



## Positive Impact and UFI launch the “8 steps to sustainability course”

30 August, 2012 – Manchester, Paris: UFI has partnered with Positive Impact to develop an online course on sustainable development available to organizations of all sizes within the exhibition industry.

The “8 steps to Sustainability” course provides a solid introduction to the concepts of sustainability and identifies the steps to developing a worthwhile sustainable development action plan. These modules cover: 1. Introduction to sustainability; 2. How to start; 3. Planning; 4. Issue Focus; 5. Preparing; 6. Implementing Sustainability; 7. Monitoring and Reviewing and 8. Promoting Sustainability. Each module provides an overview of key aspects together with examples of best practices. The course can be accessed and completed at each participant’s convenience and time schedule.

In addition to the course, all programme participants will be invited to join the “UFI Sustainability” closed LinkedIn group where members of the UFI Sustainable Development Committee and staff from Positive Impact will join them in an exchange of ideas and information.

The full course cost is 150 £ (170 € and 240 US\$) for UFI Members and 295 £ (340 € and 480 US\$) for non UFI Members.

Michael Duck, Executive Vice President of UBM Asia and Chair of the UFI Sustainable Development Committee explained the importance of this new initiative saying, “Sustainable development is a complex issue requiring a structured approach in order to ensure success. While every organisation should identify its own sustainable development objectives and create its own strategy, the guidance and experience of experts in this field can be useful to all. We hope that many companies will take advantage of this product.”

Eloise Sochanik, Project Manager, Positive Impact, added: “We are happy to have partnered with UFI on the creation of this course and are pleased with the result. As well as including our own experience regarding sustainable development within the exhibition industry, the course also contains extensive resources that are specific to the requirements of UFI members and of practitioners within this industry.”

More information and access to the course is available at [www.ufi.org/susdev-course](http://www.ufi.org/susdev-course).

\*\*\*\*\*

*Positive Impact is a not-for-profit organization which provides sustainability education to the event industry through sharing best practice, delivering face to face workshops, and developing online resources and training.*

*UFI is the global association of the world’s leading tradeshow organizers and exhibition centre operators, as well as the major national and international exhibition associations and selected partners of the exhibition industry. UFI’s main goal is to represent, promote and support the business interests of its members and the exhibition industry.*

*UFI represents over 590 member organizations in 86 countries around the world. Almost 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.*

For additional information, please go to [www.ufi.org](http://www.ufi.org)  
or contact :  
Lili Eigl, UFI Communications Manager  
[lili@ufi.org](mailto:lili@ufi.org)