

The background of the entire image is a photograph of a large group of people on a stage at an event. They are wearing light blue t-shirts with the 'impact day' logo and have their arms raised in celebration. Behind them is a large screen displaying a blue and white image of the Earth. On either side of the Earth are two smaller screens showing a 3D animated scene with a skeleton, a woman in a black dress, and a robot. The stage is lit with spotlights, and there are large, abstract yellow and purple shapes in the corners of the image.

# impact day

The Leading **Responsible Business Event** in  
the Nordics & Baltics

9-10 October 2025 in Estonia & virtually

Tallinna Vesi

**KRAANIVESI:  
PUHAS VALIK**

THEIR PRODUCTION WASTES

762767	litres of water
719591	litres of energy
35980	litres of alcohol
24898	litres of oil



# Networking round!

What has been the latest sustainability hack in your personal or professional life?

#ActForImpact





## Goal of today?

- ◆ Meet & shortly network with impact makers
- ◆ Have a clear understanding of the processes to make a great impression at Impact Day expo area



The background of the entire image is a photograph of a large group of people on a stage at an event. They are wearing light blue t-shirts with the 'impact day' logo and have their arms raised in celebration. Behind them is a large screen displaying a 3D animation of a skeleton, a woman, and a robot. A large, glowing image of the Earth is positioned in the center background. The scene is lit with stage lights, and there are decorative orange and purple abstract shapes on the left and right sides of the image.

# impact day

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the Nordics & Baltics

9-10 October 2025 in Estonia & virtually



# About...

- Bringing together like-minded people, **bold ideas, and actionable insights** to help turn values into results.
- Impact Day connects businesses, leaders, innovators, and policymakers **to find common ground and boost sustainable economic growth.**
- We're on a mission to **make responsible business the new standard** — not the exception.

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# Who you'll meet?

- **CSR-focused companies;**
- **Leaders in the impact and innovation ecosystem** (startups, SMEs, academia, public sector, and investors)
- **Executives, founders & professionals** passionate about future-forward business practices
- **3,000+ attendees — 60.8%** are executives and managers, with top departments in **Strategy, ESG and Marketing**

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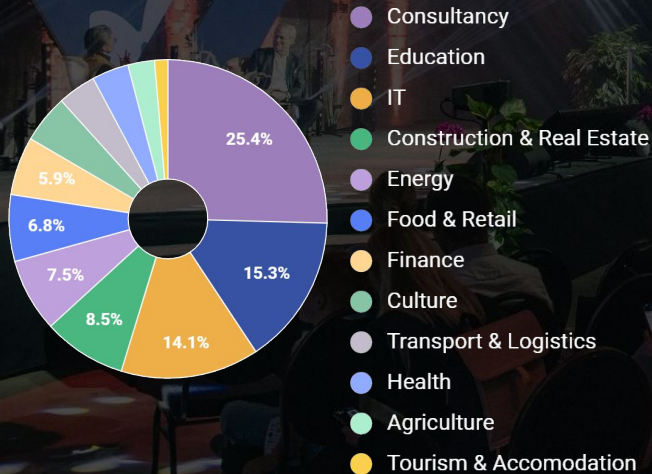


# Participant Insights from Impact Day 2024



## DIVERSE ATTENDANCE

Promoting the cross-sectoral collaboration, the participants came from different sectors.



## INTERNATIONAL REACH

30 countries represented and over 20% participants from abroad.



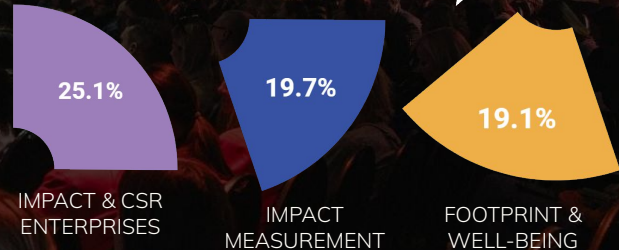
Countries from abroad with most participants



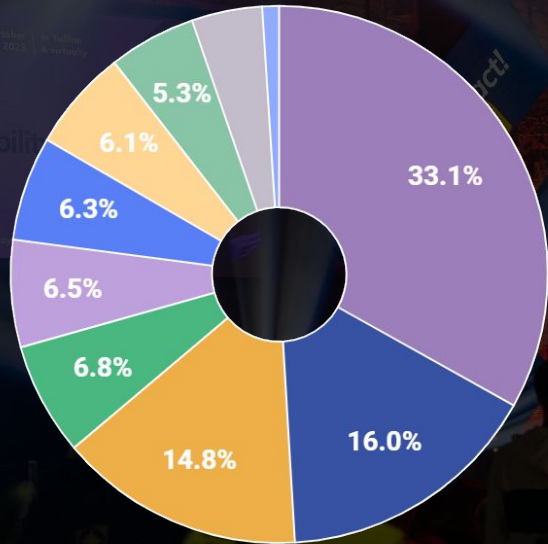
## MAIN INTERESTS

Up to 70% were interested in networking and a quarter in mentoring (to be or find a mentor).

