



"SUPPLIER DAY'S DEEP KNOWLEDGE OF PROCUREMENT AND THE POSITIONING OF SUSTAINABLE PROCUREMENT PRACTICES, UNDERSTANDING OF THE PURPOSE OF THE EVENT AND RUTHLESS ATTENTION TO DETAIL NOT ONLY ENSURED THE EVENT'S SUCCESS BUT ALSO HELPED US ACHIEVE OUR GOALS FOR WSPD."



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WORLD SUSTAINABLE PROCUREMENT DAY 2023

CHALLENGE

As part of their 2023 vision to embed sustainable business practices in all supply chains by 2030, and in a time of unprecedented environmental threat, political disruption and economic uncertainty, The Sustainable Procurement Pledge (SPP) wanted to bring the international procurement community together to create positive change and deliver real impact, on a global scale. This ambition would require a virtual event experience of great scale, demanding meticulous planning and faultless execution.

SOLUTION

Supplier Day worked with SPP to design, produce and host the second World Sustainable Procurement Day 2023, a 24-hour-long virtual event that would unify, inspire and empower the global procurement community. This would be an event for procurement professionals organised by procurement professionals, designed to deliver practical and hands-on solutions to the sustainable procurement challenges felt across the globe. WSPD 2023 was broadcast live across 4 regions (APAC, AMESA, Europe, and The Americas) and brought together the SPP Team, SPP Chapters, SPP Champions, partners and friends from all around the world to help tackle sustainability in procurement, live!

IMPACT

WSPD engaged over 2500 Procurement professionals in a day of learning, sharing and shaping the future. 95 speakers, 24 live sessions, collaborative Lounge Sessions and breakaway Virtual Booths enabled SPP to connect with their own people, ambassadors, representatives and other sustainability-curious procurement practitioners across the APAC, AMESA, Europe/UK & The Americas regions as they shared knowledge, experience, best practises and practical solutions, like never before.

FAR-REACHING & SUSTAINABLE IMPACT

| | | |
|-------------------------------------|---|------------------------------------|
| 82% | 2608.91 | 60% |
| COST SAVING | TONNES CO2 | ATTENDANCE |
| VS PHYSICAL EVENT PRODUCTION | SAVED THROUGH VIRTUAL EXPERIENCE | OF ALL THOSE WHO REGISTERED |

END-TO-END VIRTUAL EVENT MANAGEMENT

| | | |
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| | | |
| DESIGNED | PRODUCED | HOSTED |
| GLOBAL AUDIENCE INTERACTIVE C-LEVEL SESSIONS STRATEGIC OVERVIEWS, SUPPLIER RELATIONSHIP MANAGEMENT & DIVERSITY THEME CURATION OUTCOMES-BASED AGENDA DESIGN | 24 HOURS 109 COUNTRIES 2794 ATTENDEES 95 SPEAKERS 24 SESSIONS | PRE & POSTEVENT ENGAGEMENT EXPERT FACILITATION CHAT, Q&A AND SURVEY INTEGRATION BEST OF BREED VIRTUALEVENT PLATFORM |

MEANINGFUL & MEASUREABLE ROI

| | | |
|---|---|--|
| 93% | 93% | 100% |
| FOUND THAT THE EVENT IMPROVED THEIR CONFIDENCE, KNOWLEDGE AND ACCESS TO INFORMATION TO TACKLE SUSTAINABLE PROCUREMENT CHALLENGES | RATED THEIR OVERALL EXPERIENCE A 4/5 OR BETTER | WOULD RECOMMEND THEIR COLLEAGUES AND PARTNERS ATTEND THIS EVENT IN THE FUTURE |