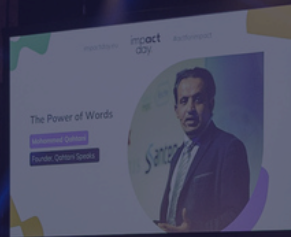


# Impact Report

Impact Day 2024 was more than just an event—it was a milestone in the journey toward sustainability.

This report provides a clear and detailed overview of the positive impact we achieved.



elisa

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# Introduction

## What can you learn from this report?

This report highlights Impact Day's positive impact on the environment, economy, and society. It showcases eco-friendly actions, economic benefits, and how the event united people for social good.

## This document represents the second Impact Report published by Impact Day.

While we have made every effort to ensure the accuracy and reliability of the data, we recognize that errors may still occur. If you notice any incorrect or misleading information, please feel free to let us know.

## Main topic: Less is More!

Impact Day, the largest sustainability festival in the Baltic-Nordics, makes sustainability an attractive standard. It's a place to connect, discover new ideas, and learn how to amplify impact.

## Event Summary

Impact Day 2024 brought together 180 speakers, 2666 attendees, and 92 sessions. Topics ranged from green energy and sustainable food to mental health and smart financial habits.

# 2 Environmental Impact

## 2.1 Sustainable Practices

### Energy and Resource Management

We take a careful approach to resource use, prioritizing 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.

To reduce water waste, we eliminated bottled water and partnered with [Tallinna Vesi](#) to provide tap water for all attendees.

### Sustainable Consumption

Understanding that food and waste are key sustainability factors, we carefully selected our consumption options and waste management policies. For Impact Day 2024, the catering providers were three vendors who offered only vegan food. [Orkla Eesti](#) contributed healthy snacks, including low-climate-impact smoothies, supporting our sustainability goals. Additionally, our festival was alcohol-free.

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](#).

Partner [Puhastusimport](#) provided us with waste sorting bins and the necessary tools for efficient sorting and cleaning across five waste categories.

### Transportation and Accommodation

Recognizing the importance of sustainable travel, we encouraged the use of public transport and facilitated free city transit in partnership with [Tallinn](#). Working with travel partners like [Tallink](#), [LuxExpress](#) and [Bolt](#), we offered discounted eco-friendly travel options and covered additional costs for lower-emission travel, such as buses and ferries. Also, we offered participants the opportunity to offset their carbon footprint, and many took part in this initiative.

### Core Philosophy

*Sustainability is the foundation of Impact Day. It is not an afterthought but a guiding principle embedded in our team's mindset and communication.*

*Every decision—whether strategic or operational—is made with a strong dedication to our core values.*



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. Instead of buying new items, we rented decorations and lanyards. For furniture, we used the existing pieces from [Põhjala Factory](#), furniture purchased from the [Uuskasutuskeskus](#) in 2023, and furniture rented from our technical partners.

Decorations from companies like Bad Taste Florist ([Anna Loshakova](#)), made from naturally harvested plants and other recycled materials included, 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.

Additionally, our partner [RMK](#) loaned pine saplings for festival decoration, which were planted in nature after 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.

Stories For Impact has also been a key partner in measuring the impact of Impact Day, providing valuable support in analyzing and advancing our impact journey.

The measurement offered by Planet Positive 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 2023;
- 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 10-12th, 2024

Operational boundaries: Full scope

Accounting Standard: GHG Protocol Corporate Standard (adapted to events)

Impact Day, held from October 10th to 12th, involved a total of 2666 participants, with 855 attending online and 1811 present at the venue. The GHG emissions analysis for the event encompassed several key areas, including food, venue, decorations, transportation, accommodation, digital infrastructure, and waste management. This analysis accounted for emissions from travel related to event organization, covering not only the event days but also the preparatory phase. It included transportation for staff, participants, and the team.