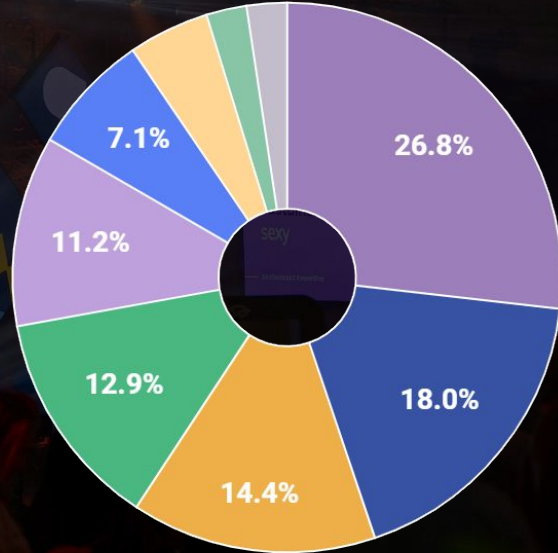
What people wanted to network about



# Participant Insights from Impact Day 2024



- Corporation
- Start-Up
- SME
- Ecosystem Support/Builder
- Mentor/Coach
- Academia
- Third Sector
- PR/Media
- Government Official
- Investor



- Executive & Management
- ESG
- Marketing & Communications
- Project Management
- Sales & Business Development
- Product Development & Research
- 3 more

# Program

## @ Estonia @Kultuurikatel (The Creative Hub)

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

- **Three days of powerful conversations, meaningful connections, and bold ideas:**

- ◆ Oct 8: Side events
- ◆ Oct 9: Main program (12:00–19:00)
- ◆ Oct 10: Main program (10:00–16:00)

- **Four stages + seminars**

- ◆ Impact Stage – Big-picture cross-sectoral insights
- ◆ Sustainability Stage – Practical tools for businesses
- ◆ Inspiration Stage – Personal growth for leaders, founders, and teams
- ◆ Live Stream Stage

- **In conclusion**

- ◆ 150+ speakers, 80+ events, EXPO area with 50+ enterprises for two days
  - ◆ Impact Speaker contests & surprises
  - ◆ Side events, Seminars
- #ActForImpact





# Essence of the expo area

- ◆ Show the Mecca of sustainability
- ◆ Inspire people to make new steps to have better impact

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# What about you?

Why are you present at the expo area?  
What do you plan to do there?

#ActForImpact

# Brella

impact  
day.

Impact Day 2025 ▾

impact  
day.  
The largest conference focusing on  
Responsible Business and Prosperity  
8-10 October 2025 in Dublin & online

IMPACT DAY 2025

 Event Home


 People

 Program

 Stream

 Speakers

 Expo&Partners

 Side Events



No upcoming sessions For the next hour

[View full Program](#)

