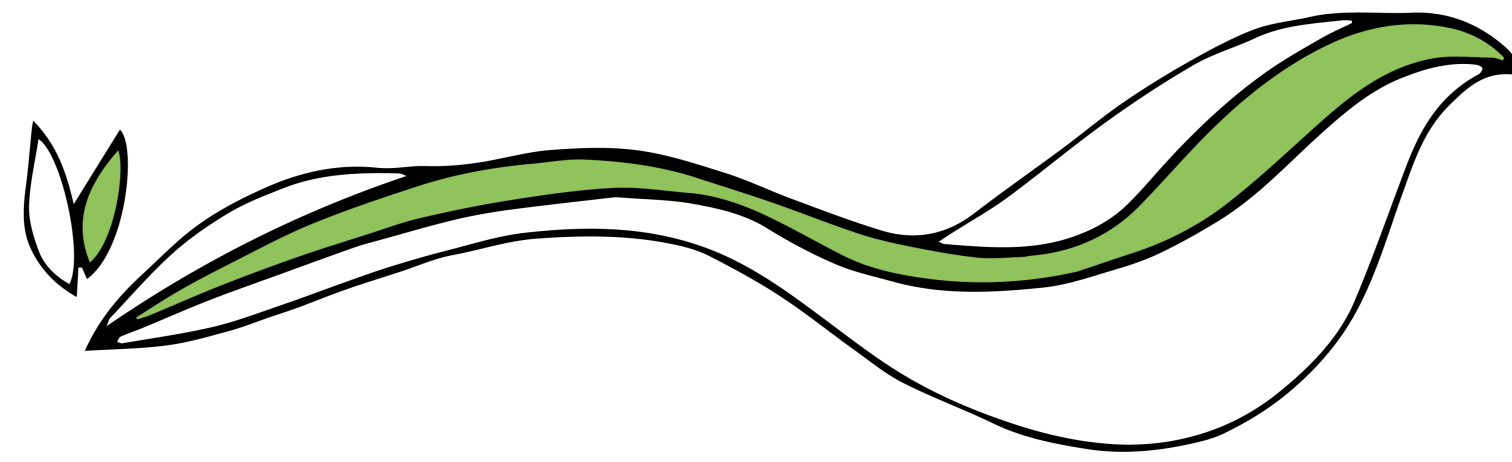


POSITIVE IMPACT



# 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)



# HOW TO READ THIS ACCELERATION ACTION REPORT

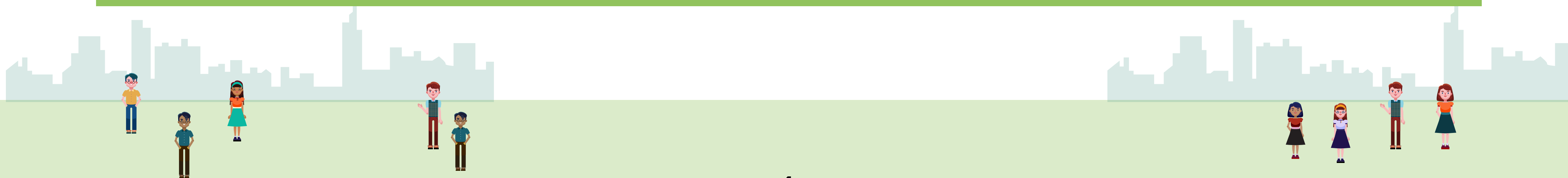
Page 2-3: Introduction to who is making this Acceleration Action

Page 4: History of Positive Impact's Acceleration Action  
Commitments

Page 5-7: Sept 2021- Sept 2022 Acceleration Action Engaging the  
Global Event Sector in the UN SDGs

Page 8-14: Sept 2020- Sept 2021 Acceleration Action Engaging the  
Global Event Sector in the UN SDGs

Page 15: United Nations Global Compact Communication on  
Engagement



# WHO IS WRITING THIS COMMITMENT?



**Positive impact Events** is a not for profit which since 2005 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.

Since 2017, Positive Impact has had a memorandum of understanding with UNFCCC and has worked to engage with the event sector on a climate action framework for events.

[Click here to see our webpage outlining this collaboration](#)

Since 2013 Positive Impact has had an innovative internship programme to support people at the beginning of their careers to build skills for a sustainable future.

