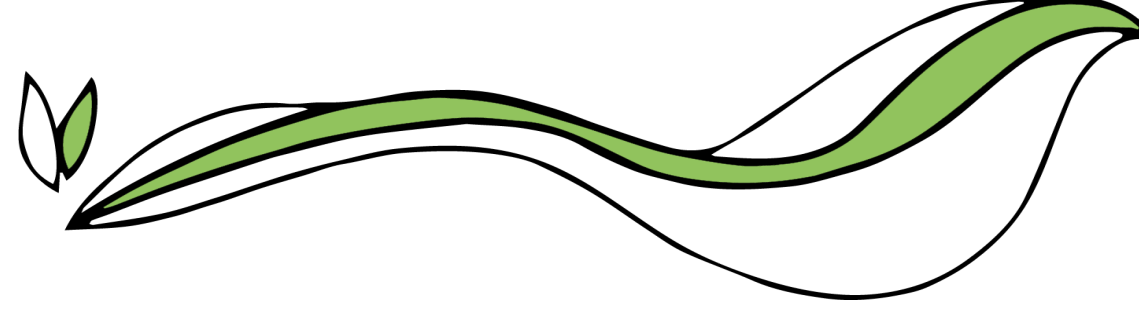


POSITIVE IMPACT EVENTS



# UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS ACCELERATION ACTION FOR THE EVENT INDUSTRY

## ENGAGING THE GLOBAL EVENT SECTOR IN THE UN SDGs



#eventscreatechange

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





# THIS IS A COMMITMENT TO ACTION FOR 2020 AND A REPORT ON ACTIONS TAKEN IN 2019

In 2019 the United Nations asked for commitments to action to accelerate progress towards the Sustainable Development Goals.

This was an opportunity to demonstrate the role of events in achieving the SDGs and not for profit Positive Impact Events took action on this.



**SUSTAINABLE  
DEVELOPMENT  
GOALS**

## In 2020 our objectives are:

- Create and mobilise resources so the event sector is in action contributing to the decade of accountability.
- Engage with business and government at a strategic policy level to position the event sector as a route to achieving the UN SDGs.
- Further the narrative of how building the future of how human connection happens should be in line with the UN SDGs.

## In 2019 our objectives were:

- Mobilise resources amongst the private sector actors and leverage key private sector networks to enable at least 200 of the world's global companies to start reporting on the impact of their events.
- Convene key actors in the industry to collaborate and provide sector expertise to the United Nations to enable expansion of action and reporting on the Sustainable Development Goals.
- Establish baseline data and disseminate to key actors for a new indicator to accelerate the achievement of target 4.7.





## IN 2020 OUR COMMITMENT IS TO:

ENGAGE THE GLOBAL EVENT SECTOR IN THE UN SDGs SO THAT BY 2030 WE ARE ENABLING INCLUSION AND PARTICIPATION IN DECISION MAKING AND HUMAN CONNECTION IS ACCELERATING PROGRESS TOWARDS THE UN SDGs.

In September 2020 we are living in a world where there are health challenges with meeting face to face. This is a turning point for the future of the 'event industry', will we continue to be an industry that focuses on the logistics of gathering OR will we focus on what gathering enables- participation and inclusion?

The following impact is possible based on the 2020-2021 Positive Impact Events' objectives:

-  A global community of 1,500-3,000 event professionals in action sharing resources with their own communities of 100, enabling a total reach of 150,000-300,000.
-  White Papers created to impact government policy e.g. the role of events in the EU Green Deal and how upskilling event professionals could contribute to a build back better strategy.
-  A new narrative of the role of event professionals as enablers of inclusion and participation could be created and the future of human connection in line with UN SDGs explored.

In summary an industry that in 2019 had a similar employment impact as agriculture in the UK or automobile in the US could #BUILDBACKBETTER post COVID 19 as an industry that has a significant role in enabling achievement of the UN SDGs.

(Source: <https://ourworldindata.org/employment-in-agriculture>)

The beneficiaries of this impact will be:

-  All countries who have made a commitment to engaging with the SDGs.
-  The global event supply chain which is majority small to medium enterprise (Source: Event Industry Council).
-  The over 26 million workers within the global event sector who are majority women (Source: Events Industry Council and Leeds Beckett University).
-  The over 1.5 billion participants who attend business events in over 180 countries per year (Source: Event Industry Council).
-  The over 700 event professionals from 58 countries who made 7,000 commitments of sustainability in August 2019 within the event sector MYWorld Survey.

