



Introduction

Note: If you want to read this proposal in 60 seconds read the green text

We can trigger immediate, scalable and positive change by inviting EVERYONE to COP – the world’s Climate Change Conference.

Imagine if everyone in the world was included and participating in decision making (Sustainable Development Goal 16 indicator 7) and able to attend COP to gain inspiration and learn how they can reduce their GHG emissions.

Imagine if everyone in the world could participate in, contribute to and learn from the world’s gathering of leaders e.g. COP Climate Conference, World Economic Forum and more.

Imagine if there was a way to include everyone’s voice in improving systems, policy and practice.

Imagine if there was a way to demonstrate actions being taken toward the Paris Agreement outside of the COP event.

This proposal outlines the concept of a ‘The Pavilion for People’, how it could work, the problem it would address and potential impact it could deliver.

This proposal focuses on a solution for achieving increased participation and inclusion in decision making (SDG 16) with a focus on tackling systemic inequality.



The Pavilion for People: How would it build a movement

Partners would collaborate with an online event portal, which would enable delegates to create and/or attend virtual events that empower them to take action to meet the Paris Agreement.

The platform would provide a virtual connecting space for advancing systematic change and share calls to action.

The value of this initiative is its potential to link UN partners, global communities and event platforms with the result of supporting people to urgently reduce their GHG emissions.

The Pavilion for People could be a leading example of how grassroots action is being supported to achieve the Paris Agreement

This approach could be repeated alongside other global events e.g. during COP the online portal could allow delegates to attend events to take action to fulfil net zero commitments, as individuals, as businesses, and as civil society.

The Objectives of The Pavilion for People:

- 1. To give ordinary people the opportunity to learn, understand and act.**
2. To provide an engagement opportunity where at least 10,000 and up to 200,000 people who will not be at COP can share, listen, explore with the result of being empowered on the actions.
3. To provide an opportunity for collaboration and connection between credible initiatives created to address sustainability challenges and civil society which will support action being taken and people being confident in their agency and how their voice and actions can make a difference.
4. To explore new opportunities for enabling inclusion and participation so we can see people learning from each other in a fun and collaborative way.
5. To increase the volume of the voice of people to influence policy change.



Having read this executive summary here are some next step requests:

1. Get involved! Make a commitment to be part of bringing The Pavilion for People to life. By joining the global community of over 1800 Positive Impact Ambassadors you will stay in the conversation for enabling participation and inclusion

www.positiveimpacetevents.com

2. Continue reading and find out more

3. Consider if you can fund all or part of this funding request of approx £300,000 and consider how this initiative could benefit the projects you already fund

4. Consider who you could share this funding proposal with to grow the support for this groundbreaking initiative

5. Share any ideas you have with us on how you could stay involved by emailing fiona@positive-impact-events.com

A handwritten signature in blue ink that reads "Fiona Pelham".

Fiona Pelham, CEO Positive Impact Events Tel: 00447980651781

Email: fiona@positive-impact-events.com



The Problem Statement:

Global governments need the voices, advocacy and action of non state actors to shape policy to respond quickly to world challenges.

For example, global governments have signed up to carbon commitments through the Paris agreement which is facilitated by UN Climate Change (UNFCCC) and over 4,000 global businesses have joined The Race to Zero, a UNFCCC campaign to mobilise non-state actors to achieve the carbon commitments in the Paris agreement.

Commitments are leading to action but the speed is too slow and there is an obvious voice missing from the co-ordinated government, UN, business approach - the voice of people.

COP is the annual event for climate and is invitation only.

The Pavilion for People would exist to close this gap by giving people the opportunity to learn, create allyships, own their agency, engage and be empowered.

See Annex A for an example of 3 types of people's experience of The Pavilion of People.



The Proposed Solution

- Launch an **online platform** which serves as a way for 'people' to be part of COP.
- Opening a channel so people can be included and participate in taking action
- Bringing the voice of people to government and UN level conversations in a way that aligns with existing initiatives (For example UNFCCC and The Race to Zero) and demonstrates advancement of SDG16 'participation and inclusion' by providing an opportunity for engagement for those who would not usually attend events where policy is discussed and advanced.
- **Provide a 'plug and play' opportunity for groups to have an online expo booth so event attendees could learn about local opportunities for action**
- **Provide opportunities to create and join conversations that could be scheduled or happen organically through the platform technology.**

What The Pavilion for People Could look like:

The screen shots below are from other events which have used the platform being proposed.