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

## **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**

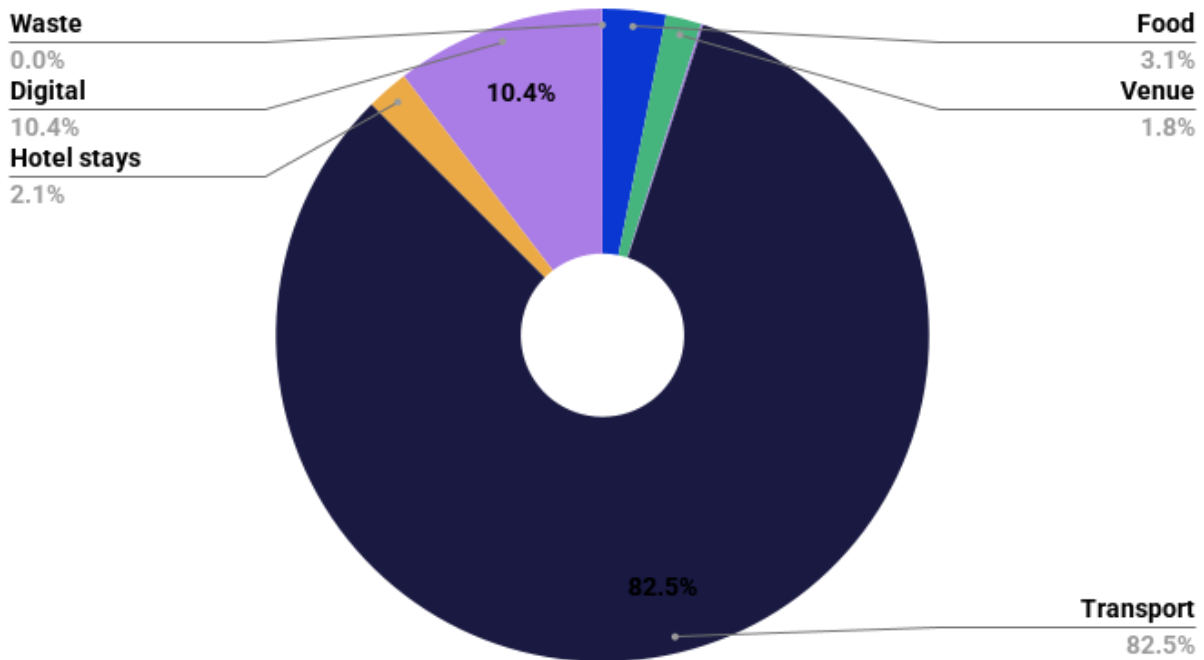
Strict data collection processes are in place, and we use updated emission factors along with precise measurement methodologies. While complete accuracy is challenging, our goal is to significantly reduce the possibility of data inaccuracies and ambiguities.



# Executive Summary

We have calculated that the GHG emissions for the Impact Day amount to 52.7942 tCO<sub>2</sub>e (metric tonnes of CO<sub>2</sub>e). Most emissions, totaling 43.5496 (82.49%) are attributed to the Transport category.

Chart: Distribution of actual event emissions (t CO<sub>2</sub>e)



**Footprint of the event** 52.794 tCO<sub>2</sub>e

**Footprint per participant** 20 kgCO<sub>2</sub>e

**Footprint per participant (attending physically)** 29 kgCO<sub>2</sub>e

Category	CO <sub>2</sub> e Value Range Other Events (kg per participant or per km driven)	CO <sub>2</sub> e Value Impact Day (kg per participant or per km driven)
Venue and Facilities	From 1 kg	0.35 kg
Travel	From 0.15 kg to 0.3 kg	0.13 kg
Food	From 0.5 kg to 3 kg	0.62 kg
Printed Materials and Signage	From 0.1 kg to 0.5 kg	0.02 kg

## 2.2 Carbon Footprint Measurement

## GHG assessment results

We have adopted an activity-based reporting framework in our greenhouse gas emissions reporting approach for events. This method excels at identifying emission sources and devising strategies for their reduction, providing a more practical alternative to the traditional three-scope model.

