



**PLANET
POSITIVE
EVENT**

The world's most relevant
ESG event rating and
certificate



**GREEN ACTION
PLAN**

GREEN ACTION PLAN

At Toleranca Marketing, we have adopted a Green Action Plan for the organisation of the Conventa Crossover Festival 2024, thereby committing to organising an event responsible towards the environment, society and our participants.

We will achieve this by implementing our action plan according to the Planet Positive Event methodology. The methodology provides a 360-degree approach to sustainable event transformation in the following areas:

KT1: MOBILITY

GOAL	MEASURE
Enable easy access with public transport	We decided on the event venue based on its accessibility by public transport.
Measure the carbon footprint of transport	The application form for the event requires the participant to list the means of travel for data collection.
Reduce carbon footprint	We prepared guidelines for reaching the venue sustainably and forwarded them to participants via email.
Reduce unnecessary travel	Most meetings with subcontractors have been and will be conducted online.
Calculate the carbon footprint of mobility	With the help of the data provided by our participants, we will make a detailed and accurate calculation of the carbon footprint generated by transport.

KT2: PROJECT MANAGING

GOAL	MEASURE
Define key measures of the event's Green Pact	We accepted and identified seven key areas of measures of the Green Pact.
Get acquainted with the key criteria of »Planet Positive Event«	During the preparations, key negative impacts on the environment and society were identified, and all key groups were informed (venue, participants, partners and sponsors).
Prepare an action plan	We established a green action plan for the event, identifying key steps toward the sustainable transformation of the event.
Appoint a green leader	For the sustainable transformation, we choose the Planet Positive Event and the leader of the Planet Positive Event project, Gorazd Čad.
Offer training for employees and subcontractors	All partners and subcontractors of the project have been trained beforehand to carry out the measures relevant to their role.

KT3: COMMUNICATION

GOAL	MEASURE
Promote Conventa's sustainable strategy	The event will be used to promote the sustainable measures of Conventa through various communication tools.
Communicate with the local community	We will invite representatives of non-governmental organisations Umanotera and Zerowaste to share information about the positive outcomes via their channels.
Ambassadors of the EU Climate Pact	We will invite all twelve European Climate Ambassadors.
Make a final sustainability report	After the event, and in partnership with the Planet Positive Event project, we will make a final sustainability report. It will encompass the economic, environmental, societal and governance measures and results of the event.
Sustainable content on the website	The website will include information about the sustainable event organisation in an open code format.

KT5: VENUE

GOAL	MEASURE
Measure the carbon footprint of the venue	The venue (Center Rog/Ljubljana Castle) will provide qualitative and quantitative data to measure the carbon footprint in at least four key areas (energy, water, waste and mobility).
Ban plastic	The venue will be required to ban all use of plastic.
Collect waste separately	In agreement with the venue, they will set up at least one recycling point with clear instructions about recycling and information about the management of recycled waste.
Train employees	Together with the venue, we will train the employees of the venue and event agency.

KT8: FOOD AND BEVERAGE

GOAL	MEASURE
Measure the carbon footprint of catering	Detailed data regarding the carbon footprint will be collected from and in cooperation with the catering partner (energy, water, waste).
Ensure climate-friendly catering	The culinary offer at the event will be climate-friendly, meaning most of the food will be plant-based and produced naturally (ecologically and biodynamically, seasonal and sourced locally, acquired directly with minimal packaging and as unprocessed as possible - 70% of the served food).
Manage food waste	In cooperation with the catering partner, we will document the amount of food waste and establish a plan to reduce waste.
Collect data about special dietary requirements	In cooperation with the catering partner, we will monitor and collect information about the ingredients, especially allergens, to ensure dishes that align with the dietary requirements listed by the participants in the application form.
Opt for reusable cutlery and service set	We will ensure that the catering opts for mostly reusable cutlery and service sets (90%).

