



PLANET POSITIVE EVENT

The world's most relevant
ESG event rating and
certificate



EVENT

CONVENTA EXPERIENCE 2024
THE LEADING BOUTIQUE TRADE SHOW IN NEW EUROPE

ORGANISER

Toleranca marketing d.o.o.
Štihova ulica 4
1000 Ljubljana, Slovenia

ABOUT THE EVENT ORGANISER

Toleranca marketing d.o.o.

Štihova ulica 4

1000 Ljubljana, Slovenia

SI78162246

www.toleranca.eu

ABOUT THE EVENT

Name of the event: CONVENTA 2024

Date of the event: 20 - 22 February 2024

Location of the event: Ljubljana, Slovenia

Number of attendees: 490

Structure of attendees: International / 32 countries

TYPE OF EVENT

In-person

Online

Hybrid

Type of event

B: Trade fair, exhibition

C: Social event

F: Teambuilding and incentive programme

CARBON FOOTPRINT OF THE EVENT

CONVENTA FOOTPRINT SUMMARY	kg CO ₂	%
CALC01: Project management and communication	657.36	0.56%
Carbon footprint generated by direct marketing	263.40	0.23%
Carbon footprint of websites and social media platforms	393.96	0.34%
CALC02: Event's energy use	14,436.13	12.40%
Project office	8,050.60	6.92%
Venues (GR, CD, Centre Rog)	5,970.53	5.13%
Catering (Vivo, Kaval, Jezeršek, Super Catering, Julius Meinl)	415.00	0.36%
CALC03: Mobility	83,995.98	72.16%
Mobility of attendees (hosted buyers, exhibitors, attendees of SREČA-nja)	77,388.45	66.48%
Mobility of coworkers and suppliers	6,607.53	5.68%
CALC 04: Purchasing	228.15	0.20%
Purchasing services	228.15	0.20%
CALC 05: Event production	513.24	0.44%
Energy used by venues (included in CALC 02)	0.00	0.00%
Production	513.24	0.44%
CALC 06: Event Waste and water	1,315.48	1.13%
Event waste	1,269.36	1.09%
Event water use	46.12	0.04%
CALC 07: Exhibition	183.66	0.16%
Re-used wooden crates, 3137 x 1250g = 3921.25 kg (38.54 kgCO ₂ et)	151.12	0.13%
Re-used carpets – heuga, 1680 x 3699g =6214.32 kg (5.24 kgCO ₂ et)	32.56	0.03%
CALC 08: Catering	2,887.16	2.48%
Food	2,334.99	2.01%
Beverages	552.17	0.47%
CALC 09: Hotel accommodation	12,192.47	10.47%
The carbon footprint of all overnight stays	12,192.47	10.47%
TOTAL EVENT CARBON FOOTPRINT of Conventa	116,409.63	100.00%

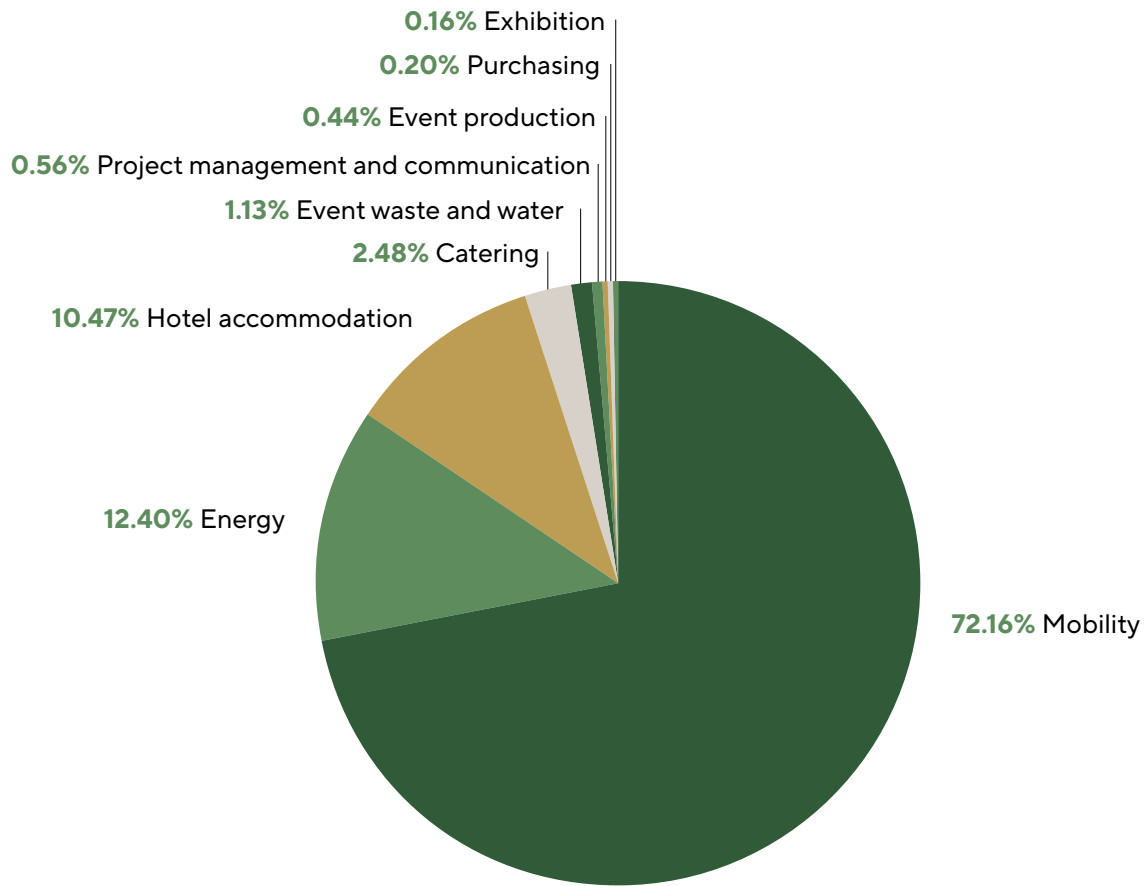
*The calculation of the safety margin for Conventa amounts to 3.36.

It is based on an average mark that measures the accuracy of collected data in line with the following marks: highly accurate = 5, moderately accurate = 3, and inaccurate = 1.

The threshold for an event's safety margin is 3.01 or:

- +0 % Safety Margin, if more than 51% of acquired data about the accuracy of information is ranked as moderately accurate or highly accurate (a mark higher than 3.01)
- +5 % Safety margin, if more than 50% of collected information is moderately accurate or inaccurate (a mark lower than 3.00).

TOTAL EMISSIONS BY SOURCE



116.409,65 kg OF CARBON DIOXIDE equals:



the annual CO₂ emissions of **113** Slovenians.



the production of **531.506** beef steaks.



the CO₂ absorption of **1.288** cubic metres of trees.



575.546 litres of gasoline consumption.



1.164.000 litres of milk production.



8.320.229 of driving a car.

WHAT ARE CONVENTA GHG SCOPES 1, 2 AND 3 CARBON EMISSIONS?