### Reporting by activity:

- Food: Covers food catering for the event, including organic vegan meals, various snacks, and beverages such as smoothies.
- Venue: Covers facility use, electricity, diesel heating, gas heating, and water consumptions.
- Decorations: Covers merchandise for speakers, shirts for the core team, printed materials, as well as both disposable and reusable dinnerware used during the event.
- Transport: Emissions cover travel by technical partners, participants, performers, staff, and commuting by the Impact Day team.
- Hotel stays: Includes accommodation for staff, volunteers, and speakers in Tallinn.
- Digital: Covers the digital footprint of website traffic, homeworking, online meetings, emails, newsletters, streaming, and digital drive space usage.
- Waste: Covers bio waste, packaging, paper & cardboard, mixed waste. Additionally, all used bottles were deposited for recycling.



## Travel

Transportation accounted for a total of 43.55 tonnes CO<sub>2e</sub>, comprising 82.5% of the event's overall GHG emissions. The breakdown of emissions sources within the transportation category is detailed below.

### Participant transportation

During the registration process at the venue on the day of the event, we collected data on the origin country of participants, performers and exhibitors through a survey. The survey information covered data like role at the venue, means of transport that was used to arrive at the venue with fuel data, kilometers, if the participants was the driver or the passenger as well as how many people were in the car to include commuting data.

## 2.2 Carbon Footprint Measurement

Of the 1 811 participants at the venue, a survey was conducted with 523 individuals, including attendees, speakers, and exhibitors, representing 29% of onsite participants. Of these responses, 36 were deemed invalid and excluded from the analysis. To address the data gap for the remaining 71% of participants, the distribution of travel distances and modes of transportation from last year’s responses was analyzed and extrapolated to estimate their travel patterns.

Participant transportation accounted for 71% of the total event's emissions, equivalent to 37.71 tonnes CO<sub>2e</sub>. The largest portion of these emissions — 23.96 tonnes CO<sub>2e</sub> — was attributed to car travel (excluding electric and hybrid vehicles), as determined from a combination of questionnaire responses and estimates for unknown travel modes. Notably, the questionnaire data revealed that buses and trams were the most frequently used modes of transportation, predominantly by local participants traveling within Estonia.

Table: Emissions from participant transportation to and from the event

Transport type	t CO <sub>2e</sub>
By foot	0.00
Bicycle	0.00
By bus	1.90
By tram	0.09
By train	0.81
By car (other than hybrid or electric)	23.96
By car (hybrid)	0.02
By car (electric)	0.00
By ferry	0.76
By plane	9.62
Taxi	0.23
Scooter (electric)	0.00
By truck or van	0.31
<b>TOTAL t CO<sub>2e</sub></b>	<b>37.71</b>

### Staff transportation

Staff transportation emissions for the event amounted to 0.43 tonnes CO<sub>2e</sub>, representing less than 0.1% of the total emissions. We collaborated with three partners who primarily used trucks, vans, and cars powered by diesel, petrol, gas, and electricity. By prioritizing local suppliers, we were able to significantly reduce potential emissions.

## 2.2 Carbon Footprint Measurement



## Team transportation

The team responsible for organizing the festival generated a total of 5.41 tonnes CO<sub>2e</sub> in transportation emissions, representing 10% of total event emissions. These emissions occurred both during the conference and throughout the year leading up to the event, for organizational travel. The largest share of emissions came from air travel, which accounted for 4.12 tonnes CO<sub>2e</sub>. In contrast, the majority of the distance traveled — 16 058 km — was covered by bus, contributing just 0.44 tonnes CO<sub>2e</sub>.

## Accommodation

For the event, two hotels in Tallinn were selected to accommodate our speakers and team members. A total of 26 rooms were booked, resulting in 8 nights of overall accommodation. The hotel stays generated 1.11 tonnes CO<sub>2e</sub> in emissions, accounting for 2.1% of the total event emissions.

## Waste

During the event we weighed all waste generated for various purposes, including organic waste, packaging, paper, cardboard, and mixed waste.

