

A vibrant event scene for Impact Day. A large group of people, many wearing light-colored t-shirts with the Impact Day logo, are on a stage with their arms raised in celebration. The background features large screens displaying the event's branding and dates. The lighting is dramatic, with blue and purple spotlights. The overall atmosphere is energetic and positive.

impact day

**Franchise a
sustainability festival**

Making sustainability irresistible in the whole world.

Franchise Model



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**.

Target Groups of the Festival?

- **Impact & CSR enterprises;**
- **Impact and innovation ecosystem** (public sector, third sector, investors, start-ups, academia);
- **End users/consumers** with higher awareness about sustainability & consumption;
- **C-level & Executives.** TOP 3 departments being Management, Marketing, ESG.





Content Outline

- **2 days full of impact!**
 - ◆ First day: from 12.00 until 19.00
 - ◆ Second day: from 10.00 until 16.15
- **Four stages + seminars**
 - ◆ Impact Stage - the big picture
 - ◆ Sustainability Stage - for entrepreneurs
 - ◆ Inspiration Stage - for employees/individuals
 - ◆ VIP Stage - Q&A sessions with the most influential speakers
- **In conclusion**
 - ◆ 150+ speakers, 80+ events, EXPO area with 70+ enterprises,
 - ◆ Impact Speaker & Impact Announcement contests,
 - ◆ Side events, seminars.

Previous Example

The Value for Impact Day Estonia 2023's Partners and Attendees?

◆ 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 Impact Day Estonia 2023 aftermovie)!

Franchising Overview



Why Franchise with Impact Day...

Start A Movement And Earn Profit

Sustainability isn't just a trend—it's essential for the planet, and it's what people expect.

As an early adopter, you can earn revenue, build partnerships, and gain recognition while helping others meet their sustainability goals.

#ActForImpact



Why Franchise with Impact Day...

Full Support

Organizing standout events is tough, but you're not alone.

We support you at every step, sharing the collective wisdom of our franchisors' network.

#ActForImpact



Why Franchise with Impact Day...

Extra Revenue Streams

Besides earning from partnerships and ticket sales, there are many additional products and streams you can build to maximize your revenue and grow your business.

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Why Franchise with Impact Day...

Comprehensive Operational Systems

Use our efficient operational systems and processes to smoothly run your franchise, ensuring quality and consistency across the board.

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Why Franchise with Impact Day...

Walk the Talk

The Impact Day festival has an 8x smaller footprint than an average event.

Show the industry how event management should be done, teach others, and elevate the standards for events everywhere.

#ActForImpact



Why Franchise with Impact Day...

Marketing And Brand Strength

Benefit from Impact Day's established brand identity and marketing strategies that resonate with audiences looking for sustainable event experiences.

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Revenue Streams

Main products

- ◆ Partnerships
- ◆ Ticket sales
- ◆ Grants

Additional revenue

- ◆ Add-on products for partnerships
- ◆ Extra services for expos
- ◆ Small services as an event agency

Costs

- ◆ Initial investment
- ◆ Royalties
- ◆ General contribution



What is Provided

- ◆ We offer a **clear process** with supportive deadlines.
- ◆ **Ready-made materials** - you get all the templates and guidance from operation manual. Also visual brand, demo videos etc.
- ◆ **Best case examples** - you get access to the best examples from other franchisees.
- ◆ **Ongoing support** - there is assigned account manager to help you on the way.
- ◆ **Extra monthly training** to boost your revenue and save time.





impact
day.

Let's make sustainability
irresistible in the world.

Act for impact!

If you have any questions, reach out to Erkki
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