

# FLUX

Rethink and simplify  
sustainable event  
production.







Events, festivals, parties, fairs, tournaments and get-togethers. Big or small, we all love them and we always have.

**Throughout history  
people have always  
come together in crowds  
to experience exciting  
and unforgettable  
moments.**



They are part of our human nature.  
But unfortunately they often don't live in  
harmony with nature itself.

# The carbon footprint of our beloved modern events are often out of control.

The amounts of energy, resources and materials used in relation to how little is fed back into the system productively is not sustainable. We all are starting to realize how event production creates a tremendous burden on the environment.







# Sustainability is a difficult and complex challenge in every industry.

Old and familiar ways of doing things are being challenged and disrupted by the urgency of climate change and the growing consumer dislike of pollution, waste and destruction.



## **Our industry needs, wants and is forced to change.**

Unfortunately, there is often a negative sentiment towards sustainable solutions. These are grown out of a fear for complexity and the ambiguity of the effectiveness when it comes to sustainable solutions.

What should we do and how do we know if it even works? Can we proof our progress and communicate our sustainability goals within the company? Questions like these leave many of event producers with a feeling of confusion, helplessness and fragmented actions.

We do things that sound good without the tools, methods and holistic views to actually measure, track and manage our waste, materials and overall footprint.

## **That is the place we have created.**



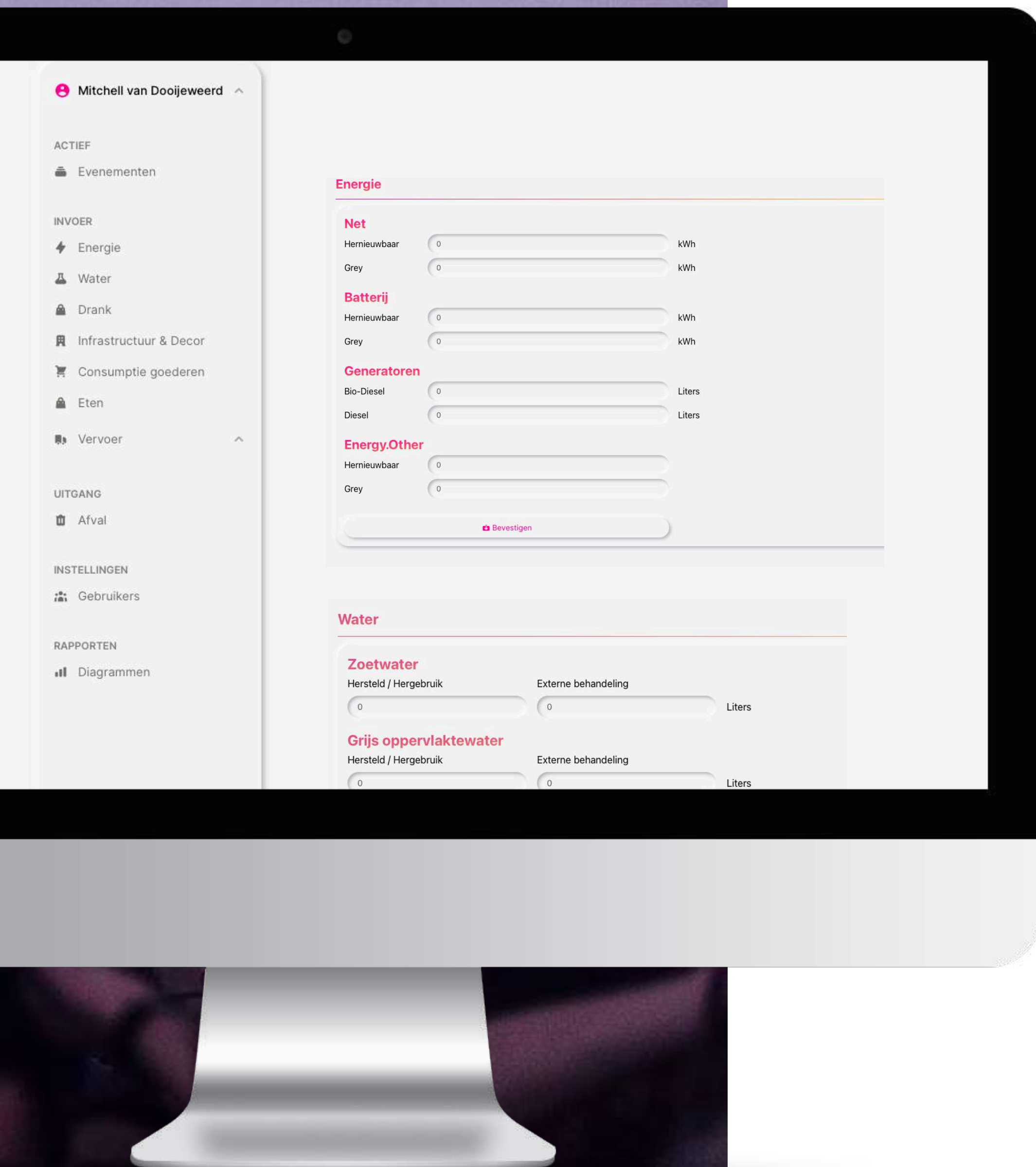


## The online sustainability dashboard for event production.

Think, decide and act in new ways based on your events actual data. With Flux you can easily measure, link and calculate your flow of resources and materials in a dozen different categories. Bringing everything together in a central tool –