There are a significant amounts of extra functions which could be added to the platform but the below user journey covers the basic of the user experience including:

1. Log In
2. Accessing content
3. Engaging with others



Association of Airline Executives Members Club

Sep 27 - 29, 2023

A confirmation email has been sent to **fiona@positive-impact-events.com**
Click the link in your email to join Association of Airline Executives Members Club

[Didn't get the email? Resend confirmation email.](#)

[◀ Wrong email? Change email address.](#)

Powered by  eventmobi

Registration to meet GDPR requirements and best practice log in support.

The open page would give people to access areas that meet their needs including:

1. Explore the event
2. Find out what you can do if you work for a company which is taking action
3. Find out what you can do as an individual

Each area would lead to a pre-populated, tailored virtual exhibition area with resources (e.g. toolkits and calls to action) and webinars. The content could be consumed at the users' own pace and on their own time zone.

Sustainability Hub

All Resources Webinar



Applying Contactless Technology to Airline Check-in

AAE 2021 Webinar



What Does Greener Air Travel Look Like?

Earth 2.0 Resources



From Accessibility to Digital Pre-Orders: New Trends To Look Out For

AAE 2020 Webinar



Air Canada's New Safety Video

Resources AAE 2022



EventMobi's Video Library Announcement

Resources

There would be a group discussion area, which enable pre planned Q&As, input from community groups and explanation of how to use tool kits.

Group Discussions



What's Your Favorite Airport Rest...

Looks lovely!
7 months ago



Great Customer Experiences

Awesome!
23 days ago



Legal Eagles

Gotcha!
6 months ago



Baggage Claim

Hi Odette! It is located under "Members L...
about 1 year ago

Legal Eagles

Learn about the new laws and regulations that will define the future of the airline industry.

August 30, 2021



Shela Bloomfield

I'm interested in learning a bit more about the legal rules that apply to airport health and safety equipment in the state of Texas. Would you be able to point me in the direction of some helpful resources? Thanks in advance!

11:14pm GMT+2

August 31, 2021



Debra Fallin

Hey everyone, just in case you missed it - a document was updated under "My Suitcase" outlining new travel regulations for North America.

7:58pm GMT+2

❤️ 1

April 8, 2022



To launch the pavilion before COP a podcast series would be used and a podcast pilot has been recorded and can be accessed using the link below.

The intention is the podcast series will address differing content and act as a marketing tool to encourage people to take part in The Pavilion for People:

<https://www.positiveimpacetevents.com/the-persuaders-podcast>

What could The Pavilion for People provide for potential funders?

- Potential funders (or bodies they also fund) could each have an expo booth and support with a toolkit/training on how to use the booth to promote their message
- Autonomy to create the solution needed to address the issue. (e.g. inequality or climate change)
- Autonomy to ensure the pavilion content is accessible and meaningful to the widest possible audience (the audience would be attracted via related podcast and social media)
- Avoidance of the restrictions and limitations that would inevitably arise if The Pavilion for People were sponsored by one significant corporate sponsor who would have to meet their own corporate objectives.
- Funding to align with the understanding that working together is the solution to achieving increased participation and inclusion in policy making.
- Funders to align with existing UN relationships. For example, Positive Impact is a Race to Zero Accelerator and a UN SDG Action Campaign mobiliser, relationships that come from delivering impactful work and which cannot always be positioned alongside corporate logos due to greenwash concerns.



