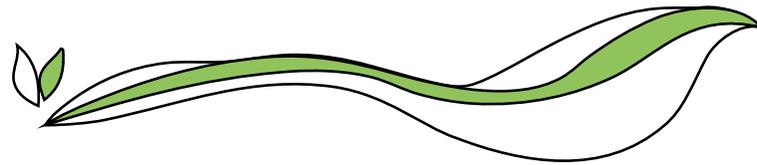


POSITIVE IMPACT



[POSITIVEIMPACTEVENTS.COM](http://POSITIVEIMPACTEVENTS.COM)

# EDUCATING THE EVENTS INDUSTRY



**Before we tell you about the types of products we have, we think it might make sense to explain why we made them...**

Our vision is a sustainable event industry and as our community grows we are hearing from more and more people who believe in this vision.

Our education materials are here to support sustainability champions and we develop them in answer to the needs we hear from the event industry.

Our values include collaboration and leadership so we believe our education

materials should be innovative and we have created a number in partnership with other leaders.

Don't forget that Positive Impact is a not for profit so every piece of education you buy provides funds for the creation of more products- one way that spending money can create a sustainable event industry!

## YOUR SUSTAINABILITY JOURNEY

**At the start of your sustainability with no time or budget**

We know that developing sustainability strategies within companies is unique and therefore we have developed products and initiatives to help you at every phase of your journey.

## At the start of your sustainability journey with some time and budget

Take the competency questionnaire and the Positive Impact pledge to understand your next steps which are on the follow pages:



1

### E MENTORING



This low price resource gives you a monthly report on key issues which you should be considering. This is like having a mentor to guide you along your sustainability journey but at £100 per year and in an email format.

[Read more](#)

2

### GUIDES



We launch a new £15 guide Weekly and they are fantastic pieces of focused content. Remember this £15 goes to create more of these guides so they are a win/win product.

[Read more](#)

3

### BOOK



Positive Impact contributed to the BS8901 Making Events Sustainable Book. All profits go to Olympic Charities and the book is filled with case studies so while the standard has now moved on to ISO 20121 it still makes sense to learn from the experience of others.

[Read more](#)

5



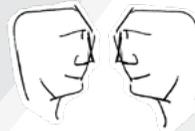
### ONLINE EDUCATION

The Leadership E-Course is designed for people who are passionate about sustainability and want to use this to make a difference or to create opportunities for leadership in their lives or for their businesses. For £100, you have six modules of content, inspirational videos, toolkits for you to discover your passion and exercises to create your new possibilities. On completion, there is an opportunity to become a Positive Impact Ambassador and use your new found skills to further promote sustainability.

[Read more](#)

4

### WORKSHOPS



We have two open workshop courses, 'An introduction to Sustainability' and 'Implementing ISO 20121'. Open workshops are open to everyone and a facilitator delivers the content. These workshops are more expensive than the online education but as well as getting to communicate with a real human we will give you extra materials to help you on your sustainability journey.

[Read more](#)

6



### A VISIT FROM A POSITIVE IMPACT AMBASSADOR

We have ambassadors around the world and many have received training in making presentations and running workshops on sustainability. You may see them at an industry event or if you want them to speak to your own group contact us for a quote on:

[info@positive-impact-events.co.uk](mailto:info@positive-impact-events.co.uk)

# You are ready to implement and monitor a basic sustainability plan and identify your issues



1



## EVENTSUSTAINABILITY

Although this is not a Positive Impact product we do receive a % profit from their sales so we are happy to promote an online system which helps you measure, implement ISO 20121 and report according the GRI Event Organiser Sector Supplement requirements.

[Read more](#)

2



## ONLINE EDUCATION

We have worked with a number of partners to create more tailored education. For example if your focus is sport the Sport Sustainability modules (CHF 190 each) take you through the business case for sustainability, ISO 20121, reporting and impact assessment. Or if you work within exhibitions our UFI 8 steps to sustainability is perfect at £295 for non UFI members. This education will lead you through: planning, issue focus, monitoring and promotion. Finally the IBTM education product also priced at £295 will take you along your sustainability journey with a more general approach.

