FÉDÉRATION INTERNATIONALE DE VOLLEYBALL

Volleyball World™

BEYOND CARBON FOOTPRINT

How to manage and measure the regenerative impacts of your event

EXAMPLES OF REGENERATIVE IMPACTS BASED ON MEASURED EVENTS IN 2024 USING THE 17 SUSTAINABLE DEVELOPMENT GOALS (SDGs):

SDG1 — No Poverty
SDG2 — Zero Hunger
SDG3 — Good Health and Well-being
SDG4 — Quality Education
SDG5 — Gender Equality
SDG6 — Clean Water and Sanitation
SDG7 — Affordable and Clean Energy
SDG8 — Decent Work and Economic Growth
SDG9 — Industry, Innovation and Infrastructure
SDG10 — Reduced Inequalities
SDG11 — Sustainable Cities and Communities
SDG12 — Responsible Consumption and Production
SDG13 — Climate Action
SDG14 — Life Below Water
SDG15 — Life on Land
SDG16 — Peace, Justice and Strong Institutions
SDG17 — Partnerships for the Goals

PLEASE CONSIDER BEFORE PRINTING THIS DOCUMENT:
By reading the digital version, you will save money and help protect the environment.
Producing a single A4 sheet of white paper requires five litres of water.

EXAMPLES OF REGENERATIVE IMPACTS BASED ON MEASURED EVENTS IN 2024

The primary responsibility of event organisers is to reduce event-related emissions and carbon footprints while creating regenerative impacts. It has long been recognised that achieving net-zero emissions also requires capturing and storing CO_2 from the atmosphere.

The sustainable transformation of events must be holistic, encompassing five interlinked phases of sustainable event management that collectively enable change:

PREVENTIVE MANAGEMENT
Tools for sustainable event planning and a database of sustainable suppliers and solutions.

CARBON MANAGEMENT
Comprehensive carbon footprint measurement of events in accordance with the GHG Protocol using a dedicated carbon measurement tool.

IMPACT MANAGEMENT
Management and planning of short-term (impact) and long-term (legacy) effects.

COMPLIANCE MANAGEMENT
Ensuring compliance with key standards in this field and with EU Regulation PE-CONS 92/1/24.

OFFSET MANAGEMENT
Standardised and certified offset projects for carbon capture and storage.

Facilitating regenerative change falls within the domain of event impact management. It is essential to distinguish between two key concepts: impact and legacy.

IMPACT

These are the short-term, measurable results delivered by an event. An example of such an impact might be the number of new jobs created as a direct result of the event or the number of pensioners involved in its execution. Typically, KPIs (Key Performance Indicators), which are specific and easily verifiable, are used for measurement.

LEGACY

These are the long-term positive effects on the community or destination that continue well after the event has concluded. For example, in 2004, Slovenia became a member of the EU, which stimulated cross-border cooperation in Gorizia. Today, the Europe Square symbolises that borders unite rather than divide people — an excellent example of a legacy that goes beyond immediate impact.
To better understand the distinction between these concepts, it is useful to be familiar with two key approaches to event organisation:

SUSTAINABLE PRINCIPLE

This involves causing as little harm as possible to nature and the environment during the organisation of an event. The goal is to reduce emissions, waste, and other negative impacts, while generating positive outcomes for the community. Put simply, when we organise an event, we strive to do as little harm to nature as possible.

REGENERATIVE PRINCIPLE

This approach goes a step further: the event is intended to actively improve the state of the environment and the community. This means that something lasting and positive remains after the event — something that contributes to a better quality of life in the community in the future. Put simply, when we organise an event, we aim to leave everything better than it was before.

When considering the regenerative impacts of your event, focus on this question:

What long-term legacy will you leave behind at the destination once the event is over?

The following examples will assist you in analysing the regenerative impacts generated by your event. We are confident you will be pleasantly surprised at how powerful the changes sparked by live events can be.

P1 — PEOPLE

KT 16.1.1.
SDG1: No poverty / Subsidies for applicants

Example 1: Professional association meeting

Participation in the event was free of charge for all members of our association with a valid membership fee. For all other participants, the registration fee was moderate and inclusive. In this way, we ensured access to top-quality education and networking opportunities for everyone. The event was inclusive and open to all, explicitly encouraging stakeholders to adopt regenerative practices across all areas of our association's activities.