CONVENTA GHG SCOPES 1,2 AND 3 CARBON EMISSIONS	kg CO ₂	%
SCOPE 1 GHG EMISSIONS	9,123.25	7.84%
Project management and communication	657.36	0.56%
Energy use in the project office	8,050.60	6.92%
Waste in the project office	152.99	0.13%
Water use in the project office	34.15	0.03%
Purchasing services	228.15	0.20%
SCOPE 2 GHG EMISSIONS	6,385.53	5.49%
Energy use by venues	5,970.53	5.13%
Energy use by catering companies	41.00	0.36%
SCOPE 3 GHG EMISSIONS	101,088.01	86.84%
Attendee mobility (hosted buyers, exhibitors, attendees of SREČA-nja)	77,388.45	66.48%
Mobility of coworkers and suppliers	6,607.53	5.68%
Event production	513.24	0.44%
Event waste	1,116.37	0.96%
Event water use	11.97	0.01%
Exhibition - Re-used wooden crates, 3137 x 1250g = 3921,25 kg (38,54 kgCO ₂ et)	151.12	0.13%
Exhibition - Re-used carpets – heuga, 1680 x 3699g =6214,32 kg (5,24 kgCO ₂ et)	32.56	0.03%
Catering - food	2,334.99	2.01%
Catering - beverages	552.17	0.47%
Carbon footprint of all overnight stays	12,192.47	10.47%
OVERALL CARBON FOOTPRINT	116,409.63	100.00%

CONVENTA TRADE SHOW

18 – 20 February 2025 | Ljubljana, Slovenia



CONVENTA TRADESHOW'S SUSTAINABLE COMMITMENT

Reducing the negative environmental effects of the event is one of Conventa's most valuable goals. Conventa strives to be sustainable in the long run through an established system of constant improvements.

We pledge to execute the event sustainably by adhering to our evolved CONVENTA 5R model i.e. Rethink, Reduce, Reuse, Recycle, Refuse.

Our task is clear – to make Conventa carbon-free by 2035. We plan on achieving this with a series of measures, including hosting the event in hybrid form, enabling us to execute the project regardless of the epidemiological situation. More importantly, hybrid Conventa will reduce the project's carbon footprint.

Pledge to **RETHINK**

1. We ensure a stable business model

Over the years, the Conventa project has established itself on the market, partly because it is managed in accordance with all legal legislation, regulations and codexes. We take into account high standards of business ethics and incorporate sustainability into all our business decisions.

2. Purchasing responsibly

We consider every purchase carefully, and whenever possible, order goods and services with a smaller environmental impact that ensures saving natural resources, material and energy, and has the same or better functionalities.

3. Promoting sustainability

We ensure all partners and employees are aware of our sustainable pledge, goals and policy. We use our reputation to promote events that are responsible towards the environment, attendees and not least, society.

Pledge to **REDUCE**

4. Sustainable mobility

Conventa is committed to encouraging its guests, partners, exhibitors and employees to arrive at the event by selecting environment-friendly transportation. The project's logistics are tailored to our sustainable endeavours.

5. Reducing waste

We strive to produce as little waste as possible and to sort waste appropriately. The consumption of paper, plastic and other nature-harming products is being reduced annually. If possible, we always select merchandise without plastic or opt for products in reusable packaging.

6. Event digitalisation

Marketing, communication and meetings that take place between hosted buyers and exhibitors are completely digitalised at Conventa. Hence, the amount of used paper and energy is reduced, whilst the user's experience is perennially improved.

7. Energy efficiency

We seek to have a highly energy-efficient event by measuring electricity consumption and reducing it by purchasing energy-efficient computers and hardware. We encourage partners, particularly venues, to optimise their energy efficiency.

Pledge to REUSE

8. Exhibitor stands

Our exhibitor stands comprise wooden boxes made from Slovenian wood that we have recycled for thirteen years in a row. We will continue to develop and advocate the use of nature-friendly materials for exhibitor stands.

9. Exhibitor equipment

Exhibitor equipment and signs are made from environment-friendly material (recycled cardboard). All signs are meticulously stored and reused every year. We have started to implement digital signs for labelling.

10. Measuring our carbon footprint

In cooperation with our partners, we measure greenhouse gas emissions correlating to waste. Our reuse achievements are shared with our partners and the public.

Pledge to RECYCLE

11. Recycling paper waste

The largest part of waste after an event is printed materials. We encourage exhibitors to use digital forms of promotion. All paper waste after the event is strictly recycled.

12. Leftover food

We try to avoid excess food by carefully planning social events. In cooperation with official catering organisations, any leftover food following the event is given to the underprivileged and those in need.

Pledge to REFUSE

13. No to intolerance

We advocate fostering respect, acceptance and tolerance among all attendees. We respect human rights and do not allow any form of discrimination based on gender, age, sexual orientation, race, religious beliefs, culture or illnesses.

14. From the field to the plate

We do not accept culinary offer that is not local. Our approach is to incorporate local catering service providers and providers of other gastronomic services. Conventa favours local, ecologically produced and seasonal ingredients from traceable sources that are less harmful to the environment.

16. No plastic

Conventa joins the global movement led by Greenpeace to stop the use of plastic in tourism: <https://www.greenpeace.org/international/act/lets-end-the-age-of-plastic/>. That is why we hold educational programmes and monitor the use of plastic. Conventa is particularly unwelcoming towards PET(E) single-use plastic.

Pledge to RECREATE

17. A system of constant improvements

Conventa has an established system of constant improvements based on recognising needs, understanding impediments, and incorporating the know-how and expertise of employees. In practice, the system relies on the methods and techniques of the Power to the Meetings business model.

18. New business models

Conventa has evolved into a complex and holistic marketing brand. Its main platforms are Conventa Trade Show, Conventa Trend Bar, Conventa Academy, Conventa Experience Zone, Conventa Best Event Award and Conventa Crossover. In the future, new models will join them in accordance with our philosophy to create benefits for the meetings industry in New Europe.

Pledge to REGENERATE

19. Cooperation and inclusion

Conventa is developing tools and platforms to accomplish a regenerative transformation and inspire the community to take responsibility and develop solutions. The central platforms are Conventa Trend Bar and Conventa Academy.

20. Publicly accessible data

All tools that Conventa is developing are available to the public. Therefore, anyone can see them, use them, or even change and improve them. Conventa's publicly accessible system is based on a system of open exchange, cooperation, transparency and community-oriented development.

21. Respecting values and opinions

Every year, Conventa provides an opportunity to reconsider the essence of the meetings industry. The event measures regenerative effects by evaluating environmental, human-centric and social capital. The core of our industry is redefined every year in search of an optimal and balanced business model.

The above-mentioned segments are only a summary from the entire list comprising 160 criteria enabling us to perpetually improve Conventa's sustainability.

The purpose of these measures is to boost sustainable development while contributing to reducing the negative environmental effects of organising events. We expect our guests, partners and suppliers to join us on our mission.