These online products will give you examples to learn from and ideas for practical action steps and the best thing is that you can do them in your pyjamas in your own home!

[Read more](#)

3



## GAP ANALYSIS

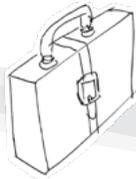
Our online gap analysis tool allows you to understand where you are now in relation to ISO 20121, and what needs to happen next if you're working towards the standard.

[Read more](#)

# You are ready to promote your sustainability journey



1

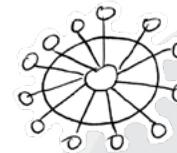


## CASE STUDIES

You have completed your sustainability journey and are ready to share with the industry. We believe that sharing ideas and examples of leadership or best practice can help us to achieve our vision of creating a sustainable events industry. We have a generic case study template for you to complete but if you would like us to arrange an interview with you to create a case study we can do that so please contact us for a quote via:

[info@positive-impact-events.com](mailto:info@positive-impact-events.com)

2



## THE SUSTAINABLE EVENT SUMMIT

The Sustainable Events Summit launched in London in 2013 to over 200 leading event industry experts, agencies, venues and organisations. Now in its second year, the Summit is a great way for you to share your journey as well as hear corporate leaders discuss their strategies and take part in practical sessions on how to measure, report and implement ISO 20121. For more information on sponsorship opportunities, please see

[www.sustainableeventssummit.com](http://www.sustainableeventssummit.com)

# TAKE YOUR JOURNEY FURTHER



**Positive Impact are responsible for leading on several key initiatives which are created, launched and driven by the global events industry. The initiatives are driving individual action which results in a positive environmental, social and economic impact and the opportunity for cross industry collaboration. If sustainability is of interest to you these are the initiatives you should get involved in because they will give you the chance to make a difference:**

## SHARE A POSITIVE IMPACT CAMPAIGN

Share a Positive Impact is a campaign launched in November 2013 which is a combination of Pinterest and Facebook for those interested in best practice sustainability initiatives in the event industry. Set to launch globally in Spring 2014 and with a target of generating 16,000 collaborators in its first year this could be the ideal way for you to learn what is happening around the world and what your event attendees want to see (you can also use it to promote the initiatives you are putting in place at your event.)

This initiative has been financially supported by SITE and the Convention Industry Council.

[www.shareapositiveimpact.com](http://www.shareapositiveimpact.com)

## BECOME A POSITIVE IMPACT AMBASSADOR

Positive Impact is a not for profit set up to create a sustainable event industry. It provides education materials and collaboration opportunities and the ambassador scheme is a great example of its innovative, inclusive approach. If you have a passion for sustainability sign up to be an ambassador, take the online leadership course and then receive content and global opportunities to champion sustainability.

<http://positiveimpacetevents.com/pages/ambassadors>

## JOIN A POSITIVE IMPACT GROUP

Positive Impact Groups were set up to gather people from sport, business and cultural events at least once a year to decide what support they needed to create a sustainable event industry. A group of sustainability experts were also gathered and they work to translate the needs of these groups into practical solutions. In 2014 there are plans for Positive Impact groups to launch in 3 different countries so global collaboration can move forward the vision of a sustainable event industry.

<http://positiveimpacetevents.com/pages/groups>

## BIOREGIONAL AND WWF CASE STUDIES

As we learn more about our impacts we are likely to see an increase in targets set to manage our behaviour. While every event will deal with different issues and achieve different targets, WWF and Bioregional have made an effort to identify 10 guiding principles for one planet living. Case studies have been created so you can understand how each principle could be relevant for your situation.

<http://positiveimpacetevents.com/pages/one-planet-living-10-guiding-principles-envisioned-by-bioregional-in-partnership-with-wwf>

**Thank you for reading about  
Positive Impact and how  
we are working towards  
creating a more sustainable  
events industry by 2020.**

For further information, please contact:

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[www.positiveimpactevents.com](http://www.positiveimpactevents.com)

You can also find more  
information on our sister company,  
Sustainable Events Ltd, at

[www.sustainableeventsltd.com](http://www.sustainableeventsltd.com)

