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# **Vision**

*Cvent believes in protecting the natural environment and helping the communities in which we live and work. Since 1999, Cvent has strived to transform the largely paper-based meetings and events industry through innovative software. Our vision is an eco-friendly, cloud-based meetings and events industry. That vision becomes reality through adopting smart and energy efficient technologies, practices, and solutions; in short, producing products that by nature foster the conservation of our planet’s natural resources.*

# **Today**

## Clean Products

Cvent’s philosophy of sustainability is built into the core of the company: our products. As a software-as-a-service (SaaS) company, we do not produce the kinds of tangible products that are usually associated with negatively impacting the environment.

Cvent does more than embrace sustainability—our technological solutions offer a comprehensive toolset to help events and meetings planners “go green.” The meetings and events industry has historically been dominated by paper—paper invitations and survey cards, thank you notes, printed conference materials, and so on. The average conference generates up to 170 trees worth of paper waste with an average of ten pounds of paper waste per attendee. With over 25,000 companies hosting events through our system and over 300,000 users, we are significantly reducing the amount of waste generated in the events industry.

Cvent’s innovations allow our clients to more actively plan green meetings and events. The Events Industry Council defines a “green meeting” as one that “incorporates environmental considerations to minimize its negative impact on the environment.” Cvent’s software makes the implementation and coordination of environmental considerations (such as in-house recycling programs and environmentally friendly venue sourcing) a simple, stress-free process.

Not only does Cvent have a real impact on reducing waste at events, Cvent helps event planners source environmentally friendly venues. To better serve our customers with the same environmental priorities, our Cvent Supplier Network allows for filtering of environmentally friendly venues.

So often, one must choose between the environmentally friendly option and what’s the easiest, most efficient, or most cost-effective - Cvent allows customers to meet all of these objectives.

## Clean Processes

Cvent’s philosophy of sustainability is reflected by our everyday practices. We provide reusable cups to all our employees, reducing needless waste. To save on paper, we encourage all our documents to be produced electronically and utilize smart technology in our printing systems to print efficiently. In 2017, focused on minimizing our plastic usage, Cvent adopted Digital Health Insurance Cards. Finally, recognizing the impact that a global company like Cvent can have, Cvent encourages videoconferencing and has systems in place allowing employees to work remotely, thereby reducing our collective carbon footprint.

Cvent started a Green Initiative Grouplet (the “Green Grouplet”) led by employees across our global offices. The Green Grouplet is committed to reducing the environmental footprint of internal business practices by educating employees and providing incentives to make positive changes. The Green Grouplet is divided into 2 wings:

* A corporate wing that engages with Cvent management and brings out policy changes like replacing copy paper with 100% post-consumer recycled paper and automatically switching off TVs and monitors based on inactivity.
* A personal wing that educates Cvent employees about changes they can make while they are at Cvent and in their personal lives.

The Green Grouplet has already hosted several events such as:

* An electronics recycling initiative at our global headquarters where employees can bring their personal electronics like old cell phones, printers and computers which are responsibly recycled by Green Grouplet volunteers; and
* A plastic-free pledge whereby employees pledge to reduce or eliminate the use of disposable plastic products.

We are excited to see the innovative new challenges and initiatives the Green Grouplet introduces.

## Clean Places

Cvent is committed to its philosophy of sustainability from the outside in. We seek to secure LEED Certified offices for our ever-expanding workforce. We strive to use high-efficiency appliances and light bulbs in our offices. We further reduce electricity consumption through occupancy and vacancy sensors, installed throughout our lighting zones. Additionally, Cvent will implement a similar process for electronic devices throughout the office such as timers for televisions, computers and cameras set up in conference rooms. To cut down on paper usage, many of our bathrooms come equipped with hand dryers which may be used in place of paper towels. To reduce water consumption, our bathrooms utilize motion activated faucets to ensure only the needed amount of water is used. Cvent also encourages low impact transportation and offers a mass transit flexible spending account for its employees. Finally, we invite our employees to embrace our spirit of conservation with recycling programs and containers across our offices. One such recycling effort is with respect to the recycling of electronic devices.

The EPA estimates that the energy saved by the recycling of one million laptops is enough to power 3,500 US homes for one year. With this in mind, Cvent recycles outdated electronic devices and in 2018, Cvent implemented a personal electronics recycling initiative aimed at reducing the environmental impact of employees in our global headquarters.

Not only is every Cvent employee issued a reusable beverage container, Cvent offices also have several water stations, coffee and espresso machines and a soda fountain to reduce employees’ use of disposable containers from coffee shops, restaurants and stores. For office-wide events, Cvent seeks to utilize caterers that provide compostable plates and cutlery.

Cvent also encourages Cvent employees to give back to the community. Through its social responsibly program, Cvent offers opportunities for employees to increase their positive community impact through volunteer hours and participation in fundraising activities. As part of this social responsibility program, Cvent will match volunteer hours and financial contributions.

# **Future**

## Going Further

Cvent is dedicated to operating responsibly in the best interest of our communities, our cities, and our planet. Not only will we continue to roll out new sustainability measures across the entire company, but we will continue to grow. With each new customer that replaces the legacy paper-intensive methods with Cvent, our impact will continue to grow. Over 12.6 million users have downloaded Cvent’s apps and over 300,000 clients across more than 100 countries have utilized Cvent software for their event management needs. We are confident that number will only grow in the years to come. Growth for us means the worldwide adoption of our eco-friendly technologies that will foster the conservation of our planet’s precious natural resources. As more and more companies replace environmentally costly paper invitations and conference binders with Cvent technology, they will be able to reduce waste, further conserving natural resources all throughout the world.

Cvent will continue to consider the environmental impact of our decisions and pursue opportunities to further our vision.