

# SHARE A POSITIVE IMPACT



The hashtag inspiring change...  
#shareapositiveimpact

## WHAT IS #SHAREAPOSITIVEIMPACT?

Share a Positive Impact is an online campaign designed to advance sustainability commitments and the United Nations Sustainable Development Goals through events.

Anyone attending or working within the events sector can share inspirational examples of sustainability on social media using #shareapositiveimpact.



## WHY HAVE WE CREATED THIS?

Social media provides an opportunity to be transparent and show evidence of 1st party self assessment to ISO 20121.

Positive Impact understands that event professionals want guidance on how to do this so this toolkit includes examples of how you can demonstrate you are implementing ISO 20121.

Sharing all examples of sustainability in action at events will inspire and inform. Sharing evidence of your implementation of ISO 20121 to 1st party level will encourage small businesses to start using ISO 20121.

Using the hashtag #shareapositiveimpact means your implementation of ISO 20121 will be captured and added to the online library which can be accessed by anyone at anytime.



## WHAT WILL HAPPEN TO MY #SHAREAPOSITIVEIMPACT?

We have an amazing online library which brings together all of the #shareapositiveimpact examples that have been spotted around the world.

This will be available online for business and campaigners looking for inspiration and will help them learn about how proactive and responsible your organisation is.

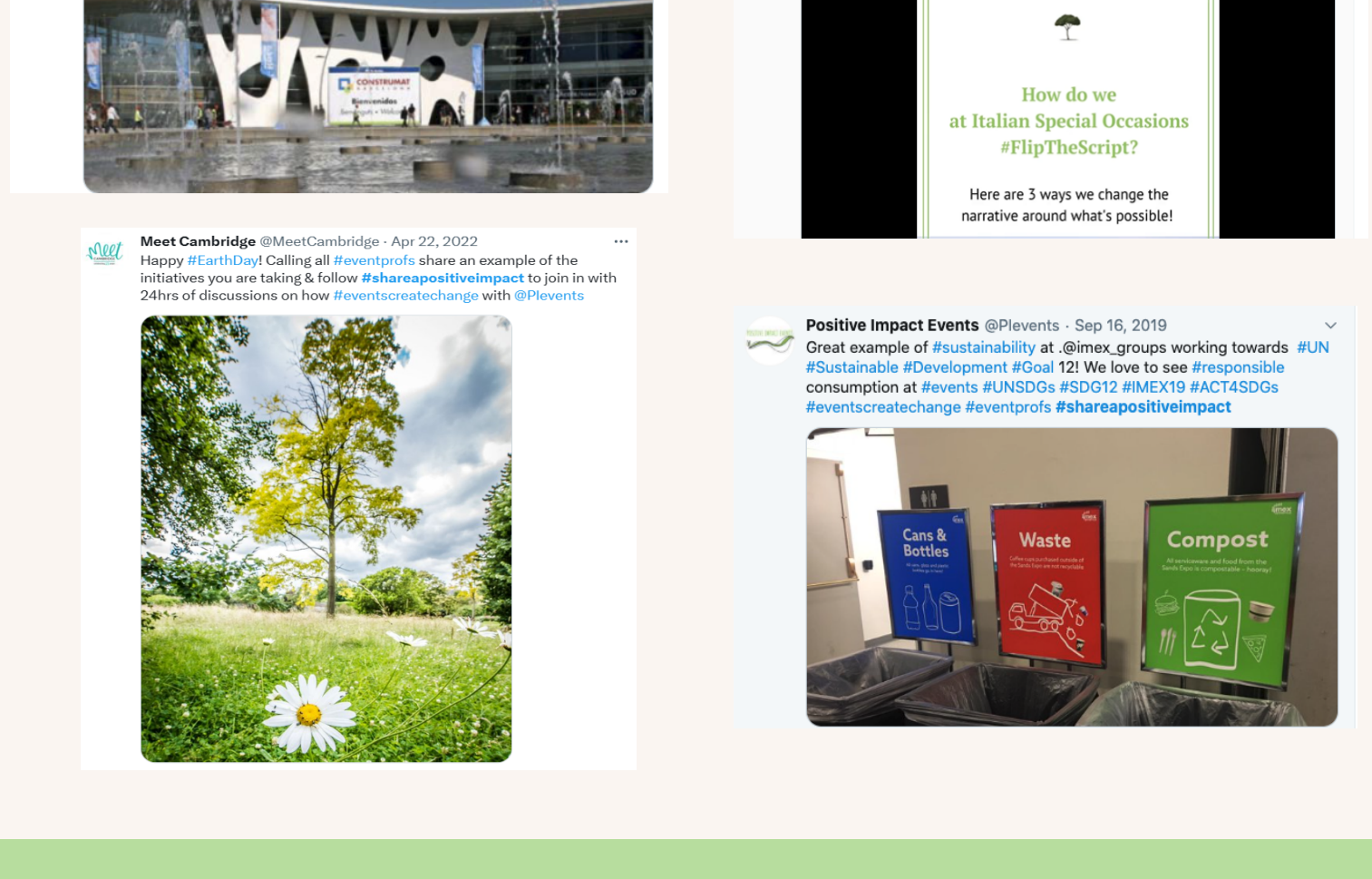
[VIEW OUR ONLINE LIBRARY HERE](#)

