

Official Launch of Sustainability Hub for Events (SHE) Empowers Event Planners Globally to Drive Sustainability

BARCELONA, October 3, 2024 – After a successful beta launch at IMEX Frankfurt, the *Sustainability Hub for Events* is officially moving to public access. Developed by Gevme in collaboration with the Net Zero Carbon Events (NZCE) initiative and the Strategic Alliance of National Convention Bureaux of Europe, the platform is designed to simplify sustainable event planning with actionable, AI-powered insights.

Since its beta phase, the platform has seen substantial improvements, introducing new features like a **Learning Module**, which personalises resources for different stakeholders. This module helps bridge the knowledge gap in sustainability by offering diverse educational content—from brief overviews to deep dives—on critical topics like carbon offsetting, measurement, and eco-friendly travel planning. Additionally, the platform now offers guidance on **event legacy** planning, helping organisers ensure long-lasting sustainability impacts.

The **AI model has also been significantly upgraded**, leveraging the latest large language models (LLMs) to enhance understanding and reasoning capabilities. This update enables more refined, accurate recommendations tailored to the unique needs of events, making it easier for organisers to navigate complex sustainability data.

Global destinations have played a key role in enriching the platform. **Copenhagen, Italy, Germany, and the Netherlands** have emerged as top contributors, providing extensive data that has enhanced the platform's capabilities. This collaboration underlines the international industry's commitment to making sustainability in event planning more accessible.

“We’re excited to open up access to a tool that has been tested and refined with input from global users in over 25 countries,” said **Alexander Alles**, Executive Director of JMIC. “The new features and data contributions make the platform even more impactful for event professionals looking to reduce their environmental footprint.”

Matthias Schultze, Managing Director of the German Convention Bureau, commented, “The AI-powered hub is more than a search engine—it’s a solutions engine that adapts as our industry evolves. By contributing our data and insights, we’re helping to build a resource that empowers planners to make sustainable choices.”

Eric Bakermans, Director of Marketing at the Netherlands Board of Tourism & Conventions, added, “This platform represents a significant step forward in our collective journey towards

net-zero events. It's a dynamic tool that will help organizers navigate the complexities of sustainability with greater ease and precision.”

Veemal Gungadin, CEO of Gevme, stated, “Our goal with the Sustainability Hub for Events is to provide a transformative tool that leverages AI to deliver actionable insights. By partnering with key industry stakeholders, we've created a solutions engine that not only informs but also inspires sustainable action.”

The platform, which is available in over 20 languages, is now accepting contributions from multiple stakeholders. A roadmap for broader stakeholder engagement and continuous updates is in development, ensuring the platform remains relevant as the industry evolves.

About the Sustainability Hub for Events:

Powered by Gevme AI Application platform (GAIA), the *Sustainability Hub for Events* is an AI-driven platform that helps event organizers implement sustainable practices through tailored recommendations and resources. In collaboration with Net Zero Carbon Events and the Strategic Alliance of National Convention Bureaux of Europe, the platform offers tools for event sustainability management, including personalized learning resources and event legacy planning.

Access SHE by visiting: <https://she.gevme.com/>