



The Impact Report

Transforming the face of sustainability, Impact Day 2023 marked not just an event, but a turning point in the impact movement.

From this report you can see detailed summary of the impact accomplished!



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1. Introduction

Moto of 2023: making sustainability sexy!

As the biggest sustainability festival in the Baltic-Nordics, Impact Day's main goal is to make sustainability a sexy standard. The festival is a platform for others to find like-minded people, fresh ideas and knowledge on how to go even further with impact.



Main topic: sustainability as humanity - (im)possible?

Impact Day 2023 featured 180 speakers, attracted over 2,600 people and had 93 sessions. Discussions, keynotes, panels ranged from advancing green energy and sustainable food to promoting mental health and having good financial habits.

What can you learn from this report?

This report provides a clear summary of Impact Day's positive effects on the environment, economy and society. It covers the earth-friendly actions taken, the economic benefits and how it brought people together for social good.



This document represents the first Impact Report published by Impact Day. While every effort has been made to ensure the accuracy and reliability of the data presented in this report, we acknowledge that there is always the possibility of error. As such, if you identify any information that appears to be a mistake or misleading, please do not hesitate to bring it to our attention.

2. Environmental Impact

2.1 Sustainable Practices

Core Philosophy

At Impact Day, **sustainability is foundational to everything we do.** It's not a peripheral concern; it's central to our team's mindset and communication. **Every decision, big or small, passes through the filter of our values.** When faced with options, we always choose the path that reflects our deep commitment to sustainability, ensuring that our actions are consistent with our **dedication to the health of the planet and the well-being of people.**



Energy and Resource Management

Our approach to resources is meticulous — we prioritize minimal environmental impact. We ensured that **all the festival's energy was green**, certified by [Eesti Energia](#). For heating, [NesteMY Renewable Diesel™](#) provided an environmentally-friendly alternative to standard fossil fuels.

Additionally, we took decisive steps to reduce water waste **by eliminating bottled water**, opting instead for a partnership with [Tallinna Vesi](#), who provided tap water to all attendees.



Sustainable Consumption

Understanding that food and waste are significant sustainability factors, we carefully curated our consumption options and waste management policies. Our partnership with [Fotografiska](#) for **exclusively vegan catering**, including their [Michelin-recognized Green Star](#), set a precedent, complemented by agreements with local food providers for **plant-based menus and an alcohol-free environment**.

Our commitment extended to **waste reduction through a comprehensive sorting system**, monitored by [WasteLocker](#) cameras, and including initiatives like **cigarette butt collection for recycling** with [Filaret](#).



Transportation and Accommodation

With the importance of sustainable travel in mind, we encouraged the use of public transport and facilitated **free city transit in partnership with Tallinn**. Working with travel partners like [LuxExpress](#) and [Beast](#), we offered discounted eco-friendlier alternatives and compensated extra costs for lower-emission travel like buses or ferries.

Our dedication to sustainability was mirrored in our choice of accommodation partner, [Tallink Hotels](#), which has been acknowledged with the [Green Key label](#).



Materials and Decor

At Impact Day, we believe that reusing and repurposing is key to reducing waste. We **rented, rather than bought, items such as decorations and lanyards**, and sourced **second-hand furniture** from [Uuskasutuskeskus](#) which can be utilized at future festivals.

Decorations from companies like [P H É R E](#), made from **naturally harvested plants**, speak to our ethos of sustainability over disposability. Additionally, we ensured that **all materials, including stage carpets and dishes, had a lifecycle beyond the event**.



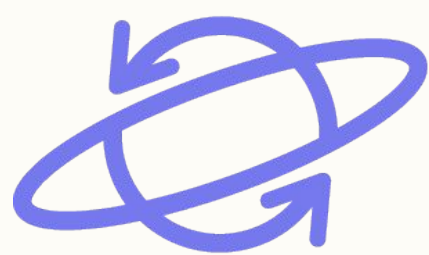
Partner Alignment and Community Impact

Beyond our direct actions, we engaged **only with partners who share our commitment to sustainability**. We communicated **clear guidelines to ensure these practices** were upheld across all aspects of the event.

2.2 Carbon Footprint Measurement

Methodology

In this chapter, we provide information on the event's greenhouse gas (GHG) footprint and provide an overview of the categories, thresholds, assumptions and methodology used. This chapter was produced in cooperation with [Planet Positive](#) who did the analysis and summary of the results.