Regenerative value assessment: If 200 participants were eligible for a discounted registration fee of 50 EUR, the regenerative impact of the event would amount to 10,000 EUR.

Example 2: Major sports competition

We enabled free entry to the World Championship matches for children under the age of 14, seniors over 65, people with disabilities and their companions, as well as families with multiple children. Students were offered a special 60% discount.

Regenerative value assessment: Free entry was granted to 1,835 spectators. Based on a ticket price of 25 EUR, this translates into a regenerative impact of 45,875 EUR. In addition, a 60% discount was provided to 581 students, representing a further 8,715 EUR.

KT 16.1.2.1.
SDG2: Zero hunger / Surplus food

Example 1: Promotional event for a new product launch

In cooperation with the catering company, we ensured the meticulous planning of meals. We ordered food based on registration data and the pre-verified number of attendees on the day of the event. That allowed us to reduce the number of surplus meals by 8%.

Regenerative value assessment: Thanks to careful planning, only 32 surplus meals were generated (compared to 48 the previous year), with a total value of 1,723 EUR, which we donated Homeless Assistance and Self-Help Association Kralji ulice.

Example 2: Surplus food for volunteers at a music festival

At the festival, we carefully planned food consumption using dynamic forecasting of visitor numbers based on actual ticket sales. As a result, the number of surplus meals was reduced by 26%, which also led to a reduction in waste.

Regenerative value assessment: In the previous year, the festival generated 8,532 surplus meals, while this year, we reduced the number to 5,802. At an average meal value of 18 EUR, this represents a regenerative saving of 49,140 EUR.

KT 16.1.2.2.
SDG2: Zero hunger / Food waste

Example 1: Sustainable business awards ceremony
Through precise food ordering, we generated a minimal amount of food waste, which amounted to 32 kg of inedible food waste.

Regenerative value assessment: If 32 kg of food waste were composted, based on the average price in Europe (0.043 EUR/kg), the composting value would amount to 1,376 EUR.

Example 2: Athletics meeting
At fast-food points, we offered meals at a 50% discount during the final hour before closing. This drastically reduced the amount of unsold food.

Regenerative value assessment: A total of 210 meals were sold that would otherwise have gone to waste, reducing food waste by approximately 84 kg and generating 578 EUR in revenue despite the discounted price.

KT 16.1.3.1.
SDG3: Good health and well-being / The well-being of attendees

Example 1: Local B2B marketplace
We encouraged participants to travel to the event in an environmentally friendly manner. As a result, 38% of attendees responded positively and arrived on foot, covering a combined distance of 383 km.

Regenerative value assessment: Participants walking to the event covered a total of 383 km. Had they used diesel taxis instead, the carbon footprint would have amounted to 65.05 kg CO_2e (e=0.16984, average diesel car, Defra). The carbon offset value on the day of calculation under the ETS scheme was 63.32 EUR.

Example 2: Family-friendly sports festival
In cooperation with a local kindergarten and an animation association, we provided childcare and workshops for children (drawing, mini sports, storytelling). Childcare was free of charge for parents participating as competitors or volunteers.

Regenerative value assessment: The average childcare cost of 15 EUR per hour × 4 hours × 30 children = 1,800 EUR in direct value saved for participants, in addition to facilitating parental involvement.

KT 16.1.3.2. SDG3: Good health and well-being / The well-being of employees and volunteers

Example 1: Corporate teambuilding

The company holds the Socially Responsible Employer certificate and, in addition to fulfilling core commitments, has undertaken further measures in two areas — organisational management and work-life balance. The aim is to achieve even greater employee satisfaction and to benefit all key stakeholders.

Regenerative value assessment: While it is difficult to quantify the regenerative impact in euros, the long-term effects include reduced employee turnover and absenteeism, representing significant savings. Moreover, this approach maximises potential and reduces the company's environmental footprint.

