

A photograph of a woman in a yellow dress speaking at a podium on a stage during an event. A large audience is seated in front of the stage. The background features industrial-style lighting and a large screen displaying a presentation. The text 'impact day.' is overlaid in the center, flanked by two diagonal lines, one purple and one orange. The overall atmosphere is professional and modern.

# impact day.

**Nordics' & Baltics' largest  
sustainability festival**

10-12 October 2024 in Estonia & 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 **taking steps towards a sustainable future**;
- Moving sustainability and impact entrepreneurship from **niche to a normality**.

#ActForImpact

# Who you'll meet?

- **Impact/sustainable enterprises;**
- **Impact entrepreneurship and innovation ecosystem members** (public sector, investors, CSR enterprises, incubators, start-ups, universities, funders);
- **End users/consumers** with higher awareness about sustainability & consumption;
- **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).
- **In conclusion**, 3000-5000 participants + EXPO visitors & virtual viewers.

#ActForImpact





# Creators & Partners 2023

From a community to the community:

- Creators -

SEB

SOCIAL  
ENTERPRISE  
ESTONIA

Delfi

elisa



REPUBLIC OF ESTONIA  
MINISTRY OF THE INTERIOR

JA  
Estonia

Member of  
JA Worldwide

Lindström



ELLUVIJA



Reach  
for Change

miltton



SUSTINERE



MAAKONDLIKE  
ARENDUSKESKUSTE  
VÕRGUSTIK



dpd

- Partners -

Adven



Orkla

Eesti

HORTES



perfi

KWOTA

silen

PAULIG  
For a life full of flavour.



ÜLEMISTE



TALLINNA ÜLIKOOLOO

Swedbank



BEAST



TALLINK | SILJA LINE



WASTELOCKER

eleport



NESTE MY  
Renewable Diesel

Helmes

#ActForImpact



# Program

## @ Estonia

- ◆ World-class human capital, unique digital capabilities and a competitive business environment make Estonia a smart, agile location for businesses with global ambitions.

- **4 days full of impact!**

- ◆ 9.10: pre-events
- ◆ 10.10: from 12.00 until 22.00
- ◆ 11.10: from 10.00 until 16.15
- ◆ 12.10: EXPO day (open for larger audience)

- **Four stages + workshops**

- ◆ 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**

- ◆ 150+ speakers, 80+ events, EXPO area with 70+ enterprises for three days
- ◆ Culture program (Impact Sound)
- ◆ Impact Speaker, Impact Announcement & Impact Fuck-Ups contests, Side events, EXPO Day for everybody



#ActForImpact

# Program topics

- ◆ **Main theme:** Less is more
- ◆ **Impact Stage**  
The big picture of sustainability. Topic examples: traditions, transport, real estate, IT, food, energy, SDG-s, health.
- ◆ **Sustainability Stage**  
Dedicated to enterprises. Topic examples: business development, 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.
- ◆ **Workshops & pre-events**  
Dedicated to more niche topics: community building, digital solutions, local governments energy efficiency, zero waste, sustainable event management, green home, corporate legacy.
- ◆ **EXPO day**  
Aimed towards B2C target group & larger audience. Showcase of future solutions and one stage program for the full day.



# 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.





# What value did the partners from 2023 enjoy?

## ◆ Statistically speaking...

~ 2689 participants from 30 countries;; 180 speakers (for example Gunter Pauli, Kersti Kaljulaid, Paul Hawken ); 89 partners; 89 media coverage; 64 000+ unique visitors on the website & 4100+ subscribers in mailing list

## ◆ ... and about quality...

Participants' recommendation rate was on average 7.5 on a 10-point scale, partners' was 8.4 and speakers' 8.5

## ◆ ... with some exact words.

*"I am excited. This is such a cool conference... uh, I love Impact Day. It's like it's the place to be" - **Terry Virts** (Retired NASA astronaut)*

*"I saw one guy from Germany, who builds sustainable packaging and I just actually really need sustainable packaging for our scooter project." - **Kristjan Maruste** (Kõu Mobility Group)*



**\*Have a sip of Impact Day (by watching the 2023 aftermovie)!**



# Some Previous Performers

[Check More From Here!](#)



**Gunter Pauli**

Author of Blue Economy



**Martin Villig**

Co-Founder of Bolt



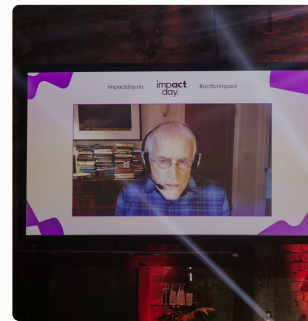
**Kersti Kaljulaid**

Former President of Estonia



**Anders Wijkman**

Club of Rome



**Paul Hawken**

American Environmentalist



**Kęstutis Juščius**

CEO of Auga Group



**Jone Sestakauskaite**

Sustainable Partnerships  
Manager Baltics of Estonia



**Rolf Ladau**

CEO of Paulig



**Kai Realo**

CEO of Ragn-Sells Estonia



**Terry Virts**

Former NASA Astronaut



## 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 (10.09.24).
- ◆ **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.
- ◆ **9.10 is stage test day** - specific time will be sent after briefing (if you are a keynote/panellists have one overall slot to rehearse, if wished).
- ◆ **10-12.10 is when the magic happens** and we make sustainability into normality, together.



impact  
day.

**Let's make sustainability irresistible  
in the Baltics!**

**Act for impact!**

Impact Day, Nordics & Baltics' largest sustainability  
and impact festival  
in Estonia & virtually 9-12 October 2024

*PS. For additional questions reach out:*

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