



impact day.

Baltics' largest impact and
sustainability festival

5-6 October 2023 in Tallinn & virtually



About...

- **Uniting like-minded people, fresh ideas, and know-how** on how to go further with your words and actions;
- The festival brings together people who want to act for a better life around us, people who are really **taking steps towards a sustainable future**;
- Moving sustainability and impact entrepreneurship from **niche to a normality**.

Who you'll meet?

- **Impact/sustainable enterprises;**
- **End users/consumers between ages 25-45** with higher awareness about sustainability & consumption;
- **Impact entrepreneurship and innovation ecosystem members** (public sector, investors, CSR enterprises, incubators, universities, funders);
- **University/high school lecturers, students, and teachers**, to whom it is a future career or who are developing future change makers.
- **Media** covering topics of sustainability, impact (investing)



Program

@ Põhjala factory

- ◆ From 1926 Rubber Industry and 700 workers to 2023 with a community of forward-thinking enterprises and a lovely atmosphere = unique experience!
- **2 days full of impact!**
 - ◆ 5.10: from 12.00 until 23.00
 - ◆ 6.10: from 10.00 until 16.15
- **Three stages + VIP stage**
 - ◆ Impact Stage - the big picture
 - ◆ Sustainability Stage - for entrepreneurs
 - ◆ Inspiration Stage - for individuals
 - ◆ VIP Stage - Q&A sessions with the most influential speakers
- **In conclusion**
 - ◆ 90+ speakers, 30+ events, EXPO area with 40+ enterprises,
 - ◆ Culture program (Impact Show),
 - ◆ Impact Speaker & Impact Announcement contests, Side events



Program topics

- ◆ **Main theme:** Sustainability as humanity - (im)possible?"
- ◆ **Impact Stage**
The big picture of sustainable business, the main theme is "Sustainability as humanity - (im)possible?". Topics covered: traditions, transport, real estate, food, energy, SDG-s, health.
- ◆ **Sustainability Stage**
Dedicated to enterprises. Topics covered: business development, sales, marketing, financing, impact measurement, management, green washing, fuck-ups.
- ◆ **Inspiration Stage**
Curated to advance an individual's perspective: how to reduce your environmental footprint, improve mental health, supporting people/community around me.

#ActForImpact



Upgrade yourself by being a performer to...

- ◆ Lead the sustainability movement;
- ◆ Reach **your desired audience** and position yourself as a **leader and role model** for others in the field of sustainability and impact;
- ◆ Gain **new valuable connections** who believe in the power of sustainability across different sectors.





Some performers from previous year

Martin Villig, ex-Skype, co-founder of Bolt

Triin Hertmann, ex-Skype, ex-Wise, co-founder of Grünfin

Reet Aus, Fashion Designer, Founder of Upmade & Aus Design

Madis Toomsalu, CEO of LHV Group

Lauri Lugna, CEO of Enterprise Estonia

Taavi Veskimägi, former Minister of Finance, CEO of Elering

Kai Realo, CEO of Ragn Sells Estonia

Raimond Tamm, Deputy Mayor of Tartu

What value did the performers from 2022 enjoy?

◆ Statistically speaking...

Nearly 1500 attendees; 90+ speakers (for example Martin Villig, Kai Realo, Reet Aus); 50+ partners; 26 media coverage; 20 000+ unique visitors on the website & 2000+ subscribers in mailing list

◆ ... and about quality...

Participants' satisfaction rate was on average 8.06 on a 10-point scale, co-creators' was 8.94 and speakers' 9.31

◆ ... with some exact words.

"The level of festivals has definitely been raised in Estonia."

- Timo Porval (Co-founder of Lavii and Turunduslabor)

"Impact Day was so well organized that I even started to doubt my own preparation." - Andrus Albi (Sales Coach and Partner at Southwestern Consulting)



***Have a sip of Impact Day (by watching the 2022 aftermovie)!**



What happens next?

- ◆ If agreement is achieved, we send you **a contract for signing** (if you are a keynote) **and after that an onboarding questionnaire**;
- ◆ **Briefing** about the festival take place one month prior to festival (5.09.23).
- ◆ **If you take part of a panel** then you have 'a get to know' briefing with your moderator and other panelists after overall briefing and before the festival.
- ◆ **4.10 is stage test day** - specific time will be sent to you after briefing (if you are a panelist, taking part is voluntary).
- ◆ **5-6.10 is when the magic happens** and we make sustainability into normality, together.



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**Let's make sustainability a sexy
standard in the Baltics!**

Act for impact!

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and impact festival
in Tallinn & virtually 5-6 October 2023

PS. For additional questions reach out:

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