[Click here to see our Intern scheme](#)

Since the launch of ISO 20121 in 2012 Positive Impact has worked according to the ISO 20121 process and demonstrated evidence of 1st party certification. Our policies:

[Click here for our Sustainability Policy](#)

[Click here for our Privacy Policy](#)

[Click here for our Cookies Policy](#)

[Click here for our Refund Policy](#)

[Click here for our Acceptable Use Policy](#)

In 2020, Positive Impact launched a history page which documents action taken by Positive Impact since 2005 to create a sustainable event sector. The impact of Positive Impact goes beyond their small supply chain and reaches the leaders, innovators and advocates of the global event sector.







## CEO Fiona Pelham explains:

‘Positive Impact is a purpose driven business, we exist to create a sustainable event sector. Our work educates a global community of over 1,500 event professionals across over 57 countries and engages government, business and UN bodies beyond the event sector supply chain.

We create reports like this to demonstrate Positive Impact’s support and collaboration with UN bodies such as SDG Action and Global Compact.

Our values (leadership, responsibility, collaboration, communication, honesty, positivity and proactivity) shape our approach. We support the Universal Declaration of Human Rights and take action. For example, since 2019 we have collaborated with UNICEF UK to create guidelines for the consideration of human and child rights when planning an event, and in 2022 we will empower at least 1000 event professionals to use these resources.

Events bring people together, that human connection is the enabler for the advancement of the UN sustainable development goals. The future of the global event sector is bright, impactful and sustainable’.



# HISTORY OF POSITIVE IMPACT'S ACCELERATION ACTION REPORTS

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 continues to take action on this.

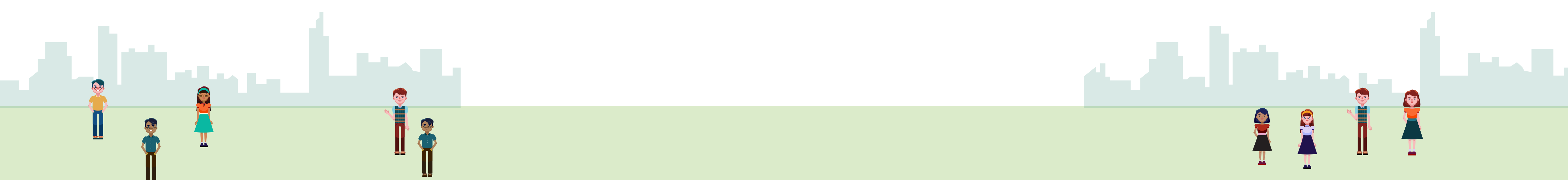


Since September 2019 Positive Impact have submitted an annual report

[Click here to view the report](#)

SDG Acceleration Actions Grow to 51 One Week Before Summit

[Click here to view the article](#)





# SEPTEMBER 2021- SEPTEMBER 2022 POSITIVE IMPACT'S ACCELERATION ACTION COMMITMENT:

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

Our 2021 objectives continue to be the same as 2020

In 2020 our objectives were:



Create and mobilise resources so the event sector is in action contributing to the decade of accountability.



Engage with businesses 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 and how human connection happens should be in line with the UN SDGs.