The total GHG emissions from waste amounted to 7.53 tonnes CO<sub>2e</sub>, representing 0.01% of the event's overall GHG emissions. Mixed waste was the largest contributor, accounting for 50.9 % of total waste emissions, followed by packaging waste at 23.8%

Type of waste	Quantity	Unit	t CO <sub>2e</sub>
Organic waste	25	kg	0.53
Packages	84	kg	1.79
Paper & cardboard	65	kg	1.38
Mixed waste	180	kg	3.83
<b>Total</b>	<b>354</b>	<b>kg</b>	<b>7.53</b>

The event's environmental impact was significantly reduced through various sustainable practices. Recycling bins were placed strategically, and vendors were selected for their minimal use of disposables. We also used reusable containers, including deposit-based options for hot drinks, and provided water refill stations. These efforts greatly reduced waste and promoted eco-friendly habits.

## 2.2 Carbon Footprint Measurement

# Decorations

The total GHG emissions from decorations amounted to 0.06 tonnes CO<sub>2</sub>e, representing 0.11% of the event's overall GHG emissions. The breakdown of emissions sources within the decorations category is detailed below.

## Merchandise

For items intended for speakers and the core team, we prioritized purchasing merchandise made from recycled materials — such as recycled bottles, plastics, paper, and organic cotton — to reduce the CO<sub>2</sub> footprint. These efforts resulted in merchandise-related emissions of 0.025 tonnes CO<sub>2</sub>e, accounting for 44% of total emissions from decorations.

## Signs

For event signs, materials such as paper, plastic, and mixed paperboard were utilized. Importantly, these signs have been designed for reuse in future events, minimizing waste. The total emissions from signage amounted to 0.032 tonnes CO<sub>2</sub>e, representing 56% of total decorations emissions.



# Venue

Venue-related emissions totaled 0.93 tonnes CO<sub>2</sub>e, accounting for 1.76% of the event's overall GHG emissions. The breakdown of emissions sources within the venue category is detailed below.

## Electricity

During the event, 6,749 kWh of electricity was consumed, resulting in:

- 4.67 tonnes CO<sub>2</sub>e in location-based emissions
- 0 tonnes CO<sub>2</sub>e in market-based emissions

## Understanding Emission Calculations

Following the GHG Protocol, electricity-related emissions are assessed using two methods:

1. Location-based approach – Calculates emissions based on the regional electricity grid's average emissions intensity, regardless of energy procurement choices.
2. Market-based approach – Accounts for emissions based on electricity actively purchased through agreements or certificates.

Since the event's electricity came from 100% renewable sources, market-based emissions were recorded as 0 tonnes CO<sub>2</sub>e in the total event emissions.

## Year-over-Year Comparison

- 2023 Market-based emissions: 0.08 tonnes CO<sub>2</sub>e
- 2024 Market-based emissions: 0 tonnes CO<sub>2</sub>e (due to an updated emission factor)
- 2023 Location-based emissions: 3.17 tonnes CO<sub>2</sub>e
- 2024 Location-based emissions: 4.67 tonnes CO<sub>2</sub>e (an increase of 1.5 tonnes, attributed to higher electricity use this year)

By applying both market- and location-based approaches, we gain a more accurate picture of our environmental impact. This method helps us refine our sustainability strategy and make informed decisions when selecting venue suppliers.

Category	2023 electricity consumption	2024 electricity consumption
Location-based	3.17 t CO <sub>2</sub> e	4.67 t CO <sub>2</sub> e
Market-based	0.08 t CO <sub>2</sub> e	0 t CO <sub>2</sub> e
Electricity consumption	4579 kWh	6749 kWh



