

A pair of hands holds a white rectangular sign in front of a blurred green background of trees. The sign has the text "Make a Difference!" written in a green, hand-drawn, chalk-like font.

Make a  
Difference!

## **We set out on the mission! Will you join us?**

### **Sustainable events and green meetings with Brähler Convention**

Our world is out of balance: Many people feel stressed out or fall sick often, the environment is challenging us with extreme weather conditions, natural disasters and climatic change. **We need to take countermeasures!**

It is time to do our part and give something back to the environment. As an event equipment specialist, we have therefore voluntarily committed ourselves to strike new, meaningful and sustainable paths in our personal and professional activities.

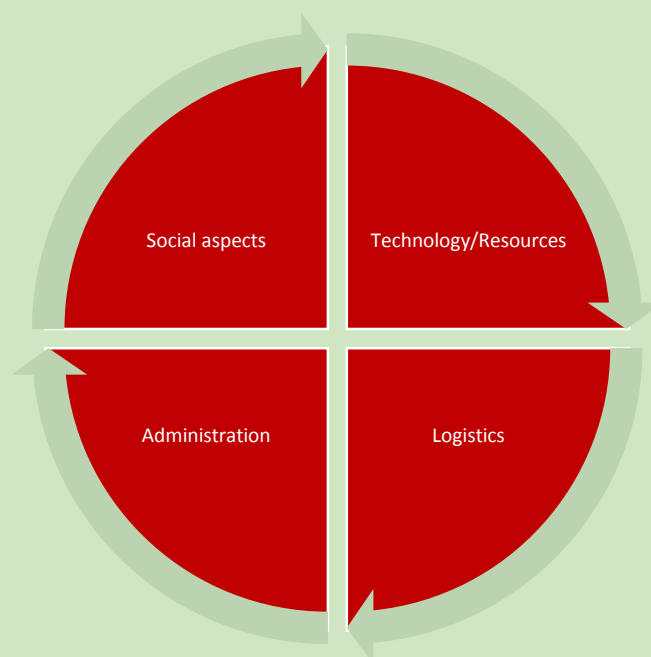
We are convinced that we can provide effective services beneficial in the long term and sustainable event technology without compromising on quality, through management with vision. We want to be your responsible and preferred system partner and constantly strive to improve ourselves in the entire corporate development.

How exactly have we changed our way of working?

After training our staff on the subject matter, Brähler Convention established a green team for each branch office, which is responsible for the active implementation of our ambitious goals. It goes without saying that sustainability is also a continuous learning process for us and that not all the measures can be realised immediately.

In the areas of ecology, economy and social affairs, our **guideline** includes the following measures that have already been implemented (extract):

#### *Action areas for event equipment*



#### **Technology/ Resources**

- Efficient use of technology
- Investments in new and energy-efficient technology
- Use of LED technology for saving power and lower heat emission
- Use of battery packs instead of batteries in our UHF and infrared equipment
- Use of resource-saving systems like smartPoster or Conference app
- Waste management - We strive to generate as little waste as possible and recycle materials like wood.

#### **Logistics**

- Investments in our transport fleet for optimising the trips
- Smart logistics based on a mobility concept – we reduce our CO2 emissions by planning the trips efficiently and avoiding extra tours.
- Weight savings by selecting smart systems
- Collaborations with local service providers for reducing the distances and saving time

## Administration

- We work in a paperless office by digitising the business transactions.
- Reduced printing of paper brochures – providing digital promotion materials
- Digital meetings reduce business trips

## Social aspects

- Flexible working time models (parental leave, Home Office, part time working)
- Exchange of knowledge and experience in monthly meetings
- Social commitment in charity projects

Of course there are challenges that need to be coped with along this path: Purchasing new energy-efficient equipment is more expensive than buying conventional equipment. However, we consider this as an investment in our and in your future. It is equally important to invite customers and partners to join us on this journey, so that a social change in the mindset and in our actions is really perceptible and verifiable.

It goes without saying that your events will be conducted in the known first-class quality. You need not forego anything. The only change is the new solution approach that we have chosen for you.

We invite you to join us in creating "lasting impressions"! **Brähler Convention will honour its commitment.**

### Your contact for queries regarding sustainable events:

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