event industry.



IMEX @IMEX_Group · Apr 22

HOST – We encourage our exhibitors to make sustainable choices when attending our shows through our Sustainable Exhibiting Pledge. Based on our success in 2019 with 36% of all booths signing up, we'll be launching a brand-new pledge for 2021! #eventscreatechange #earthday

Make a sustainability pledge by committing to three green actions to minimize your environmental impact at the show.

We'll be highlighting every single booth that joins the pledge with a bright green booth number.

Choose **3** (or more!) of the following ideas:

1. Reduce all single-use plastics AND paper, including brochures
2. Join the IMEX refill movement - don't offer bottled water - order a water cooler and encourage everyone to bring their own re-usable water bottles



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IMEX @IMEX_Group

HOST – At IMEX America 2019 98% of all carpet, padding and Visqueen was either saved for reuse or recycled. Of the 42,089 square meters of carpet used, 100% was made with recycled content.



HOUR 8 (12:00 - 13:00 BST)

HOSTED BY POSITIVE IMPACT 'SDG17: PARTNERSHIPS FOR THE GOALS'

Over the next hour, Positive Impact answered any questions on sustainability and provided information on ISO20121 certification.

17 PARTNERSHIPS
FOR THE GOALS



Positive Impact Events @Plevents · Apr 22

Here is a question we hear the most from [#eventprofs](#) 'How do I get certified to [#ISO20121](#)?' Lets break this down in a series of posts 1/4 [#EarthDay](#) [#EventsCreateChange](#)



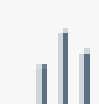
Positive Impact Events @Plevents · Apr 22

[#ISO20121](#) is a standard about HOW you plan and deliver your event (it is not a checklist of WHAT you need to do) It is suitable for any size company, anywhere in the world and is the only global standard for [#Sustainability](#) in 2/4 [#events](#) [#EarthDay](#) [#EventsCreateChange](#)



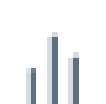
Positive Impact Events @Plevents · Apr 22

Getting certified to [#ISO20121](#) is not the same as implementing [#ISO20121](#) The benefits come from implementing the standard and are likely to include [#measurement](#) [#data](#) [#engagedstakeholders](#) all of which lead to increased business and reduced costs 3/4 [#EarthDay](#) [#EventsCreateChange](#)



Positive Impact Events @Plevents · Apr 22

You can self certify, be certified by someone you know (an opportunity for [#event](#) [#associations](#)) or pay for a 3rd party to certify you. Make this decision after you have implemented ISO20121 4/4 [#EarthDay](#) [#EventsCreateChange](#)



HOUR 9 (13:00 - 14:00 BST)

HOSTED BY POSITIVE IMPACT 'SDG 13: PEACE AND JUSTICE'

Positive Impact used this hour to highlight EDUCATE, a product to help your strategically implement the SDGs. All proceeds contribute to the creation of the Climate Action Framework.

Positive Impact Events @Plevents · Apr 22

Would you like to take action to [#participate](#) in the creation of a climate action framework for the events sector by [#COP26](#)?

[#Participate](#) by purchasing EDUCATE which will fund the creation of the framework! bit.ly/participate-ed... [#EventsCreateChange](#) [#EarthDay](#)

Over 30 hours of content from global thought leaders

A 1-time payment of £100

EDUCATE
LEARN HOW TO BE STRATEGIC WITH THE SDGs



Positive Impact Events @Plevents · Apr 22

By November 2021 (COP26), the [#events](#) sector could have a [#climate](#) action framework and target for carbon emission reduction. To contribute to this framework purchase EDUCATE and learn how to strategically implement the SDGs: bit.ly/participate-ed... [#EarthDay](#) [#EventsCreateChange](#)

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HOUR 10 (14:00 - 15:00 BST)

HOSTED BY ITALIAN SPECIAL OCCASIONS 'SDG12: RESPONSIBLE CONSUMPTION AND PRODUCTION AND SDG 8 DECENT WORKING CONDITION'

Italian Special Occasions highlighted the importance of pursuing SDG 12 and 8 to help create a sustainable events sector.



HOUR 11 (15:00 - 16:00 BST)

HOSTED BY THE EAIE 'SDG12: RESPONSIBLE CONSUMPTION AND PRODUCTION'

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Sabrina van Spijker hosted for an hour on behalf of The EAIE this #earthday to share some insights into SDG12 and how event professionals can reduce, reuse and recycle.