(Source: <https://events.myworld2030.org/>)





# WHO IS WRITING THIS COMMITMENT?



**Positive impact Events** is a not for profit which since 2004 has been providing education, engagement and collaboration opportunities to create a sustainable event industry.

Since 2016 Positive Impact Events has had a number of Memorandums of Understanding with UN bodies including UN Environment, UNFCCC and UN SDG Action Campaign.

In 2020 our focus turned to upskilling event professionals to build the future of how human connection happens.



# ACTIONS TAKEN BY POSITIVE IMPACT EVENTS TO ACHIEVE THE 2019 OBJECTIVES

## OBJECTIVE 1-



MOBILISE RESOURCES AMONGST THE PRIVATE SECTOR ACTORS AND LEVERAGE KEY PRIVATE SECTOR NETWORKS TO ENABLE AT LEAST 200 OF THE WORLD'S GLOBAL COMPANIES TO START REPORTING ON THE IMPACT OF THEIR EVENTS.



October 2019 spoke to the leading/largest companies within the event industry supply chain to identify how £500,000 could be raised to start a 3 year programme with UNFCCC.



September 2019 applied to the MPI Foundation for a five figure funding amount to be able to develop the UN partnerships and raise the profile of the global event industry. MPI Foundation declined the funding as 'the supply chain was already doing things about sustainability'.



Created a white paper and shared it with over 1,000 Positive Impact Events Ambassadors as a resource for them to explain to CEOs and Heads of Sustainability how events could be used to further the UN SDGs.



Emailed the white paper to over 200 corporate companies titled "Exploring the Role of the SDGs in Building the Future of how Human Connection Happens".

[Click here to read the White Paper](#)



Invited 40 corporate event organisers to an experimental event to explore how events could be used to further the SDGs.





OBJECTIVE 2-



CONVENE KEY ACTORS IN THE INDUSTRY TO COLLABORATE AND PROVIDE SECTOR EXPERTISE TO THE UNITED NATIONS TO ENABLE EXPANSION OF ACTION AND REPORTING ON THE SUSTAINABLE DEVELOPMENT GOALS.



Delivered a campaign to upskill 100,000 event professionals.



Created toolkit materials to empower over 1,000 event professionals to empower their communities to be in action to address the UN SDGs. Toolkits included: Planning an event for the consideration of human rights and child rights, ISO 20121 Event Management System and Circular Economy.



Interviewed over 30 event industry leaders and sustainability experts to create materials which combined event sector expertise and UN SDG content.



Requested the Event Industry Council and Joint Meeting Industry Council to share the resources.



Created a white paper titled: “Exploring the Role of the SDGs in Building the Future of how Human Connection Happens.”



Delivered presentations for the British Embassy in Helsinki to reach the global corporate event community.



Presented this Acceleration Action during New York Climate Week.



Created a presentation for UN Environment for COP 25.



Delivered a 24 hour best practice sharing campaign on Earth Day which reached an online community of 1.5 million and an offline community of over 1 million.



Led a workshop series to UN employees and engaged with The Sustainable United Nations (SUN) team to enable expansion of action towards the SDGs.



Wrote articles and presented webinars for key actors in the industry including the Joint Meeting Industry Council and Event Industry Council.

[Click here to view the article](#)





OBJECTIVE 3 -



ESTABLISH BASELINE DATA AND DISSEMINATE TO KEY ACTORS FOR A NEW INDICATOR TO ACCELERATE THE ACHIEVEMENT OF TARGET 4.7.



Review of each of the UN SDGs, targets and indicators to understand what each one means for events.



Audit of over 200 corporate sustainability reports to understand their reporting on events within the report.



US Travel agreed to create a letter of support on a new narrative around 4.7 which for political reasons they had to withdraw.



UNFCCC gave a keynote at Meeting Professionals International in February 2020 communicating change is needed within the UK event industry.



During COVID 19 connecting via technology became the main way to connect. The majority of the event supply chain delivered services associated with face to face connection. The advantages and disadvantages of connection via technology continue to be explored.



The narrative of delivering 4.7 became of secondary importance to the narrative of delivering 16.7.2, especially in light of the equality crisis.



