Sustainability has permeated many aspects of our daily lives. In the event production industry, initial principles and guidelines for implementing sustainable events are already in place. However, the broad scope of this topic presents a challenge to many event productions and coordinators as they strive for a comprehensive integration of these principles into their planning process.

**Problem definition**
Sustainability is a pervasive and significant issue. However, its overwhelming and often abstract nature makes it difficult for event productions to incorporate this topic into their processes.

**Description**
GreenEvent: Building the Future of Sustainable Gatherings. To develop an innovative, user-friendly app/application and or framework that helps organizers plan and execute eco-friendly events, and helps attendees participate in minimizing the event’s environmental impact. Also include measurable KPIs and potential ideas for monetization on a later stage.

**Key questions**
- How and which factors could an application for sustainable event planning address?
- How could the concept be technically implemented and/or automated into the planning process?
- How could the application be monetized? Also think about certification and partners

**Links**
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**Skills**
The module is open to Bachelor/Master/PhD students as well as interns;
The students should have a basic understanding of the different stages of an event production and knowledge of key elements of current sustainability discussions.
First experience with KI applications is also a plus.

**Partner**
The LB Group is the full-service partner for consulting, planning and first-class implementation of event technology, media technology, temporary buildings and network technology. LB Group is privately owned by Lukas Baumgartner and headquartered in the center of Munich.