Who is proposing this idea and why:

- Positive Impact is a not for profit which since 2005 has existed to create a sustainable event sector.
- Since 2016 Positive Impact has had a number of memorandums of understanding with UN bodies. For example, UN Climate Change (UNFCCC) which led to becoming one of 16 Race to Zero Accelerators in 2021. Positive Impact proposed the idea of a virtual pavilion to UNFCCC and Race to Zero in August 2022 and while both saw the potential impact of this approach the feedback was that it was beyond resource and budget allocations to take a new approach and the possible approach suggested was an afternoon of webinars via a zoom platform. Such an approach is not appropriate because it will not reach a new audience and it will not lead to inclusion and participation from people whose voices are not already around the table.
- Positive Impact's second example of memorandum with a UN body which supports the concept of The Pavilion for People is UN SDG Action. Positive Impact is a mobilising partner for the UN SDG Action Campaign and has created guidelines on the consideration of human and child rights when planning an event with Unicef UK.
- For the history of Positive Impact's work see <https://www.positiveimpactevents.com/about>
- See Annex B for further information on Positive Impact



What could the virtual Pavilion for People experience be like:

- See annex A for experience examples from young person, pensioner and CEO based on using the Pavilion for People in line with a COP (UN Climate Conference)
- An engagement charter would be shared with the event attendees based on Unicef UK guidelines on the consideration of human and child rights to create an understanding that respect should be shown and content shared is not controlled by anyone. A Creative Commons License will be explored as the route to address this.
- People would be encouraged to visit the Virtual pavilion via direct email, social media and sharing of a podcast series. Specific expert groups would be collaborated with. For example in the area of Climate Change: Race to Zero Accelerators include (See Annex A)
- At the door of the Virtual Pavilion, those who already have a commitment or are taking action will go into one area and those who have not made a commitment and want to start by learning will go into another area (if individuals are attending on behalf of their organisation, they may not be able to make a commitment on the organisation's behalf but they will access resources which will help them to understand what they and their organisation should be doing so they can use their agency to ask their organisation's CEO to take immediate action)
- The pavilion will be accessible 24/7 and will be full of pre-recorded resources including interviews, webinars, animations, toolkits and links to resources.
- An advisory board would be created to provide guidance on the inclusivity approach
- While each contributor would own their content, Positive Impact would be responsible for The The Pavilion for People concept including building relationships with other UN bodies to create The Pavilion for Peoples at their events.

POSITIVE IMPACT



Two examples of relationships Positive Impact has with the UN based on Positive Impact demonstrating the ability to deliver impact is being a Race to Zero Accelerator and being a UN SDG Action Campaign mobiliser. The The Pavilion for People would align with and advance this approach. If intellectual property rights need to be protected a pro bono relationship could be established with a law firm.



Annexes

Annex A

Bringing the virtual Pavilion to life:

The example of Jill, pensioner

Jill has 3 primary aged grandchildren and last week one of them asked her what the weather was like when she was younger and if she had climate change when she was a child. This conversation left Jill feeling a little uncomfortable; she couldn't think of any examples she could give her granddaughter on how she was living her life in a way that helped climate change.

Jill heard about the The Pavilion for People through her church group who were inviting people to visit the church hall and explore the The Pavilion for People together. Jill thought this would also give her the chance to learn more about using technology to be part of big events because although she has a mobile phone and has used zoom she doesn't feel comfortable using technology on her own.

Jill chose to join her Church group on Tuesday morning when the topic was 'What is good to know about when you shop for food'. Someone in the church hall had set up a big screen and at 10am over 20 people had taken their seats and the church organiser explained the plan for the morning was to listen to a talk from the consumer goods forum (who are a Race to Zero Accelerator, which means they are supporting many household brands to take action to reduce their carbon footprint).



Following the presentation there would be a group conversation (using information and questions provided by the The Pavilion for People) and finally anyone who wanted to could join an online conversation at the The Pavilion for People.

By the end of the morning Jill had a piece of paper with 5 practical actions she could take, from looking for product labels when shopping to changing her washing routine. Jill couldn't wait to tell her granddaughter and hear her input and she was ready to use her new tech skills to regularly listen to the podcast so she could stay in the conversation.

The example of Jay, Student

When Jay heard about the The Pavilion for People through the podcast, he was curious yet mainly sceptical because he thought action was too slow and governments, businesses were greenwashing more than taking the needed action.

Jay logged on and off throughout the period of The The Pavilion for People. He enjoyed the discussion zones and listened to more of the content than he thought he would. He was especially inspired by some of the expo booths showcasing community initiatives.