Example 2: World Championship — Healthy and sustainable menu

At the World Championship, the organisers, in collaboration with the catering provider, developed a dietary concept based on healthy, balanced meals tailored to the needs of athletes. Approximately 60% of the menu was plant-based, with a strong emphasis on locally sourced and organically certified ingredients. Special dietary requirements from participating countries were also accommodated, ensuring a diverse range of healthy options for all attendees.

Regenerative value assessment: These measures carry a high regenerative value, as they not only reduce negative impacts but actively contribute to improving participants' health, protecting the environment, and supporting the local economy. This dietary approach can serve as a model of sustainable practice at major sporting events. Key regenerative benefits include:

- Improved well-being of participants: more energy, fewer digestive issues, enhanced athletic performance;
- Environmental impact: estimated 10—30% reduction in CO_2 emissions compared to standard catering (due to the higher proportion of plant-based meals);
- Social impact: support for local producers and businesses, with a greater multiplier effect on the regional economy.

KT 16.1.4.1.
SDG4: Quality education / Access to education

Example 1: National conference on sustainability

The event featured two educational segments. The keynote speaker in the second part of the programme was a Nobel laureate, while the panel discussion included leading local experts in sustainability. We provided free access to this outstanding knowledge for 380 participants from across the country.

Regenerative value assessment: Speaker fees amounted to 12,900 EUR, representing our organisation's regenerative investment in knowledge for a sustainable future and the country's green transition.

Example 2: Educational programme at an international volleyball tournament

In cooperation with sports federations, universities, and local communities, we designed a free educational programme for the general public alongside the international volleyball tournament. The aim was to promote lifelong learning and improve access to high-quality informal education in the fields of sport, health, and event organisation. More than 500 participants of various ages and social backgrounds partook in the programme.

Regenerative value assessment: The total delivery costs amounted to 8,900 EUR, with the programme generating numerous long-term positive effects. It enabled broader access to knowledge, strengthened connections between professionals and young people, and fostered the development of practical skills. This contributed to greater social cohesion, enhanced competencies, and the strengthening of human capital, representing significant added value for both individuals and the sporting community.

KT 16.1.4.2.
Quality education / Quality of education

Example 1: European scientific conference

Based on exceptionally positive feedback gathered through the post-event survey, we were able to confidently assess that the conference was inspiring and substantively transformative. As many as 92% of participants rated the event as outstanding, and 98% would recommend attendance to their colleagues. This confirms that we successfully created an environment that fosters professional growth, cross-sectoral connections, and knowledge exchange.

Regenerative value assessment: Although participant satisfaction cannot be directly expressed in euros, the event holds high regenerative value. By bringing together representatives from the public, private, and research sectors, we strengthened networking, encouraged further cooperation, and laid the foundations for new projects, joint research, and innovation. Such events act as accelerators of systemic change and catalysts for long-term partnerships in line with our association's mission.

Example 2: Conference on lifelong learning

In cooperation with leading industry experts, we organised an intensive mentoring programme for young professionals at the early stages of their careers. The programme combined workshops, individual mentoring, and practical challenges. In the final evaluation, 95% of participants reported that the programme had significantly contributed to the development of their professional competencies, and 91% noted increased confidence in navigating the labour market.

Regenerative value assessment: The programme made a noticeable contribution to the quality of education and training in the field of lifelong learning. Its focus on direct intergenerational knowledge transfer, active engagement of the business sector, and the development of soft skills represents a long-term investment in human capital. This not only enhances the employability of young people but also strengthens the resilience of the working environment to change and fosters a culture of learning and collaboration.

KT 16.1.5.1.
SDG5: Gender equality / Equality of speakers

Example 1: Marketing conference

The organisers of the marketing forum are committed to creating an inclusive and balanced educational environment. Special attention was devoted to the careful selection of speakers, with the aim of ensuring professional diversity and gender balance. Among the speakers and event participants, the gender distribution was balanced (48% men, 52% women), which significantly contributes to the inclusion of diverse perspectives and experiences in discussions on contemporary marketing challenges.