**Planet
Positive**

The measurement is based on best practice principles and has been prepared in accordance with:

- the Corporate Accounting and Reporting Standard (GHG Protocol) developed by the World Business Council for Sustainable Development (WBCSD) and the World Resource Institute (WRI) in 2004;
- The UK Department for Environment, Food & Rural Affairs (DEFRA), Government Greenhouse Gas Conversion Factors for Company Reporting 2022;
- Intergovernmental Panel on Climate Change (IPCC), 2006 Guidelines for National Greenhouse Gas Accounting;
- Carbon Neutral Standard for Events (2020) developed by Climate Active, an Australian government initiative.

GHG emissions inventory boundaries

Temporal scope October 4th and 6th 2023

Operational boundaries Full scope

Accounting Standard GHG Protocol Corporate Standard (adapted to events)

"Impact Day," held from October 4th to 6th, involved a total of 2,689 participants, with 1,441 present at the venue and 1,248 attending online or/and pre-events. The GHG emissions analysis for the event covered various aspects, including food, venue, decorations, transport, accommodation, and waste management. This analysis included emissions from travel related to event organization, encompassing not only the event days but also the preparatory phase, as well as transportation for staff, participants, and team, in addition to the event's digital infrastructure.

Impact Day was hosted at Põhjala Factory (Marati 5, Tallinn), located 10.5 km away from Tallinn Airport, 8.4 km from the central bus station of the city, and 6.4 km from Tallinn's central railway station (Baltic Station).

Key principles

This report has been prepared in line with the fundamental principles of GHG accounting and reporting, specifically tailored to the event and its associated emissions:

Materiality: We have methodically identified GHG emission sources directly linked to the event and its involved parties. The report provides detailed information about these sources, ensuring that the GHG accounting accurately reflects the event's scale and addresses the primary concerns of our stakeholders.

Completeness: Our objective is to encompass all GHG emission sources within the defined boundaries of the event. If certain sources are not included, a clear and substantiated rationale for their exclusion will be provided.

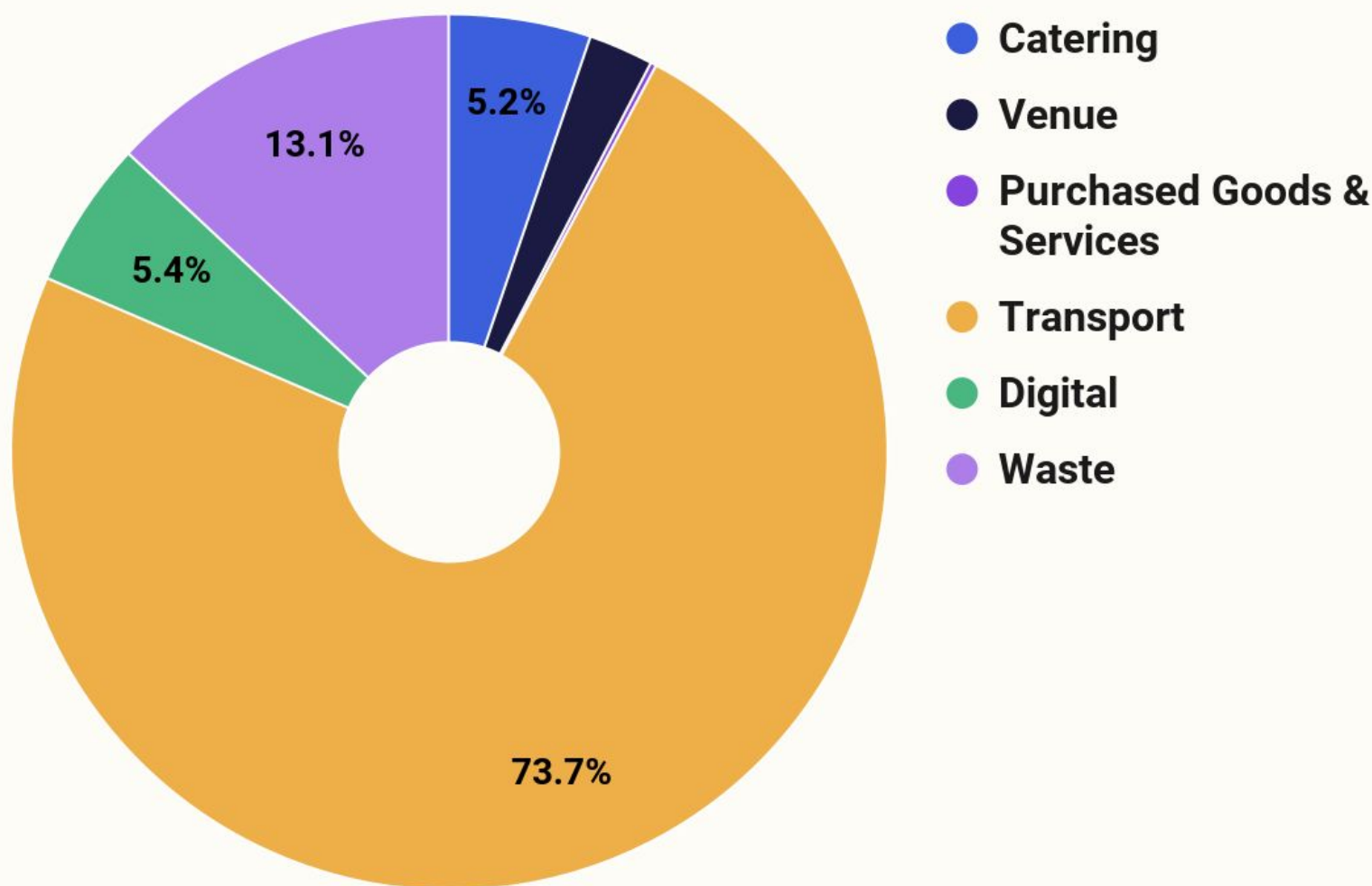
Consistency: In order to offer a reliable comparison of data year-on-year and allow stakeholders to track our progress, we maintain consistent adherence to our chosen methodology and utilize appropriate data sources. We will comprehensively explain and justify any deviations from this methodology or any amendments to it.

