

Press Release
For Immediate Release
Ljubljana, 27 November 2022

CONVENTA NAMED BEST SUSTAINABLE EVENT IN THE WORLD

The golden Bea World Award is a testament to Conventa's green endeavours

At the **Bea World Festival**, where the best global events compete for gold, Conventa won first place in the category of green and sustainable events. Conventa's groundbreaking 5R model convinced the esteemed international jury, who saw the methodology as a credible solution for organising future events sustainably.

The gala award ceremony saw 103 finalists from 28 countries go head to head for the coveted awards in various categories. A record-breaking 320 projects from 97 leading global agencies from 32 countries entered the competition. The event was organised in the Eternal City (Rome, Italy) from 24 to 26 November 2022.

Ten finalists competed for the top spot in the category of green and sustainable events. Mirre Van Tilburg, Head of Events at Capgemini and Jury VP, led the expert jury that evaluated the projects in this category. The distinguished jury members comprised:

- Eléonore de Galzain, Partnership Manager, Bpifrance le Hub
- Lucia Magliano, Head of Global Events, ENEL
- Flavia Muratori, Ceremony Manager, UEFA
- Harijs Poikāns, Regional marketing manager, 4finance
- Alexander Safonov, Global Event Director, Oriflame Cosmetics
- Valérie Thielemans, Retail marketing & Event manager, Orange

The events that received the highest marks from the jury were:

- 3rd place: The digital ID.5 Experience, fischerAppelt, live marketing GmbH, Germany
- 2nd place: Green&Blue Festival, Piano B, Italy
- 1st place: Conventa Experience 2022, Toleranca marketing d.o.o., Slovenia

The gala award ceremony took place in the former bus garage named Pratibus, which transformed into a unique venue for events.

Gorazd Čad, the co-founder of Conventa, shared his thoughts on receiving the prestigious award: *“The Bea Award is the best gift for our fifteenth anniversary and a milestone for us. Without our esteemed strategic partners, Ljubljana Convention Bureau, Slovenian Convention Bureau and the Slovenian Tourist Board, alongside 19 loyal partners, we could never organise such a project. The Slovenian NGO Umanotera and Climate Partner played a pivotal role in organising the event in 2022. They helped us sustainably transform the award-winning project.”*

The organisers of Conventa emphasised that they have tremendous work in the future. Thus, their methodology will be tested between 1 and 2 February 2023 for the fifteenth edition of Conventa. In December, the organisers will publish a guidebook available to all event organisers.

About Bea World

The Bea (Best Event Awards) is the oldest and most prestigious global competition within the meetings industry that has been taking place for the past seventeen years. The core categories within the competition are B2B, B2C and B2I events. In addition, the competition comprises 20 different sub-categories. The Gold Elephant Trophy is considered the Oscar of the meetings industry. Among the awards, the Grand Prix is the most sought-after. This year, the Grand Prix went to Ferrari for their spectacular event - Capital Market Days - organised by the NinetyNine Agency from Italy.

You can learn more about the competition and see the winners at: www.beaworldfestival.com.

Press material

- [Photos from BEA World](#)
- [Photos from Conventa](#)
- [Video #GREENCONVENTA](#)
- [A brief summary of Conventa](#)
- [Bea World Festival website](#)
- [Conventa's website](#)

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The event is organised by:

Toleranca marketing and the
Slovenian Convention Bureau

In cooperation with:

