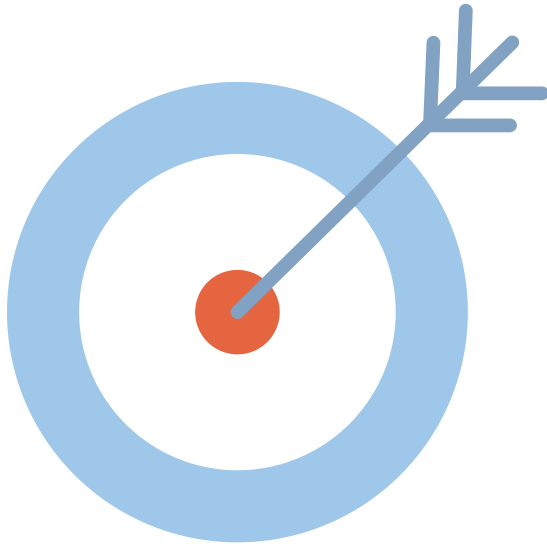


OUR GOAL



The goal of #CSRshareDay 2018 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 with over 1.2 million event professionals.
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 in achieving the UN's Sustainable Development Goals and provide over 1 million education opportunities.

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

Our Theme for 2018: The United Nations Sustainable Development Goals (SDG's)

The SDG's are a global call to action to end poverty, protect the planet and ensure peace and prosperity for all. Sound like a good idea don't they? We thought so too, that's why all of the topics our hosts covered were related to them!



2018 Highlights



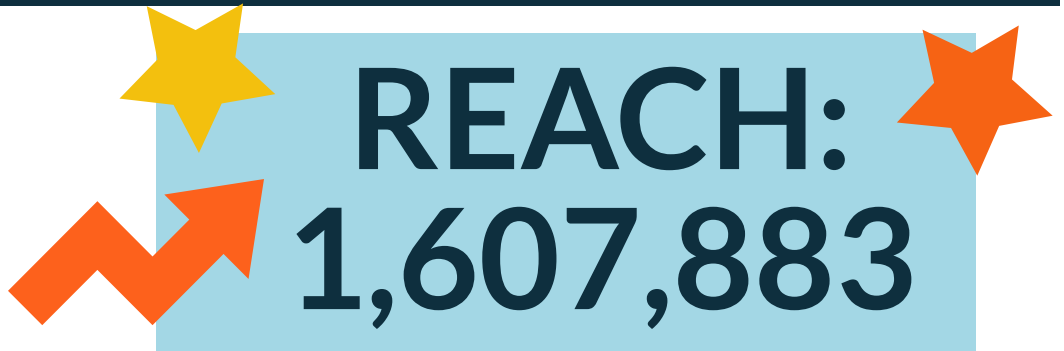
With an aim of surpassing 2017's #CSRshareDay reach of over 1.6 million. We had a big challenge ahead. But who doesn't love a challenge?

We aimed to provide over 1 million education opportunities this year with the help of #CSRshareDay... so how did it go?

VELOCITY



1.12 Tweets/minute



BUZZwords



14:00pm

HAPPY HOUR



Education

We asked you what the biggest barrier to creating a sustainable event was and you voted lack of Knowledge.

Well an average of 63% of Tweets in our campaign were educational. Considering our reach, #CSRshareDay provided 1,012,996 education opportunities, helping us to reach our goal.

MOST POPULAR HASHTAGS

#Collaborateforgood

#eventprofs

#sustainability

#csr

#events

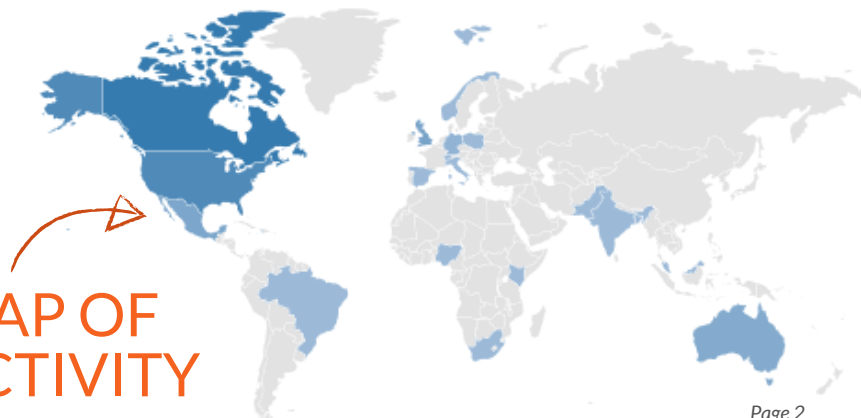
#imex18



414 contributors

5,532,082 TIMELINE DELIVERIES

MAP OF ACTIVITY



2018 HOSTS

Positive Impact would like to say a massive **THANK YOU** to the hosts of #CSRshareDay 2018, who took time out of their day to make a difference...

James Watson
Green Event
Ninja

Fiona Pelham
Positive Impact
Events

Chelli Eason
Gold Coast 2018
Commonwealth games

Laura Chang
Cerespo

Graham Ross
Kusaga Athletic

Lori Hogan Great
Barrier Reef
Foundation

Dr Sarah Glozer
University of
Bath

Laura Goddard
ICC Sydney

Pippa Naude
Event Greening
Forum

Jessie States
MPI

Gareth Kane
Terra Infirma

Juanjo Amate
Te Hago Eco

Laura
Notarbartolo
ISO DMC

Rachel Riggs
Tourism Vancouver

Parkside Hotel
and Spa

Jack Blakeman
Positive Impact

Benoit Sauvage
Connect DMC/
SITE Global

Rory Davis
San Francisco
Giants

Carolina Vosatkova
Kuoni

Irina Trofimovskaya
The MICE Blog

Jon Smith
Oregon Convention
Centre

Katie Clarke
The Parkside Hotel
& Spa

Davis Meyer
Greater Palm Springs
CVB

Melissa Radu
Edmonton All In

We look forward to you hopefully hosting again for #CSRshareDay 2019 and look forward to reaching even more people with sustainability and CSR examples, ideas and best practices.