Regenerative value assessment: Although the direct financial benefits of such measures cannot be precisely quantified, promoting equality and representation in educational settings has a long-term impact. By setting an example, we establish standards for future events, encourage critical reflection on inclusion, and ensure equal access to knowledge and professional networks. This contributes to greater social cohesion, educational quality, and the sustainable development of the profession.

Example 2: European Handball Championship

At the European Handball Championship, we ensured equal representation of men and women in media appearances. Coaching staff, female players, referees, and administrators were invited as speakers at press conferences, public panel discussions, and promotional events. Social media content was designed with balanced visibility of all stakeholders in mind.

Regenerative value assessment: Visible representation of women in sports communication reduces stereotypes, boosts the confidence of girls in sport, and contributes to normalising equal access to public discourse. Such approaches have a long-term impact on diversity in sports media and improve the representation of women in sport as a whole.

KT 16.1.5.2.
SDG6: Gender equality / Equality of employees and partners

Example 1: Scientific conference

The project team responsible for organising the scientific conference was composed with gender balance in mind, consistently ensuring equal opportunities for participation and decision-making regardless of gender or gender identity. This team composition contributed to a more inclusive and diverse working environment and strengthened the sense of belonging among all participants.

Regenerative value assessment: Although the achieved balance cannot be directly expressed in financial terms, this measure has significant long-term effects. By promoting gender equality in leadership and organisational roles, we help break down systemic barriers, normalise diversity in the scientific sphere, and raise collective awareness. This lays the groundwork for more lasting change within academic and research environments.

Example 2: Sports tournament

When organising the international youth football tournament, we actively promoted the inclusion of women in leadership roles from the planning phase onwards, such as team managers, location coordinators, and logistics leads. Women filled 50% of key roles — often for the first time in the event's history.

Regenerative value assessment: Actively including women in leadership structures helps dismantle invisible barriers and paves the way for more permanent systemic changes in sports management. By setting an example, we create new standards for equal access to influence and decision-making.

P2 – PROSPERITY

KT 16.1.7.2.
SDG7: Affordable and clean energy / Energy awareness

Example 1: Business marketplace

The selected venue or hotel is equipped with a solar power plant covering an area of 2,900 m^2. The plant contributes to a reduction of CO_2 emissions by 72 tonnes per year. Over its lifespan, it will lower total carbon dioxide emissions by approximately 2,000 tonnes, equivalent to the absorption capacity of around 2,250 trees.

Regenerative value assessment: By choosing an energy-optimised venue, we reduced energy consumption by 37% compared to other venues in the city. This saved €287.50 and, more importantly, reduced the carbon footprint by 394.52 kg CO_2e compared to the venue used in the previous year.

Example 2: Sports event

For the sports event, we ensured that the entire venue was powered by certified green energy sources, significantly reducing the environmental impact. All lighting, including at temporary facilities, was equipped with energy-efficient LED fixtures, which consume up to 80% less energy compared to traditional bulbs. Special attention was also given to the efficient use of devices: all screens, speakers, and lighting systems were systematically switched off or put on timers when not in use. Through these measures, we substantially reduced unnecessary energy consumption and further lowered the event's carbon footprint.

Regenerative value assessment: By implementing these sustainability measures, we reduced energy consumption by approximately 45% compared to standard sports events of a similar scale. We estimate that this prevented the release of around 520 kg CO_2e and contributed to the long-term sustainability goals of the local community.

KT 16.1.8.1.
SDG8: Decent work and economic growth / Jobs with added value

Example 1: Annual meeting of the high-tech association

At the event, we showcased the key achievements of the association, whose main mission is to establish and develop a strong ecosystem for high-tech industries in the country. Top-tier experts play a crucial role in this, generating some of the highest added value in the Slovenian economy. Such events foster further sector development, create a positive climate for innovation, and serve as an opportunity to thank colleagues for their achievements and commitment.

Regenerative value assessment: The association's member companies collectively employ 1,860 staff, with an annual employment growth rate of 18.2%. Even more striking is the added value per employee, which in this sector reaches 106,546 EUR per employee — 74.4% above the national average. This contributes not only to economic growth but also to retaining top talent domestically and preventing brain drain abroad.