The EAIE @TheEAIE · Apr 22

Waste management was our biggest challenge at #EAIE2019, so we looked at ways to reduce, reuse, recycle. Why not donate all left-over items to a local charity? Or upcycle your carpets and banners into giveaways?

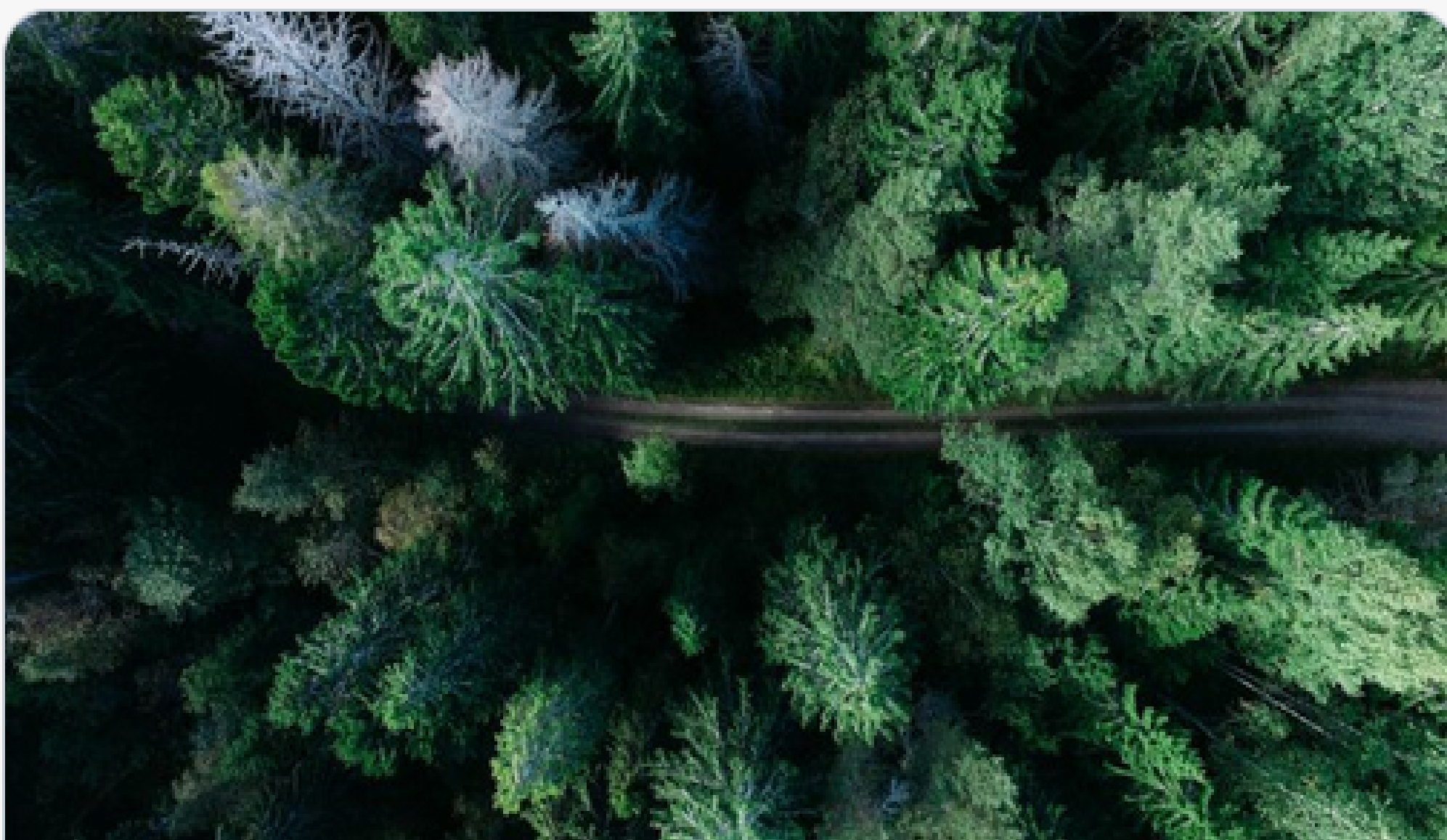
#earthday 🌍 #eventscreatechange
#SDG12 #eaiegreengoals



The EAIE @TheEAIE · Apr 22

When organising events, a big challenge is finding your weaknesses and measuring progress. We came across this helpful calculator to measure the CO2 impact of our menu choices: ow.ly/xBj450Ev9rS

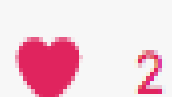
#earthday 🌍 #eventscreatechange
#SDG12 #eaiegreengoals



Co₂-calculator - Tapaus Oy

The purpose of the calculator is to help Tapaus' clients identify the climate impacts of their events and make the right choices.