OUR SUPPORTERS

We owe a special thanks to our sponsors who have made it possible to run #CSRshareDay for the third year in a row now! They have shown that if you dedicate some time and effort CSR can become part of the culture at your company.

Thank you to the team at Caesars Entertainment. They are an amazing example of responsibility and CSR efforts.



CAESARS
ENTERTAINMENT®

"Caesars Entertainment is dedicated to CSR and is a **proud supporter** of #CSRShareDay. Caesars has done the work to assure that clients hold **outstanding meetings and events** while also contributing to the economic, social and environmental quality of life. Our **corporate citizenship efforts** are embedded in our meetings offerings, allowing clients to **reduce costs and meet responsibly**. Our **Meetings for Good program** makes it easy for planners to include **CSR activities** with different non-profit organizations. Additional programs include **HERO**, which encourages our employees to **give back to the community**, and **CodeGreen**, aiming to reduce our environment impact and **promote sustainability**."

Of course it wouldn't be a proper #CSRshareDay without the Oregon Convention Centre involved, they have supported the campaign for three years and are an amazing example of an event business with sustainability ingrained into the company ethos!

OREGON Oregon
Convention
Center

"The Oregon Convention Center was proud to sponsor #CSRshareDay for a third year. We appreciated the opportunity to **share our sustainability story** with so many CSR champions around the world, and learning what others are accomplishing in the event industry gave us encouragement to continue down the path. Making these **connections** is the only way **to realize the solutions.**"

~ Matt Pizzuti, Deputy Director of the Oregon Convention Center

Interested in sponsoring #CSRshareDay next year, or one of our other campaigns, get in touch:
info@positive-impact-events.com

We were really impressed with how involved in the conversation IMEX was this year, it demonstrates how dedicated they are to leading in CSR and sustainability.



"We were delighted to be involved in #CSRshareDay which fits so well with the IMEX mission, vision and values. We're **wholeheartedly committed** to both **leading, teaching and encouraging** more **sustainable practices** across the whole meetings and events industry. In fact, we've already saved the date for this time next year!"

It was great to have ICC Sydney involved this year, not only as a sponsor but as a host as well! we loved hearing all they had to say and the engagement that we saw was amazing.



"#CSRshareDay is a great initiative that puts **sustainability** and CSR in the spotlight, striking up a global conversation. It was great for ICC Sydney to be able to share in the conversation and promote some of our initiatives and stories with the hope to inspire and learn from others across the meeting and events industry.

Another great sponsor who got involved hosting an hour of #CSRshareDay and getting some great reach because of it. Cerespo is leading the way with sustainability and CSR in Japan.



"We have worked with Positive Impact for a long time and committed ourselves on sustainability in the MICE industry in Japan.

Through #CSRshareDay, we not only **spoke to the world** about our approaches but also we were able to **learn** and **introduce many best practices to Japan!**"

Interested in sponsoring #CSRshareDay next year, or one of our other campaigns, get in touch: info@positive-impact-events.com

We are incredibly grateful to have Switzerland's Convention and Incentive bureau supporting us this year. There has been significant efforts to establish Switzerland as a world leader in sustainability which have definitely paid off!



"Corporate Social Responsibility is important for Switzerland and we try to integrate the **three pillars** in our **daily, private and professional lives**. The setting of Switzerland allows us to offer sustainable meetings and events. By sharing examples we manage to **raise awareness and further improve**."

ibtm are leaders in the events industry, which is why it's so important to us that they have chosen to sponsor #CSRshareDay. It also demonstrates the focus that they have toward CSR and sustainability!



"As part of the **world's leading exhibition & event's organiser**, it is vital that ibtm events maintains and grows its **focus on sustainability** as part of our wider corporate social responsibility program. #CSRshareDay is a great initiative which we are proud to play our part"

Greater Palm Springs CVB is another sponsor who hosted this year. It's great to see so many sponsors who are willing to not just support this campaign but also get involved with the conversation!



NEXT STEPS...

Now that we have achieved such incredible exposure for #CSRshareDay, lets continue to share. Use **#sharepositiveimpact** any day of the year to share examples of events making an economic, environmental or social positive impact.

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

Next year...

Are you interested in hosting or sponsoring our campaign in 2019? Please get in touch!



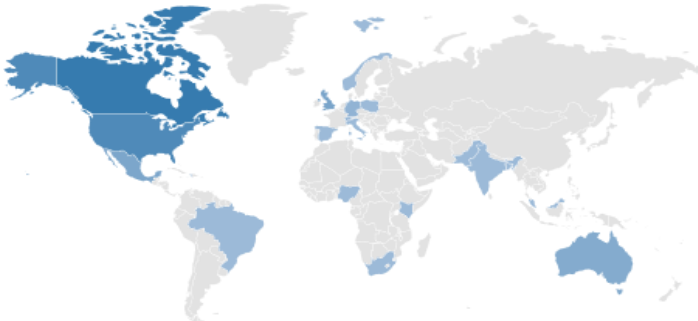
Become a Positive Impact Ambassador

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!

Education

Interested in learning more about how to create a sustainable event industry? Explore the resources and education materials created by the Positive Impact team.

CONTINUE THE GLOBAL CONVERSATION



#ShareAPositiveImpact

We reached over 1.6 million people this year and we will aim to beat this number next year. You can join #CSRshareDay 2019 as a sponsor right now, get in touch with us!

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