

POSITIVE IMPACT PRESENTS

#CSRshareDay

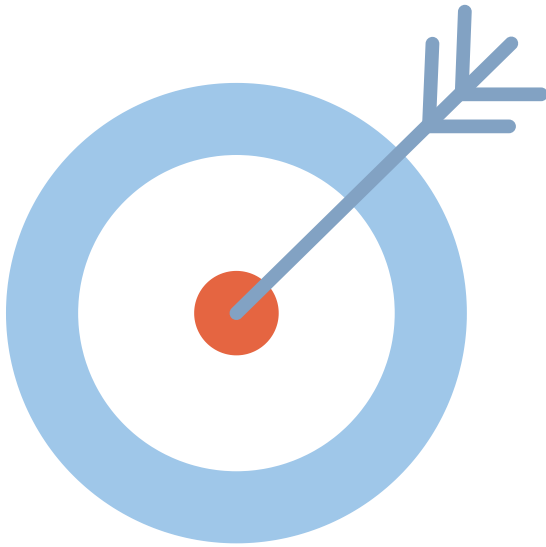


2017

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.
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.

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.

OREGN

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 with a pledge to continually reduce our environmental footprint, and to educate staff, clients and visitors on the importance of working together toward a sustainable future."

www.oregoncc.org

2016 HIGHLIGHTS



With an aim of surpassing 2015's #CSRshareDay reach of over 800,000. We had a big challenge ahead. But who doesn't love a challenge?

We aimed to reach over 1 million people on #CSRshareDay... so how did it go?

VELOCITY



2.35
Tweets/minute



REACH: 1,204,500

BUZZwords



HAPPY HOUR

08:00am

Most Reach:

SAINSBURY'S NEWS
@sainsburysnews
TOURISM TORONTO
@seetorontonow
TRIPLE PUNDIT
@TriplePundit



MOST POPULAR HASHTAGS

#eventprofs

#sustainability

#earthday

#earthday2016

#CSR

#sustainable



3,379 TWEETS

7,474,796 TIMELINE DELIVERIES

2016 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...

Shawna McKinley
MeetGreen

Dave Watson
GreenShoot Pacific

Meegan Jones
GreenShoot Pacific

Karen Hilliard
African Agenda

Graham Ross
Kusaga Athletic

Nicholas Nayimba
Rural Tourism Network

Kamen Blagoev
COIS 2007

Ulrika Mårtensson
Wonderful Copenhagen

Jessie States
MPI

Mariela McIlraith
GMIC

Pascal Wattiaux
Freelance

Juanjo Amate
Te Hago Eco

Rhiannon Szmigielski
Climate Care

Samira Kalifa
Compass Group

Izumi Imoto
Cerespo Ltd.

Irina Trofimovskaya
The MICE Blog

Siviglia Berto
Delta Lloyd Life

Guy Bigwood
MCI Group

Katrine Carstens
SusDane

Jim Spellos
Meeting-U

Jon Smith
Oregon Convention
Centre

Nancy Zevada
Meet Green

Tim Chudley
Sundial Group

Aaron Elliott
Meet Green

Kathryn Wakefield
Tourism Toronto

Lucy Hall
Crafty Nomad

Julie Church
Ocean Sole

Katie Clarke
The Parkside Hotel

Lisa Holmes
Sustainability Champ

Gabriela Guzman
Ptcice

Midori Connolly
Everyone Counts

Josie Muncaster
Positive Impact

Alex Hryciw
Shaw Conference Centre

NEXT STEPS...

Now that we have achieved such incredible exposure for #CSRshareDay, together we must continue to connect, learn and teach. If you saw something which caught your eye on #CSRshareDay, why not reach out to the person and connect?!

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



Next year...

Interested in getting involved next year? Or would you like to support us and gain exposure as a sponsor? Get in touch!

Sign up to the Carbon Pledge!

The Carbon Pledge was created by leaders in the events industry who are hoping to reduce the industry's carbon footprint... check it out here.

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!

GET IN TOUCH WITH US



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