npact



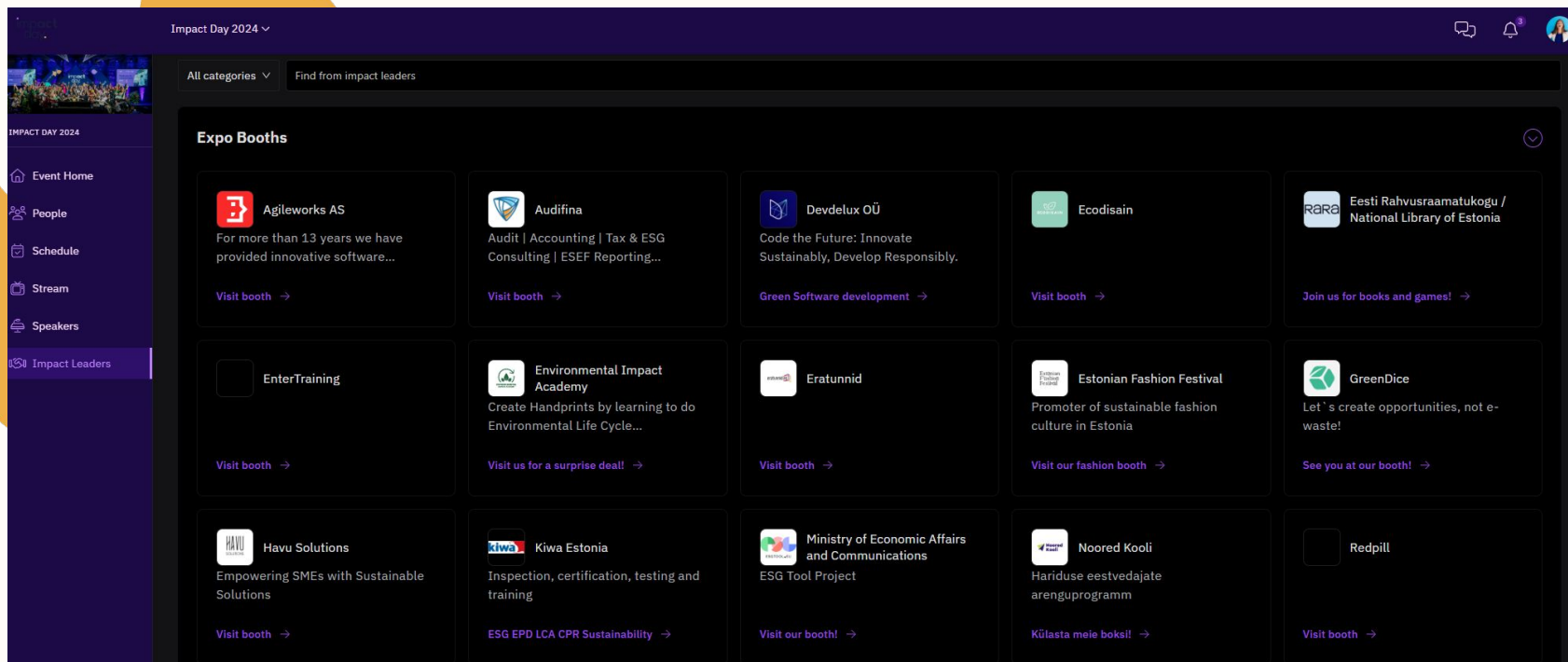


# Setting up your virtual booth

- ◆ **Brella** platform!
- ◆ We will send you **access to the Brella platform** for setting up your virtual expo after the briefing.
  - [Instructions on how set up your virtual booth](#) & [Video - Understanding the Brella virtual booth admin panel](#)
  - You can physically engage with participants at your expo area and schedule separate meeting times through Brella. Instructions on how to do this at [here](#) & [here](#).
- ◆ Virtual booth ready **by September 24**.
  - We will make the Brella platform available to all Impact Day participants on September 11.
- ◆ **The more attractive** your virtual presentation and the more informative content you provide, the more you'll catch the viewers' attention.
- ◆ Participants can contact you & set up **meetings through Brella** .

# Virtual booth in Brella

- ◆ Instructions for making the Brella Booth can be found on the [Expo Info Page](#).





# Getting the tickets and badge

- ◆ We sent you the **Impact Day** tickets virtually on **September 10** - through the **Fienta** environment. The tickets are necessary to receive a event badge, which grants you access to the event and the opportunity to participate in the expo area.
- ◆ Do you wish to purchase **additional tickets for Impact Day**? For this, you can use the **discount code “EXPO-15”** whilst buying.
- ◆ NB. We are using **rented lanyards** . When leaving Impact Day, please return them to the registration desk or the designated area near the exits!





# How many tickets do I get?

◆ The number of expo area tickets depends on the size of the expo area purchased:

- 4X4M AREA - 4 tickets
- 4X2M AREA - 3 tickets
- 2X2M & 1.5x1.5M AREA - 2 tickets

◆ **To check**, please refer to the confirmation email for expo area purchased through Fienta (companies that purchased expo area through Fienta) or the partnership agreement (partners).

# Setting up your physical booth

- ◆ **Wed 08.10, 10:00–20:00** – Expo booth setup by exhibitors
- ◆ **Thu 09.10, 08:00–11:00** – Final setup by exhibitors (smaller items, touch-ups) before Impact Day Day 1 starts

*\*Expo stand extra orders – additional items will be set up at your expo spot on Wed, Oct 8 at 10:00.*



