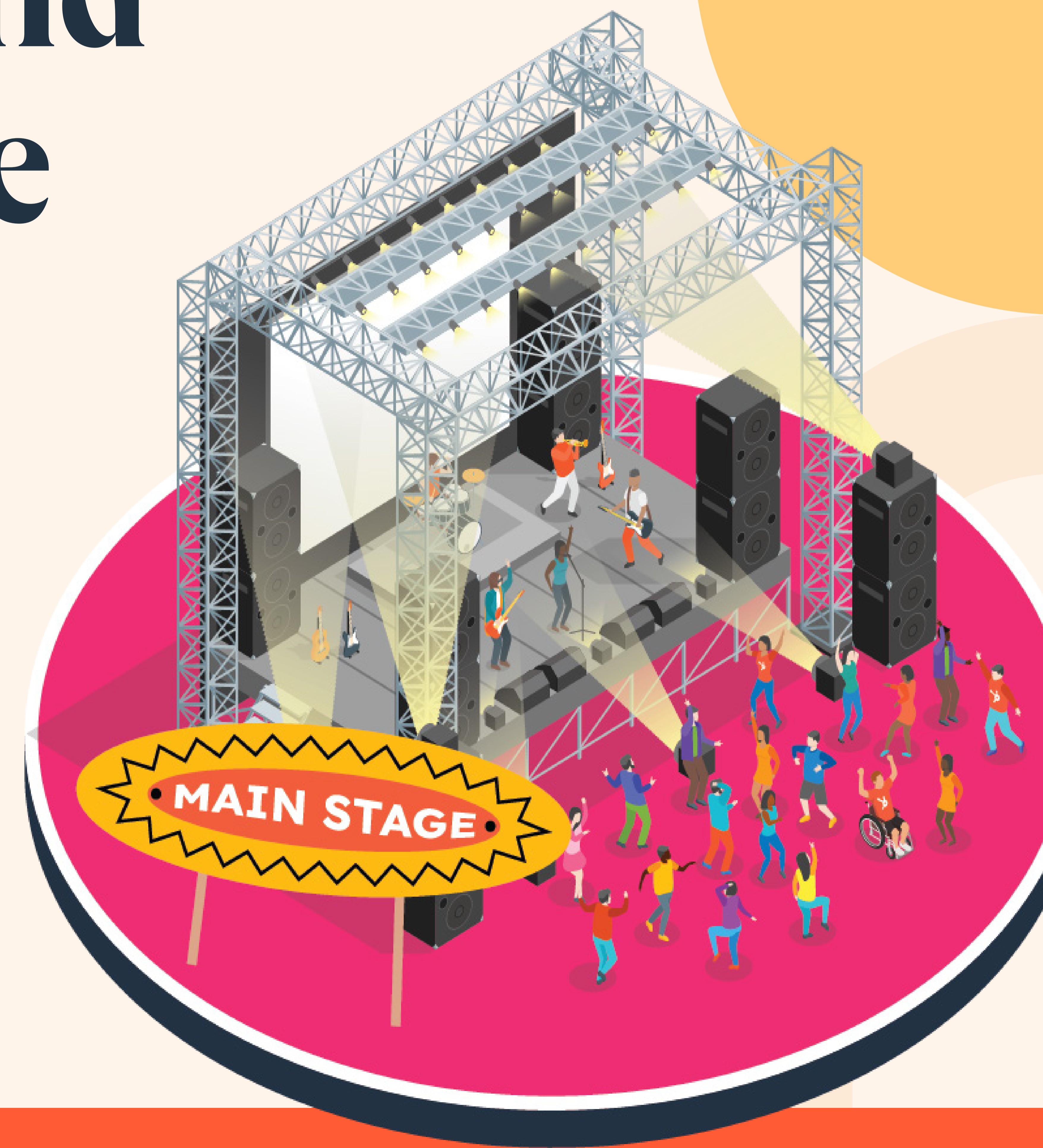
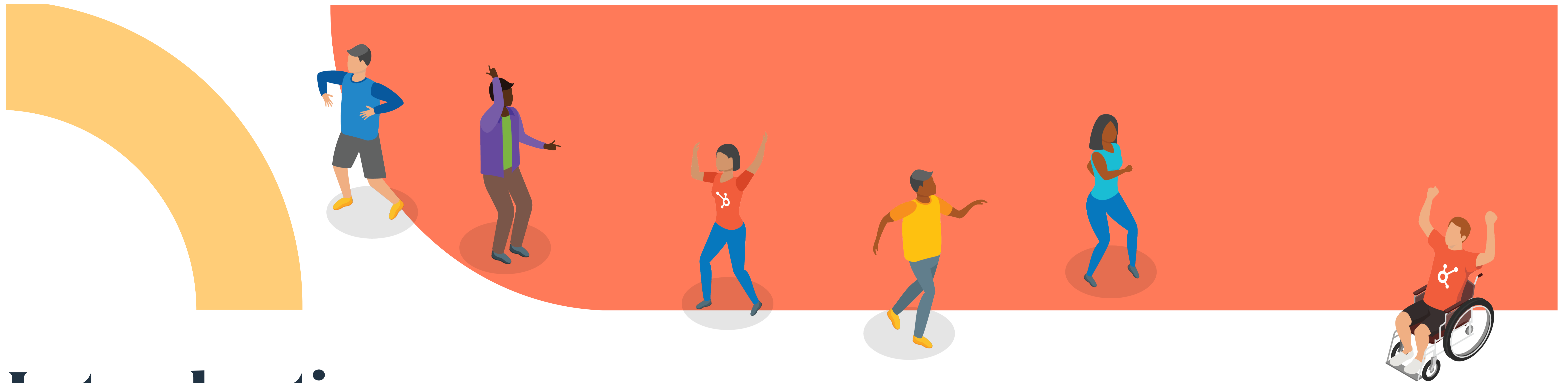


Let's Get Digital: Building Connection and Purpose with an Online Sustainability Event

HubSpot  in partnership with  Sustainabl.co





Introduction

Creating a company-wide online sustainability event is a cost effective way to engage employees, foster collaboration, and showcase your goals and commitment to a more sustainable future. It's also a great way to build connections across your workforce, regardless of location or role.

Check out what we built to celebrate Earth Day and how we kept employees engaged over the week-long event.

An online format comes with unique benefits:

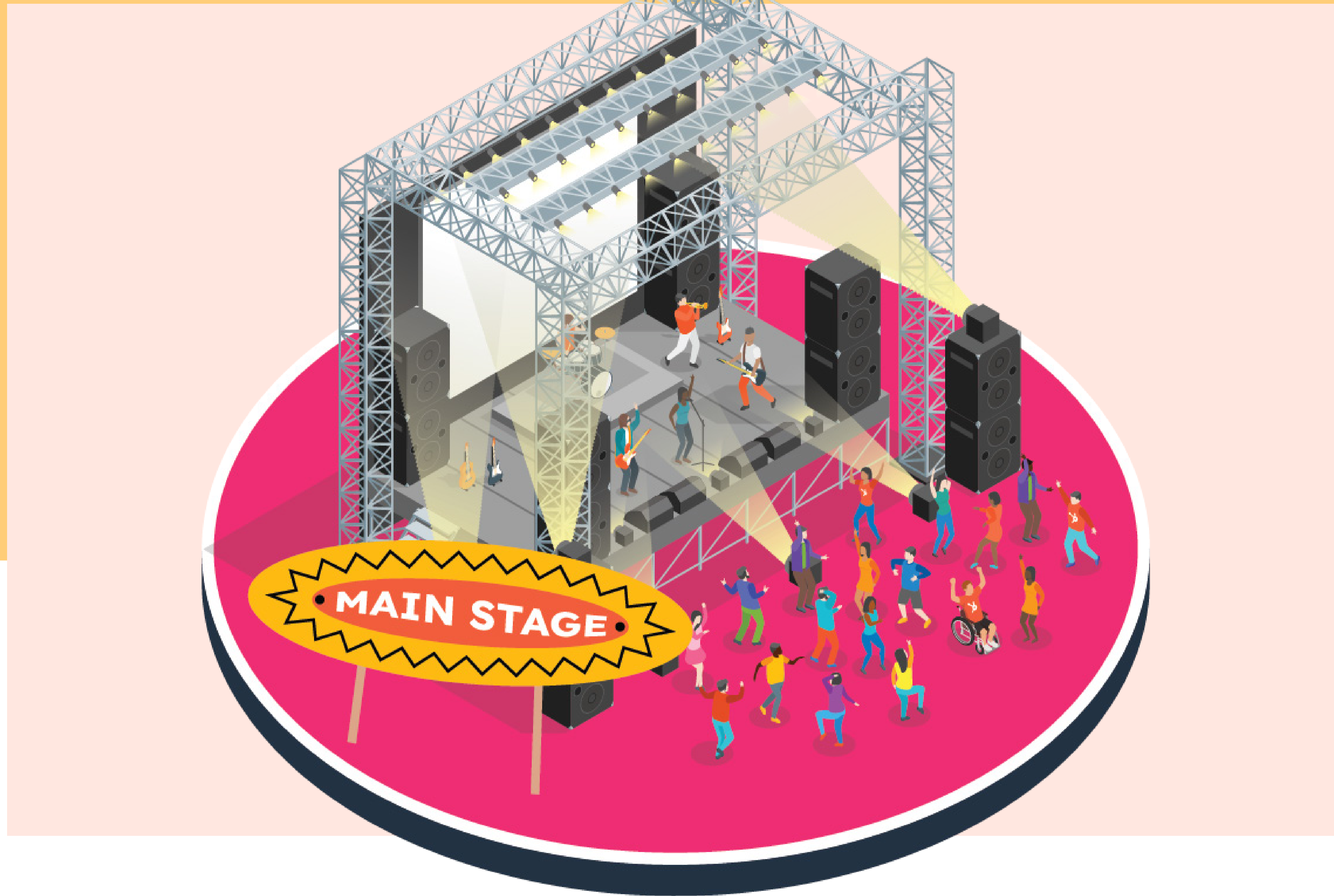
- **Low Carbon and Waste Impact:** Eliminate the need for travel and reduce your carbon and waste footprint significantly.
- **Increased Accessibility:** Remove the barriers, enabling everyone to participate, regardless of location or mobility challenges.
- **Ease of Collaboration:** Online platforms make it simple to share ideas, host interactive sessions, and engage with speakers and participants from across the globe.