## Heating

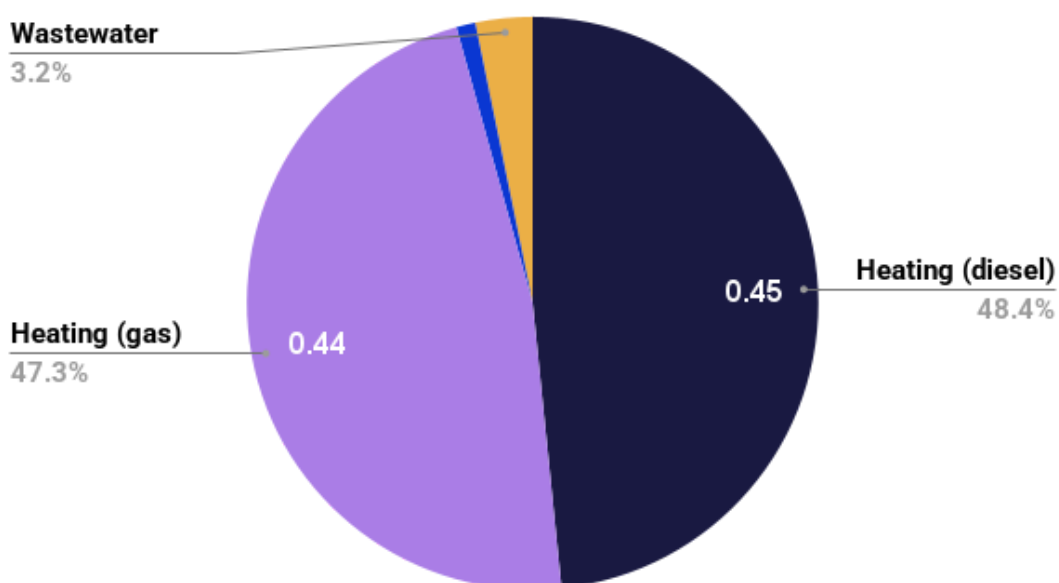
In addition to electricity, renewable Neste diesel was used for heating purposes, resulting in 0.45 tonnes CO<sub>2e</sub>. As Neste's specific emission factor was unavailable, the DEFRA emission factor for biodiesel was used to estimate emissions. It is important to note that the use of renewable diesel significantly reduced emissions compared to conventional diesel, avoiding approximately 6 tonnes CO<sub>2e</sub> for the quantity consumed. A small amount of gas was also used for heating, contributing 0.44 tonnes CO<sub>2e</sub>. Together, heating emissions totaled 0.89 tonnes CO<sub>2e</sub>, which accounted for 95.7% of the total venue emissions.

## Water and wastewater

Venue emissions also included those from water consumption and wastewater generated for hygiene purposes. As wastewater volumes were not measured separately, emissions were calculated based on the water consumption data. Water-related emissions were 0.01 tonnes CO<sub>2e</sub>, while wastewater emissions were 0.03 tonnes CO<sub>2e</sub>, collectively representing 4.3% of total venue emissions.

Type	Unit	Amount	t CO <sub>2e</sub>	
Electricity	kWh	6749	4.67 (location-based)	0.00 (market-based)
Heating (diesel)	Liters	2700	0.45	
Heating (gas)	Tonnes	0.17*	0.44	
Water	m <sup>3</sup>	45	0.01	
Wastewater	m <sup>3</sup>	45	0.03	
<b>Total</b>			<b>5.61</b>	<b>0.93</b>