# Kultuurikatel (The Creative Hub)

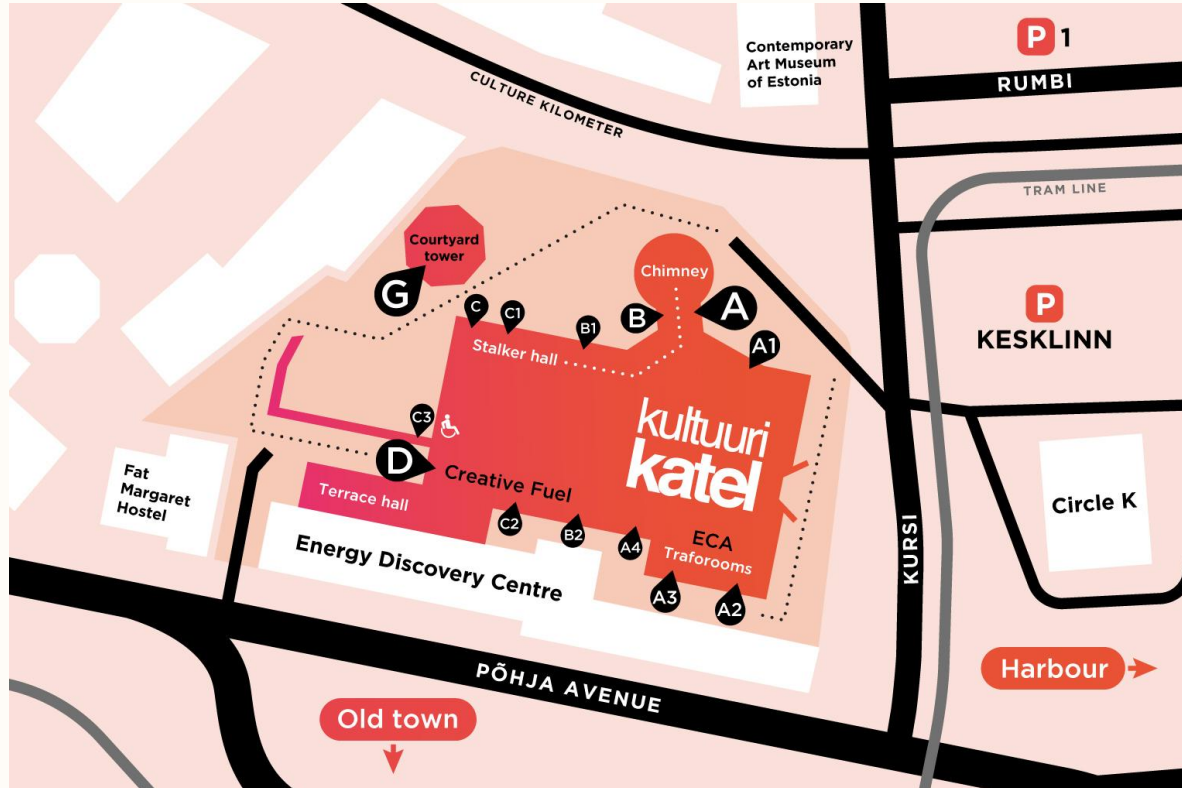
[Kursi 3, Tallinn](#)



