



Sustainability Hub for Events (SHE)

MICE

Sustainability Hub for Events (SHE): a platform dedicated to European MICE planners for sustainable events

What is SHE?

The Sustainability Hub for Events is an AI-powered online platform designed to help event professionals plan and run more sustainable events. It was created through a collaboration between event technology provider Gevme, the Net Zero Carbon Events (NZCE) initiative, and several industry partners.

SHE is also supported by **Strategic Alliance, the alliance of European Convention Bureaux**, bringing together leading destinations committed to advancing sustainability in the events industry. This alliance strengthens the platform by embedding local expertise, destination insights and best practices into the tool. Notably, **Atout France is an active member of this Strategic Alliance**, highlighting France's strong commitment to supporting more sustainable event planning at an international level.

SHE combines data, artificial intelligence and practical know-how to support sustainability decision-making at every stage of event planning. Instead of supplying generic guidelines, the platform generates customized recommendations, checklists and learning materials based on the specific characteristics of your event, such as size, location and format.



How does it work?

Event planners and venues use SHE to:

- Select sustainability tasks (e.g., energy efficiency, waste management, CO₂ calculation) tailored to their event needs.
- Input event details and receive actionable suggestions, such as mobility recommendations or sustainability checklists.
- Generate outputs in different formats, including one-pagers, FAQs or educational quizzes to share with teams or stakeholders.
- Behind the scenes, the platform applies the latest AI models and draws on industry-wide sustainability data from more than 20 countries, turning complex global standards into practical steps planners can act on.

Key Features

- **AI-Driven Guidance:** Personalized recommendations based on real event inputs rather than generic lists.
- **Learning Resources:** A library of educational content covering core sustainability topics like carbon accounting, eco-friendly travel and more.
- **Legacy Planning:** Guidance on how events can leave a positive long-term impact on their communities and stakeholders.
- **Multilingual and Global:** The platform supports users across languages and markets, making sustainability guidance accessible worldwide.

Why it matters?

SHE makes sustainability practical and manageable for event professionals by bridging the gap between high-level goals (like net-zero commitments) and everyday planning decisions. It equips teams with tailored actions, learning tools and measurable insights to help reduce environmental impact and improve social outcomes.

To discover SHE : <https://she.gevme.com/signup>