Chart: Distribution of emissions from venue



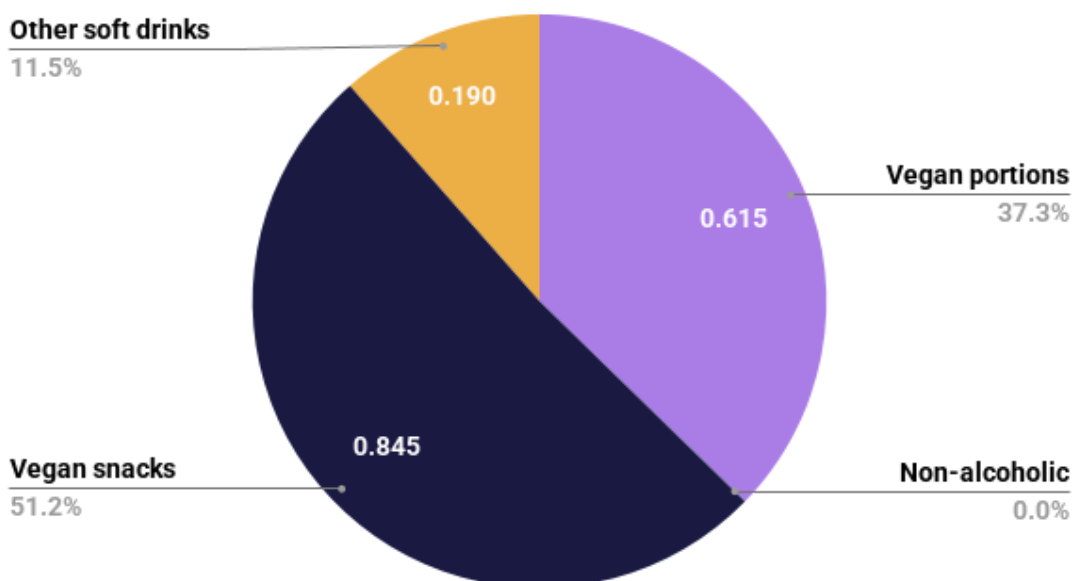


## Food

Catering emissions resulted in 1.65 tonnes of CO<sub>2</sub>e, constituting about 3.13% of total event emissions. Catering emissions were exclusively low due to the choice of serving only vegan options and snacks, which have lower emissions compared to such options as meat or fish. Additionally, some vegan snacks were specifically chosen that had a lower emission impact compared to regular snacks.

Type	Amount consumed (kg)	t CO <sub>2</sub> e
Vegan portions	735.73	0.6153
Non-alcoholic cocktails	6.4	0.0004
Vegan snacks	323.87	0.8451
Other soft drinks	92.74	0.1896
<b>Total</b>		<b>1.65</b>

Chart: Distribution of emissions from food at the event



## 2.2 Carbon Footprint Measurement



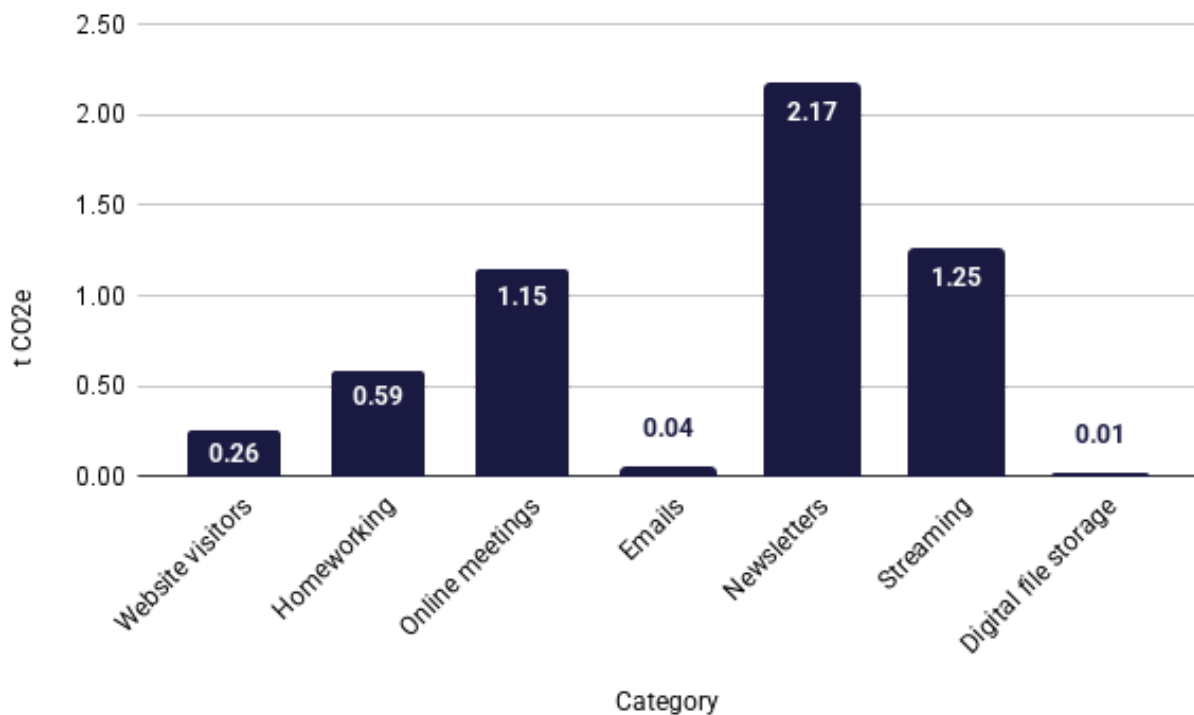
## Digital

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

*The event's digital footprint totaled 5.48 tonnes CO<sub>2</sub>e representing 10.39% of the total event's emissions.*