**A place to start from.**

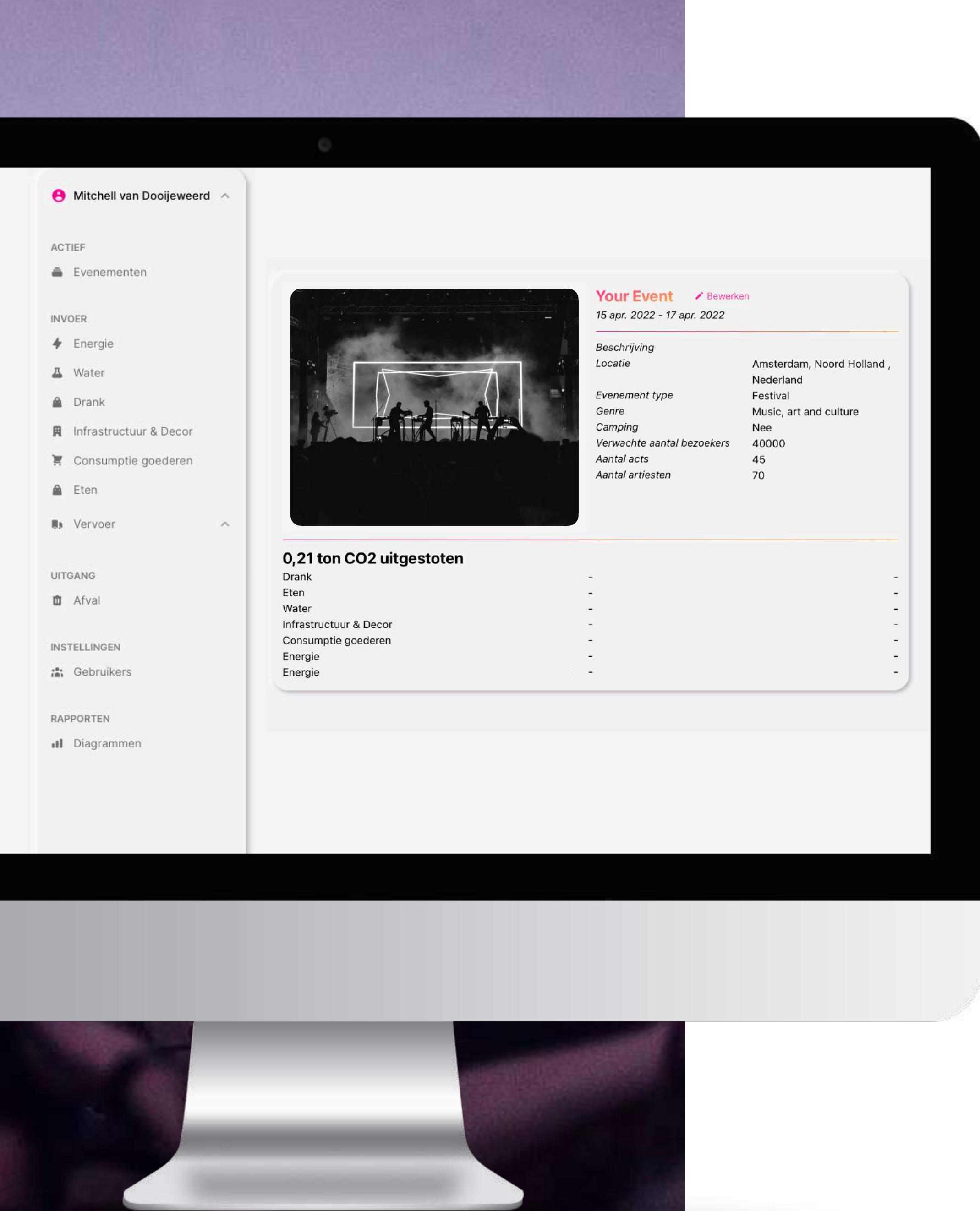




# The easiest online dashboard for sustainable event production

Created by  
and for event  
producers.