EarthFest: Our Online Music Festival for Earth Day

To mark Earth Day 2024, we hosted a company-wide, online event inspired by music festivals. A digital world, where HubSpotters could log on, pan and zoom around the virtual festival grounds, interacting and contributing to the individual stages. It was a great way to bring the fun and liveliness of music festival season to Earth Day, plus the digital format enabled folks to enjoy content live or on their own time.

During the week we promoted tailored content that reflected different sustainability themes. These included:



The Main Stage

This was the heart of the event, where all of the “headline acts” took place during the festival. We invited speakers from various countries and demographics to share their expertise through live panel events.

Topics included spotlights on consumerism, intersectionality and we even had the BBC’s Climate Editor, Justin Rowlatt give a live talk about all things climate change. We kept it light and engaging, but with important sustainability themes tying it all together. Employees tuned in from across the globe and had the opportunity to pose live questions to the speakers.



HubSpot Stage

This was our opportunity to share HubSpot's initiatives to build a sustainable future. We had over 15 featured items including employee and customer spotlights, as well as highlights from our sustainability report. It was a great way to showcase cross-team collaboration and promote our key achievements and goals for the future.



Footprint Stage

On this stage, HubSpotters were able to take a short quiz to discover their homeworking and commuting carbon footprint by using our HubSpot carbon calculator. By using the calculator, HubSpotters were also contributing to data required for our annual sustainability report.





Community Impact Stage

Top of the agenda on this stage was intersectionality. We featured videos and content across many themes, such as gender and ethnicity all with sustainability and climate at their core. We also provided background content for the live speakers like interviews and articles, enabling our employees to further explore important issues.