Ljubljana, January 17, 2021

Natalija Bah ČAD
Conventa green leader



Conventa's green team

Green leader: Natalija Bah Čad
Management: Gorazd Čad
Hosted buyers: Tina Planinšič
Communication: Jure Čad

COMPLETION OF INDIVIDUAL EVENT CRITERIA

CT1 - Mobility 26 (5+21)

Final mark 4.39
Obligatory: 4.99
Recommended: 2.99

CT2 - Project management 20 (7+13)

Final mark 4.39
Obligatory: 4.99
Recommended: 2.99

CT3 - Communication 27 (7+20)

Final mark 3.99
Obligatory: 3.99
Recommended: 3.99

CT4 - Marketing 25 (6+19)

Final mark 4.69
Obligatory: 4.99
Recommended: 3.99

CT5 - Event venue 35 (9+26)

Final mark 2.99
Obligatory: 2.99
Recommended: 2.99

CT6 - Exhibitor equipment 16 (5+11)

Final mark 2.99
Obligatory: 2.99
Recommended: 2.99

CT7 - Purchasing and ordering products and services 20 (5+15)

Final mark 2.99
Obligatory: 2.99
Recommended: 2.99

CT8 - Food & beverages 20 (8+12)

Final mark 3.69
Obligatory: 3.99
Recommended: 2.99

CT9 - Multimedia equipment and production 26 (5+21)

Final mark 2.99
Obligatory: 2.99
Recommended: 2.99

CT10 - Hotel accommodation 30 (5+25)

Final mark 2.69
Obligatory: 2.99
Recommended: 2.00

CT11 - Social responsibility 24 (9-15)

Final mark 3.29
Obligatory: 2.99
Recommended: 3.99

CT13 - Energy 18 (6+12)

Final mark 2.99
Obligatory: 2.99
Recommended: 2.99

CT14 - Waste 24 (7+17)

Final mark 4.09
Obligatory: 4.99
Recommended: 2.00

CT15 - Water 17 (6+11)

Final mark 2.30
Obligatory: 2.00
Recommended: 2.99

CT16 - Regenerative effects 40

Final mark 3.78
Obligatory: 3.78

Final Mark
3.48 | ★★☆☆ | B

3 STARS final mark from 4.21 to 5.00 AAA (4.76-5.00) AA (4.49-4.75) A (4.22-4.48)
2 STARS final mark from 3.41 to 4.20 BBB (3.95-4.21) BB (3.68-3.94) B (3.41-3.67)
1 STAR final mark from 2.61 to 3.40 CCC (3.14-3.40) CC (2.88-3.14) C (2.61-2.87)

The sustainability rating will range from 1 to 5, with 5 being the highest mark. The threshold for acquiring a positive final mark is the overall mark of 2.61.

RECOMMENDATIONS FOR ORGANISING SUSTAINABLE EVENTS IN THE FUTURE

CT1 - Mobility 26 (5+21)

final mark: 4.39

In the field of mobility, we give you the following recommendations when organising your next event:

- We recommend that you precisely define how your employees and event attendees can reduce their carbon footprint. You should continue this endeavour by taking further steps and encouraging all key stakeholders to opt for sustainable mobility.
- We advise that you offer your attendees various options for sustainable mobility as soon as they register. These include cycling, walking and using public transport. You should also offer discounts for those who opt for sustainable mobility and inform them of their achievements. Finally, you should ensure attendees are transported to the event venue by vans or buses from airports or the nearest public transport stations.

CT2 - Project management 20 (7+13)

final mark: 4.39

In the field of project management, we give you the following recommendations when organising your next event:

- We advise you to prepare a special green statement of agreement with the event's green policy. It must be signed by all partners and suppliers.
- We recommend that you overview and understand the segments where your event creates the most adverse environmental and societal effects. That serves as the basis for identifying achievable goals and planning activities.
- While on one side events generates negative effects, on the other side they can have many positive social and other impacts. We advise you to set the goals where to increase the positive impacts (i.e. equal involvement of women as speakers, free participation for students,...)
- Our advice is to prepare a detailed action plan to accomplish all goals regarding sustainability. In other words, you should prepare a micro plan of activities. The action plan should include clear indicators and identify who will implement particular activities.

CT3 - Communication 27 (7+20)

final mark: 3.99

In the field of communication, we give you the following recommendations when organising your next event:

- Choosing contractors who already follow sustainability standards and use or have more sustainable channels on their own makes it easier for you to make sustainability improvements and help us to have an even greater positive impact. This applies both to the services that produce our communication materials and tools, and to the media where we do our media buying or achieve earned publicity.
- Participation in the activities we offer at the event show us new opportunities the way how to guide our future communication. It is essential to measure how successful your communication has been in inviting participants to these activities, as this can often be the reason why participants are unresponsive.
- We suggest paying extra attention to transparent communication with NGOs and the local community. It is crucial to ensure they obtain precise and credible information, instructions and other messages relevant to the event before, during and after the event. After the event ends, you should celebrate your achievements with them and mention their efforts in official press releases.

CT4 - Marketing 25 (6+19)

final mark: 4.69

In the field of marketing, we give you the following recommendations when organising your next event:

- The content you publish must be credible. Thus, at any given time, you must be willing to substantiate your claims with reliable data, regardless if the claims are direct or indirect, explicit or implicit. We advise you not to misuse or misinterpret technical data or other information that could misguide event attendees.

- Event organisers must respect attendees' and stakeholders' rights to privacy. You must not use their private information or show or mention anyone without their consent. In no case should you exploit one's reputation in a humiliating or offensive manner.
- International advertising standards have been precisely defining what ethical and socially-responsible marketing is. Event organisers are obliged to follow these standards. Thus, when advertising your event, you must believe and follow the principles and standards of sustainability on all levels of event organisation, including production of all marketing materials, as events bolster positive ideas and have the power to change the world.

CT5 - Event venue 35 (9+26)

final mark: 2.99

In the field of event venue, we give you the following recommendations when organising your next event:

- The selection of an event venue usually depends on the demands of clients or the event's functional design. Event organisers are thus often left with not much choice when selecting one. Yet, you can always request that the venue's management adopts a responsible and sustainable approach. You can see whether they adhere to it by checking the sustainability strategy of the venue. If the venue's team has not yet internalised the sustainable approach, we recommend you include their representative in your green team. That way, you will foster knowledge exchange and spread awareness about sustainability.
- If you can select the venue, we recommend choosing one that has sustainability strategy with clear goals, which are being implemented.
- We suggest choosing venues that have a functioning system of managing their facilities. Most savings come from the efficient use of heating and air conditioning systems. You can also ask the venue to provide you with proof of the energy efficiency of the roof and facade. We suggest you ask the venue if they use double-paned windows and how effective their heating and cooling system is. Efficient energy use is an integral part of an event's carbon footprint and should be a priority when organising any event. By lowering the temperature by 1°C, you can reduce energy use by 6% (source: <https://www.umanotera.org/>).
- You must ensure suitable waste management and reduce the amount of mixed waste. You should prepare clear instructions for attendees that will encourage them to recycle. You should focus on possible hazardous waste (batteries, waste electronics, colours, glue etc.). Waste is a segment of sustainability that can only transform into a success story if all key stakeholders are involved. Informing, spreading awareness and adhering to regulations are thus essential. You should use all possible communication tools."

CT6 - Exhibitor equipment 16 (5+11)

final mark: 2.99

In the field of exhibitor equipment, we give you the following recommendations when organising your next event:

- We advise that you order equipment from local suppliers, whose warehouses should be as close as possible to the venue. You will prolong the lifespan of the equipment you rent by doing so. You should demand that your suppliers transport the equipment using vehicles with a low carbon footprint. You should avoid transport by plane and consider that partnering with local suppliers is socially responsible.
- During the preparation and disassembly of the exhibition stands, heaps of waste are created. That is why we recommend you first define the maximum amount of materials you plan on using at your event. We also suggest you clearly state what mixed waste includes. You should spread awareness among your exhibitors about the EU's Waste Framework.
- A simple measure to achieve greater energy efficiency is to use LED lights and only switch on the lights when necessary. After using electronic devices, you should plug them out instead of leaving them on stand-by mode.

