

Berlin Impact Programme

Creating shared value through meetings and events



The **Berlin Impact Programme** is a service offered by the visitBerlin - Berlin Convention Office and part of the existing platform Sustainable Meetings Berlin. The programme **supports event planners** in the organisation and implementation of activities that have a **positive impact** - for their meetings and events and beyond. The aim is to create medium and long-term effects from meetings and events that offer **added value** for your organization, local stakeholders and Berliners.

Benefits for meetings and events:

- ✓ Supporting your event objectives through impact activities
- ✓ Creating a sustainable impact in urban society
- ✓ Contributing to the implementation of the UN Sustainable Development Goals (SDGs)
- ✓ Strategically tapping into new target groups, partners and potential funds

For which events is the Berlin Impact Programme interesting?

- All who are interested and need information or support for the start, planning and realisation.
- All those who would like to realise their existing impact projects in the destination Berlin and are looking for local partners.
- Anyone who would like to expand or further develop their existing impact projects.

Our service for you:

INFORMATION &
CONSULTATION

to the topics
impact and legacy

NETWORKING

with
local initiatives

PROJECT
SUPPORT*

from idea to
measurement

Impact projects - our joint steps for a greater legacy of your event:

1. Goal setting
2. Partner identification
3. Concept development
4. Implementation & Measurement

* depending on capacities