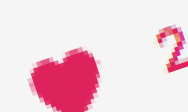
tapaus.fi



The EAIE @TheEAIE · Apr 22

During our conferences, we encourage participants & exhibitors to make conscious choices when it comes to transport, food, water and electricity consumption. How do you motivate your participants?

#earthday 🌍 #eventscreatechange
#SDG12 #eaiegreengoals



HOUR 12 (16:00 - 17:00 BST)

HOSTED BY THRIVE MEETINGS 'SDG3: GOOD HEALTH AND WELL-BEING AND SDG12: RESPONSIBLE CONSUMPTION AND PRODUCTION'

Tracy Stuckrath hosted on behalf of thrive meetings this #earthday to share about the importance of good health and the importance of a balanced green diet.

Tracy Stuckrath @tstuckrath · Apr 22

TIP #eventprofs to manage #SDG12 Responsible Consumption & Production — KNOW your Food/beverage history! Track eating habits of your attendees as a group. How many ppl actually attended the food functions? #everymealmatters #eatingatameeting #EarthDay🌍 #EventsCreateChange



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Tracy Stuckrath @tstuckrath · Apr 22

Tip #1 for creating #eventmenus around #SDG3 Health & Wellness — start with a whole foods plant-based menu. #everymealmatters #eatingatameeting #EarthDay🌍 #EventsCreateChange



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HOUR 13 (17:00 - 18:00 BST)

HOSTED BY POSITIVE IMPACT EVENTS 'SDG10: REDUCE INEQUALITIES'

For an hour this #earthday, Positive Impact explored SDG 10 reducing inequalities, highlighting guidelines for considering human rights and child rights at events.

Positive Impact Events @Plevents · Apr 22

🌍 All basic human rights should be considered at your event, examples of which are the right to dignity, the right to fairness and the right to equality all of which align with #SDG10 reducing inequality. bit.ly/HumanandChildR...

#EarthDay🌍 #EventsCreateChange



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Positive Impact Events @Plevents · Apr 22

You might be interested to know what human rights are?

🌍 Human rights are the basic rights and freedom entitled to everyone from birth. To understand more about human and child rights such as rights to equality click here: bit.ly/HumanandChildR...

#EarthDay🌍 #EventsCreateChange

Positive Impact Events @Plevents · Apr 22

🌍 @Plevents and @UNICEF human and child rights guidance is aligned with ISO 20121; the only global standard for sustainable events. Feel #empowered to consider human and child right as a way to run events sustainably here bit.ly/HumanandChildR... #EarthDay🌍 #EventsCreateChange



Planning an event with consideration of Human R... Positive Impact Events in collaboration with The UK Committee for UNICEF (Unicef UK) have ... positiveimpacetevents.com

🗨️ ❤️ 📌



🗨️ ❤️ 📌

HOUR 14 (18:00 - 19:00 BST)

HOSTED BY EMILI SUBTIL 'SDG11: SUSTAINABLE CITIES AND COMMUNITIES AND SDG13: CLIMATE ACTION'

This #earthday, Emili Subtil hosted an hour on sustainable cities and communities and climate action, exploring the move to zero waste communities.




HOUR 15 (19:00 - 20:00 BST)

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


This #earthday, Amy Kramer shared ways to accelerate innovation at events for a more sustainable future.