It is categorized into two groups to distinguish between internal and external communication sources. Internal communication activities, including online meetings, emails, homeworking, and digital file storage, accounted for 1.78 tonnes CO<sub>2</sub>e. External communication activities, such as website visits, newsletters, and streaming, contributed 3.68 tonnes CO<sub>2</sub>e. Internal communication emissions represented 32.7% of the total digital footprint, while external communication emissions accounted for 67.3%. The largest share of digital emissions, at 39.7%, was attributed to sent newsletters.

Homeworking emissions were calculated based on the total number of workdays per week (assuming an 8-hour workday), the total workdays from November 2023 to October 2024, and the number of employees working from home.



## 2.2 Carbon Footprint Measurement

# 3 Economic Impact

## 3.1 Main Principles

### Core Economic Philosophy

*Impact Day is founded on the belief that economic growth and sustainability can go hand in hand. We are committed to fostering an economy where business success aligns with environmental responsibility and social impact.*

#### **Circular Economy and Sustainable Business Models**

We advocate a circular economy by prioritizing resource efficiency, waste reduction, and extending product lifecycles. Our platform encourages businesses to adopt models that are economically viable, environmentally responsible, and socially beneficial.

#### **Supporting Local Businesses & Entrepreneurs**

By preferring local sourcing of products and services, Impact Day promotes economic models that are financially sustainable while also reducing environmental impact and enhancing social well-being. Our platform supports local entrepreneurs and businesses, encouraging them to integrate sustainability into their core operations.

#### **Economic Inclusion and Fair Trade Practices**

In building a sustainable economy, we prioritize inclusivity and fairness. Impact Day promotes fair trade practices and supports initiatives that create equal opportunities, ensuring that economic benefits are widely shared.

#### **Collaboration for Sustainable Development**

Recognizing that collaboration is essential for lasting economic impact, Impact Day creates a space where stakeholders across industries can come together. This synergy fosters idea-sharing, strengthens partnerships, and leads to concrete strategies for building 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 spending of international attendees and the event's direct expenditures.

### International Attendee Expenditure

Impact Day welcomed 337 international visitors to Estonia. According to preliminary survey data from [Enterprise Estonia](#), business conference attendees spend an average of 202€ per night. Assuming each visitor stayed for two nights during the three-day festival, we can estimate their total contribution to the local economy.

### Organizational Spending

Beyond international visitor spending, Impact Day itself contributed significantly to the local economy. Our direct expenditures covered event production, operational costs, local services, venue rentals, and labor within Estonia.

### Total Estimated Economic Impact

By combining the spending of international attendees with Impact Day's direct expenses, we calculate the total estimated economic impact on Estonia's economy. The sum of these two figures reflects the immediate financial boost the festival provided, highlighting its significant economic contribution.

<b>Total Estimated Direct Economic Impact</b>	<b>553 438.83€</b>
Organizational Spending	417 290.83€
International Attendee Expenditure (approx.)	136 148.00€

## Conclusion

The estimated economic impact outlined here reflects the immediate financial benefits of hosting Impact Day. It's important to note that this calculation only considers direct spending and does not include the additional indirect and induced effects, which could further enhance the overall economic benefit. Future events would benefit from more detailed data collection to fully capture the broader economic impact.



# 4 Social Impact

## 4.1 Implemented Activities

### Fostering Diversity and Inclusion

#### Gender Equality

At Impact Day, we made significant strides in promoting gender balance, with 43% of our speakers being women. This achievement reflects our strong 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 startups, academia and non-governmental organizations to encourage varied representation, but our volunteers also mirrored this diversity, with over 30% coming from international backgrounds.

#### Supporting Diversity and Solidarity

To promote diversity and show solidarity with the people of Ukraine, as well as to support refugees arriving in Estonia, we partnered with the [Ukrainian House](#) and the Ukrainian Women's Union in Estonia. These communities were offered the opportunity to participate in Impact Day and volunteer. Several volunteers joined us from these networks.