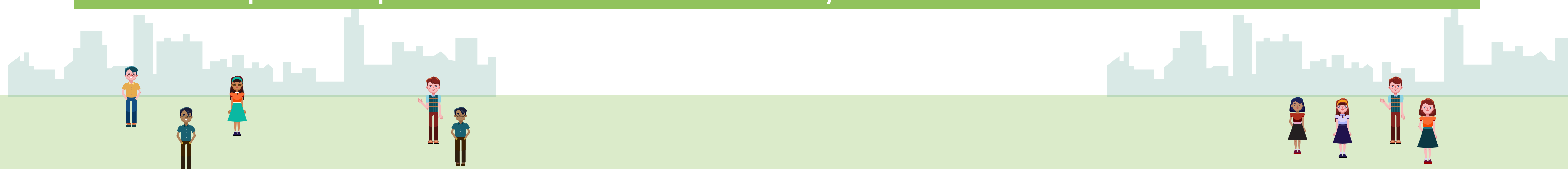


# THE FOLLOWING IMPACT IS POSSIBLE BASED ON THE 2020-2021 POSITIVE IMPACT EVENTS' OBJECTIVES:

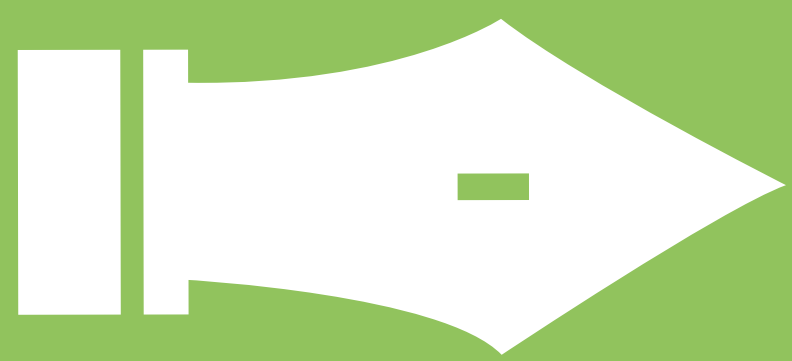
- ✿ At least 1000 SMEs making net zero commitment and being educated on how to act on those commitments.
- ✿ At least 1000 SMEs being supported on the consideration of human and child rights when planning an event.
- ✿ Minimum of 2000-5000 ambassadors being supported to advance the narrative of the event sector and human connection in the decade of accountability.
- ✿ The review of ISO 20121 being supported by Positive Impact and partners.
- ✿ Engaging with other government bodies on the event sustainability government strategies such as the strategy provided to the UK department of culture, media, and sport in 2020-2021.
- ✿ In summary, a sector that in 2020 was significantly impacted by Covid 19 now has an opportunity to create a new narrative around the importance of human connection in achieving the sustainable development goals and the role of the event sector in enabling that.

The beneficiaries of this impact could be:

- ✿ All countries who have made a commitment to engaging with the SGDs.
- ✿ The global event supply chain which is in majority small to medium enterprises (Source: Event Industry Council).
- ✿ The over 26 million workers within the global event sector who are in majority women (Source: Events Industry Council and Leeds Beckett University)
- ✿ The over 1.5 billion participants who attended business events in over 180 countries in 2019 (Source: Event Industry Council).
- ✿ At least 20 of the world's most important corporations who can plan up to 1000 events in a year.



# IN 2021 THEMES CONTINUE TO BE THE SAME AS 2020



Narrative

Capacity building



Leadership

Innovation





# SEPTEMBER 2020- SEPTEMBER 2021 POSITIVE IMPACT'S ACCELERATION ACTION COMMITMENT:

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 - September 2021 our objectives were:

-  Create and mobilise resources so the event sector is in action contributing to the decade of accountability.
-  Engage with businesses 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 and how human connection happens should be in line with the UN SDGs.

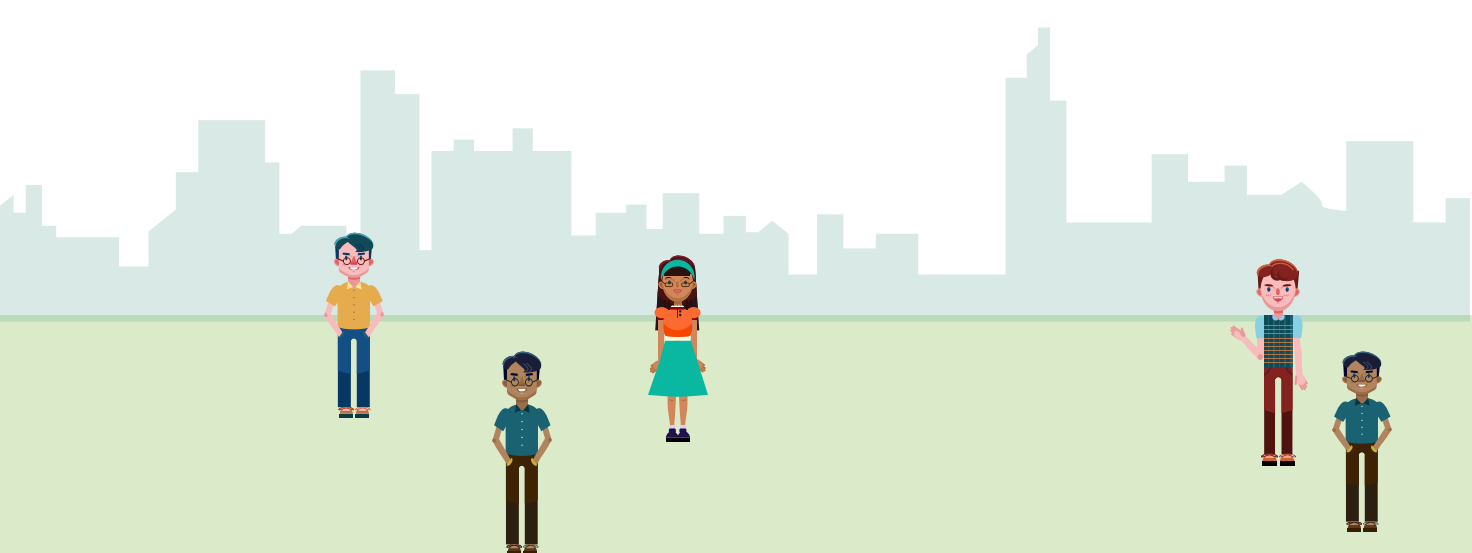
September 2019 - September 2020 objectives to achieve the Acceleration Action were:

-  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



# BETWEEN SEPTEMBER 2020- SEPTEMBER 2021 THE BENEFICIARIES OF THE ACCELERATION ACTION WERE:

-  Over 1,500 Positive Impact ambassadors, Event professionals from over 57 countries
-  UK government departments including: BEIS (Department for Business, Energy and Industrial Strategy) Department of Culture Media and Sport
-  United Nations bodies including: UNFCCC, UN SDG Action Campaign, UNEP
-  60 event companies willing to be Founder partners for the creation of a climate action framework for the event sector
-  50 small to medium event companies who made a net zero carbon commitment
-  11 000 000 Social media reach/ 1500 Northstar reach





# IN 2020, THE FOLLOWING IMPACT WAS ACHIEVED THROUGH ACTION TAKEN TO ACHIEVE POSITIVE IMPACT EVENTS' OBJECTIVES:

## OBJECTIVE 1- OBJECTIVE 1 - CREATE AND MOBILISE RESOURCES SO THE EVENT SECTOR IS IN ACTION CONTRIBUTING TO THE DECADE OF ACCOUNTABILITY.



Positive Impact launched a campaign to encourage participation from the over 1600 Positive Impact ambassador community. The campaign provided a monthly opportunity for the ambassador community to take action to advance the creation of a sustainable event sector.



Positive Impact held over 10 roundtables to engage the event supply chain in taking action to create a sustainable event sector.



Positive Impact collaborated with UNFCCC to engage with the UK government and the global event sector on the creation of a climate action framework for the event sector holding 3 separate roundtable discussions to mobilise the framework.

[Click here for more information on the Framework](#)



Positive Impact attended to gain impact investment for potential future initiative and projects which would continue to mobilise the event sector in this decade of accountability.



Throughout the year the ambassadors were given quarterly PowerPoints to use as education for themselves and to mobilise the people around them to be ambassadors and take action.



Positive Impact and UNICEF UK created educational materials and guidelines for event professionals to plan events with the consideration of child and human rights. Collaboratively, a draft Annex of ISO 20121 which considers human and child rights has been created for the review of the ISO 20121 in 2022.

[Click here for the materials and the draft](#)



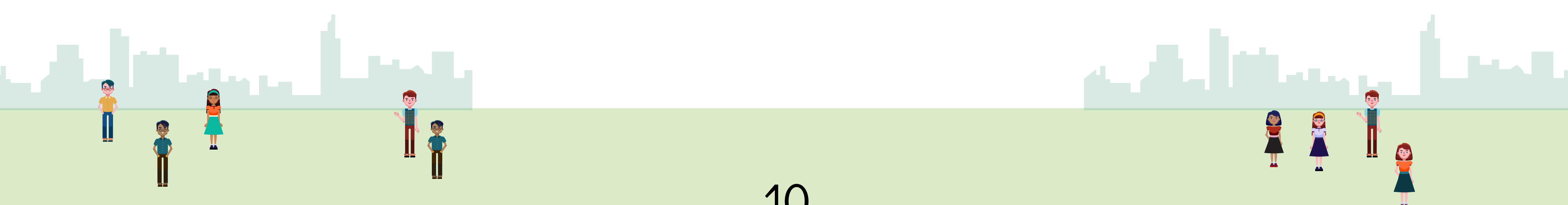
On Earth Day 2021, Positive Impact engaged with 1500 ambassadors to take part in a social media campaign to tell the story of the power of events in achieving the UN SDGs. Over 20 hours, 14 hosts took to social media and reached an online community of 2 million. Over 40 members of our community also joined a roundtable with UNEP on how to address the role of plastic in the event sector.