Example 2: World Ski Jumping Championships

The event was not only a showcase of elite sporting achievement but also an important driver of the local economy. We created numerous new jobs, both temporary and permanent, with a priority on employing local workers. Special attention was paid to training: we conducted extensive programmes to develop the skills of employees and volunteers, providing them with valuable experience for their future careers.

Regenerative value assessment: The event temporarily employed 185 workers, with an additional 15 hired for permanent positions. The sustainability training programme was successfully completed by 121 temporary staff, representing a significant contribution to the long-term quality of the local workforce. The knowledge and experience gained will have a lasting impact on the local labour market and will support the further development of sustainability-oriented events.

KT 16.1.8.2.
SDG8: Decent work and economic growth / Sustainable economic growth

Example 1: Partners' meeting

The partners' meeting concluded with a roundtable where speakers addressed the key challenges and opportunities in urban tourism from the perspectives of the public sector, private enterprises, and the academic community. The aim of the roundtable was to clearly present the roles, responsibilities, and opportunities of all stakeholders, directly or indirectly involved in tourism development, with a central focus on promoting further sustainable growth and responsible development.

Regenerative value assessment: The event concluded with a shared understanding that the future of urban tourism depends on balanced development involving the active participation of local residents, visitors, and tourism stakeholders. Particular emphasis was placed on the vision of tourism as a tool to improve the quality of life in the capital. The event's estimated indirect economic effects amounted to approximately25,000 EUR. Even more important are the long-term impacts: strengthened stakeholder cooperation and the commitments made will significantly influence the sustainable development of tourism.

Example 2: Cycling marathon

The cycling marathon provided a significant boost to the local economy, creating over 120 temporary jobs, including security staff, logistics, and catering services. In collaboration with local educational institutions, we prepared a training programme for 70 volunteers, who gained key skills in crisis management, logistics, and first aid, valuable for future events.
The event was designed sustainably: all venues used renewable energy sources, a reusable cup system was introduced for all drinks, and plastic waste was reduced by 50% compared to previous editions. Additionally, energy-efficient solutions reduced electricity consumption by approximately 35%, yielding estimated savings of 12,500 kWh or about 2,500 EUR.

Regenerative value assessment: In addition to direct economic effects, estimated at around 210,000 EUR (including employment and local spending), the event made an important contribution to raising environmental awareness among more than 15,000 attendees. Survey results showed that 68% of visitors reported an increased willingness to engage in sustainable practices after the event, further confirming the event's long-term impact on the community.

KT 16.1.9.1. SDG9: Industry, innovation and infrastructure / Multiplicative effects

Example 1: Business marketplace

Since its inception, the business marketplace has systematically measured the full spectrum of event impacts: direct spending by all exhibitors, indirect spending by suppliers (including accommodation, transport, technical equipment, catering services, etc.), and multiplicative effects such as new jobs (full-time and part-time), labour income, and tax revenues at local and national levels (income tax, tourist taxes, excise duties, VAT, corporate taxes, etc.). Special attention is also devoted to regenerative effects, divided into:

- cultural (promotion of local culture),
- sustainable (encouraging local self-sufficiency, ecosystem protection, sustainable mobility),
- human (skills development, promotion of human rights),
- circular (sharing, reuse, refurbishment, and recycling).

In this way, we have consistently demonstrated the project's regenerative impact for 18 years.

Regenerative value assessment: In 2024, the event's direct spending amounted to 285,000 EUR, indirect spending 118,200 EUR, multiplicative effects 175,000 EUR, and regenerative effects (including free PR and marketing effects) were estimated at 216,000 EUR. The total value of all impacts thus reached 794,200 EUR. Beyond these remarkable results, it is worth highlighting that the business marketplace continues to generate additional long-term effects, which we measure through exhibitor satisfaction: an impressive 98% of exhibitors return every year, confirming its high business value.

Example 2: Volleyball Championship

The volleyball championship was conceived as a comprehensive project with a clear strategy for measuring economic and regenerative effects. We assessed the event's multiplicative impact, which, in addition to direct revenues, significantly benefited the local economy through new employment, increased local incomes, tax revenues, and revenues for service and product suppliers.