KT10: ACCOMMODATION

GOAL	MEASURE
Carbon footprint	The hotels will provide qualitative and quantitative data to measure the carbon footprint in at least four key areas (energy, water, waste and mobility).
Choice of hotel	The official hotels of the event are those in the city centre with a minimal distance from the venue (Center Rog/Ljubljana Castle).
Accessibility	We will establish an accessibility map of the hotels with an assessment of the number of steps and calories needed to arrive at the venue to promote sustainable mobility.
Informing the guests	All official hotels will be provided with information about sustainable mobility options. To ensure this measure is implemented, all receptionists will attend an online training.
Use of plastic	All official hotels will be encouraged to ban the use of plastic and spread awareness using a special brochure Conventa Crossover – Zero Plastic Event.

KT11: SOCIAL RESPONSIBILITY

GOAL	MEASURE
Responsibility towards employees	As the organisers, we are obliged to treat all employees fairly, and equally and compensate them accordingly.
Responsibility towards partners	As the organisers, we are obliged to only enter into fair contracts with all partners and suppliers that adhere to the values of respect, sustainability and longevity.
Responsibility towards participants	As the organisers, we vow to offer an equal chance of participation to all potential participants and ensure no discrimination.
Responsibility towards the local community	As the organisers, we will strive to include more than five local providers and inform the local community about the event, its measures and its effects.
Data protection	As the organisers, we will ensure the highest level of data protection for participants, partners and suppliers (proof of data protection will be provided at the event).

KT13: ENERGY

GOAL	MEASURE
Energy use	Energy usage will be monitored at the event, during the preparation and execution phase and after the event to calculate the carbon footprint of the used energy.
Plan for energy reduction	In coordination with the venue (Center Rog/Ljubljana Castle), we will establish a plan to reduce the amount of used energy.
Basic energy-saving measure	At the event, we will execute at least three basic and technologically undemanding measures to increase energy efficiency (optimisation of the air-conditioning, shutting down unused devices, turning off the lights, saving hot water)
Awareness	All participants will be actively encouraged to save energy with the help of the Planet Positive Event exhibition.
Renewable sources	We will use a precise calculation of the use of energy from renewable sources and support partners to increase the percentage (Planet Positive Event exhibition).

KT14: WASTE

GOAL	MEASURE
Prevention of waste	At the event, measures will be taken to prevent as much waste as possible (reusable cups, gifts with no packaging, beer in barrels, not cans, access to drinkable water on taps, etc.)
Reuse	At the event, we will reuse at least five event elements (stage equipment, exhibition equipment, props, packaging, etc.)
Recycle	At the event, we will ensure a separate collection of waste that allows further recycling (a minimum of three categories).
Subcontractors' commitment	We will enter into contracts for reducing waste at the event with all partners and suppliers.
Measure the amount of waste	We will measure the exact amount of generated waste at the event.

KT15: WATER

GOAL	MEASURE
Access to drinkable water	We will encourage drinking tap water, with participants having the option to refill their water bottles at the event.
Efficient management of venue – Center Rog/Ljubljana Castle	The venue will be subject to the execution of water-saving measures, and we will require them to use only biodegradable cleaning products and sanitisers without traces of phosphates, preservatives, dyes, enzymes and other additives (proof of certificates such as Ecolabel, etc).
Employees	Employees and subcontractors will be supplied with instructions on how to save water.
Measuring water use	At the event, we will measure the use of water with a detailed questionnaire on water use.
Plastic water bottles	At the event, the use of single-use plastic bottles and plastic cups will be banned.

KT16: REGENERATIVE MEASURES

GOAL	MEASURE
Guide for organising sustainable events	After the event, key findings and insights will be collected into a guide for organising the 10th Conventa Crossover in 2025.
Calculating regenerative effects	Using the »Planet Positive Event« methodology, we will measure the regenerative effects of the event.
Sustainable transformation among participants	We will endeavour to sustainably transform participants so they can contribute to a lower burden on the environment (the result of a survey among participants).