Transparency: We commit to delivering detailed information about the methodologies, assumptions, and data sources used in our GHG accounting for the event. This commitment guarantees that stakeholders have a clear understanding of our reporting processes and are able to evaluate the integrity of the data we present.

Accuracy: Strict data collection processes are in place, and we use updated emission factors along with precise measurement methodologies. While complete accuracy is challenging, our goal is to significantly reduce the possibility of data inaccuracies and ambiguities.

Executive Summary

We have calculated that the GHG emissions for the Impact Day amount to 48.954 tCO₂e (metric tonnes of CO₂e). Most emissions, totaling 36.072 tCO₂e (74%), are attributed to the Travel category, with a substantial 29.653 tCO₂e (61%) arising from participant travel alone.



Footprint of the event		48.954 tCO2e
Footprint per participant		18 kgCO2e
Footprint per participant (attending physically)		32 kgCO2e
Category	CO2e Value Range Other Events (kg per participant or per km driven)	CO2e Value Impact Day (kg per participant or per km driven)
Venue and Facilities	From 1 kg	2.81 kg
Travel	From 0.15 kg to 0.3 kg	0.23 kg
Food	From 0.5 kg to 3 kg	0.25 kg
Printed Materials and Signage	From 0.1 kg to 0.5 kg	0.03 kg

GHG assessment results

In our approach to GHG emissions reporting for events, we have chosen to focus on activity-based reporting. This method is particularly effective for pinpointing emission sources and strategizing their reduction, offering a more practical alternative to the conventional three-scope approach.

Reporting by activity:

- Catering: Covers vegan food, vegetarian snacks, and drinks.
- Venue: Covers facility use, electricity, diesel heating, and gas heating.
- Merchandise: Covers hoodies and prints.
- Travel: Covers emissions from transport and accommodation of team members, staff, and participants.
- Digital: Covers the digital footprint of website visitors, homeworking, online meetings, emails, newsletters, and streaming.
- Waste: Covers bio waste, packaging, paper & cardboard, mixed waste, and water usage.

Travel

Participant transportation

During the registration process at the venue on the day of the event, we collected data on the origin country of participants through interviews. Additionally, throughout the event, a designated team member gathered information from exhibitors. Each respondent was asked to specify their country of origin, their means of transportation to Tallinn (if applicable), and their mode of transportation to the venue.

Out of the 1,441 participants present at the venue, we surveyed a total of 836, including participants, speakers, and exhibitors, which represents 58% of the onsite attendees. To compensate for the missing data from the remaining 42%, we calculated the distribution of travel distances and modes of transportation among those surveyed and applied this distribution to the rest of the attendees at the venue. Overall, participant transportation contributed to 61% of the event's total emissions, amounting to 29.65 tCO₂e.