CT7 - Purchasing and ordering products and services 20 (5+15)

final mark: 2.99

In the field of purchasing and ordering products and services, we give you the following recommendations when organising your next event:

- Numerous products and services are needed to organise an event. Hence, knowing and managing the supply chain is the key to success. Making the purchasing process greener benefits the environment and reduces costs, making the organisation easy. That is why we advise that you adopt a systematic approach and always prepare a sustainable

procurement policy for your event.

- We recommend that you incorporate fair trade into the entire purchasing system. Fair trade is based on transparent prices, local sustainable development and equitable fees for suppliers in developing countries. Fair trade not only brings environmental benefits but effectively reduces costs and improves the overall image of the organisers.
- We warmly recommend including local suppliers as much as possible when purchasing products. By doing so, you will contribute to positive local regenerative effects. These include saving fuel, using less plastic, reusing and prompting new jobs.

CT8 - Food & beverages 20 (8+12)

final mark: 3.69

In the field of catering, we give you the following recommendations when organising your next event:

- Event organisers can choose the way food and beverages are served. However, the choice often comes down to external providers of catering services. By carefully selecting food and beverages, you and your providers can reduce adverse environmental and societal effects. Ultimately, you will boost the local economy and improve the health of all event attendees. We recommend you act in accordance with the following principles: ecological, seasonal, healthy, equitable, and waste-free.
- The food industry uses incredible amounts of fossil fuels and is thus among the leading sectors to blame for climate change. Informing and spreading awareness about the selection of healthy, less environmentally-harmful products (made or produced in a socially-acceptable way) is a praiseworthy initiative.
- As the organisers, you can showcase your responsible approach by respecting special dietary restrictions. You should set up visible signs next to food and beverages, denoting their origin and product type (ecological, local, fair trade). You should highlight any possible certificates and information on allergens. Whenever possible, strive for personalised service. In addition, inform attendees with special dietary restrictions about dishes they can try.
- We advise checking how sustainably aware your catering provider is by using our purposefully-developed questionnaire. It will help you acquire information about the sustainable initiatives implemented by the provider. At the same time, you will ensure catering providers are familiar with your sustainable mission.

CT9 - Multimedia equipment and production 26 (5+21)

final mark: 2.99

In the field of multimedia and production, we give you the following recommendations when organising your next event:

- We suggest checking whether your suppliers' multimedia equipment meets the latest Energy Star standards for energy efficiency. They can prove that with the Energy Star certificate or by providing technical documentation of a product's manufacturer. Needless to say, the equipment must be well-maintained to ensure its energy efficiency does not decline. Our advice is also to check the age of the equipment.
- Our recommendation is to adapt the size of the multimedia equipment to the size of the hall or event venue. Too large devices can consume a lot of energy. You should seek an ideal balance between technological devices already in preparation for the event. DLP projectors are much less energy-consuming than LED projectors, for instance.

CT10 - Hotel accommodation 30 (5+25)

final mark: 2.69

In the field of hotel accommodation, we give you the following recommendations when organising your next event:

- Spreading information goes a long way in sustainability. The hotel where event attendees stay plays a crucial role. That is why we advise that you encourage hotel(s) to adopt sustainable messages in their communication and send them case examples of green campaigns (see the case example: <https://conventa.si/green-conventa/>). You should invite hotels to remind the attendees to reduce their carbon footprint during their stay. While doing so, be direct and tell the guests what they can do to reduce their emissions (using water rationally, reusing towels and using their vehicles rationally, using bicycles, turning off the lights and air conditioning, managing waste, respecting nature, purchasing local products etc.).
- Ensure the hotel(s) provides information that will enable you to make the final carbon footprint calculation of the event precisely. You can use our form to do so. We recommend that you request the partner hotels to send you information

regarding the carbon footprint per room. If you are in doubt regarding the information, you can compare the carbon footprint with a tool that compares hotel carbon footprints across the globe: <https://www.hotelfootprints.org/>.

- Certified hotels will make your choice much more straightforward and generally offer a higher quality of service and credibility. Most importantly, they should be certified by institutions that consumers trust. A certificate or label guarantees that a hotel meets strict standards evaluated by independent organisations. Hence, we believe established certificates are crucial when choosing a hotel.

CT11 - Social responsibility 24 (9-15)

final mark: 3.29

In the field of social responsibility, we give you the following recommendations when organising your next event:

- Employees are crucial for every company and event. Only well-instructed, motivated and diligent employees can contribute to excellence and exceptional business results. Therefore, it is your social responsibility to ensure their satisfaction and motivation. Motivated employees contribute to innovation and quality of work, two crucial elements in event organising.
- Acting responsibly and requesting your suppliers and partners to be socially responsible is vital. You must not overlook this aspect of organising sustainable events. We advise that you select suppliers who reflect your values and thus improve your own reputation. Most importantly, treat your suppliers as your partners.
- Socially-responsible event organisers take into account society and the environment in their activities. Experienced event organisers are well-aware that their connection with the local environment is imperative to the success of their event. When a local community adopts an event as its own, the event will surely improve results. That is why we suggest you consider the positive legacy of your event. Positive legacy can be reflected in new workplaces, business opportunities, increased prominence, improved infrastructure, a higher level of awareness, better work conditions for NGOs and increased sustainable development. “
- You should ensure your sponsors and patrons are sincere about their sustainable transformation intentions. They should provide certificates to prove their sustainable initiatives are really sustainable. In addition, you should find out whether a potential sponsor is in conflict with the values advocated by your event.
- When organising any event, you must consider the potential threat of natural disasters or
- Companies’ social responsibility extends beyond the scope of their organisation. It includes the local environment, encompassing relationships with a broad circle of stakeholders. We suggest you include a plan for upholding and advocating human rights, environment protection and preventing corruption in your event organisation.

CT13 - Energy 18 (6+12)

final mark: 2.99

In the field of event energy we give you the following recommendations when organising your next event:

- You should prepare an energy plan for your event, identifying the most energy-consuming segments and processes. In addition, you should consider where you can use and generate energy from renewable sources. You should set goals for improving energy efficiency in the most energy-consuming segments. Further, you must identify goals for using and generating renewable energy. You should include all the measures to achieve the goals in the action plan of the event and regularly check if they were implemented.
- We advise that you prepare simple instructions for saving energy before and during the event. The measures should be straightforward. They should require only active inclusion and cooperation among various event stakeholders. They can contribute to saving energy with their actions: by turning off the lights, shutting down electronic devices, saving hot water, and using natural ventilation (by opening and closing windows at appropriate times and using drapes etc.).
- Venues that have acquired world-acclaimed certificates underwent comprehensive external evaluation in various fields. Among such standards, the LEED and BREEAM standards are connected chiefly to the energy efficiency of venues. From the aspect of energy consumption, they guarantee that a venue is well-managed in terms of energy. We suggest you prioritise venues that have one of the certificates or are part of green schemes and consortiums.