THE TIMELINE OF THE PLAN

The project will be coordinated by the »Planet Positive Event« team according to the following timeline:

- 31 May 2024** ● Establish the event's green pact (Planet Positive Event)
- 31 May 2024** ● Establish the event's green action plan (Planet Positive Event)
- 16 August 2024** ● Establish sustainable guidelines regarding the venue
- 23 August 2024** ● Establish guidelines for target groups of the event
- 27 August 2024** ● Coordinate meeting in person or over Zoom with partners and sub-contractors
- 30 August 2024** ● Collect additional suggestions for sustainable measures from partners and subcontractors
- 10 September 2024** ● Organise the event and measure the carbon footprint
- 16 September 2024** ● Submit completed carbon footprint forms with supporting documents
- 27 September 2024** ● Complete the "Planet Positive Event" matrix for eligibility
- 30 September 2024** ● Start of external assessment
- 4 October 2024** ● Completion of the external assessment and preparation of the final report with the sustainability rating and preparation of the certificate

9th CONVENTA CROSSOVER

Festival of events
for creative minds

9 - 10 September 2024
Ljubljana, Slovenia



CONVENTA CROSSOVER'S SUSTAINABILITY MATRIX

The selection and ranking of 30 more and less important sustainability measures.

	URGENT	NOT URGENT
IMPORTANT	<p>DO IMMEDIATELY AND QUICKLY Urgently</p> <ol style="list-style-type: none"> 1. Establish a precise measure of the carbon footprint of mobility of participants, employees and suppliers. 2. devise guidelines for sustainable access to the venue (map of accessibility). 3. Execute sustainability training for employees, partners and all suppliers. 4. Precisely measure the carbon footprint of the event using the Planet Positive Event tool. 5. Conduct climate-friendly catering and carefully plan quantities. 6. Ensure strict protection of data on participants, partners and suppliers (GDPR legislation). 7. Ensure separate collection and measurement of waste following the principles of Zero Waste Event. 8. Provide participants with access to drinking water (water taps and/or glass bottled water). 9. Provide participants with access to Urbana, which allows public transport and bicycle rental with Bicikelj. 10. Define key indicators for monitoring the regenerative effects of the event and measure them with the PPE tool. 	<p>PLAN Set at a definite time after the event to fulfil</p> <ol style="list-style-type: none"> 1. Defining significant impacts on the event to plan future editions of the Crossover event. 2. Establish a dialogue with the local community and Slovenian climate ambassadors. 3. Publish results of the sustainability report and the carbon footprint measurements. 4. Measure food waste and make recommendations for the event in 2025. 5. Develop a plan for energy reduction in 2025 and the use of renewable resources at the venue of the event. 6. Plan additional measures to encourage the use of healthy drinking water. 7. Raising awareness among participants and partners through the exhibition "Planet Positive Event Meet Busters."
LESS IMPORTANT	<p>DELEGATE AND AUTOMATE Who can do this aside from the organisers</p> <ol style="list-style-type: none"> 1. Promotion of sustainable measures through Conventa's communication channels. 2. Carbon Footprint Data Collection (Rog Center, Ljubljana Castle, Catering, Event Agency). 3. Request a point for waste recycling by the venue and catering company (Center Rog, Ljubljana Castle). 4. Demand concrete sustainability measures from the official hotels. 5. Request a proposal for concrete sustainability measures from the partner destination (KUL, KUS, STO). 6. Making a waste reduction agreement with all suppliers. 7. Require suppliers and event agencies to arrange for the use of elements already used for the set and production. 	<p>ABANDON Do not do this and abandon it</p> <ol style="list-style-type: none"> 1. Unnecessary in-person meetings that could be held online. 2. Use of plastic in all phases of the organization of the Conventa Crossover (Zero Plastic Event) 3. Non-local food that has travelled long distances (catering). 4. Ordering products and services that you don't necessarily need. 5. Transport by car, replacing them with public transport, cycling and walking. 6. Excessive cooling or heating of the premises where the event takes place. 7. Printed materials that can be replaced by digital ones. <p>Above all, we stick to the rule. Less global, more local.</p>