



As one of the world's leading universities shaping the next generation of event professionals we wanted to ask you to be part of an initiative created to provide leadership opportunities and education so events will be part of the solution to a future world that works for everyone (and meets the UN SDGs)

Positive Impact is a not for profit which exists to create a sustainable event sector. Since 2005 we have developed a number of Memorandums with United Nations bodies including UNFCCC, UNDP, UN Environment and UN SDG Action. Positive Impact has a global community of over 1,600 ambassadors who commit to using their voice to create a sustainable event sector.

In Spring 2022 in collaboration with Event Grads, Positive Impact [launched an initiative](#) to provide event students with credible and impactful education so that when they begin their first job role they are able to champion the commitments and actions which are needed to deliver a sustainable event.

This letter is to request your support to share with your students the opportunity to become a Positive Impact Event Grad Ambassador. There is no cost for this and when the student has registered their commitment [here](#) they will receive:

- 1- Resources throughout the year to keep them updated on sustainability initiatives within the event sector so they can use their voice to champion change
- 2- Education on ISO 20121
- 3- Education on The Race to Zero
- 4- Education on Human Rights
- 5- Education on Measurement Data

Our request is that you share [this link](#) with your students and encourage them to take action

We will be sharing on the Positive Impact website that we have chosen to send you this letter and if you would like to reply with a quote which we could add to the website we would be happy to include it.

Thank you in advance for your support and for using your voice to create a future sustainable event sector.

Kind regards
The Positive Impact Team