Staff transportation

Staff transportation emissions for the event totaled 0.3 tCO₂e, comprising less than 1% of the overall emissions. We collaborated with three partners who predominantly utilized trucks, vans, and cars powered by diesel, petrol, gas, and electricity. By opting for local suppliers, we significantly reduced potential emissions.

Team transportation

The team responsible for organizing this festival produced 5.17 tCO₂e in transportation emissions. These emissions were incurred both during the conference days and in the year leading up to the conference for organizational travel. The majority of the distance, totaling 13,431 km, was covered by air travel, resulting in 2.5 tCO₂e emissions. This was followed by bus travel, which contributed 1.5 tCO₂e, and car travel, accounting for 1.1 tCO₂e.

Accommodation

For the event, two hotels in Tallinn were selected to accommodate our speakers and team members. A total of 22 rooms were booked, amounting to 24 nights spent during the event. Utilizing a factor of 13.2 kg of CO₂e per room per night, the hotel stays generated 0.95 tCO₂e emissions, constituting almost 2% of the total event emissions.

Waste

During the event, we carefully weighed all waste generated for various purposes. This included organic waste, packaging, paper, cardboard, mixed waste, and water usage.

Total GHG emissions from waste amounted to 6.39 tCO₂e, constituting 13% of the event's overall GHG emissions. Biowaste was the largest contributor, accounting for 40% of these emissions, followed by mixed waste at 33%.

Type of waste	Quantity	Unit
Organic waste	120	kg
Packages	40	kg
Paper & cardboard	40	kg
Mized waste	100	kg
Wastewater	39	m3

The environmental impact of the event was significantly reduced through various sustainable practices. Recycling bins were strategically placed, and we chose vendors who minimized the use of disposable materials. Additionally, we employed reusable containers, including deposit-based options for hot beverages, and provided refill stations for drinking water. These measures helped in substantially lessening waste and promoting eco-friendly practices.

Purchase of goods and services

For merchandising, 40 cotton hoodies were produced, resulting in a total of 0.05 tCO₂e emissions. Additionally, paper used for

various prints contributed an additional 0.02 tCO2e to the event's overall emissions.

Other services and goods were not included in our assessment due to the anticipated reuse of most purchased items in subsequent years, making it challenging to precisely evaluate their impact without detailed supplier information. Similarly, while purchased services could have been considered, the only feasible method of assessment was the cost-based approach, which would not accurately reflect the real situation. Going forward, there's a need to strengthen this area of evaluation.



Energy

During the event, a total of 4,579.64 kWh of electricity was used, along with 2,000 liters of Neste MY Renewable Diesel for heating, and 0.2 tonnes of gas. Thanks to the electricity being 100% green, emissions were kept to a minimum. The renewable diesel, as per information provided by Neste, resulted in just 0.62 tCO2e of emissions, which is up to 90% less than regular diesel.