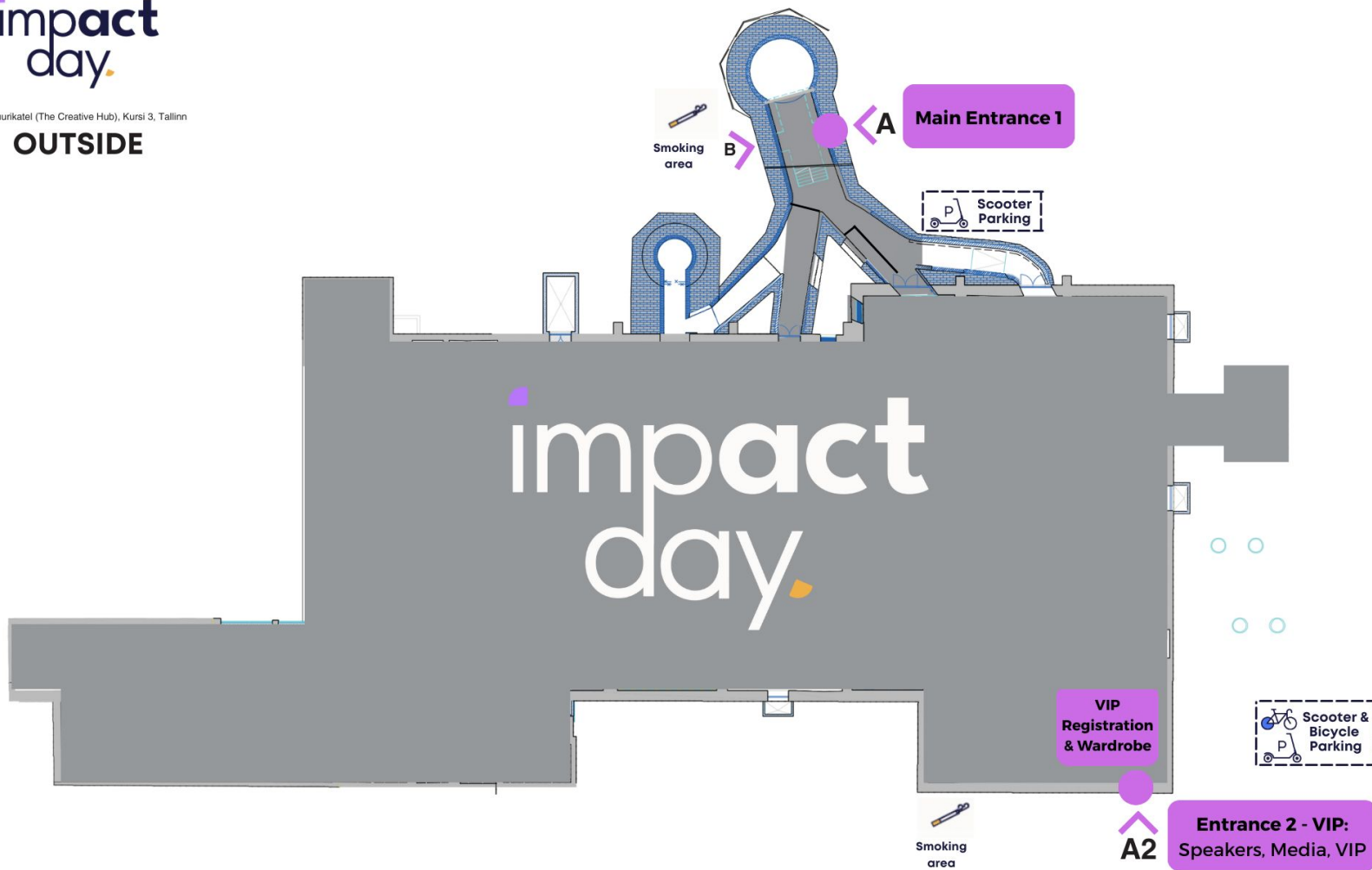


# Kultuurikatel (The Creative Hub)

## Kursi 3, Tallinn



## OUTSIDE



# 0 FLOOR

## Venue plan - 0 floor





# 1st FLOOR

## Venue plan - 1st floor



## 2nd FLOOR

# Venue plan - 2nd floor



# Where is the expo area?





# Expo Seating Plan

1st FLOOR  
EXPO  
AREA

You can find all the venue maps and the expo seating plan on the [Expo Info Page](#)



1st FLOOR  
EXPO  
AREA

Expo A & B hall  
transportation  
door

C1

B1  
SCISSOR LIFT

Small Hall  
Inspiration  
Stage  
by  
SEB

Cauldron Hall  
Sustainability  
Stage  
by  
Swedbank

Expo C & D hall  
transportation  
door

C3

SEMINAR  
ROOM 1  
Hall D

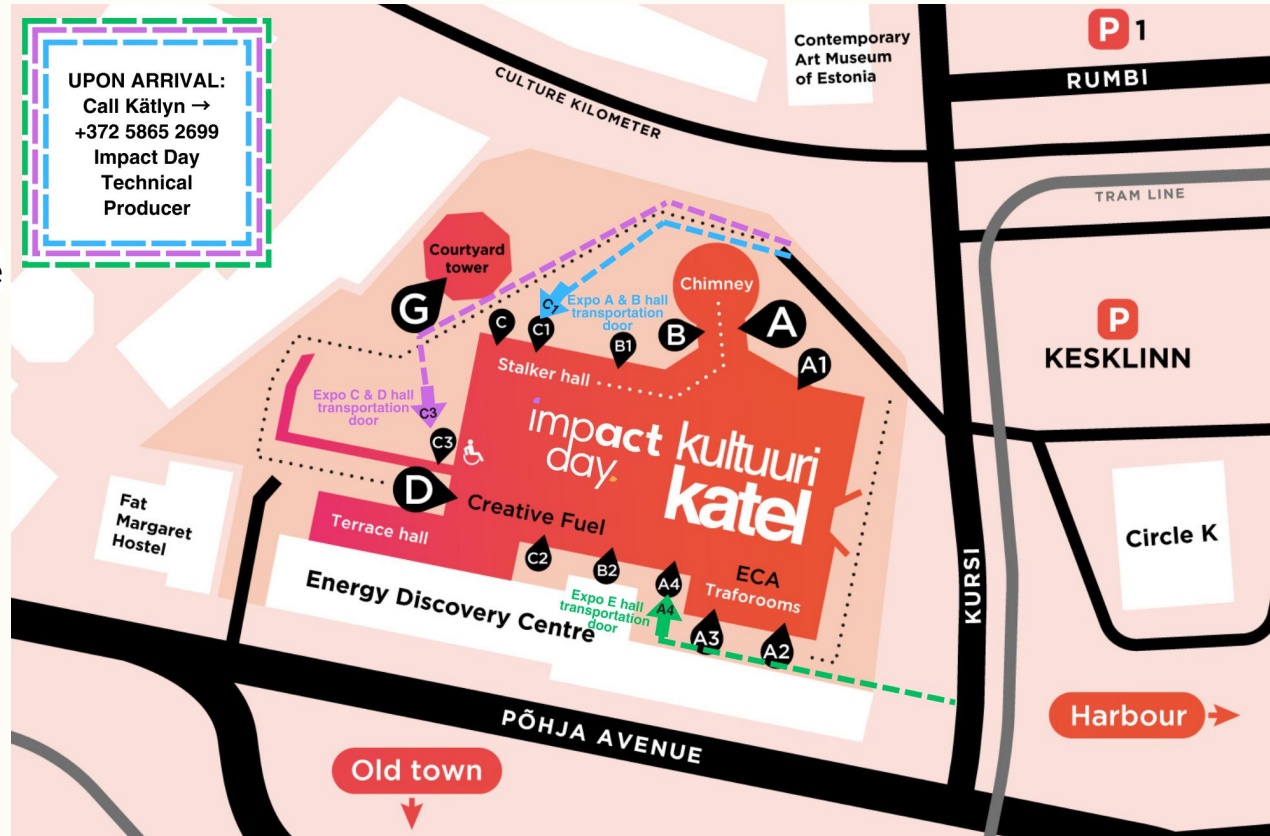
Expo E hall  
transportation  
door

A4



# How to get to the venue?

- ◆ Impact Day takes place at Kultuurikatel (Tallinn Creative Hub) (Kursi street 3, Tallinn). [Click here for directions.](#)
- ◆ Follow the signs from the picture:





# Expo opening hours

- ◆ **Thu 09.10, 11:00–18:30 – EXPO open to visitors (Impact Day – Day 1)**
- ◆ **Fri 10.10, 09:30–16:30 – EXPO open to visitors (Impact Day – Day 2)**
- ◆ **NB!** It is crucial to always have someone present at your expo booth. Your expo area must not be empty, giving the impression that you have left.



