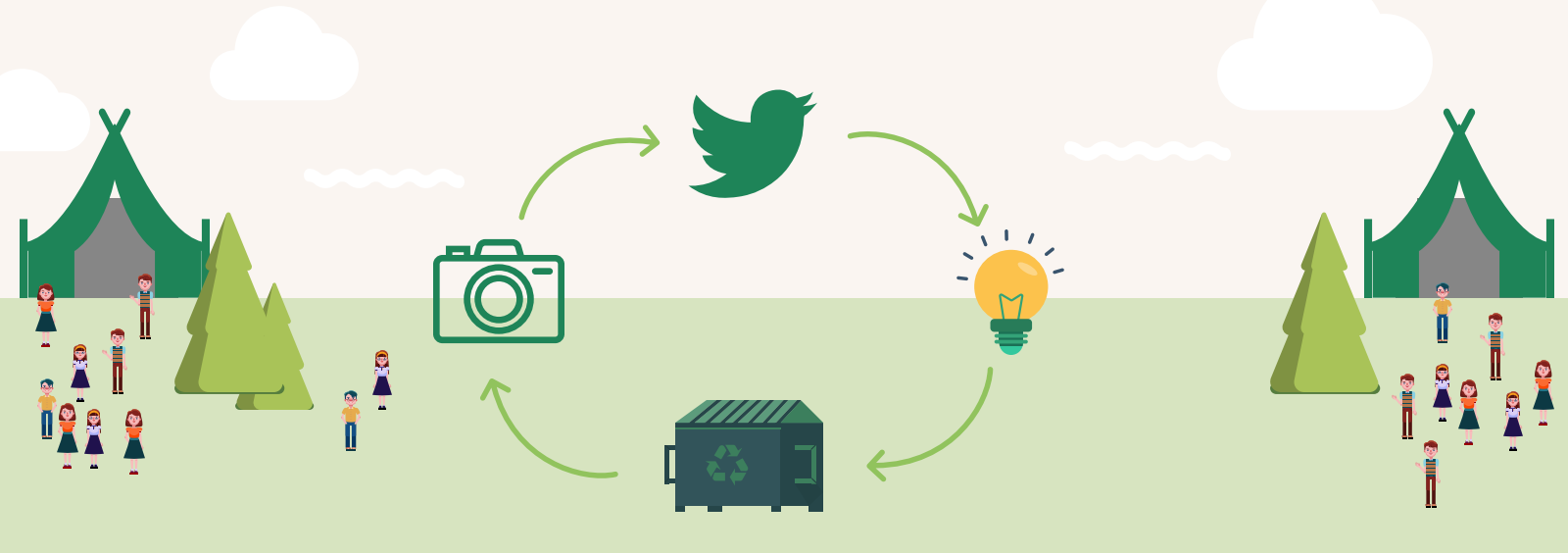


SHARE A POSITIVE IMPACT



The hashtag inspiring change...
#shareapositiveimpact

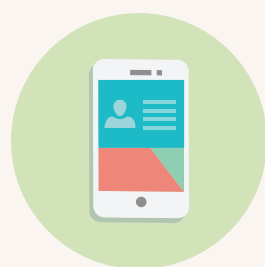
WHAT IS #SHAREAPOSITIVEIMPACT?

Share a Positive Impact is an online campaign designed to create a global, collaborative vision for a more sustainable event industry.

We want to achieve this by encouraging anyone working within or attending events to share inspirational examples of sustainability in action in the events industry on social media using #shareapositiveimpact.



See something sustainable at an event?



Take a photo on your phone!



Share via social media using #shareapositiveimpact

WHY HAVE WE CREATED THIS?

COVID-19 has significantly impacted the global event industry. The millions of unstoppable event professionals who make it possible for people to come together are facing a new challenge. These event professionals know the value of people coming together to gather and collaborate. Now is the time for our entire event community to use our unstoppableness to make a difference and build the future of our industry, the future of how people come together. Using social media to share the positive impact of events will create a new global conversation where everyone is saying: "Look at these examples of the difference events make!"



SHOW THE POSITIVE IMPACT OF EVENTS!

Show the world what happens when humans connect!



INCLUSIVE CAMPAIGN

#shareapositiveimpact means that all events, big or small, have a platform to be celebrated and praised for their efforts and that you can be our eyes and ears, discovering these heroes and sharing them with the world!



INSPIRING OTHERS!

Share your best practice so others are inspired too!



IS THIS PROJECT JUST ABOUT SUSTAINABLE EVENTS?

A sustainable event industry is a thriving event industry! Share your example of events having a positive impact.



VIRTUAL EVENTS

In response to the COVID-19 crisis which has significantly impacted the global event industry, you can use hashtag #shareapositiveimpact to share examples of sustainability in action from your virtual events.



WHAT WILL HAPPEN TO MY #SHAREAPOSITIVEIMPACT?

We are working on an amazing online library which brings together all of the #shareapositiveimpact examples that have been spotted around the world.

This will be available online for business and campaigners looking for inspiration and will help them learn about how proactive and responsible your organisation is.

HOW TO SHARE

We actively encourage anyone to get involved with this campaign, so if you have seen positive examples at events you've attended no matter how simple, or if you've employed sustainability initiatives at your own event, then share it with us on social media by using the #shareapositiveimpact.



TO GET YOU STARTED...

Here are some tweets you can use for some great initiatives that you may spot at an event...

Examples

"I was inspired by the local food sourcing policy at festival in #shareapositiveimpact #eventscreatechange"

"Was great to see the array of recycling facilities at ... in ... #shareapositiveimpact #eventscreatechange"

Examples

"Here is a picture of the trees planted using money from event #shareapositiveimpact #eventscreatechange"

"Great to see a local community initiative at event! #shareapositiveimpact #eventscreatechange"

AND REMEMBER TO TAG THE EVENT SO THAT THEY KNOW THEIR HARD WORK WAS RECOGNISED!

THANK YOU FOR USING YOUR VOICE TO CHAMPION A SUSTAINABLE EVENT INDUSTRY!