 **Amy Kramer** @wellnessdynamo · Apr 22

Innovation is a key role in helping boost recovery from the pandemic. This white paper shares how human behavior has changed from COVID-19 and the important behavioral principles to design more innovative events in the future. #eventscreatechange #earthday 🌍 @MaritzGlobalEvt

1 ↻ ❤️ 2 ↗

 **Amy Kramer** @wellnessdynamo · Apr 22

Events are critical for human interaction and the pivot to remote working, digital, and lack of events has been challenging. Innovation has brought new adoption of practices to create safer events, and will be the driver for industry recovery! #eventscreatechange #EarthDay 🌍

↻ 4 ❤️ 9 ↗

 **Amy Kramer** @wellnessdynamo · Apr 22

What strategies have you put in place this year to accelerate innovation in your organization or event? Digital networking, AR/VR, and the future components of Hybrid are at the top for me. #eventscreatechange #EarthDay 🌍 @MaritzGlobalEvt

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HOUR 16 (20:00 - 21:00 BST)

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

This #earthday Rachael Riggs shared how taking action to advance SDG3 Health and Wellbeing can help to create a more sustainable events sector.



Rachael Riggs @RachaelMRiggs · Apr 22
#eventscreatechange #earthday 🌍 Designing with the @MaritzGlobalEvt's 5 Dimensions of WellBeing at the heart of the experience allows you to lean into SDGs especially SDG 3. All 5 dimensions are tied to the SDGs in my opinion.

Maritz Global Events' 5 Dimensions of WellBeing™

- #1 Personal WellBeing**
Recognizing and addressing the need for physical activity, sleep, healthy food, curiosity, and purpose. Encompassing of physical, mental, intellectual and spiritual health. Caring for self.
- #2 Social WellBeing**
Developing a sense of connection, caring for others, belonging and a well-developed support system. Caring for others.
- #3 Environmental WellBeing**
Being a good steward of the Earth by care for it thoughtfully and being aware of its vulnerability. Caring for the Earth.
- #4 Career WellBeing**
Experiencing growth, personal satisfaction and enrichment from one's work. Caring for your career.
- #5 Financial WellBeing**
Mindfulness, planning and satisfaction with current and future financial situations and goals. Caring for your money.

Adopted by EIC for the APEX Business Recovery Taskforce's Workforce & Wellness Guidebook.

events industry council

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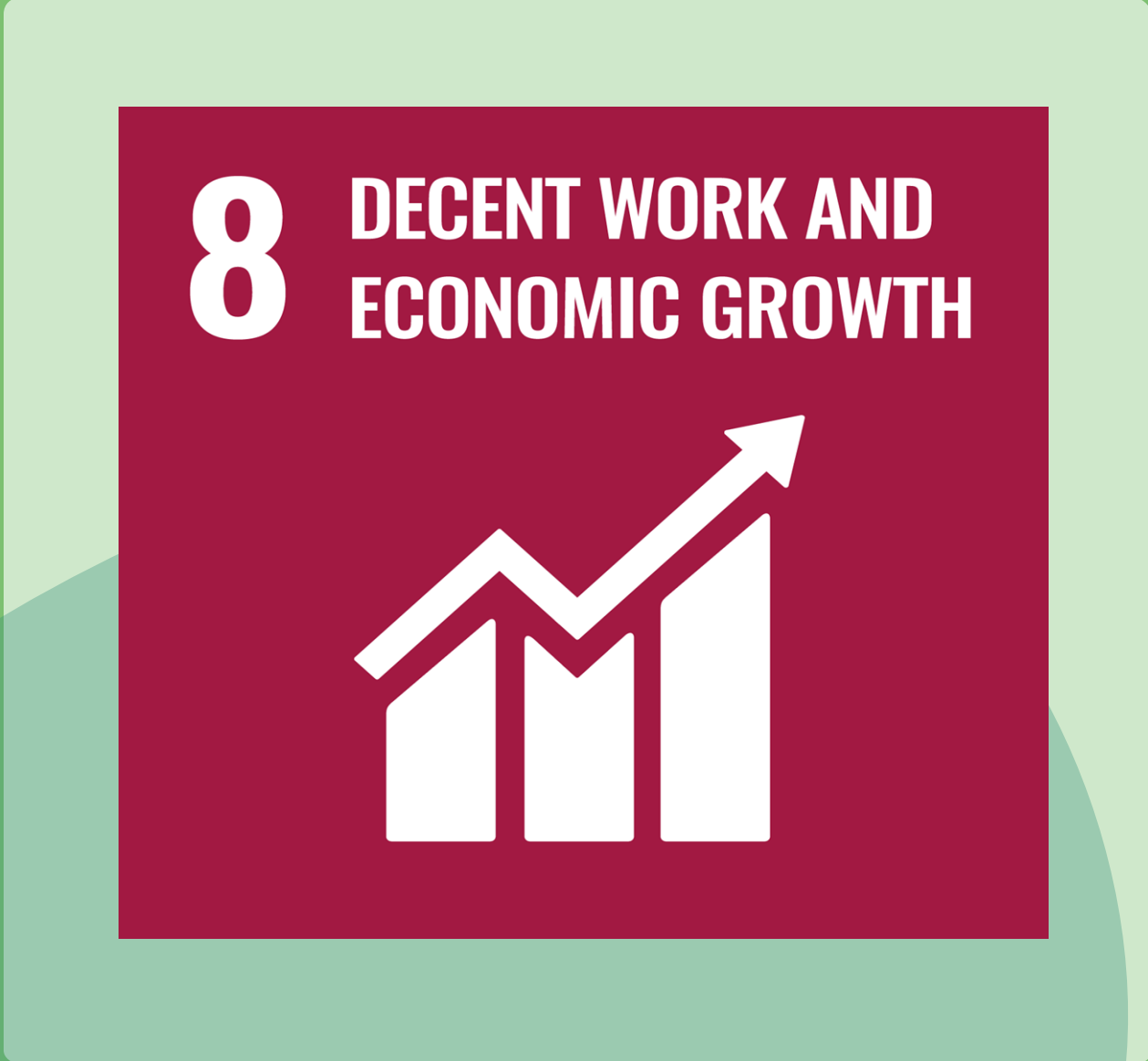
Rachael Riggs @RachaelMRiggs · Apr 22
#eventscreatechange #earthday 🌍 @MaritzGlobalEvt eventsindustry.org/Industry-Insig... I serve on the Events Industry Council's Business Recovery Taskforce. We published several guidebooks to help our industry recovery. I chaired the guidebook on workforce and wellness. Leaning into SDG 3.