CT14 - Waste 24 (7+17)

final mark: 4.09

In the field of event waste, we give you the following recommendations when organising your next event:

- We recommend contacting local waste treatment companies to learn which products can be recycled. They will also provide guidelines on which waste should be separated and which should not. Managing waste at an event has to be effective enough to render it suitable for further recycling or composting. At the event, you should provide eco-islands (a group of waste bins for separating waste).
- We advise that you reach an agreement with most of your suppliers to reduce waste. The easiest way to do so is by including an additional article in the contract. You must start communication with your suppliers as soon as possible to ensure they will cooperate in your project.
- Purchasing products is an essential process that can substantially simplify or limit the implementation of other measures. Hence, it is imperative to consider purchases carefully! On the suppliers' side, you can expect reluctance, so be patient, inclusive and adaptable. In any case, we suggest purchasing local food and produce from fair trade. By doing so, you will support the local community and local suppliers while being eco-friendly.

CT15 - Water 17 (6+11)

final mark: 2.30

In the field of water, we give you the following recommendations when organising your next event:

- The adverse environmental effects of bottled water are at least 1400 times greater than the effects of tap water. The water footprint of the former can be up to 17 litres. For quenching thirst, tap water is thus best. Most water bottles and soft drinks in cans are made from plastic named PET (polyethylene terephthalate). Such plastic is designated for single use only. Recycling such bottles diminishes their adverse effects significantly, but only if the collected bottles are all made from the same material. Therefore, we warmly recommend minimising the use of bottles and opting for tap water. Not least, this measure will save you money.
- We suggest you request the subcontractors to prove that they use biodegradable cleaning products by showing certificates such as Ecolabel or Biobased. The same applies to disinfectants and cosmetics in public toilets, where they should be available in dispensers. You should also adhere to the instructions on the amount of cleaning products you plan to use.

CT16 - Regenerative effects 40

final mark: 3.78

In the field of regenerative effects, we give you the following recommendations when organising your next event:

- Events have tremendous communication power, which you can use to promote good health and well-being. You can opt for different ways to direct and encourage attendees to adopt a healthy lifestyle and improve their physical and mental health. The easiest way to prompt them to do so is by offering a healthy diet and advocating walking and sustainable travel etc.
- Well-being is the foundation for a quality and successful work life and organising events successfully. Thus, improving the health of employees is crucial. Satisfied and healthy employees and partners who work in an engaging, encouraging environment are more productive and creative. We suggest acquiring certificates to prove your intention for creating a healthy and safe workplace.
- Innovation is pivotal for sustainable development. Innovation is propelled by creativity, and events connect all three. Thus, they can significantly improve human capital in society. Know-how at events must be shared without legal, societal or technological limitations to achieve that. Sharing knowledge is a sign of an open society. Hence, your event should encourage knowledge exchange in line with standards such as the Creative Commons licence, etc.
- An integral mission of event organisers is to spread awareness about energy use among attendees. Attendees familiar with the topic comprehend the amount of energy used at events. More importantly, they know they can reduce energy use with simple measures. These are simple measures that require awareness and cooperation among event stakeholders and not major investments.
- Age and gender diversification is an important indicator of an event organiser's social responsibility. A multigenerational work environment helps event organisers co-create quality and rich interpersonal relationships enriched with diverse views and work experience.

- We must decrease the extent of our environmental impact by changing how we produce and consume products. The most simple measure is to purchase products and services from local companies. Sustainable consumption means achieving more with less. Local consumption and production can contribute to preventing poverty and help us move towards a low-carbon, green economy.
- Events can reinforce the knowledge that reusing products can reduce the amount of generated waste. Moreover, by reducing waste, we lower the environmental impact. Reusing is not a one-time activity but a modus operandi and a philosophy that event organisers should adopt.
- Events have remarkable power to spread awareness. That is why we recommend you incorporate sustainable content into every event you organise. We advise that you include them on your website and social media platforms. We see events as boosters of messages about the necessity of implementing climate-related measures. Therefore, take the opportunity and connect with institutions active in the field.
- Due to population growth and society's insatiable desire for economic growth, humankind has exceeded its planetary capacities while geographical and social inequalities continue to grow. Sustainable degrowth focuses on shrinking production and lowering consumption, thereby bringing prosperity to society, helping improve ecological conditions and bringing equality to the world. Degrowth debunks the myth that growth is the central and only solution for our society. The degrowth philosophy tries to understand the crises we face today by arguing that they are intrinsically connected. We recommend you organise your event in the spirit of social and environmental equality and share your initiatives with your attendees. Ultimately, event organisers must shoulder the burden of climate change.

RECOMMENDATIONS FROM AN EXTERNAL ASSESSOR

Name and surname of the assessor: All external assessors of Conventa 2024

Date of completion: February 23, 2024

Conventa was evaluated as a textbook example by all Slovenian external assessors. Therefore, recommendations are gathered below in the form of a collective summary.

CT1 - Mobility 26 (5+21)

final mark 3.78

- It would make sense for Conventa organisers to connect with Slovenian Railways, which could offer participants particularly favourable prices for train travel.
- It would also make sense to connect with Frecciarossa trains, which will be operating from Milan to Ljubljana starting in April.
- We advise Conventa to partner with a car-sharing provider such as Avant.go or Free2Move.
- We recommend providing your employees and colleagues with free access to the Bicikelj bike-sharing system.
- Check the credibility of the airline you are partnering with (official airline carrier) regarding carbon offsetting.
- Implement incentives at Conventa for those participants who attend the event sustainably. This might also be a way to offer sustainability compensation.
- Improve communication about the free public transportation you have provided for participants. Many were unaware of it and consequently didn't use it.
- Ensure that the venue provides charging stations for electric vehicles at the event.

CT2 - Project management 20 (7+13)

final mark: 4.39

- We advise that the action plan of Conventa be published on the website with clearer objectives for all 15 areas.
- We believe that obtaining one of the ISO standards for the company organizing the event would represent a significant competitive advantage.
- We recommend clearly stating which recommendations for Net Zero Carbon Events have been fulfilled by Conventa organisers.
- We do not advocate for carbon offsets, but it would be beneficial for Conventa to disclose the amount for offsetting the carbon footprint of 116,4 tons.

CT3 - Communication 27 (7+20)

final mark: 3.99

- Conventa organizers should prepare clear information regarding the carbon footprint of various media and publish it on the Conventa website.
- We advise all partners enabling sustainable communication to be listed on the Conventa website, thus spreading best practices.
- It is necessary to expand communication KPIs in the green action plan of Conventa.
- Key sustainable materials should be published under the CC - Creative Commons license.
- We suggest rewarding participants who demonstrate the highest sustainability during the event. We recommend developing an app where participants could earn sustainability points.
- Conventa should develop a manifesto regarding greenwashing. The manifesto should define methods for recognizing greenwashing.
- Establish a green corner in the office to encourage employees toward sustainable transformation.
- After the event, express gratitude to all participants for their sustainable actions at Conventa. This will reinforce the sustainable recall of the event.

CT4 - Marketing 25 (6+19)

final mark: 4.69

- When preparing leaflets and promotional materials, we suggest using an eco-friendly design. This entails designing in a way that minimises ink usage during printing.
- In preparing all digital materials for Conventa, it would be beneficial to emphasize thoughtful consideration before printing documents.
- Clearly present examples of deception, such as selling hotel rooms without consent and reselling databases of event attendees, on your website. This information should be publicly accessible to all stakeholders.
- Highlight especially the instances of directory scams, which have previously harmed individual exhibitors (Expo Guide, etc.).