# Network with participants!

- ◆ You can physically engaging with participants at your expo area and scheduling separate meeting times through Brella.





## Expo area dismantling and removal

- ◆ **Fri 10.10, 17:00–20:00 – Start of dismantling EXPO booths (after Day 2 ends)**
- ◆ **Sat 11.10, 08:00–14:00 – Final dismantling and clearing of EXPO booths**



# Physical expo area design

- ◆ Each **standard expo booth** includes: 1) Your expo area **space (without partitions)** , 2) **1 high table** , 2) **WIFI** , 3) **Electricity up to 10A.**
- ◆ **You will need to arrange and bring everything else necessary for your booth** , including additional **furniture** , partitions, photo walls, decorations, etc.
- ◆ **Electricity** up to 10A is already included, this is suitable for a simple setup - laptop, 2x 55" screen, an LED UP.
- ◆ **If you need a larger energy package, please select this option in the Technical Survey - Medium Energy Package** (extra 200€+VAT) is suitable for more than 2 screens (55" or larger) and chargers, coffee machines, fridges, ice cream machines, and other big consumers
- ◆ **The level of visibility and interaction you can achieve with attendees largely depends on how you make your expo booth eye-catching and distinctive.** Therefore, we recommend being bold and creative!





# Ordering additional furniture

- ◆ If you wish, you can order **additional inventory** from Impact Day  
👉 See the [CATALOG HERE](#)
- ◆ Please submit your specific requests in the [expo technical survey](#)  
**Order deadline: September 24**
- ◆ Expo stand extra orders – items will be set up at your expo spot on Wed, Oct 8 at 10:00.



# Ordering reusable cutlery from Ringo

- ◆ If you plan to offer free food or drinks to guests at your expo, please **rent the necessary packaging (ex. cups) from our official dishware partner, Ringo.**
- ◆ The event will be deposit-free, meaning that visitors will not be charged a deposit for packaging.
- ◆ It is important to inform guests to return the received utensils to the yellow Ringo return box located in the event area.
- ◆ All expos who wish to **order** reusable packaging for the event can do so **directly through Ringo's ordering platform.**
- ◆ 👉 *Instructions for ordering and detailed conditions can be found on the [Expo Info Page](#).*

Order deadline: **September 25**



# The Sustainability Guidelines

Empowering you to make a positive impact on the planet - let's act together for making the best impact @Baltics & Nordics biggest sustainability event!





## 👉 Main principles aka 5 Rs 👉

- ◇ **Refuse** → Can I say 'no' to using some things?
- ◇ **Reduce** → Can I achieve the same thing with fewer things?
- ◇ **Reuse** → Can I use some things again and again?
- ◇ **Repurpose** → Can I repurpose waste materials to reduce the amount of waste sent to landfills?
- ◇ **Recycle** → What kind of waste will I produce and how will I dispose it?








# Production



## What to DO?

Use  **as few electronics and electronic devices as possible**  and prefer energy efficient equipment. Turn off the devices beyond the event time.

Design your area so that it would be  **reusable for the same purpose**  or to use materials and elements that can be reused by others (e.g. walls, plants, furniture).



Use  **as few securing devices as possible**  (adhesive tape, cable clips etc.). Make sure that you have used up all the leftovers before opening a new pack.

## What NOT to do?

Do not use  **PVC & plastic materials**  - prefer natural materials to build up your stand.

Do not use  **disposable carpets**  - use reusable carpets or find another sustainable solution.

Do not produce elements  **suitable only for this event**  - avoid including dates & other event-specific details on decoration, etc.

Do not plan to give  **one-time gifts** , flyers and other (branded) marketing material. If needed, prefer recycled paper for printing.



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# Materials & Waste





## What to DO?

Take a  **modest approach**  in planning the amount of gifts and handouts.

Order the  **reusable cutlery**  in advance exclusively from the dedicated service provider announced by Impact Day to offer or sell food or drinks at the event.



Give only  **vegetarian and non-alcoholic**  items.

Sort your waste in  **5 appropriate categories**  - **biowaste**, **packages**, **paper & cardboard**, **deposit bottles & cans**, **mixed waste**. Trash bins are accompanied by guiding information to help you with this!

## What NOT to do?

Do not give out or sell  **bottled water**  - free drinking water is available for all the attendees.