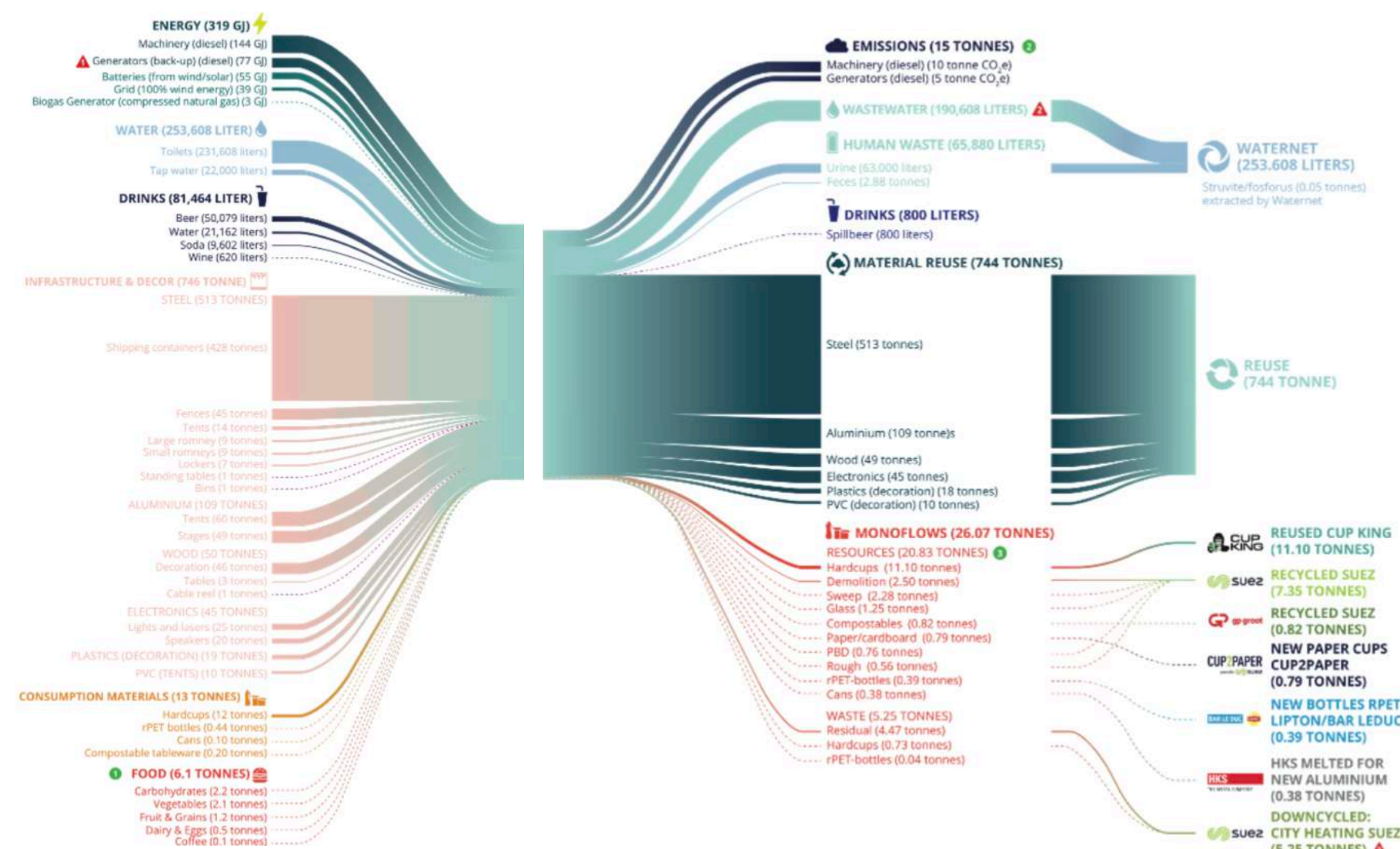




# Measure

By simply entering all energy, water, hospitality, transport and infrastructure usage Flux calculates the events' overall footprint. And shows you where to make improvements.





# Discover your event in a new way.

Download different models to see the event with new eyes. Easy tools to communicate the suitability agenda within the company and with external partners and governments.





# Think, decide and act.

Once we have our first measurement, we can really start. At flux we help you to read the metrics, understand the situation and rethink possible production solutions.

We can provide you with a variety of systemic solutions and innovative possibilities to empower new actions.

We guide you decision making process and support new actions towards more sustainable events.

**Events that are still as exciting, creative and progressive but now operate in harmony with the environment.**



In short our mission is to:

**Make sustainable  
event production  
easy, accessible  
and exciting.**

By offering a single process, a wide variety of methods and one unifying dashboard to measure, track and guide your progress towards more sustainable events.

**FLUX**



# Thank you.

For more information please contact:  
[m.vandooijeweerd@revolutionfoundation.nl](mailto:m.vandooijeweerd@revolutionfoundation.nl)