CT5 - Event venue 35 (9+26)

final mark: 2.99

- For the next year, it should be encouraged for venues to prepare their own sustainability commitments and action plans. This could be requested already in the contract.
- Energy consumption accounts for a significant portion of the carbon footprint, so venues should be required to provide information on energy efficiency.
- There needs to be an insistence on replacing plastic with more environmentally friendly materials. It appears that venues are not yet following this trend.
- Instructions for waste sorting could be written even more clearly. We recommend incorporating elements of gamification in this area as well.
- None of the venues have internationally recognized environmental certifications. It would be good for you as organizers to encourage them to obtain them.
- Demand that the main venue provide charging stations for electric vehicles.
- Check how the venue manages waste.
- Require venues to provide you with data on the proportion of LED lights, which are much more energy efficient.
- The most visible sustainable activity is providing water fountains. Demand that the venue supplies them for you.

CT6 - Exhibitor equipment 16 (5+11)

final mark: 2.99

- Demand appropriate evidence of the use of LED lights from the venue.
- It is very irritating to wrap sustainable crates in completely unacceptable plastic packaging. We advise prohibiting the use of such plastic.
- It would be very beneficial if we could obtain a certificate of origin for the wood used in wooden crates. Perhaps even an FSC certificate.
- From the cleaning service, insist on the mandatory use of ecological cleaners with certifications such as Ecolabel.

CT7 - Purchasing and ordering products and services 20 (5+15)

final mark: 2.99

- We advise Conventa to prepare a green procurement plan and define mandatory and recommended conditions for procurement. Inform your partners about this as well.
- We missed the procurement of products labelled Fair Trade. Their share should be significantly increased.
- A lot of useful advice is gathered within the framework of the Green Public Procurement project. We recommend incorporating them into Conventa's green procurement plan.

CT8 - Food & beverages 20 (8+12)

final mark: 3.69

- The field of catering is very complex, and Conventa's activities are highly commendable. However, you should establish a special working group for this area and enhance both the standards and the knowledge base.
- It would be necessary to introduce an internal certificate for catering companies to pre-check their compliance with our requirements.

- From restaurateurs, we should demand more specific evidence of the local origin of food. Above all, we should obtain appropriate certificates. These certificates could also be publicly promoted at the event itself.
- While labelling dishes according to the participants' religious beliefs may be an unusual practice, we are convinced that it would further enhance participant satisfaction.
- The coffee provider offered Fair Trade coffee, but this was not adequately communicated or labelled.

CT9 - Multimedia equipment and production 26 (5+21)

final mark: 2.99

- From multimedia partners, demand appropriate evidence of the energy efficiency of the equipment used.
- It is highly commendable that Conventa engages Slovenian, local artists, and performers.
- From contractors, we should require appropriate environmental certificates. If we understand correctly, none of the contractors had them.
- Stage fabrics should be made from recycled materials instead of polyester.

CT10 - Hotel accommodation 30 (5+25)

final mark: 2.69

- Efforts should be made to encourage more hotels to provide more accurate data on the carbon footprint of hotel rooms. This would further enhance the credibility of the calculation.
- In the next Conventa, efforts should be made to train receptionists on sustainability practices as they play a significant role in communicating with participants.
- Plastic is still very prevalent in most hotels. We suggest that Conventa prepare a campaign and initiate awareness-raising in this area.
- Closer collaboration with hotels is necessary in the field of waste recycling. Clear evidence is lacking regarding whether hotels recycle waste and how they do it.

CT11 - Social responsibility 24 (9-15)

final mark: 3.29

- All 20 partners of Conventa could sign a joint green commitment. Such a move would have a significant impact both locally and internationally.
- Although the event is closed-door, and legally you are not required to create a security plan, we advise you to do so considering climate change and publicly publish it on the Conventa website.
- The list of green suppliers at Conventa is praiseworthy. We would like to see this information also available on the Planet Positive Event website.

CT13 - Energy 18 (6+12)

final mark: 2.99

- We advise you to further elaborate on the instructions for energy conservation and perhaps prepare a campaign on this topic in 2025.
- The thermal curtain at the main venue is not well arranged. We suggest that you request a better solution from the venue.

CT14 - Waste 24 (7+17)

final mark: 4.09

- You should actively engage with suppliers in waste management. There seems to be a lot of room for improvement in this area.
- We see the challenge of weighing and monitoring different types of waste. We recommend giving more attention to this area in 2025.
- Although gifts for participants were made from ecological materials, they had to travel a long way from China.

CT15 - Water 17 (6+11)

final mark: 2.30

- No specific activities were carried out in the field of water management. We recommend that you pay more attention to this area at Conventa 2025.
- Demand that venues install water fountains or provide healthy drinking water in another way.
- Provide participants with appropriate instructions for handling drinking water.

CT16 - Regenerative effects 40

final mark: 3.78

- The handling of food waste was highly admirable. This should become the gold standard for all catering companies.
- More attention could be given to gender equality, especially considering that women are largely behind the success of the meetings industry.

THE EVENT'S REGENERATIVE SDG EFFECTS

As part of the project, the organisers implemented the following regenerative sustainable measures:

PEOPLE

SDG1 - No poverty



- For participants from Bosnia and Herzegovina we provided a special subsidy of 1.263 EUR in 2024 – the anniversary of the Olympics in Sarajevo. This allowed selected exhibitors who otherwise would not have been able to participate in Conventa, to attend.
- Every year, we enable free participation in the event for a group of students from various faculties. This year 19 students from the faculty of Tourism attended the event. We provided them with complimentary education.

KT 16.1.2.

SDG2 - Zero hunger



- We collaborated with different catering companies for the proper preparation of surplus food, which was offered to all project participants the next day. All excessive food was carefully weighed and documented.
- Good planning helped us reduce the quantities of food waste. The total food waste amounted to 27.7 kg, which is negligible considering the total amount of meals, 1940.
- At the event, we conducted a Responsible Cuisine project in collaboration with Jezeršek Catering, aimed at motivating participants to reduce waste. Additionally, we weighed the food waste at the event.

KT 16.1.3.

SDG3 - Good health and well-being



- The Walk and Talk project encouraged participants to walk between event venues and provided them with information in advance about the number of steps and the number of calories burnt. The initiative was extremely well received among event attendees.

KT 16.1.4.

SDG4 - Quality Education



- At Conventa, we hosted an educational event Sreča-nja, which was attended by 75 Slovenian event organisers. Participants rated the event with a high score of 4.69 and left it with newly acquired knowledge on how to create environmentally responsible, socially conscious, and participant-friendly Sreča-nja.
- During the event we organized the Conventa Crossroads forum for key decision-makers. It was attended by 37 participants, including 10 leading regional destinations.
- We carried out 12 different training sessions as part of the Conventa Trend Bar, significantly impacting the strengthening of human capital and facilitating the open transfer of knowledge.
- Prior to Conventa, we conducted 7 online sessions and 4 live Conventa Trend Bars, which were attended by 361 participants.

KT 16.1.5.

SDG5 - Gender equality



- The ratio of speakers at the event was balanced, thus contributing as organisers to raising awareness about gender equality.
- The project team responsible for executing the Conventa project mainly consists of women. They also hold key leadership positions in the project, including marketing, exhibition, guests, registration, and logistics. Even from the

perspective of partners, there is a predominant female participation.

- Among the 186 invited guests, 75 were men (40.32 %) and 111 women (59.69 %). This data vividly illustrates gender balance and equal opportunities for all.