We collected detailed data on direct revenues generated by the event:

- ticket sales: 1.2 million EUR,
- sponsorship funds: 950,000 EUR,
- media rights revenues: 600,000 EUR,
- merchandising: 180,000 EUR.

In addition, we ensured the regenerative effects and achievements were made publicly accessible: we prepared a comprehensive sustainability report and presented key results and best practices in a documentary video published on official channels, which achieved over 50,000 views.

Regenerative value assessment: The event generated a total economic impact estimated at 4.5 million EUR, with multiplicative effects of an additional 2 million EUR for the local community (through employment, taxes, and local services). We are particularly proud of the regenerative effects, which included training more than 200 volunteers, creating sustainable infrastructure that remains in use after the event, and strengthening the local community with a focus on healthy lifestyles.

KT 16.1.9.2. SDG9: Industry, innovation and infrastructure / Regenerative effects

Example 1: Annual event of a tourism organisation

The tourism organisation has been committed to actively involving local residents in tourism development for years — both by diverting tourist flows away from the most heavily visited areas of the city and by creating offerings specifically designed for or actively involving local residents. This commitment is clearly embedded in the current tourism strategy, which emphasises the importance of balanced tourism development, where the coexistence of the local community and visitors becomes a core principle aimed at improving residents' quality of life.
The annual event was entirely dedicated to this topic. The panels and workshops focus on showcasing good practices, participatory tourism planning, and fostering local partnerships. The event embodied the essence of the regenerative paradigm: tourism that gives more back to the community than it takes.

Regenerative value assessment: Although such impacts are difficult to express in euros, we achieved significant results:

- held 5 workshops with more than 120 local providers and residents participating,
- launched a pilot project to redirect tourist flows to less-visited areas, expected to reduce congestion in the city centre by 15% in the long term,
- developed a plan for new products linking tourism and local self-sufficiency,
- strengthened cooperation among more than 30 local organisations and providers, which will directly contribute to greater community inclusion in tourism development in the coming years.

The event also triggered a wide public debate, helping to raise awareness of sustainable and responsible tourism and strengthening trust between residents and tourism stakeholders — a key factor for the long-term success of tourism.

Example 2: Green Sports Festival

The Green Sports Festival was conceived as an innovative event combining athletic participation and sustainable development. Special attention was given to reducing the event's environmental footprint and actively involving the local community in all phases of organisation. In addition to competitive activities, the festival included numerous side programmes raising awareness about sustainable living and promoting healthy lifestyles across generations.

At the event, we:

- used only renewable energy sources and introduced a rainwater collection and reuse system for event needs,
- organised the "Sport and Nature" programme, where 80 participants took part in local green space clean-up activities,
- set up mobile sports infrastructure made of recycled materials, which remains available to the local community for continued use,
- offered free exercise sessions and workshops for 150 children from socially disadvantaged groups, to promote equal access to sport.

Regenerative value assessment: The event delivered a range of long-term benefits: plastic consumption was reduced by 70% compared to similar sports events, 2.5 tonnes of waste were collected and recycled, the use of local sports facilities increased by 25% (mainly thanks to improved access and new equipment), social inclusion was promoted through the direct engagement of vulnerable groups, and their participation in sports increased.
The event concluded with the production of a video chronicle and a sustainability report, both of which showcased the results to the public and laid the foundation for sustainable sports event management in the future.

KT 16.1.10.1.
SDG 10: Reducing inequality / Pay equity

Example 1: Professional conference

The organising entity employs 28 staff members and implements a range of measures to address pay inequality. These include various benefits to help balance work and family life, such as regular pay gap analysis and the elimination of discrepancies based on gender or other personal characteristics, flexible working hours and remote work options, subsidised childcare during working hours, additional leave days for parents and caregivers, return-to-work programmes after extended absences (e.g., parental leave), ongoing staff training on equality and inclusion, and an anonymous system for reporting discrimination and inequality.