[Click here for more information on Earth Day](#)



Positive Impact have created an initiative 'Road to COP26: Event Sector Transformation' Supported by SME Climate Hub (a member of the UN Race to Zero Campaign) to help events SMEs to join the UNFCCC Climate Action Framework for Events. Positive Impact have held over 30 different interactive experiences to collaborate and provide education on the net zero commitment.

[Click here for more information on our events](#)





## OBJECTIVE 2 - ENGAGE WITH BUSINESS AND GOVERNMENT AT A STRATEGIC POLICY LEVEL TO POSITION THE EVENT SECTOR AS A ROUTE TO ACHIEVING THE UN SDGs.

Positive Impact joined UNFCCC for a session at IBTM Virtual exploring how the event sector could utilise the COP26 opportunity to #buildbackbetter. This session was shared widely for maximum impact including with the Japanese event sector.

Positive Impact CEO wrote an article in Conference News about the solutions to the economic, environmental, equality and health crises being faced and how the UK event sector could #buildbackbetter. This magazine was delivered to the homes of every UK MP.

In January 2021, Positive Impact held a roundtable with COP26, UNFCCC, BSI and the UK government to discuss the opportunity for the event sector to build back better post COVID 19 with a climate action framework and carbon reduction strategy specifically for the event sector.

From the #buildbackbetter roundtable, a report was made and shared with the UK government and businesses to outline the support from all the bodies present at the table for the climate action framework for the event sector.

[Click here to see this report](#)

Throughout the year, Positive Impact engaged with 20 of the world's largest corporations, with UNFCCC, through a memorandum of understanding, to discuss how to strategically implement sustainability into their event and how that would help reach the wider companies' net zero commitments.

On the 29th of July, Positive Impact launched a new initiative; 'The Road to COP26: Event Sector Transformation' at a roundtable with BEIS, UKTI, UNFCCC, Visit Britain, DCMS and SME Climate Hub. This initiative will provide support to at least 1000 SMEs within the event sector to make a net zero commitment and take action before COP26.

From this launch, a report on the 'Road to COP26: Event Sector Transformation' was created, highlighting the support for the initiative.

[Click here to view this report](#)

Positive Impact created a government strategy for event sustainability and building the event sector back better which was shared with the UK department of culture, media and sport.

[Click here to view this strategy report](#)

Positive Impact applied for an event space to COP26 to discuss the UNFCCC climate action framework and its delivery.





### OBJECTIVE 3-



FURTHER THE NARRATIVE OF HOW BUILDING THE FUTURE OF HOW HUMAN CONNECTION HAPPENS SHOULD BE IN LINE WITH THE UN SDGs.



Positive Impact continued to deliver a series of explorations for over 40 corporate event planners to explore the future of participation and inclusion at events.

[Click here to see white paper report from Explore #2](#)



Throughout 2020-2021, Positive Impact delivered:



A webinar for our community exploring SDG 16 and the role of participation and inclusion in the event sector.



In February 2021, Positive Impact presented at Sustainable Brands, Yokahoma, on the opportunities for a new narrative for the event sector being key in achieving the SDGs and enabling participation and inclusion. This was delivered to over 400 people worldwide.



In March 2021, Positive Impact took part in the UN SDG Actions festival presenting to over 750 people worldwide on the importance of SDG 16 and the future of Participation and Inclusion. From the webinar, 90% of the audience said they had a new understanding and appreciation for participation and inclusion.



Through our memorandum of understanding, Positive Impact and UNFCCC held a roundtable on International Women's Day exploring the role of women in achieving carbon targets.



On Earth Day 2021, Positive Impact demonstrated the power of the virtual events and its ability for participation and inclusion as we were able to interact with 57 countries and with people of all ages.