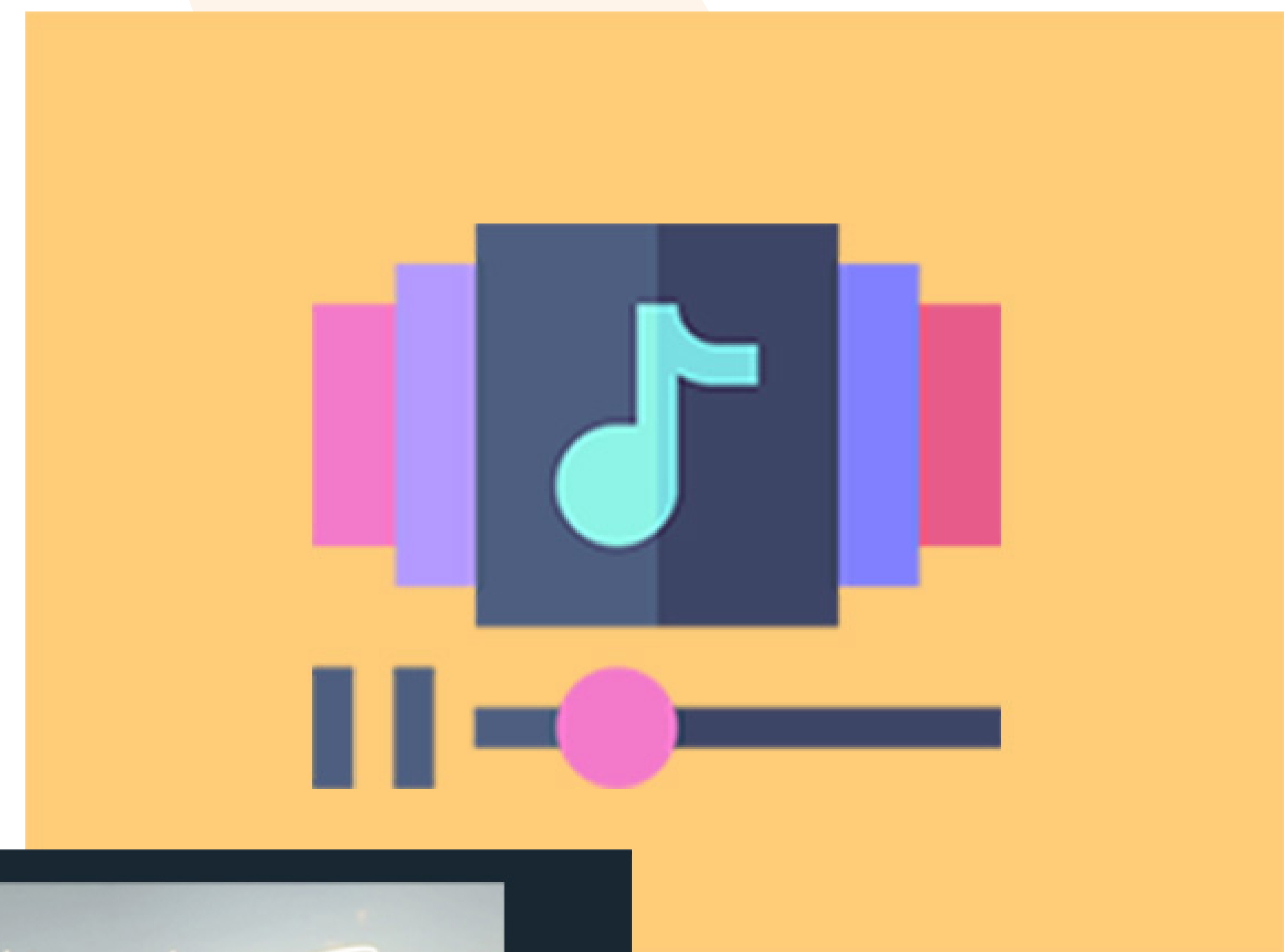
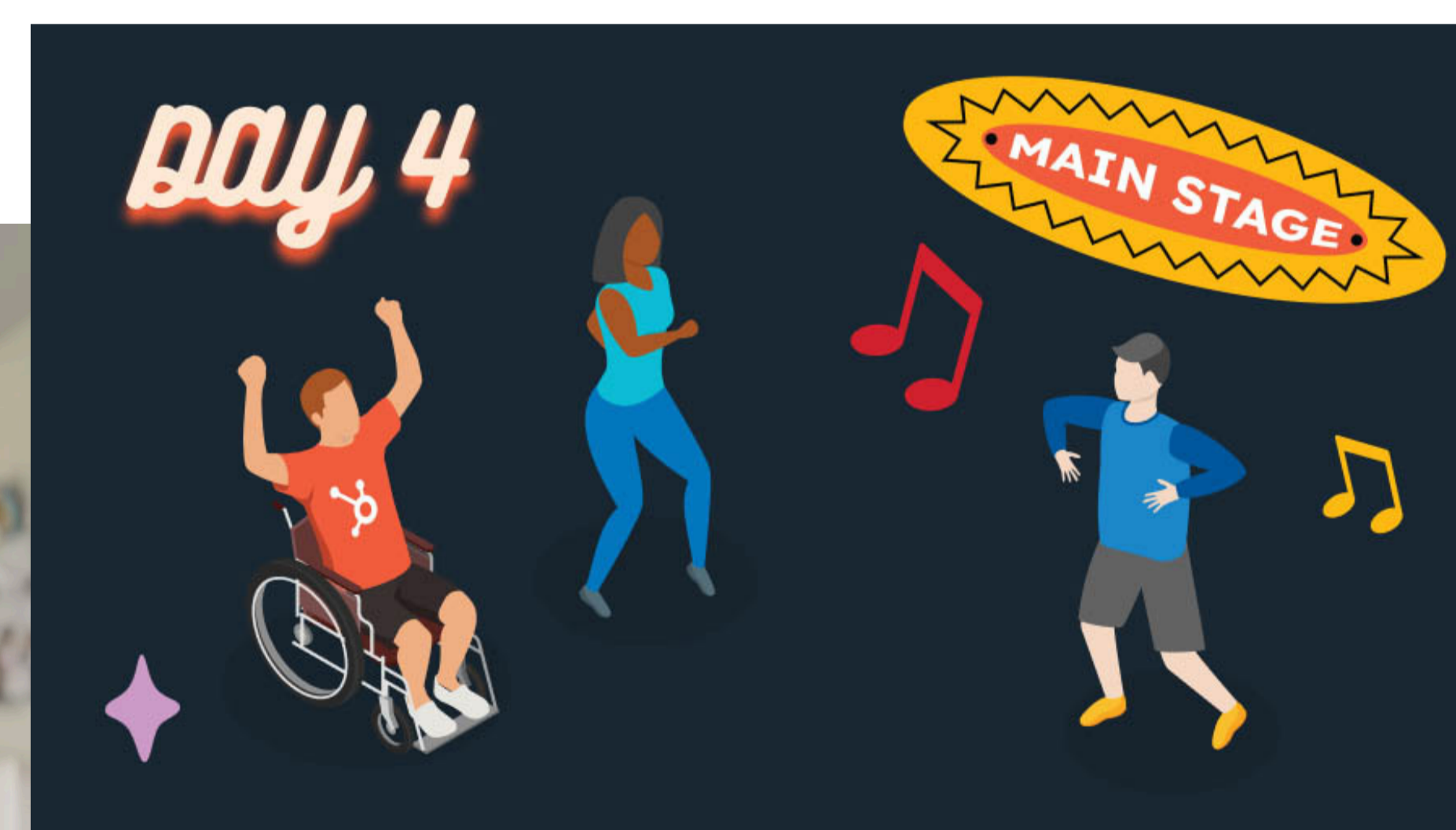
MyEarth Stage