Regenerative value assessment: Although these impacts are difficult to express directly in euros, data show important long-term effects: since introducing these measures, staff turnover has dropped by 15%, leading to greater team stability; the gender pay gap has been reduced from 14% to 5% over three years; 92% of employees report that the measures have had a positive impact on their job satisfaction and sense of belonging; return-to-work programmes have enabled more than 80% of employees on extended leave to reintegrate smoothly; and equality and inclusion training has achieved 100% participation, contributing to long-term awareness and inclusive workplace culture.

Example 2: Sports association

Our sports association, with 22 employees, has developed a comprehensive programme aimed at removing barriers to the participation of diverse social groups in sports activities. The programme focuses on ensuring equal opportunities for all — regardless of gender, age, social background, or physical ability. Key measures include the introduction of a unified pay system to guarantee fair remuneration for all staff, free sports programmes for children from socially disadvantaged backgrounds, tailored training sessions for people with special needs, regular training for coaches working with vulnerable groups, flexible working hours, and additional leave days for employees with young children or caregiving responsibilities. The programme promotes an inclusive sporting culture and active engagement with the local community.

Regenerative value assessment: The programme's results are clear and measurable: participation among children from vulnerable groups has increased by 40% over two years; 88% of employees believe the measures significantly contribute to a positive work environment; 76% of participants from special needs groups report improvements in their physical and mental well-being; coach turnover has decreased by 12%; and the association is recognised in the local community as a model of inclusive and fair practice.

Additionally, we have worked actively on workplace equality: the gender pay gap has been reduced from 12% to 4% over three years, and 95% of employees confirm in internal surveys that the measures positively affect their satisfaction and sense of belonging.

KT 16.1.10.2.
SDG10: Reduced inequalities / Diversity of employees and partners

Example 1: Professional event

The event stood out for its balanced gender ratio among participants, confirmed by the following data:
- men: 48.9%,
- women: 51.1%.

The companies involved in organising the event also meet high gender equality standards:
- share of women in the total workforce: 58.7%,
- share of women in leadership positions: 41.3%.

Regenerative value assessment: Although the effects of these measures are difficult to express directly in euros, the data confirms important long-term impacts:

- improved gender equality awareness among over 300 event participants,
- active promotion of balanced speaker representation (50% women on panels),
- organisers' commitment to further reducing the gender pay gap, currently at 6% and targeted for reduction,
- establishment of a mentorship network to support women in leadership roles,
- delivery of training to prevent discrimination and foster an inclusive workplace environment.

The event thus contributed not only to awareness-raising but also to real cultural change around equality, which in turn strengthens corporate sustainability and social responsibility and lays the groundwork for more balanced working communities.

Example 2: Sports event for sustainable infrastructure and equality

The event was designed with a dual aim: promoting gender equality and improving sustainable sports infrastructure. Among participants, the gender balance was nearly equal:
- men: 50.5%,
- women: 49.5%.

Participating sports organisations, in addition to a high proportion of women in teams, also presented concrete measures for improving infrastructure:
- proportion of sports facilities accessible to all (including people with disabilities): 85%,
- share of new facilities using renewable energy sources: 70%.

Regenerative value assessment: The event delivered multiple benefits:

- presentation of renovation plans for three major sports facilities, incorporating gender equality (e.g., equivalent spaces for women's and men's teams) and energy efficiency,
- delivery of two workshops for architects and facility managers on accessibility and inclusive design principles,
- increased awareness of sustainable infrastructure and equality among over 500 participants,
- adoption of a commitment to certify all new sports facilities for sustainability and equality by 2030,
- a media campaign on inclusive sports infrastructure that reached 120,000 people.

The event demonstrated that sports infrastructure is a key tool for promoting equality and sustainability, and it laid the foundation for a long-term investment strategy integrating environmental and social criteria.

KT 16.1.11.1.
SDG11: Sustainable cities and communities / Sustainability

Example 1: Tourism conference

The central theme of the event focused on the sustainable development of urban tourism. Measures were presented to redirect visitor flows from the most congested areas and to extend visitor stays by developing new attractions in less-visited districts and across the wider region. Emphasis was placed on involving local communities in tourism products and promoting sustainable mobility and local self-sufficiency.