PROSPERITY

KT 16.1.7.

SDG7 - Affordable and clean energy



- For several years, we have systematically been encouraging partners, especially venues, to use energy from renewable sources. This year marked the first positive change – Gospodarsko razstavišče installed a solar power plant on its roof, significantly altering the ratio of renewable energy sources.

KT 16.1.8.

SDG8 – Decent work and economic growth



- In 2023, Conventa maintained existing job positions and established one new position (Aleksandra Petrovska). Additionally, we expanded our team of permanent external collaborators by two people.
- The salaries of employees at Toleranca Marketing are higher than the Slovenian average by 19.5 %. (the average net salary in Slovenia was 1,594.13 EUR).
- At Conventa, we introduced the innovation Planet Positive Event. We estimate that as a result of this innovation, we will establish at least two new job positions in 2024 and 2025.

KT 16.1.9.

SDG9 - Industry, innovation, and Infrastructure



- We annually monitor the multiplier effects of Conventa and will publicly present them at the Conventa partners' meeting on March 26, 2024.
- Conventa has fulfilled over 50 % of regenerative effects this year and has received a high rating of 3.78 in this area.
- One of the extremely significant regenerative effects of the project is the Planet Positive Event platform.

KT 16.1.10.

SDG10 - Reducing inequality



- Conventa ensures that all regular and salaried employees receive payment that is on average at least 20 % higher than the Slovenian average. Moreover, all additional benefits are strictly provided (such as meals, transportation, overtime pay, holiday bonuses, etc.).
- The average net salary of employees is at least twice the minimum net salary in Slovenia, which was 902 EUR in January.
- Within Conventa, 60 % of leadership positions are women.

KT 16.1.11.

SDG11 - Sustainable cities and communities



- At Conventa, we address 7 different areas that help mitigate climate change. We connect them to the Conventa 7R concept, which in practice means concrete sustainability measures. 7R stands for Rethink/Reduce/Reuse/Recycle/Refuse/Recreate/Regenerate. Each area has very clearly defined goals.
- Conventa doesn't only support the local, Ljubljana experience, but also promotes other Slovenian event destinations. The Conventa fam trips include 6 key Slovenian destinations (Bled and Bohinj, Portorož, Kranjska Gora, Maribor and a fram trip to Slovenian special venues). This promotes and supports the entire Slovenian meeting industry.

THE PLANET

KT 16.1.6.

SDG16 – Clean water and sanitation



- We provided all participants with access to healthy bottled mineral water in collaboration with the company Radenska.

KT 16.1.12.

SDG12 – Responsible consumption and production



- More than 90 % of products and services at the event were sourced by local suppliers. This is evident from the calculation of the carbon footprint in the procurement area.
- Since 2009, we have been reusing exhibition stands made from wooden crates at the event, as well as cardboard signs for exhibitors, directional signs, reusable carpets (heugo), registration equipment, and more. This largely helps us avoid unnecessary purchases of new equipment and props for the event.
- Wooden crates were developed in collaboration with Gospodarsko razstavišče in 2009 have become a trademark of the project and a symbol of reuse.

KT 16.1.13.

SDG13 – Climate action



- Since 2022, Conventa has systematically been measuring the event's carbon footprint using various measurement methods. The most credible has proven to be the one according to the Planet Positive Event methodology. The carbon footprint of Conventa 2024 amounts to 116,409 tons of CO₂.
- Prior to the event, we conducted two rounds of training sessions for our partners and suppliers. 42 participants took part.
- At the event, we presented sustainable content:
- At the Conventa Trend Bar
- Within the educational exhibition Planet Positive Event
- Using the sustainability passport of the Planet Positive Event
- At the Sreča-nja event
- Within the Conventa Crossroads event
- All green messages from Conventa are publicly available on the website <https://conventa.si/green-conventa/>

KT 16.1.14.

SDG14 – Life below water



- Conventa joins global efforts to end the use of plastic in tourism led by Greenpeace (<https://www.greenpeace.org/international/act/lets-end-the-age-of-plastic/>). To achieve this, we educate and monitor plastic usage with particular emphasis on single-use plastics labelled PET(E), which are discouraged at Conventa.
- AS part of our carbon footprint measurement efforts, Conventa also assesses its water footprint. This allows us to plan measures for more efficient water usage at Conventa in the future.

KT 16.1.15.

SDG15 – Life on land



- Conventa strictly adheres to prescribed limits for chemical, noise, and light pollution.
- Marketing, communication, and arranging meetings between invited guests and exhibitors at Conventa are fully digitalised. This reduces paper consumption and energy usage and constantly improves the user experience.

PEACE

KT 16.1.16.

SDG16 - Peace, justice, and strong institutions



- We promote respect, tolerance, and acceptance among all participants. We respect human rights and do not tolerate discrimination based on gender, sexual orientation, race, religion, culture, or illness.
- Conventa develops tools and platforms in the field of regenerative transformation, inspiring the community to collectively take responsibility and develop solutions. The central platforms are Conventa Trend Bar and Conventa Academy.

PARTNERSHIPS

KT 16.1.17.

SDG17 - Partnerships for achieving goals



- The Conventa project is well-established in the market, and we lead and execute it following all applicable laws, regulations, and codes in this field. In our work, we adhere to the high standards of business ethics and incorporate sustainability into all our business decisions. We have been collaborating with 20 strategic partners for all sixteen years.
- We offer special discounts to members of the Slovenian Convention Bureau for participating in the event. Such support ensures the success of the event and its long-term sustainability.
- At Conventa, we have established a list of green suppliers, which currently includes more than 20 companies with whom we share the same values.

EVENT LEGACY AND IMPACT

LEGACY

We believe that the key part of Conventa's heritage is the concept of Conventa 7R. This represents a comprehensive system of managing sustainability measures, connecting key interrelated recommendations (criteria) and actions.

THE SUSTAINABILITY CRITERIA OF CONVENTA are recommendations covering 15 key organizational areas. These are EXTERNAL recommendations aimed at partners and suppliers. Right now, there are 266 individual criteria.

THE SUSTAINABILITY MEASURES OF CONVENTA are areas of concrete actions on an annual basis and our commitment. These are INTERNAL actions or areas that help us, organisers, prepare the Conventa action plan every year and cover the seven areas (Conventa 7R).

The system has been adopted and embraced by the international meetings industry, including the largest trade show, IMEX in Frankfurt.

Plus: Conventa is an opportunity each year to reconsider the essence of the meetings industry. The event measures regenerative effects by evaluating environmental, human, and social capital. The essence of our industry is redefined every year in pursuit of an optimal and balanced business model.

IMPACT

The organizers of Conventa see it as an **ACCELERATOR AND AMPLIFIER** of development in the meetings industry in Ljubljana and the broader region. Conventa is a driver of change and an ideal laboratory for testing and promoting innovations in sustainable and regenerative transformation.

We don't just see Conventa in terms of continuous growth and multiplicative financial effects, but rather circularly, considering broader impacts or the overall well-being it creates for the community of event organizers.

