



GVST Event Management supports the "Best Green-Sustainable Event" at the Bea 2011

GVST Event Management, event and congress management company operating all over the world and with specific expertise in green and low impact events, will present the award to the "Best Green/Sustainable Event" at the Bea and EuBEA that will be held in Milan on November 23 and 24.



The category "**Best Green/Sustainable Event**" is totally new at the Best Event Awards: in fact, for the first time ever, together with the originality and creativity in planning an event, special attention has also focused on best practices to reduce events' environmental impact. A special prize to value "green/sustainable" events and a recognition to an increasing need for low impact practices within the event industry.

"Giving our support to the "Best Green/Sustainable Event" award was a natural step for us" says **Andrea Vernengo, GVST Event Management** Managing Director and Senior Partner; "companies have recently focused their attention to the environment even when organizing events. This is why in 2009 we have created the **Friendly Envent® brand** that is the result of GVST specific expertise in organizing low impact events".

As Friendly Envent® and according to client requirements and expectations, GVST operates a number of actions aimed to **reduce CO2 emissions** generated by the event operations. The major action areas are: the location, energy consumption and materials, transportation, food & beverage, communication, waste and post event operations. Eventually, reduced CO2 emissions are offset thanks to the creation and protection of new forests or carbon credits by joining the **Zero Impact® project** by LifeGatev



"We have chosen to support the "Best Green/Sustainable Event" award for both Italian BEA and European BEA – **Vernengo** adds – a decision reflecting our specific dual competences: a specialized knowledge of the Italian territory and an international network that allows us to operate worldwide as global referent supplying the same quality level at all destinations".

Copyright ©ADC Group s.r.l.