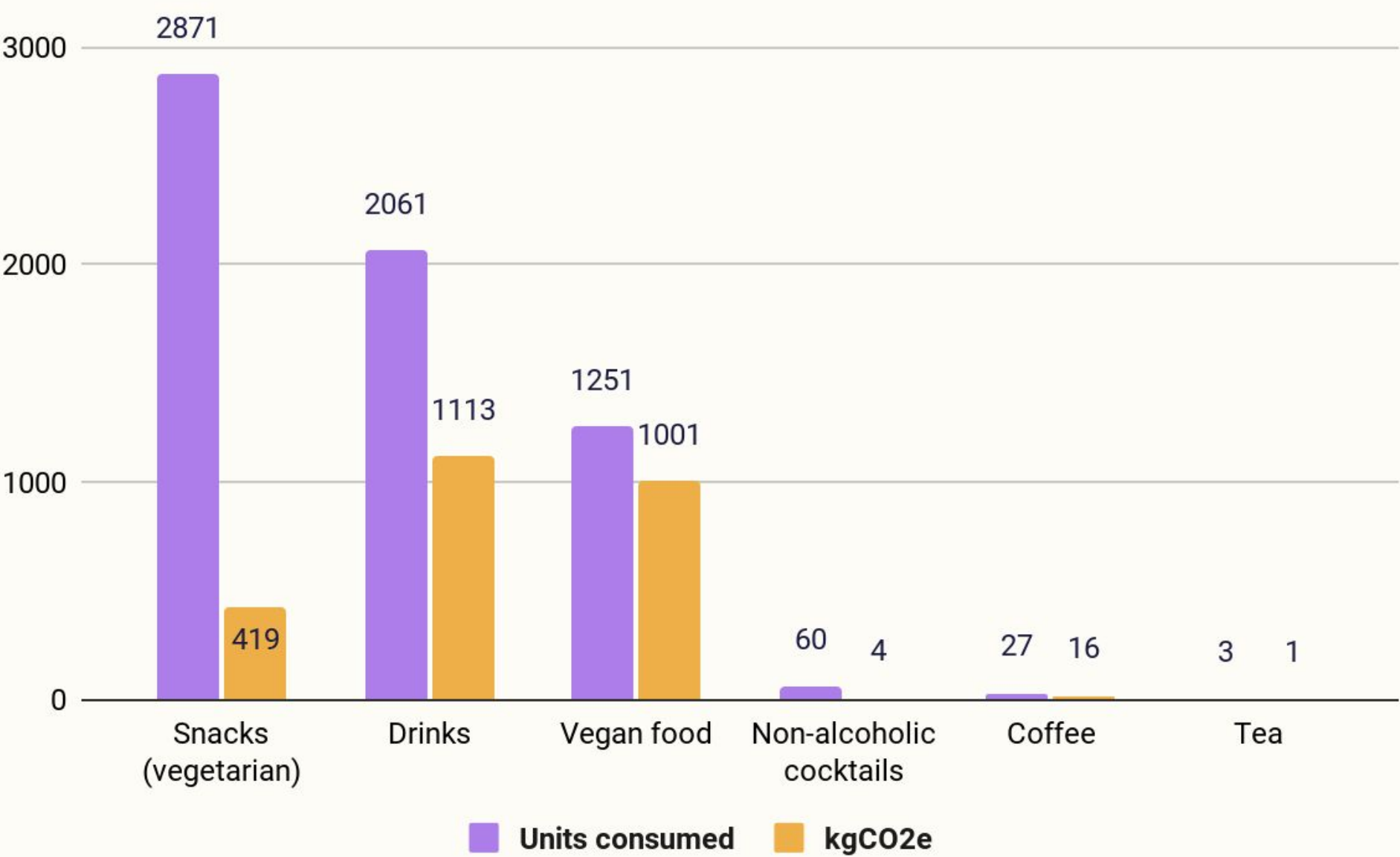
Energy consumption accounted for less than 3% of the total GHG emissions for the event, with heating alone contributing to 93% of these energy emissions.

Energy	tCO2e
Electricity	0.08
Heating (diesel)	0.62
Heating (gas)	0.51

Catering

While catering and freight usually contribute significantly to the carbon footprint of large events, effective mitigation strategies

were implemented in both these categories. For catering, exclusively serving vegan and vegetarian options within walking distance of the venue greatly reduced our impact. The emissions linked to food were estimated at 2.56 tCO₂e, constituting about 5% of the event's total carbon footprint.



Digital

In addition to the onsite footprint, the Impact Day event also generated a modest digital footprint. This primarily arose from internal communication, marketing activities, and remote attendance, as participants had the option to attend the event online.

The digital footprint of the event resulted in a total of 2.65 tCO₂e emissions, which we divided into two groups to differentiate between internal and external communication sources. Internal communication, including online meetings, emails, and digital file storage, accounted for 1.5 tCO₂e, while external communication, such as website visitors, newsletters, and streaming, contributed 1.2 tCO₂e. The largest impact within digital emissions, at 43%, was from online meetings. As for the emissions from broadcast recording views, this data will be available three months post-festival, once we have the duration and number of views, as the material will be accessible to participants for this period.

2.3 Carbon Savings

Cooperative Efforts with Kwota

Working closely with [Kwota](#) enabled us **to compensate a total of 60 tonnes of CO₂**. This substantial achievement was facilitated by swapping out virgin materials with recyclable ones in production processes, effectively reducing the demand for newly sourced raw materials and lowering the associated carbon emissions.

KWOTA

Participant Contributions

In addition to the organizational efforts, Impact Day provided an avenue for participants to take active roles in environmental stewardship. By offering the option for attendees to contribute to carbon savings we managed to further compensate for an **additional 375 kilograms of CO₂**.