With thousands of HubSpotters working all over the world, we all have a different view of “my Earth.” We gave HubSpotters the chance to share a corner of their world and get a glimpse into others’ by uploading photos of the view from their windows. It was very popular, receiving submissions from over 10 countries. The submissions were displayed on a live photowall on the EarthFest platform, highlighting just how unique and varied everyone’s worlds were. It created a powerful sense of connection and shared purpose.



Let the music play...

It wouldn't have been a festival without some music! Nestled around the stages were hand picked music lyrics with popup links to videos, all related to climate change and social issues. On the final day, we shared music videos created by HubSpotters and we even had a live DJ to wrap up the week! It was a really fun way to end a fantastic festival.



Joining the dots

The festival was a true celebration of collaboration - while the driving force was our sustainability team, we worked with many departments to ensure comms were smooth, and all voices were heard. We also had great support from our partner [Sustainabl](#), who built the design and tech behind the project.



Create Your Own Online Festival: A Checklist

Ready to create your own impactful sustainability event? Here's some of our learnings that could help you get started:

- > **Choose a Sustainability Theme:** Focus on a topic that aligns with your company's goals and values or pick a global event, such as [Earth Day](#) (it's on April 22nd)
- > **Brand It Like You Mean It!:** Develop a unique identity for the event that excites and inspires.
- > **Target the Right Audience:** Understand your employees' interests and craft an agenda that resonates. Aim to be as inclusive as possible!
- > **Source Relevant Speakers:** Invite diverse voices who bring credibility and fresh perspectives.
- > **Invite Company-Wide Contribution:** Encourage teams across the business to have a role in shaping the event.

- > **Gather Metrics:** Track engagement, participation, and outcomes to measure success and inform future events.
- > **Make It Fun!:** Add interactive and entertaining elements to keep the energy high such as music or a live social event.

Our partner Sustainabl, supported us in the creation of EarthFest. If you'd like to build your own online event, they'd be happy to help.

[Visit their website for more information.](#)