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HOUR 17 (21:00 - 22:00 BST)

HOSTED BY SOUNDINGS CONNECT 'SDG8: DECENT WORK AND ECONOMIC GROWTH'

Nikki Gonzales shared an hour of content on behalf of Soundings Connect this #earthday focusing on SDG8 ensuring sustainable career growth and opportunities within the events industry.



Soundings Connect @soundingstalent · Apr 22

There were 4.5 million jobs lost within the tourism industry alone during the COVID-19 pandemic according to the US Travel Association. This was 2x the unemployment rate of any other sector. [#EventsCreateChange](#) [#EarthDay](#)

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Soundings Connect @soundingstalent · Apr 22

If you are someone who is thinking about making changes in your career, it is important to note the different pathways that may fit for you and the chapter of life you are in! See below to see some of the options we have laid out [#EventsCreateChange](#) [#EarthDay](#)

Which path is best for you?

Employee Freelancer Business Owner

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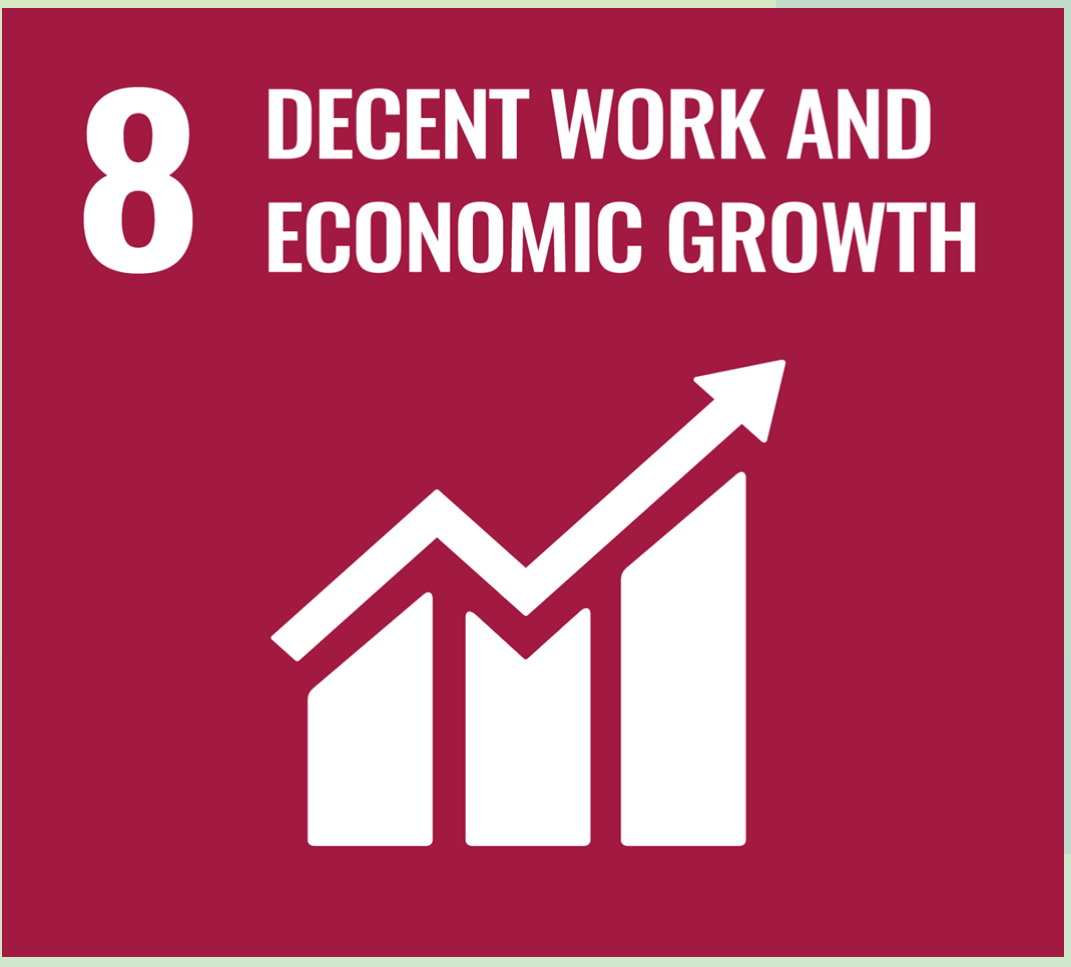
Soundings Connect @soundingstalent · Apr 22

Upskilling will be critical in helping event professionals stay relevant for what events will be post pandemic. This can come in many forms such as gaining a new certification, learning virtual event platforms, or attending webinars on a new topic! [#EventsCreateChange](#) [#EarthDay](#)

HOUR 18 (22:00 - 23:00 BST)

HOSTED BY STREAMLINE EVENTS 'SDG3: GOOD HEALTH AND WELLBEING AND SDG5 GENDER EQUALITY AND SDG8 DECENT WORK AND ECONOMIC GROWTH'

This #earthday Streamline Events shared ideas on SDG3, 4, and 8 and how events can help facilitate equality.



streamlineevents @streamlineevents · Apr 22