We also engaged volunteers from youth and student organizations and collaborated with universities to involve minority groups and international students. For instance, through the Master's program in Social Entrepreneurship at [Tallinn University](#), several international students volunteered, gaining valuable experience and knowledge at Impact Day.

### 4.1 Implemented Activities



# Health and Wellbeing

## Mental and Physical Health

Understanding the importance of mental and physical health, we organized movement breaks during the festival, provided by Lidl. These activities gave attendees the chance to recharge and refocus. Additionally, we ensured that our team worked in shifts that allowed for at least 7 hours of sleep, reinforcing our commitment to wellbeing.

## Alcohol-Free Environment

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



## 4.1 Implemented Activities

# Accessibility and Support

## Website and On-Site Improvements

We focused on improving the accessibility of our website, including a change in the color scheme to enhance visibility. On-site, we made adjustments to support people with disabilities, such as providing a specialized WC and offering inclusive volunteer training to ensure effective assistance.

## Inclusive Partnerships

The spirit of inclusion extended to our partnerships. Our volunteers wore 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. Additionally, we wore clothing that had been made the previous year and refreshed existing pieces to extend the lifespan of the garments. These collaborations reflect our commitment to social support and sustainability.

## Showcasing Young Designers

Impact Day partnered with the Estonian Fashion Festival to highlight sustainable fashion. We offered a platform for top sustainability-focused designers showcased in their shows, giving these emerging talents the opportunity to gain visibility at our festival.







## 4.2 Key Results

### Collaborative Impact

Impact Day's spirit of collaboration was evident in the participation of 98 organizations from diverse sectors. The private sector led with 66.33% involvement, showcasing the business community's dedication to sustainability. The third sector was represented by 14.29%, reflecting alignment with non-profit initiatives, while the public sector contributed 19.38%, highlighting the festival's synergy with government bodies and shared goals.

### Satisfaction Levels

Satisfaction levels across different participant groups indicated the event's success. On a 10-point scale, all participants rated their experience with an average score of 7.9, showing a positive reception. Speakers, crucial to delivering the event's content, rated their experience at 8.8. Partners, key to the event's success, gave a strong endorsement with a score of 7.9. Volunteers expressed the highest satisfaction, with a remarkable score of 9.4. Satisfaction is very important to us, and our top goal for next year's event is to further enhance its quality and, in turn, satisfaction.

### New Knowledge and Connections

Impact Day successfully met the aspirations of our attendees. More than half of the participants came for inspiration, networking, or to expand their knowledge. Two out of every three attendees reported learning something new about sustainability, highlighting the event's effectiveness as an educational platform. Additionally, 64.9% of participants walked away with new connections, underscoring the festival's role in facilitating meaningful relationships within the sustainability community.

### Reaching Wider Audience

Impact Day's sustainability message extended far beyond the event itself, thanks to significant media coverage. With over 100 instances of coverage, including articles, mentions, and TV features, our reach was greatly amplified, bringing sustainability discussions to a broader audience. In addition to traditional media success, our digital presence was equally strong. The Impact Day website became a key platform for information and participation, attracting over 57,000 unique visitors.



# Summary

*As the largest sustainability festival in the Baltics, Impact Day has made meaningful contributions across environmental, economic, and social sectors. This report outlines the immediate impacts of the festival, providing a foundation for understanding its influence on Estonia and the wider Baltic region.*

## **Looking Ahead**

While this report focuses on the immediate outcomes, it is essential to acknowledge that the long-term effects and success stories resulting from the festival are still unfolding. Future reports will offer deeper insights, showcasing the lasting and widespread benefits of Impact Day.

## **Sustaining Progress**

In conclusion, Impact Day serves as a powerful catalyst for advancing sustainability. With the theme "Aiming Higher," we are focused on continuously challenging ourselves to expand our impact. As we move forward, we are committed to inspiring others to adopt sustainable practices, working towards a future where sustainability is the standard, not the exception.



The world is changing.

The 2025 festival will provide a safe environment to discuss and make sense of the turbulent times we live in.

The current political, economic, and security situation has been our inspiration.

Stay tuned!

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