

Cvent's Sustainability Policy

Cvent believes in protecting the environment, running our business in a sustainable way, and minimizing our environmental impact for future generations. As a software as a service company, Cvent has a relatively low environmental impact, yet we are committed to reducing our environmental footprint. Cvent takes such steps every day, from our headquarters being in a LEED Gold certified building to selecting green cloud-computing providers and taking steps to reduce office waste. And Cvent does not stop there. Since 1999, Cvent has helped transform a paper-based meetings and events industry into a cloud-based industry. Further, Cvent provides resources for and empowers our customers to hold greener events.

We are excited to announce that in 2021 we are taking serious steps to advance the actions undertaken by our sustainability policy. Cvent now measures its greenhouse gas emissions using a third-party software platform and is working to reduce and offset its environmental impact by developing an improved vendor selection process and setting measurable greenhouse gas reduction goals through its commitment to join the Science Based Targets initiative (SBTi).

Below is a sampling of some of the steps Cvent has taken to reduce its environmental impact to date.

Sustainable Buildings.

Cvent seeks LEED Certified offices for our workforce, and Cvent's headquarters is located in a LEED Gold building. We strive to use high-efficiency appliances and light bulbs in our offices. We further take steps to reduce electricity consumption through occupancy and vacancy sensors. Cvent has been implementing similar processes for electronic devices throughout the office such as timers for televisions, computers and cameras in conference rooms to reduce energy consumption.

To cut on paper usage, the majority of our bathrooms come equipped with hand dryers. To reduce water consumption, the majority of our bathrooms also use motion activated faucets.

Green Transportation.

Cvent considers public transportation when making office location decisions. Cvent's headquarters is located across the street from the metro station. Cvent not only encourages public transportation, but where applicable, offers mass transit incentives to its employees. In addition, Cvent has robust work from home policies that help reduce transportation emissions. Everyday many Cvent employees take public transportation to work or work from home for a greener commute.

Everyday Computing and Office Sustainability.

Cvent reduces consumption and recycles every day. Some of our reduction and recycling policies include:

- Cvent's cloud computing providers use renewable energy. Our largest cloud computing provider has pledged a move towards 100% renewable energy.
- Cvent uses laptops for virtually every employee which consume considerably less energy than desktop computers.

- Cvent gives every new employee reusable beverage containers and uses water and soda fountains to discourage single-use plastics and glass. Cvent also has coffee and espresso stations and we compost coffee waste when available.
- Cvent generally runs paperless offices and discourages printing by encouraging electronic review of documents and through the placement of printers.
- Cvent invests in recyclable office paper and compostable utensils and plates.
- Cvent places recycling bins throughout its offices.
- Cvent not only recycles its electronics devices but has implemented a personal electronic recycling initiative at its headquarters.
- Cvent encourages video conferencing meetings to reduce its carbon footprint.
- Cvent offers onsite meal solutions to its employees at participating offices that reduce employee transportation at lunch.

Green Initiative Grouplet.

Cvent also has an employee-run group dedicated to green initiative: Green Initiative Grouplet (the “Green Grouplet”). 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 two branches:

- A corporate branch that engages with Cvent management for policy changes like replacing copy paper with 100% post-consumer recycled paper and automatically switching off TVs and monitors after inactivity.
- An individual branch 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, including:

- 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.

Spreading Sustainability to Our Industry.

Our technological solutions offer a comprehensive toolset to help events and meetings planners go green by reducing the need for paper, helping planners pick green venues and training planners on hosting green events.

The meetings and events industry has historically been dominated by paper from paper invitations and survey cards to printed conference materials. 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 30,000 companies hosting events through our system and over millions of users, we are significantly reducing the amount of paper waste generated in the events industry. Conference attendees can do things like print their badges at the event, decreasing waste; instead of paper conference materials, attendees can now download our apps; and instead of making multiple pre-event travels to the venue, planners can now use virtual blue prints to set up their events. Cvent is also offering virtual event options to its customers, reducing travel

emissions. You can read one of our many blog posts on greener meetings or download our white paper [here](#).

Finally, to better serve our customers with the same environmental priorities, our Cvent Supplier Network also allows for filtering of environmentally friendly venues.

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