

20–22  
SEPTEMBER  
2024

FIND OUT  
MORE AT  
[IMMA.IE](https://imma.ie)

# IMPACT STRATEGY

**EARTH**

**IMMA**

EXHIBITIONS • TALKS  
• MUSIC • ECO FAIR •  
WORKSHOPS • FOOD

**RISING**



“Let us make no mistake: the climate crisis is also a  
crisis of culture,  
and thus of the imagination”

- Amitav Ghosh The Great Derangement

# ABOUT EARTH RISING

Earth Rising is a dynamic annual festival dedicated to catalysing climate conversations and actions through the power of art and culture. Hosted annually, this free event features a diverse program of environmentally themed exhibitions, thought-provoking talks, engaging outdoor screenings, interactive workshops, and an eco-fair.

By providing a platform for artists, activists and community members, Earth Rising seeks to inspire collective action towards sustainability and environmental stewardship. The festival emphasises the importance of creativity and community in addressing the climate crisis, aiming to foster a transformative and thriving climate movement in Ireland. Through immersive experiences and collaborative efforts, Earth Rising aspires to be a beacon of hope and a catalyst for positive change.



**EARTH  
RISING**



## OUR MISSION

Our mission is to present artistic & cultural experiences at Earth Rising, that catalyse climate conversations and actions.

## OUR VISION

Our vision is to be an internationally significant event that sparks a transformative and thriving climate movement in Ireland.

**EARTH  
RISING**



# WE DELIVER ON OUR VISION THROUGH...

## OUR PROGRAMME

Creating a festival experience that uses art and culture to inspire us to be more creative in our response to the climate crisis.

---

## OUR IMPACT

Building a framework to design and measure impact.

---

## OUR PRODUCTION

Ensuring the festival is produced in a responsible, ethical, and sustainable way.

---

**EARTH  
RISING**



---

## Our Impact Approach

IMMA understands its role as a space for dialogue and understanding, promoting social progress and cultural innovation in response to contemporary challenges. By engaging audiences in creative and thought-provoking ways, IMMA can foster a sense of urgency around the need for environmental stewardship and connect communities in an increasingly divided world.

The Earth crisis represents one of the greatest challenges facing humanity, requiring collective efforts to mitigate its impacts and ensure a sustainable future for generations to come. IMMA presents Earth Rising as a space where artists and the public can reflect on and address social, political, and environmental concerns.

Earth Rising is a catalyst for creative thinking, and imagination, motivating and mobilising actions for positive change by showcasing artwork and conversations that help us reimagine a more sustainable and liveable future for generations to come.



# Our Impact Hypothesis

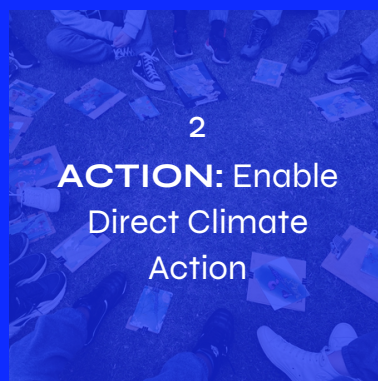
---

If we provide a welcoming and regenerative space, enable direct climate action, and offer immersive learning opportunities, then Earth Rising can be an ally and an artistic catalyst of the climate movement.

If Earth Rising is an ally and an artistic catalyst of the climate movement, then Ireland will have a thriving climate movement that enables us to achieve a sustainable future for generations to come.

## Our Three Impact Pillars

---





# Impact Pillar 1

## COMMUNION: Be a Welcoming and Regenerative Space

Fostering collaboration, communion, inclusivity, and community engagement

**1.1 Highlight and support the work of other organisations and individuals**, fostering a resilient and interconnected community that can collectively work together.

**1.2 Amplify the work of others through PR and social media**, allowing successful initiatives reach a broader audience.

**1.3 Help create a supportive atmosphere and sense of community** where individuals and groups feel safe to share their ideas and projects. This encourages open dialogue and collaboration.

**1.4 Support the work of others by celebrating successful stories and projects coming out of Earth Rising**, thus inspiring others to act, creating a ripple effect of positive change and motivating participants to contribute to climate action.

**1.5 Give a platform to and recognise the efforts of diverse voices and projects**, demonstrating a commitment to inclusivity.

**1.6 Actively embrace and celebrate diversity in all its forms**, ensuring people of all backgrounds, identities and abilities feel welcome and can participate fully.

**1.7 Convene people around a common cause** to build a strong sense of community. Attendees feel connected by a shared purpose, which fosters a welcoming and supportive environment.



**EARTH  
RISING**

# Impact Pillar 2

## **ACTION: Enabling direct climate action**

Enabling direct climate action through volunteerism, empowerment, best practice and allyship

2.1 Volunteers are **well-informed** and **capable of contributing to climate action efforts**.

2.2 Volunteers **feel more knowledgeable and comfortable talking about the climate crisis**.

2.3 Understand and mitigate the **environmental impact** of the festival.

2.4 Demonstrate best practice by **making Earth Rising as sustainable as possible**.

2.5 **Support sustainable small businesses** and offer eco-friendly solutions to festival attendees.

2.6 Provide an **opportunity for festival goers to connect directly with climate groups**.





# Impact Pillar 3

## LEARNING: Offer Immersive Learning Opportunities

Fostering knowledge exchange, skill development and active participation in climate action



**3.1 Engage participants in hands-on, interactive learning experiences** related to climate action and sustainability.

**3.2 Engage participants in talks and debates** during the festival that spark conversations.

**3.3 Offer a festival experience that sparks a curiosity** amongst festival goers to learn more resulting in an increased demand for educational and informative resources on environmental topics.

**3.4 Encourage and recognise the efforts of young individuals in learning and practicing sustainability** through an accredited lower case's Sustainability badge award.

**3.5 Provide accessible and concise educational resources to a broader audience**, encouraging quick and easy learning about climate action.



# **EARTH RISING**

## **IMPACT STRATEGY**

For further information please contact:

Lisa Fitzsimons

Strategy and Sustainability Lead, IMMA

[Lisa.fitzsimons@imma.ie](mailto:Lisa.fitzsimons@imma.ie)

**EARTH  
RISING**