The Kwota Process

Kwota's process revolves around promoting the circular economy by increasing the use of recyclable materials in production, thereby reducing reliance on virgin materials such as wood and wood fibers. Here's a breakdown of how their system works:

Material Replacement: Manufacturers exchange virgin materials traditionally used in production with recyclable alternatives. This direct substitute supports the preservation of natural resources and harnesses the value of existing materials.

Recording Increased Circularity: Kwota tracks the uptick in the utilization of recyclable materials across the production spectrum.

Validation of CO₂ Reductions: The total CO₂ emission reduction is then validated, affirming that increased circularity has led to quantifiable environmental benefits.

3. Economic Impact

3.1 Main Principles

Core Economic Philosophy

At the heart of Impact Day lies a conviction that economic growth and sustainability are not mutually exclusive. Our principles are grounded in fostering an economy where **business success is aligned with environmental stewardship and social responsibility.**



Circular Economy and Sustainable Business Models

We **advocate for a circular economy**, emphasizing the importance of resource efficiency, waste reduction, and the lifecycle extension of products. Our platform encourages businesses to adopt models that are not only economically viable but also environmentally sound and socially beneficial.

Supporting Local Businesses & Entrepreneurs

By preferring local sourcing of products and services, Impact Day pushes for economic models that are not only viable financially but also reduce environmental impact and elevate social welfare. Our platform champions local entrepreneurs and businesses, empowering them to pursue sustainability as an integral part of their operations.

Economic Inclusion and Fair Trade Practices

In our pursuit of a sustainable economy, we emphasize the need for inclusiveness and equity. Impact Day **promotes fair trade practices** and supports initiatives that provide equal opportunities for all market participants, ensuring that the benefits of economic activity are shared broadly.



Collaboration for Sustainable Development

Understanding that collaboration is fundamental to creating lasting economic impact, Impact Day **creates a space where stakeholders across industries can come together**. This synergy facilitates the exchange of ideas, encourages partnerships, and results in actionable strategies that pave the way for a more sustainable economic future.

3.2 Estimated Economic Impact

Overview

To evaluate the economic impact of Impact Day on Estonia's local economy, we focused on two key areas: the expenditure of international attendees and the direct expenditure by the event itself.

International Attendee Expenditure

Impact Day had 197 international visitors to Estonia. According to preliminary survey data from [Enterprise Estonia](#), the average expenditure per person attending a business conference is 135.8€ per night. Given that the festival spanned three days, we assumed each international attendee spent two nights in the country. This preliminary data allows us to estimate the total contribution of these international guests to the local economy.

Organizational Spending

In addition to the spend from those visiting from abroad, Impact Day itself injected a substantial amount into the local economy. Our direct expenditures related to staging and organizing the event, covering various operational costs, engaging local services, and utilizing venues and labor within Estonia.

Total Estimated Economic Impact

By combining the spending from international attendees with the direct expenses of Impact Day, we arrive at a total estimated economic impact on the host country's economy. The total of these two figures represents the immediate financial influx that the festival brought to Estonia, emphasizing the event's economic impact.

Total Estimated Direct Economic Impact	416 233.37€
Organizational Spending	362 648.17€
International Attendee Expenditure (approx.)	53 585.2€

Conclusion

The estimated economic impact figure provided here reflects the immediate financial benefits stemming from hosting Impact Day. It is important to note that this calculation only captures the direct spending and does not account for the additional indirect and induced effects which could further increase the overall economic benefit. Future events would benefit from more comprehensive data collection to fully quantify the extended economic impact.

3. Social Impact

3.1 Implemented Activities

Fostering Diversity and Inclusion

Gender Equality

At Impact Day, we achieved a landmark in promoting gender balance, as **53% of our speakers were women**. This milestone is a testament to our unwavering commitment to gender equality.

Diverse Participation

We strived to ensure that our festival reflected the rich diversity of our community. Not only did we offer special **discounts to academia and non-governmental organizations** to encourage varied representation, but our **volunteers also mirrored this diversity, with over 15% coming from international backgrounds**.



Youth Engagement

The involvement of youth in our festival was crucial. We provided volunteer opportunities and practical event management experiences to **19 students from Narva Gymnasium**, fostering the next generation of event professionals.

Refugee Support

Our partnership with [Garage48](#) allowed us to extend our festival's reach up to **100 Ukrainian entrepreneurs who have migrated to**

Estonia, offering them access to watch festival recordings and thereby supporting their continued professional development amidst challenging times.