The regenerative model is depicted in the graph below. The emphasis is on measuring the individual components of the regenerative model, which the Conventa team has been implementing since the very beginning. In doing so, organisers address the following important questions every year:

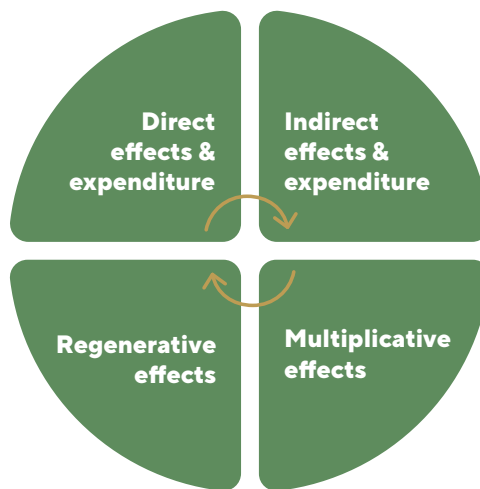
1. How will Conventa impact the local community?
2. How will Conventa involve the local community into the project?
3. Does Conventa represent an opportunity for the local economy?
4. How will we use renewable materials, materials for reuse and recycled materials at the event?
5. How will the health, safety, and well-being of all participants be ensured?
6. How will we incorporate local nature and cultural heritage?
7. Will our event impact biodiversity?
8. What sound and light sources will we use in the natural environment?
9. Are the venues truly accessible to everyone, regardless of their special needs?
10. Are we promoting sustainable mobility for employees and participants?

DIRECT EXPENDITURE

pertains to the expenditure of all exhibitors at Conventa (hotels, specialised event organisers, convention centres, incentive and DMC agencies and convention bureaus).

REGENERATIVE EFFECTS

will be in science (the development of new technologies and know-how and encouraging scientific research), tourism (revisiting the destination and reducing seasonality), culture (promoting local culture) and sustainability (supporting local self-sufficiency).



INDIRECT EXPENDITURE

refers to suppliers of Conventa (providers and suppliers of accommodation, transport, technical equipment, catering services etc.)

MULTIPLICATIVE EFFECTS

will provide full-time and part-time jobs, income generated from work and taxes on a local and national level (income tax, excise tax, VAT etc.).

THE EVENT'S REGENERATIVE ESG EFFECTS

As part of the project, the organisers implemented the following ESG sustainable®enerative measures:

E – Environment

- We provided all participants with access to healthy bottled mineral water in collaboration with the company Radenska.
- More than 90 % of products and services at the event were sourced by local suppliers. This is evident from the calculation of the carbon footprint in the procurement area.
- Since 2009, we have been reusing exhibition stands made from wooden crates at the event, as well as cardboard signs for exhibitors, directional signs, reusable carpets (heugo), registration equipment, and more. This largely helps us avoid unnecessary purchases of new equipment and props for the event.
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S – Social

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- During the event we organized the Conventa Crossroads forum for key decision-makers. It was attended by 37 participants, including 10 leading regional destinations.

G – Governance

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- As part of our carbon footprint measurement efforts, Conventa also assesses its water footprint. This allows us to plan measures for more efficient water usage at Conventa in the future.
- Conventa strictly adheres to prescribed limits for chemical, noise, and light pollution.
- Marketing, communication, and arranging meetings between invited guests and exhibitors at Conventa are fully digitalised. This reduces paper consumption and energy usage and constantly improves the user experience.

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- At Conventa, we have established a list of green suppliers, which currently includes more than 20 companies with whom we share the same values.

The Planet Positive Event is based on the following internationally-acclaimed STANDARDS:

1-ISO 14001-14006: on Environmental Management Systems (<https://www.iso.org/iso-14001-environmental-management.html>):

- ISO 14064-1: Greenhouse gases – Part 1: Specification with guidance
- ISO 14067: Greenhouse gases – Carbon footprint of products – Requirements and guidelines for quantification
- ISO 16759: Graphic technology – Quantification and communication for calculating the carbon footprint of print media products

2-ISO 20121: Event Sustainability Management System (<https://www.iso.org/iso-20121-sustainable-events.html>)

3-ISO 26000: on Social Responsibility (<https://www.iso.org/iso-26000-social-responsibility.html>)

4-BSI 8900-8901: on Sustainable Event Management

5-CSA Standard Z2010-10: Requirements and Guidance for Organizers of Sustainable Events (<https://www.csagroup.org/store/product/2703218/>)

6-Standard SA8000: Social Accountability 8000 International Standard (<https://sa-intl.org/programs/sa8000/>)

7-GHG Protokol: Greenhouse Gas Protocol (<https://ghgprotocol.org/>)

- Greenhouse Gas Protocol – A Corporate Accounting and Reporting Standard
- Greenhouse Gas Protocol – Product Life Cycle Accounting and Reporting Standard

8-Standard PAS 2050: Mednarodni standard za oceno ogljičnega odtisa skozi življenjski cikel izdelkov (<https://www.bsigroup.com/globalassets/localfiles/en-th/carbon-footprint/pas-2050-2011-guide.pdf>)

9- Standard DIN EN 16258: Methodology for calculation and declaration of energy consumption and GHG emissions of transport services (freight and passengers)

10-GRI Standard: Global sustainability reporting standards (<https://www.globalreporting.org/standards/>)

11-ESRS Standard: European sustainability reporting standards (https://finance.ec.europa.eu/news/commission-adopts-european-sustainability-reporting-standards-2023-07-31_en)

The Planet Positive Event is based on the following INDUSTRY-SPECIFIC RECOMMENDATIONS:

1-Net Zero Carbon Events: An industry initiative to address climate change (<https://www.netzerocarbonevents.org/>)

2-Umanotera: Čista zmaga (<https://www.umanotera.org/kaj-delamo/pretekle-aktivnosti/cista-zmaga/>)

3-The Austrian Eco-label Guideline: Green Meetings and Green Events (<https://meetings.umweltzeichen.at/>)

4-United Nations: The 17 Goals (<https://sdgs.un.org/goals>)

5-Change the Brief: Partnership between agencies and their clients (<https://www.changethebrief.org/>)

6-SOZ – Trajnostni oglaševalski kodeks: (https://www.soz.si/projekti_soz/trajnostni_oglasevalski_standardi)

7-The Theatre Green Book: Standards for making productions sustainably (<https://theatregreenbook.com/>)

8-Zero Waste Slovenija: Slovenske zero waste prireditve (<https://ebm.si/zw/turizem/prireditve/slovenske-prireditve/>)

9-EIC Event Industry Council: Provisional Sustainable Event Standards (<https://www.eventscouncil.org/>)

10-GDS Movement: GDS Index (<https://www.gds.earth/>)

In addition, the Planet Positive Event was created by incorporating several other recommendations, including the EU Green Deal, Circular Economy Action Plan, EU Biodiversity Strategy for 2030 and a myriad of other strategic documents we relied on when preparing the criteria and tools of the PLANET POSITIVE EVENT.



**PLANET
POSITIVE
EVENT**

Conventa 2024

NAME OF EVENT

Toleranca Marketing d.o.o.

ORGANISER

20 - 22 February 2024

DATE OF EVENT

Planet Positive Event certifies that the company has successfully passed a comprehensive sustainability audit across 16 criteria with a



The final score is based on the average rating calculated as the average fulfilment of mandatory and recommended criteria. To obtain a certificate, the event must meet at least 70 percent of the mandatory criteria.

CERTIFICATE NUMBER: _____

February 23, 2024

DATE COMPLETED

All external assessors of Conventa 2024

ASSESSOR

PRESIDENT OF THE BOARD