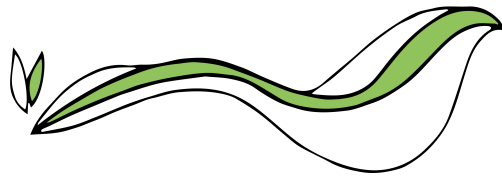


POSITIVE IMPACT



WHAT DIFFERENCE HAS POSITIVE IMPACT'S PARTICIPATE CAMPAIGN MADE IN THE WORLD IN 2021



#eventscreatechange

www.positiveimpacetevents.com



This year, Positive Impact's Participate campaign enabled collaboration, education and engagement with the event sector including a monthly opportunity for the over 1600 Positive Impact ambassadors to **PARTICIPATE**.

The goals of the **PARTICIPATE** campaign were to:

 Contribute to the decade of accountability for The United Nations Sustainable Development Goals.

 Engage with businesses and governments at a strategic policy level to position the event sector as a route to achieving The United Nations Sustainable Development Goals.

 Further the narrative on building the future of how human connection happens: Explore how this narrative could be used to advance The United Nations Sustainable Development Goals.



WHAT DIFFERENCE HAS POSITIVE IMPACT'S PARTICIPATE CAMPAIGN MADE IN 2021



10 opportunities for the event sector to collaborate with government or United Nations bodies delivered, attended by 30 Heads of Events or Sustainability from global corporates, who were engaged in using their event strategy to advance the sustainable development goals.

5 Memorandums of understanding signed with United Nations bodies including UNEP, UNFCCC, UNDP, UN SDG Action Campaign.



170 Small to medium businesses from the global event sector supply chain made a net zero carbon commitment and joined the UNFCCC Race to Zero.

2.5% of all UNFCCC Race to Zero commitments were from the event sector engaged by Positive Impact through The Road to COP26: Event Sector Transformation.

70% of event sector net zero commitments had a target to be net zero by 2040.

Over 12 hours of education created to support SME's on The Race to Zero.



Over 1600 global ambassadors empowered with more than 4 hours of powerpoint materials to engage with their local communities.

Over 1600 Ambassadors given the opportunity to become founding members for a climate action framework for the event sector.

5 Educational toolkits created and shared with the ambassador community including on ISO 20121 and Human Rights.

Over 40 members of the Visit Britain community supported to build their capacity with net zero commitments.

An Acceleration Action report submitted to The United Nations Sustainable Development Goals Partnership Platform to demonstrate the role of events in advancing the United Nations Sustainable Development Goals.

Over 2 million engaged in 2021 Earth Day campaign.



Over 10 events delivered to a community of corporate event planners to Explore the future of human connection.



Over 15 engagements at a UN and global government policy level to voice the strategic potential of the event sector.

12 opportunities to participate in creating a sustainable event sector shared with over 1600 global Positive Impact ambassadors.



Why is this important? This is how we raise the profile of the role of events in advancing the United Nations Sustainable Development Goals.








IN SUMMARY



What difference did Participate make in 2021?

Through this campaign, Positive Impact were able to:

-  **Build capacity** in the global event sector.
-  **Further the narrative** of the future of human connection.
-  **Demonstrate leadership** among the global event sector and governments.

NEXT STEPS

Positive Impact's campaign for 2022 is to explore **How can sustainability commitments be advanced through events**

This campaign will be launched on 13th January 2022 with a 24hr event tailored to young, corporate event professionals. This event will cover everything you need for a sustainable event strategy and includes workshops with UN bodies and access to free resources

ACCESS EVENT



For more information on Positive Impact's history or to read annual reports including Acceleration Action provided to The United Nations Sustainable Development Goals Partnership Platform and Communication of Engagement provided to the UN Global Compact:

ACCESS HISTORY PAGE



POSITIVE IMPACT

