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Lansley, Andrew ORCID logoORCID: <https://orcid.org/0000-0002-8810-4263> (2024) Supporting Sustainable Employability Skills for Current and Future Generations of Festival and Events Managers. In: Green Events Innovations 16, February 27th 2024, London, UK.

Official URL: <https://environmentjournal.online/net-zero/green-events-innovations-conference-2024/>

EPrint URI: <https://eprints.glos.ac.uk/id/eprint/14708>

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Ethos

“Our ambition is for our students to be change makers. We want them to go into the graduate roles with the confidence to raise their hand in a meeting and challenge established approaches. In order to be confident they need to be informed so sustainability education is crucial to their industry readiness.”

**- Claire Greenway,
Academic Course Leader for Events Management**

“As emerging events managers, graduate employees are likely to bring questions to your organisations when it comes to sustainability. Our course encourages us to ask ‘why?’ and to challenge the status quo. We may not have years of production expertise under our belts but hopefully the questions we pose will be integral to future developments.”

**- Deborah Maxwell, final year undergraduate student of
Events Management at the University of Gloucestershire**



University League

- Twice named #1 Most Sustainable University in the UK (2008, 2019)
- Special Recognition Award in 2013 for consistent high performance.

6 Green Gown Awards

- Winner of 4 UK Green Gown Awards for Continuous Improvement (Whole Institution) in 2008, Continuous Improvement (Specific Area) in 2010, Research with Impact in 2019, and Next Generation Learning and Skills in 2020
- 13 Highly Commended awards
- 26 Finalist nominations



Regional Centre of Expertise

- United Nations University 'Flagship Project' awards for 7 of our UN RCE Education for Sustainability projects
- Led an EU-funded UN RCE project with 53 partners in 33 countries on professional development for sustainability

ISO 14001:2015 status

- 1st English university to gain ISO 14001 status with an environmental management system including curriculum
- Achieved accreditation to the new ISO 14001: 2015 standard in 2017 including our academic activities



Practice

Sostenuto – sustainability in music

Music Business

Sostenuto aims to confront the sustainability challenges facing the music business industry and create opportunities for students to experience best practice in sustainability throughout the Music Business Course teaching and assessment to be able to influence for change.

Professional experiences for students have included student teams leading on practical carbon footprint analysis with Download Festival.



[Find out more →](#)

Stories of Survival

Performing Arts and Media

Students developed an innovative and immersive multimedia storytelling methodology on the theme of 'survival'. They created narratives around key issues to help understand and improve prospects for more sustainable futures, working with young people through a local youth theatre group. The project created education resources and workshop methods that can be used for training and education in wider community activities.



Festival Experiences for the Global Goals

Events Management

Student teams developed an interactive pop-up family event at Cheltenham Jazz Festival as an assessed part of their Event Design and Production module themed on the United Nations [Global Sustainable Development Goals](#). The project won 'Student Event of the Year' at the National Outdoor Events Association awards, was cited in a UN report and was given a recognition award in 2018 by the [global RCE network](#). [Watch our event film](#).



[Find out more →](#)

- cross institute, cross sector research partnerships
- continuous staff training and knowledge development
- module and engagement frameworks avoid overlap/duplication
- innovation in assessment models
- upskilling and supporting events organisations during collaborations
- integrated local, national and international work

Marketing UOG's sustainability expertise

Digital Marketing

Tapping the commercial advantage of sustainability is an important skill for business students and organisations of all stripes including our university. Students responded to assessed research briefs exploring how the University could better market its sustainability expertise to different stakeholder groups. The University's pioneering 'Who Cares?' campaign to ditch the printed prospectus formed an example of how this can happen in creative communications.

[Read more about 'Who Cares?' campaign →](#)



The entrepreneurial difference locally

Graphic Design

As part of the national 'Briefcases' scheme, led by corporate sustainability movers and shakers at the Heaven Company, students helped high street businesses to consider how to improve visual and packaging communications to maximise their sustainability value and business potential in an age of online shopping.

Two students were celebrated at the national Solutions Awards in 2018 for their projects, winning bronze and silver.



Integration

Case Study: The Cheltenham Donut

- Partnership with CBC, Cheltenham Festivals, Cheltenham Trust, Culture Board, venues & more
- Collaboration with University of Liverpool on economic mapping model.
- Integrated into final year undergrad module, outputting constructively aligned module programme at Levels 4 & 5
- CV assessment model; iterative analysis and reflection captured in portfolio
- Parallel research work with Vision2025, Attitude is Everything and Julie's Bicycle informs practice