After COP27 Jay took an action he never thought he would ever do. He approached the CEO of his part time job and suggested the company join the Race to Zero and make a net zero carbon commitment. Jay shared the details of the accelerator partners and how SME Climate Hub could help (Jay had downloaded a toolkit from the The Pavilion for People). Jay realised that the The Pavilion for People experience gave him confidence to use his voice and supported him with the tools he needed to be able to take impactful action. During his regular online



gaming sessions with his friends, he found himself thinking of how gaming could be used for behaviour change and Jay applied for a expo booth for The The Pavilion for People 2028 so others could join him to explore this idea further.

The example of Jo, CEO

Jo is CEO of a global medical association. She hears about the The Pavilion for People from her network, who in turn heard about this from Climate Action for Association (who are accelerators for The Race to Zero). Jo is hearing about COP27 on the news, her board have asked her to take action, and she is empowered to join the Race to Zero when she learns she can attend the The Pavilion for People and connect with others in a similar position to her. She hears the podcast and that is the final inspiration she needs to act. The podcast connects with her on a personal level which the business materials from The Race to Zero and government communications do not and she understands she can make a difference and has a duty to act.

Jo attends the virtual pavilion from her home accessing a mixture of live and pre-recorded content which aligns with her responsibilities. She enjoys seeing the data on the diverse community attending and the carbon being saved due to no travel. She is impressed to learn that she can attend a session to learn how to use the normative tool recently launched by SME Climate Hub so that she can measure the carbon impact of her operations. This will meet the requests of her board members to take demonstrative action. Jo enjoys moving from content created by accelerator climate action for association to content created by the different groups taking part in the expo booths which gives her ideas for her future business plans. She is also inspired by groups beyond the scope of her work and particularly enjoyed hearing from mums community groups.

POSITIVE IMPACT



Jo's experience at the virtual pavilion has accelerated her ability to take action to reach net zero and she returns to her day job with the capacity to accelerate the number of net zero commitments made by her peers and supply chain



Annex B – Positive Impact’s Role

As a not-for-profit set up to create sustainable event sector with the vision of events, being the vehicle to advance all the UN SDGs, Positive Impact is the perfect enabler for the virtual COP27 pavilion.

With a global community of over 1600 event professionals and memorandums of understanding with over 5 UN bodies (including being a Race to Zero Accelerator and SDG Action Campaign Mobiliser), Positive Impact has the expertise to create the next generation of events, where people meet virtually of which the pavilion is the first example, i.e. events where everyone can participate and be included.

Since 2005 Positive Impact has existed on a self-sufficient funding model i.e. selling education, events and partnerships.

The opportunity of The Pavilion for People requires more funding in a shorter time period than the Positive Impact team has the capability to deliver.

Positive Impact’s registered business name is Positive Impact Events, however the word events is usually not included in the name to prevent people assuming ‘event’ means the business is not relevant to them.

Positive Impact Advisory Board

Positive Impact has an existing advisory board of 3 members.

The Pavilion for the People’s Advisory Board

Positive Impact will develop an advisory board to support the development of the Pavilion for People as a viable and inclusive alternative to the ‘in-person’ COP, specifically to provide those who wish to engage directly in learning about and supporting environmental issues to gain the tools and networks to do so effectively.



The advisory board will be UK-based to begin with, but is expected to expand to other countries as the Pavilion for People concept becomes global. The Pavilion for People advisory board would include the 3 existing Positive Impact board members, Heather Salmon (whose pro-bono advice and expertise in empowering leadership for positive change helped to shape this proposal) and 3 other leaders who could be Bianca Pitt from She Leads Change, Rebecca Ferguson from The Hunger Project, for example.

The intention of the advisory board (in addition to representing the voices of diversity, including gender, age range, ethnicity and accessibility) would be to lay the foundations for a strong UK based project in year one so that in future years a Global Advisory Board could be created. Within 2 years a Global Advisory Board could exist, made up of representation from national advisory boards as the global approach to The Pavilion for People grows.



Annex C

The Potential Reach of The The Pavilion for People

Between 10,000 and 200,000 individuals could be reached through the social media, podcasts and visiting The Pavilion for People, expo booths etc.