## HOW TO SHARE

We encourage everyone to get involved with this campaign. If you have seen positive examples at events you've attended no matter how simple then share it with us on social media by using #shareapositiveimpact.

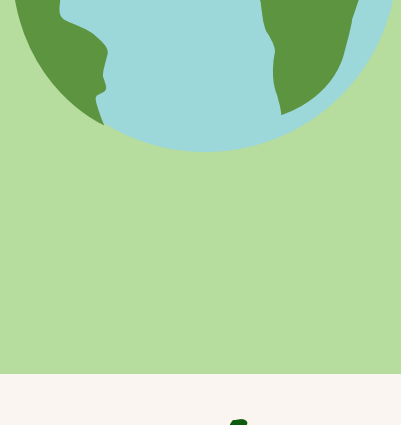
This will create a new narrative for the event sector that events can be used to advance sustainability commitments and the United Nations Sustainable Development Goals.

Some example #shareapositiveimpact posts are below:



## HOW TO SHARE EVIDENCE OF 1ST PARTY SELF ASSESSMENT TO ISO 20121

- 1) Share a picture of your sustainability policy with the objectives for your event:
  - Knowing your event objectives will make pictures of your practical outcomes more inspiring eg if you have the objective to reduce waste and share pictures of your recycling bins it demonstrates you have considered waste throughout your event planning and not just added recycling bins at the last moment)
- 2) Share a picture that represents your stakeholder engagement and use social media to communicate how your stakeholders can engage with you:
  - This is evidence that you are open to your stakeholders feedback and means you are not just choosing easy sustainability objectives!
- 3) Share a picture of something that didn't go to plan and share the story of your learning:
  - This showcases continuous improvement and as well as being part of ISO20121. It is an important way to encourage honest conversations about changes that are needed to create a sustainable event sector



## A PRACTICAL EXAMPLE...

Here is an example from Cerespo, a Japan based event organiser with a strong commitment to sustainability:



On November 6, 2022, the 3rd SB Student Ambassador Block Conference was held in Sapporo, Hokkaido, inviting high school students (136 students from 22 schools, including 106 students and 26 teachers) from all over Hokkaido. Cerespo sponsored the event and was in charge of the programs for high school students. #shareapositiveimpact

## TO GET YOU STARTED...

Here are some tweets you can use for some great initiatives that you may spot at an event...

Examples

Examples

"I was inspired by the local food sourcing policy at ..... festival in ..... #shareapositiveimpact"

"Was great to see the array of recycling facilities at ... in ... #shareapositiveimpact"

"Here is a picture of our sustainability policy- my favourite objective is ...." #shareapositiveimpact

"Here is a picture of the trees planted using money from ..... event #shareapositiveimpact"

"Great to see a local community initiative at ..... event! #shareapositiveimpact"

I was inspired by the stakeholder input for ..... festival #shareapositiveimpact

AND REMEMBER TO TAG THE EVENT SO THAT THEY KNOW THEIR HARD WORK WAS RECOGNISED!

THANK YOU FOR USING YOUR VOICE TO CHAMPION A SUSTAINABLE EVENT INDUSTRY!