Friday 6th July Events for A Greener Europe

Positive Impact
Sustainability Development Goals

1. No Poverty
2. No Hunger
3. Good Health
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Renewable Energy
8. Good Jobs and Economic Growth
9. Innovation and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace and Justice
17. Partnerships for the Goals

For Sustainable Development
Global Trend 1

Speak UN SDGs
Who Do Events Make The Most Of This Opportunity?
Global Trend 2

Be yourself
Guidelines
Roadmaps

CERESPO / JAPAN EVENT INDUSTRY ROADMAP

Japan - Roadmap to a Sustainable Event Industry

What does sustainability mean to you?

Measure regional economic effects
Measure and reduce CO2 emissions

What would we like to measure?

Global Legacy

Measure distance travelled by event visitors
Measure levels of satisfaction/disatisfaction
Measure community engagement
Measure volunteer hours

Peace

Why be sustainable?

Social contribution
Protect the globe
Self development and growth

Protect the Environment

What help do we need to be sustainable?

International standards
Educational programmes
Understand what we can do now

Improve and Contribute to Society

Gathering people and creating communities
Make sustainability 'easy' to understand

Collaborate with governments, industry and academia

Sufficient budgets

Supported by CERESPO
Giants Enterprises - What is our Future Sustainability Journey?

- Engagement with destination partners e.g. San Francisco being a sustainable event destination
- People resource event due to appreciation of the value of events
- Events inspiring behaviour change and interaction
- Engage with the supply chain to understand sustainable options and measurements
- Good Reputation - people bringing business because of sustainable credentials
- Cradle to cradle material use - 100% materials used go back into earth
- Higher profile and bigger reach for events
- Profitable
- Every event has a social impact
- Inspire internal team on creating a sustainable culture
- Collaboration with others regularly - on innovation and cultural norms
- Innovation and mould breaking reputation
- Diverse and inclusive workforce
- Tell the story of the Giants Enterprise Business Operations with reference to the Sustainable Development Goals
- Increased travel with less carbon
- Positive travel incentives (including remote viewing)
- Accessibility: Shared or public travel, disability access, event starting in transit, local environment
- Optimal use of technology at events
- Safe environment and education on safety
- 0% food and resource waste

Created by: POSITIVE IMPACT
Global Trend 3

Collaborate
Who Are Positive Impact Events?
Add Event

Edit Event – Categories

- Accessibility - how people can freely and fairly be part of your event
- Carbon - the energy and transport used in your event (inc. food miles)
- Food - the impact of what people eat
- Health and Safety - incidents or injuries at the event
- Legacy - what is different in the world because of your event
- Economic impact - money/jobs created from event
- Expressions of dissent - how many people made their opinions heard at the event?
Global Trend 1

Speak UN SDGs
Global Trend 2

Be yourself
Global Trend 3

Collaborate
Global Next steps:

1- Register as an ambassador ambassadors@positiveimpactevents.com

2- Share your examples #shareapositiveimpact


4. Tell your story to our global community of a reach of over 1.2 million @pievents info@positiveimpactevents.com