

## **Banksia Foundation CEO inspires 90 young professionals and guests at the 10th edition of the Nudge Global Impact Challenge**

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Banksia Foundation CEO Graz van Egmond will be warmly welcomed as the first keynote speaker at the kickoff event of the [Nudge Global Impact Challenge](#) 2019, on 21 October 2019. Being an expert in empowering sustainable change, she will motivate young professionals and audience alike to be bold, get into action and make the world a better place for everyone.

#### **Sustainability and leadership in a unique format**

The Nudge Global Impact Challenge is an eight-month development programme (August 2019 – April 2020) about leadership, sustainability and impact creation for young professionals to realise their very own sustainability impact plan. The highlight of the programme is a unique, three-day life-changing learning experience that takes place in Zeist, the Netherlands (21 – 23 October 2019), where the participants receive the tools they need to realise the change they envision. The Nudge Global Impact Challenge empowers the leaders of tomorrow to become a force for change, by providing them with the knowledge, inspiration, skills, network of like-minded people and access to world class speakers.

#### **How can an individual change the world?**

Every year, the Challenge always focuses on a specific theme revolving around sustainability. For

its 10th edition, the theme is **The Human Factor - Empowering Millennials to Lead Positive Change**. It explores the twofold notion of humanity - how the quality of being humane is a determining factor in creating sustainable change and how the human race as a whole can create systemic change. But primarily, it explores how an individual can positively impact thousands or millions of people with their vision and actions. And what better way to highlight the Human Factor than with a true entrepreneurial spirit like Graz van Egmond.

The Nudge Global Impact Challenge is a personal development programme for young leaders to create the change they envision. Banksia Environmental Foundation is a well-established not-for-profit organisation dedicated to drawing attention to the recognition of excellence in sustainability, through their Award Programmes. The Challenge and Banksia are two very complementary organisations that both work towards the same goal - facilitating a better tomorrow. And for sustainable change to be durable and effective, collaboration is key.

You can still [apply](#) as a company participant for the Nudge global Impact Challenge 2019, until **15 July!**