# OVERALL IMPACT



In July 2021, the 'Road to COP26: Event Sector Transformation' was launched; the initiative is supported by SME Climate Hub (a member of the UN Race to Zero Campaign) and aims to support events SMEs to join the UNFCCC Climate Action Framework for Events (exact name of this framework to be confirmed). As of September 2021, Positive Impact have gathered over 40 founding members for the framework, 50 SMEs have made commitments and 16 have agreed to amplify the initiative to their supply chains.

Resources were created to engage event professionals in the UN SDGs. Positive Impact Events ambassador community grew by over 50%, with over 1,500 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.



A government strategy was created and shared with the UK department of culture, media and sport on the potential future for the event sector and the opportunity for the sector, devastated by COVID 19, to build back better before COP26.





# UNITED NATIONS GLOBAL COMPACT COMMUNICATION ON ENGAGEMENT

This year Positive Impact's Acceleration Action Report is also being used as a Communication on Engagement for the UN Global Compact.

This page is a guide to where information needed for the UN Global Compact Communication on Engagement can be found:

1. Statement from the CEO- See page 3

2. Information on our policies and procedures which demonstrate the action Positive Impact has taken and plans to take in the Global compact areas please see : page 2

Human rights: see page 10 for Positive Impact work with UNICEF UK

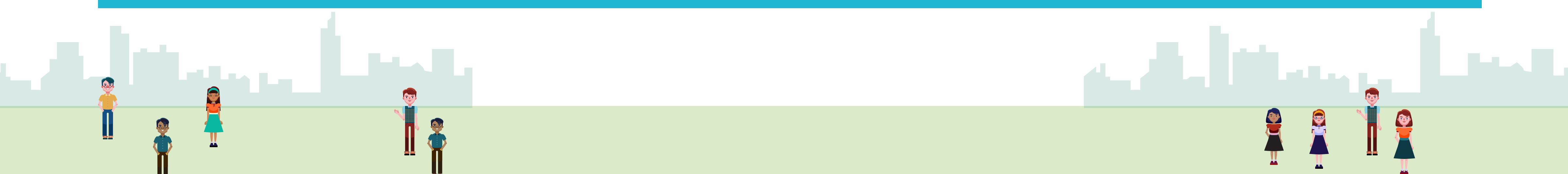
Environment: see page 10 for the engagement Positive Impact has held on the creation of a climate action framework for events.

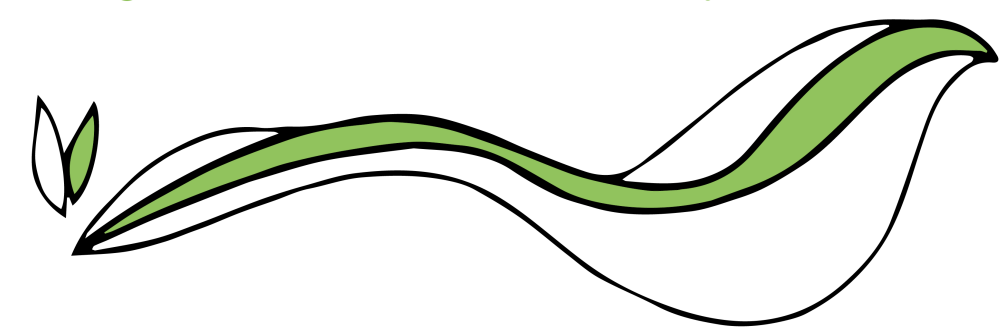
Labour: see page 2 for information on Positive Impact interns and training programmes.

Anti-corruption: see page 2 for policies and procedures in place, such as no supply chain, which prevents corruption.

3. See page 10, 11, 12 which measures the outcomes of all Positive Impacts activities throughout the year.

See page 13: Overall Impact, for the most significant outcomes Positive Impact have had over the year.





## INSPIRED TO TAKE ACTION?

If you use meetings, exhibitions, product launches, training, or if you sponsor sport events to build your business and achieve your goals, the work that Positive Impact does will be relevant to you. Use the QR code below to register as an ambassador and receive free resources which you can pass onto your supply chain.



IF YOU WOULD LIKE TO PROVIDE FEEDBACK OR SUGGESTIONS TO  
THE POSITIVE IMPACT TEAM PLEASE EMAIL:  
[INFO@POSITIVE-IMPACT-EVENTS.COM](mailto:INFO@POSITIVE-IMPACT-EVENTS.COM)

