

POSITIVE IMPACT EVENTS



Dear Event Sector Media,

In response to growing awareness for credible sustainable action, the Event Grads Community and Positive Impact, have launched a pledge which will support events management students and graduates around the world to advance the creation of a sustainable event sector.

Naomi Hollas, Founder of Event Grads:

‘The sustainability of the event sector's future is important to our community, so it is no surprise that we are demanding credible action. We want to see collaboration, action and measurement on an industry changing level. This pledge is evidence of the passion and expertise event graduates and students are bringing into the sector. Event Grads who sign this pledge are showing their dedication to the sustainability of the sector, to enhance their knowledge and understanding, so that they can create action, impact and ultimately, benefit your business.’
In addition to the Event Grads network sharing this initiative amongst their communities, universities are encouraged to share this with their students.

Dr James Musgrave, Head of UK Centre for Events Management, Leeds Beckett University said:
‘The UK Centre for Events Management has worked with Positive impact for over 15 years, developing student led opportunities and action towards a more sustainable event industry. This initiative brings to the fore sustainable leadership and highlights the skills our students develop whilst at Leeds Beckett University’.

The commitment will be revised annually by a team of Event Grads and Positive Impact with the intention that credible initiatives (i.e. those that would be recognised outside the event sector and can be used to build the reputation of the event sector with global business and government bodies) and opportunities for capacity building are a priority.

Fiona Pelham CEO of Positive Impact said:

‘Since 2005 Positive Impact has provided education, engagement and collaboration to create a sustainable event sector. The most recent generation of event professionals understand that sustainability is a constant and they are ready to bring their energy to the creation of a sustainable event sector. The Event Grads commitment is a fantastic example of how Positive Impact resources can be used, not only to create ambassadors for a sustainable event sector but to enhance the employability of recent event graduates.’

To make a commitment:

<https://www.positiveimpacetevents.com/event-grads>