Health and Wellbeing

Mental and Physical Health

Recognizing the importance of mental and physical health, we arranged for both **mindfulness and movement breaks** during the festival, delivered by [Vaikuseminutid](#) and [MyFitness](#), respectively. These activities provided attendees with a chance to refresh and refocus. Additionally, we ensured that **our team worked in shifts that allowed for at least 7 hours of sleep**, underlining our dedication to wellbeing.

Alcohol-Free Environment

Prioritizing health and safety, we chose to make Impact Day an **alcohol-free event**, offering healthier alternatives to ensure a safe and inclusive environment for all attendees.



Accessibility and Support

Website and On-Site Improvements

We put concerted efforts into enhancing **our website's accessibility**, including a change in color scheme to aid visibility. Moreover, on-site improvements catered to people with disabilities, such as **a specialized WC and inclusive volunteer training** to provide support effectively.

Inclusive Partnerships

The spirit of inclusion extended to our partnerships. Our volunteers showcased clothing made from 100% salvaged fabrics by [V2GI](#), incorporating contributions from a Ukrainian war refugee and individuals with special needs from [Hea Hoog](#) and [Randvere Tööõppekeskus](#). These collaborations embody our ethos of societal support and sustainability.



Supporting Worthy Causes

Showcasing Young Designers

Impact Day partnered with the [Estonian Fashion Festival](#) to shine a spotlight on sustainable fashion. We provided **a platform for the finest sustainability-focused designers** featured in their shows, granting these promising talents visibility at our event.

Supporting Children's Welfare

Our collaboration with [Paulig](#) for coffee sales turned each cup sold into a contribution for a better future, as **all proceeds were donated to [SOS Lasteküla](#)**. This initiative showcased our commitment to impactful philanthropy and reinforced the potential of joint efforts to support significant causes.

4.2 Key Results

Collaborative Impact

Impact Day's ethos of collaboration was reflected in the remarkable participation of **89 organizations across various sectors**. The private sector led with 68.54% involvement, highlighting the business community's commitment to sustainability. Furthermore, the third sector was represented by 16.85%, demonstrating the event's alignment with non-profit initiatives, while the public sector contributed 14.61%, underscoring the festival's synergy with government bodies and their shared objectives.



Satisfaction Levels

The satisfaction levels among different groups of participants were indicators of the event's success. On a 10-point scale, participants rated their experience with **an average recommendation score of 7.5**, indicating a positive reception. Speakers, integral to delivering the event's content, rated their experience at an impressive 8.5, while partners, essential to the event's execution, provided a strong endorsement with a score of 8.4. Volunteers expressed the highest satisfaction with a remarkable score of 9.1.



New Knowledge and Connections

The aspirations of our attendees were met and exceeded at Impact Day. Over half sought inspiration, networking opportunities, or knowledge acquisition. **Two out of every three attendees reported learning something new about sustainability**, showing the event's efficacy as an educational platform. In terms of networking, **67.4% of participants left with new contacts**, a testament to the festival's role in fostering meaningful connections within the sustainability ecosystem.



Reaching Wider Audience

Impact Day's message of sustainability resonated well beyond the physical event, as reflected by substantial media attention with **100+ instances of coverage, including articles, mentions, and TV features**, which significantly amplified our reach and brought sustainability discussions to a broader audience. Complementing this traditional media success, our digital footprint was equally impressive—the Impact Day website emerged as a key platform for information and participation, garnering **over 64,000 unique visits**.

5. Summary

Impact Day, as the largest sustainability festival in the Baltics, has made substantial contributions to the environmental, economic, and social spheres. This report has aimed to encapsulate the immediate impacts of the festival, setting a foundation for understanding the key ways in which it has influenced Estonia and the greater Baltic region.



Looking Forward

While this report has captured the immediate impacts, it's important to note that the long-term effects and success stories stemming from the festival have not been fully explored. In future reports, we aim to include in-depth analyses and narratives that showcase the ongoing and far-reaching benefits of the festival.

Making Sustainability Irresistible

In conclusion, Impact Day has proven to be more than a singular event; it is a movement towards integrating sustainability into the fabric of our communities and economies. As we look to the future, we are committed to building upon this success and making sustainability irresistible.



impact day.



Thank you for all the parties for acting together for impact! This was only a snapshot of resulted from our shared efforts. More and more stories & changes are still coming...

But what else now to say than -
let's make sustainability irresistible!