# 2019 IN SUMMARY

Our objective was:

1- Mobilise resources amongst the private sector actors and leverage key private sector networks to enable at least 200 of the world's global companies to start reporting on the impact of their events.

The summary of our results were:

A white paper was created and this resource was distributed to over 200 CEOs and a global community of corporate event professionals. This objective has been met. Positive Impact Events has ensured that over 200 of the world's global companies know how and why they could report on the impact of their events.

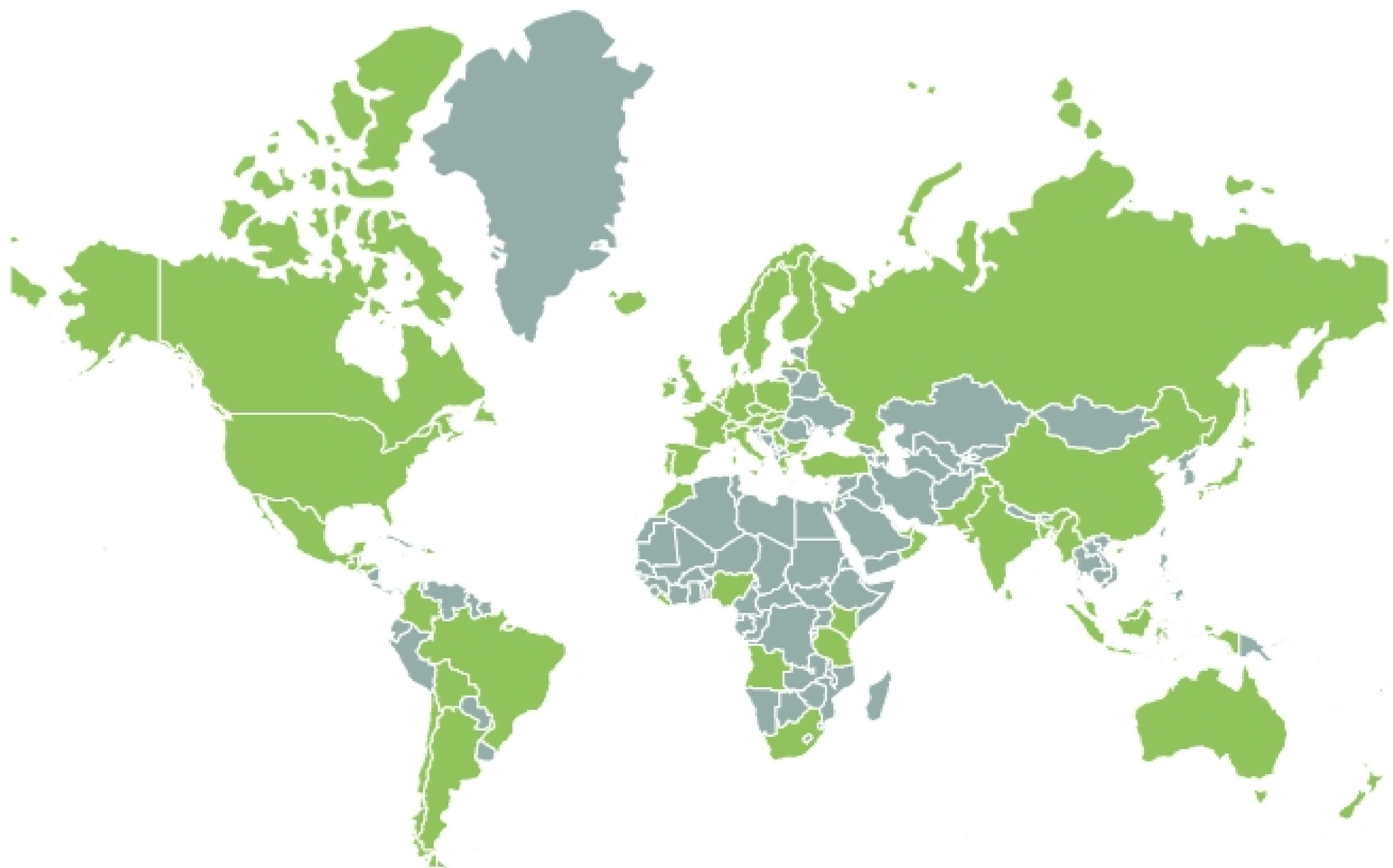
[Click here to read our 2020 White Paper](#)

Our objective was:

2- Convene key actors in the industry to collaborate and provide sector expertise to the United Nations to enable expansion of action and reporting on the Sustainable Development Goals.