Do not use  **balloons**  and other one-time use decorations - you can create a fancy feeling without burdening the planet with new waste.

Do not give out food/drinks in  **biodegradable packaging** , including bowls, plates, knives, forks, straws.

Do not come with  **your own trash bins**  - sort your waste at the designated areas.

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# Transportation



## What to DO?

Use  **as little packaging material as possible**  when transporting your belongings.



We encourage you to  **optimise your logistics** , minimise the number of empty journeys to/from the event.

Please use  **ridesharing, public transport or light mobility (e.g. bicycle)**  instead of coming by car. A pleasant walk is the best solution!

## What **NOT** to do?

Do not park  **outside of the designated areas.** 

Do not make  **empty journeys to/from the event.** 

Do not order materials, gifts, resources  **farther places than possible.**  This will increase the carbon footprint of your-our activities!



## Best Practices



## Expo Area



### What to **DO**?



- ☐ Have **engaging activities** that involve people.
- ☐ Have at least two people or more at your area.
- ☐ Schedule meetings already **in front** and take time to learn how to use Brella.
- ☐ **Provide vegetarian food & beverages.**



### What **NOT** to do?



- ☐ Sit and wait everybody to come to you.
- ☐ **Have high energy solutions & single-use items.**
- ☐ Do things at the **last minute.**
- ☐ Provide **non-vegetarian food** or **alcoholic beverages.**



**PS. If you are hesitant about using a particular thing or solution as you do not know whether it would be considered sustainable - this is usually a sign that this thing or solution is not sustainable enough. 😊**

# Measuring the Impact

- ◆ Volunteers will ask **you input on from where and how did you get to the event** (for setting up the booth, being present at the event & dismantling the expo area).
- ◆ **At the end of the event** , they will also gather data around your overall satisfaction, number of contacts & amount of sales made.





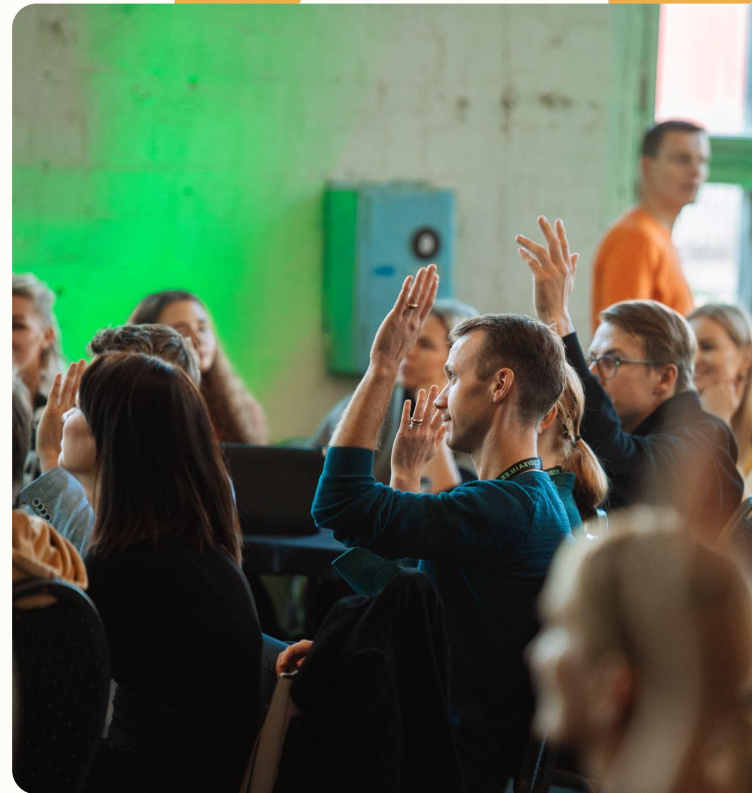
# Share that you are coming to Impact Day

- ◆ With one click, create a personalized visual with your photo: [thecrowd.click/impactday/2025](https://thecrowd.click/impactday/2025)
- ◆ For more texts and visuals, use our [communication toolkit](#)
- ◆ Need help? Contact [emily@impactday.eu](mailto:emily@impactday.eu)
- ◆ After the event you will receive **access to the event's photos** : mention the photographer and the name of the event (Impact Day).