In 2020, we started bringing together groups of events industry professionals to share industry best practices and knowledge. The ultimate goal was to connect peers as a way to navigate through the uncertainty of the industry. #EventsCreateChange #EarthDay #StrongerTogether

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streamlineevents @streamlineevents · Apr 22

As a woman-owned business, and since 80% of our team is female, gender equality is important to us. We are proud to be one of 13 million women-owned businesses in the U.S., representing 42% of all businesses.

Tell us about a woman-owned business you love. #EventsCreateChange

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streamlineevents @streamlineevents · Apr 22

We encourage health and wellbeing through mindfulness training, the Calm app, shortened meetings and our DE&I's monthly "How are you?" chats.

How do you incorporate good health and wellness into your work/life balance? #EventsCreateChange #EarthDay

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HOUR 19 (23:00 - 00:00 BST)

HOSTED BY MICHELE FOX 'SDG17: PARTNERSHIPS FOR THE GOALS'

This #earthday Michele Fox shared some of the ways in which we can work together to embed sustainability into our events.

17 PARTNERSHIPS FOR THE GOALS



HOUR 20 (00:00 - 01:00 BST)

HOSTED BY POSITIVE IMPACT EVENTS
'SUMMARY AND THANK YOU FOR
ALL THOSE TOOK PART'



Positive Impact Events @Plevents · Apr 23

...

Thank you to all of our hosts today! We have had a phenomenal impact - together, through [#EventsCreateChange](#) we have reached a global community of over 2 million! You should all feel proud of the work you do to forward a sustainable event sector! [#eventscreatechange](#) [#EarthDay](#) 🌍



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♥ 4