The summary of our results were:

COVID 19 distracted key actors in the industry such as industry trade associations. In response to this Positive Impact Events further developed their capacity to collaborate directly with event professionals through their ambassador programme which grew 104% to 1,250 ambassadors. Positive Impact Events continued to strengthen their relationship with UN bodies including joining UN Global Compact.



Countries where #eventprofs joined the campaign are shown in green.

Our objective was:

3- Establish baseline data and disseminate to key actors for a new indicator to accelerate the achievement of target 4.7.

The summary of our results were:

Despite receiving verbal support from US Travel and a number of the industry's largest companies no action beyond conversations happened. COVID 19 demonstrated how education can be delivered by technology, however it is harder to enable participation and inclusion virtually. It makes sense for an industry passionate about people being able to come together to support a goal, target and indicator on inclusion and participation (SDG 16.7.2).







# OVERALL IMPACT



In August 2019, the event sector MyWorld survey reached 1.7 million resulting in 7,000 commitments for action. Using data from this survey demonstrated the impact of engaging the global event industry to take action to achieve the SDGs, with over 700 event professionals making a commitment to sustainability.

Resources were created to engage event professionals in the UN SDGs. Positive Impact Events' ambassador community grew by 104%, with over 1,000 ambassadors receiving regular monthly materials to empower their community to be in action on the UN SDGs and building the future of how human connection happens.



The White Paper “Exploring the Role of the SDGs in Building the Future of How Human Connection Happens” was distributed to over 200 CEOs to educate the world’s global companies to report on the impact of their event. This ensured the world’s global companies use events as a vehicle to achieve the UN SDGs.

As COVID 19 changed the face of the event industry, our 2020 Acceleration Action will focus on SDG 16.7.2 and change the narrative of events as being able to drive global inclusion and participation for all.



# 2019 METHODOLOGY: THE FOLLOWING METHODOLOGY WAS SHARED WITH UNITED NATIONS SDG ACCELERATION ACTION



1A- Secure private sector funding of at least \$200,000, and leverage that with value in kind.

[Not achieved]

Positive Impact Events is a not for profit so 100% of funds generated are spent on creating a sustainable event industry. No funding was received from industry foundations or associations.

1B- We will develop materials to educate the event supply chain to take action on SDGs and report on their impact, so at least 200 of the world's largest global companies will have data on the impact of their events. For example we will leverage the impact of partner GES who deliver event solutions to over 4,000 clients annually.

[Achieved]



1C- We will leverage existing partnerships with UNFCCC, UN Environment and others to utilise existing reporting methodology e.g. both UNFCCC and UN Environment are due to launch reporting frameworks to the event industry so we will promote and support the uptake of these materials.

[Achieved]

Although the UNFCCC framework was delayed and as of September 2020 was not launched.

2A- We will establish a cross industry leadership group and provide opportunities to convene at industry events. For example IMEX has an event twice a year which gathers over 12,000 event professionals representing 150 countries.

[Achieved]

Content was delivered at IBTM world.

2B- We will use social media campaigns to communicate industry best practice and benchmarks (including ISO 20121).

[Achieved]

For example #ShareAPositiveImpact and 24 hour #EarthDay campaign which reached an online community of 1.5 million and an offline community of over 1 million.



2C- We will establish a cross industry leadership group to identify what data is required to report on 4.7, what methodology could be used, what the current baseline is and how annual data will be collected.

[Not achieved]



3A- We will create a board to govern the use of funds.

[Not achieved]

No funds were received so this was not required.

3B- We will engage with existing networks working to ensure SDG indicators are relevant for business and suggest an expanded scope for indicator 4.7.1.

[Not achieved]

3C- We will create an annual impact report and continue to use the My World events survey to monitor progress. Our annual impact report included our 2020 White Paper.

[Click here to read our 2020 White Paper](#)

## INSPIRED TO TAKE ACTION?

[Click here to join over 1200 ambassadors in action building the future of how human connection happens](#)

CLICK HERE TO VISIT OUR WEBSITE FOR MORE RESOURCES

POSITIVE IMPACT EVENTS