#ActForImpact

# Any questions?

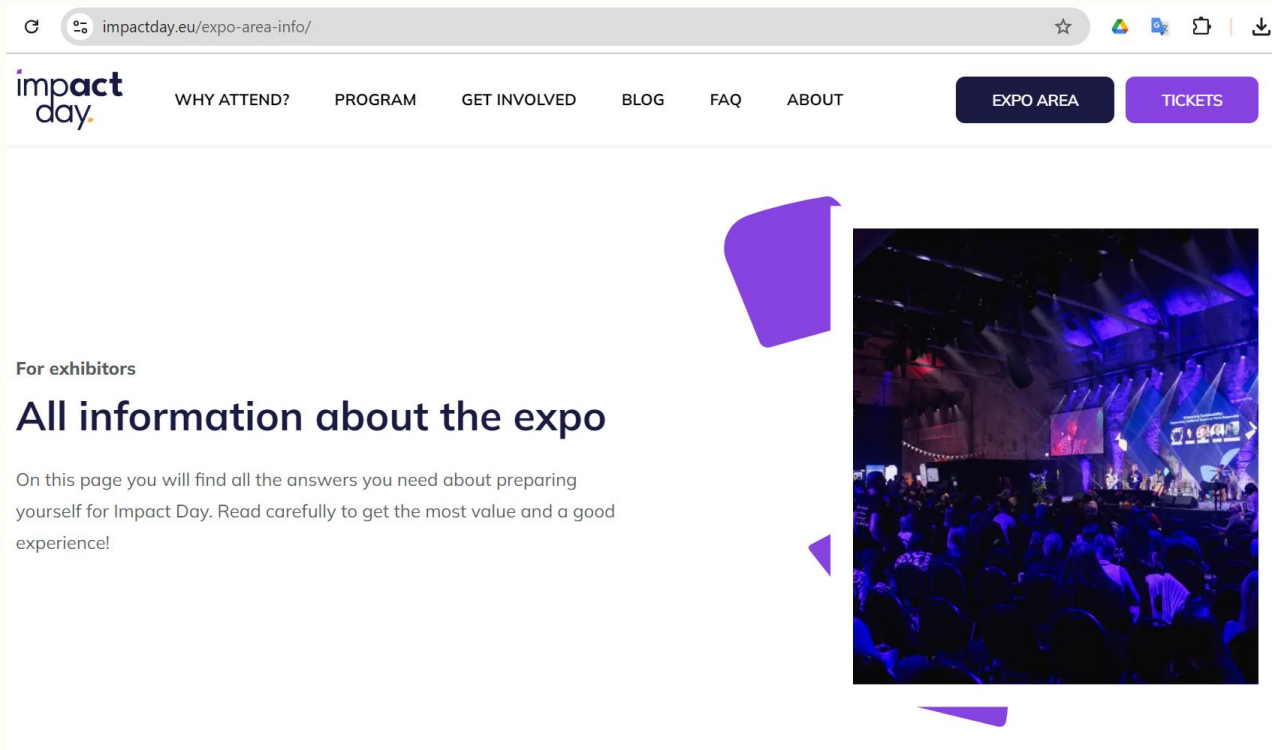
#ActForImpact





# All Necessary Information -

## <https://impactday.eu/expo-area-info/>



The screenshot shows a web browser at the URL <https://impactday.eu/expo-area-info/>. The page features the Impact Day logo and a navigation menu with links: WHY ATTEND?, PROGRAM, GET INVOLVED, BLOG, FAQ, and ABOUT. Two prominent buttons, 'EXPO AREA' and 'TICKETS', are displayed. The main content area is titled 'For exhibitors' and 'All information about the expo'. It includes a paragraph: 'On this page you will find all the answers you need about preparing yourself for Impact Day. Read carefully to get the most value and a good experience!'. To the right of the text is a photograph of a large audience seated in a hall, facing a stage with bright spotlights and a large screen.

impact  
day.


WHY ATTEND? PROGRAM GET INVOLVED BLOG FAQ ABOUT

EXPO AREA TICKETS

For exhibitors

## All information about the expo

On this page you will find all the answers you need about preparing yourself for Impact Day. Read carefully to get the most value and a good experience!



#ActForImpact



# Next steps?

- ◆ **Share that you are coming to Impact Day!**
  - With one click, create a personalized visual with your photo:  
[thecrowd.click/impactday/2025](https://thecrowd.click/impactday/2025)
  - For more texts and visuals, use our [communication toolkit](#)
  - Need help? Contact [emily@impactday.eu](mailto:emily@impactday.eu)
- ◆ Setting up your **virtual booth in Brella** - **September 24**
- ◆ Fill out the [expo technical survey](#) - **September 24**
- ◆ **Ordering extra inventory** - **September 24** (Through the [expo technical survey](#))
- ◆ **Ordering reusable cutlery from Ringo** - **September 25** (Through the [Ringo website](#))
- ◆ **Impact Day - 9-10 October!**
  - Join us at 4:30 PM on October 10th for a **Impact Appreciation Night** on the Impact Stage.
- ◆ Feedback survey on October 15.

\* All information on the [Expo Info Page](#)

#ActForImpact



10 October 16.30-19.00 @Creative Hub (Kultuurikatel)

# Impact Appreciation Night: Where Impact (Day) Makers Meet





Thank You, Erkki! What a warm message!

It was my pleasure.

I look forward to seeing You all again! Next year? The same place? 🤙

Thank You for the festival, for the joyful atmosphere and the place to meet like-minded people.





impact  
day.

**Let's make responsible business the  
most exciting movement!**

**Act for impact!**

Impact Day, the Leading Responsible Business  
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