

POSITIVE IMPACT PRESENTS

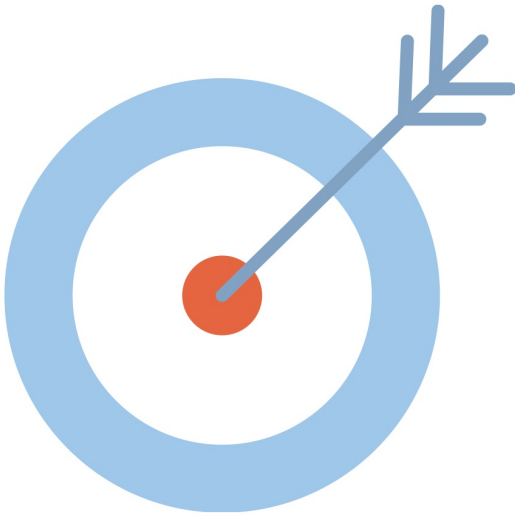
# #CSRshareDay



## 2016 SUMMARY REPORT

[www.positive-impact-events.com](http://www.positive-impact-events.com)

## OUR GOAL



The goal of #CSRshareDay 2016 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.
3. Inspire our industry friends to learn from others and take action within their own community.

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

## OUR SUPPORTERS

We owe a special thanks to our sponsors who have helped us create the best possible #CSRshareDay. These businesses have shown that if you dedicate some time and effort to CSR and sustainability, it can become the culture of your company.

### F R E E M A N

Thanks to the team at Freeman, who have embedded sustainability within their organisation and chose to support this global campaign. As a leading event production they have proved that a passion for sustainability is all it takes to make a change.

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.

"Freeman actively engages in green practices within our day-to-day operations and we are committed to producing events in the most environmentally friendly way possible. Freeman has collaborated with a number of customers to make their events greener, and we are dedicated to broadening this effort. Across the Freeman enterprise, sustainability is everyone's responsibility. That's why we engage our employees, clients, suppliers and our communities to protect our environment and conserve resources."

[www.freemanco.com](http://www.freemanco.com)

"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](http://www.oregoncc.org)

# OREGON

Oregon  
Convention  
Center

# 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



 **REACH:**  
**1,204,500**

### BUZZwords



### HAPPY HOUR

08:00am

### MOST POPULAR HASHTAGS

- #eventprofs
- #sustainability
- #earthday
- #earthday2016
- #CSR
- #sustainable

### Most Reach:

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



 **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



+44 (0)161 2735107



Fourways House, 57  
Hilton St, Manchester  
M1 2EJ



info@positive-impact-  
events.com



twitter.com/Pl events