Regenerative value assessment: Although the results are difficult to quantify precisely in euros, concrete measures with long-term impacts were presented:

- presentation of a pilot project to develop tourist trails in five lesser-known areas of the city,
- commitment to introduce sustainable mobility (e.g., e-bikes and pedestrian routes) to connect neighbouring districts,
- development of collaboration programmes with over 30 local providers to strengthen authentic local offerings,
- delivery of workshops for 100 local stakeholders on sustainable development and responsible tourism,
- adoption of a plan to reduce congestion in the city centre by 20% over the next five years,
- preparation of a digital platform to promote lesser-known destinations, featuring local stories and providers.

The event contributed to a clearer understanding of tourism challenges and opportunities and reinforced commitments to develop a more balanced and sustainable tourism model.

Example 2: Sports festival in a smart city

This was the first sports festival of its kind to combine athletic activities with innovative smart city solutions. The festival aimed to strengthen the link between digitalisation, sustainability, and healthy lifestyles, demonstrating how sport can serve as a catalyst for smart urban development.
Implemented measures included:

- equipping all sports venues with sensors to monitor water and energy use, enabling real-time optimisation and reporting,
- providing an app for participants to track sports activities, navigate venues via sustainable routes, and receive real-time environmental updates,
- establishing a network of e-bikes and electric buses to transport participants between venues, integrated with the city's public transport system,
- installing digital displays throughout the city showing air quality, venue occupancy, and resource use to raise visitor awareness of sustainable practices,
- involving 15 start-ups showcasing smart solutions in sport, health, and sustainability.

Regenerative value assessment: Energy consumption was reduced by 30% thanks to smart infrastructure management; more than 5,000 app users helped cut emissions by choosing sustainable routes (estimated savings of 10 tonnes CO_2); over 1,200 people participated in workshops on smart technologies and sustainability; and a long-term data set was created to support the optimisation of future events and urban policies.
The event successfully demonstrated how sport and smart technologies can work together to create a sustainable, connected, and health-friendly urban environment.

KT 16.1.11.2.
SDG11: Sustainable cities and communities / Local charm

Example 1: Educational workshop

To deepen collaboration and foster more active resident involvement in tourism development in the capital, an educational workshop was organised for the entire tourism industry, led by a world-renowned expert in participatory tourism. Participants analysed best practice cases from European cities where community involvement in tourism has already delivered concrete results.
In group work, participants developed practical proposals for implementation in the local context. Among the most prominent ideas were vouchers for residents, funded by tourist taxes, which residents could use for community projects aimed at improving quality of life (e.g., public space improvements, cultural programmes, sustainability projects).

Regenerative value assessment: Workshop cost: 4,500 EUR; 85 participants from the tourism industry, local authorities, and NGOs; six concrete project proposals developed for community involvement in tourism; agreement to continue cooperation through the establishment of a dedicated working group for participatory tourism; survey results: 92% of participants said the workshop increased their understanding of the importance of local community involvement;

The goal for next year: pilot introduction of a voucher system involving at least 1,500 residents and funding at least 10 community projects.

Example 2: Educational workshop on sustainable sports development

To deepen collaboration and encourage more active resident involvement in developing urban sports activities, an educational workshop was organised for sports associations, clubs, and municipal departments, led by an internationally recognised expert in sustainable sport and community engagement. Participants analysed examples of good practice from European cities where sport has become a key tool for strengthening communities and supporting sustainable development.
In group sessions, participants developed concrete proposals for involving local residents in sports activities. Among the standout ideas were “sports vouchers” for residents, which could be used for free training sessions, access to sports facilities, or support for community sports projects (e.g., pitch renovations and programmes for vulnerable groups).

Regenerative value assessment: Workshop cost: 5,200 EUR; 90 participants from sports organisations, municipal departments, and NGOs; seven concrete project proposals developed to increase community involvement in sport; agreement to set up a new working group for sustainable sports development and community collaboration; survey results: 89% of participants said the workshop improved their understanding of community-focused sport;

The goal for next year: pilot introduction of a sports voucher system involving 2,000 residents and funding at least eight community sports projects.

P3 – THE PLANET

KT 16.1.6.1.
SDG6: Clean water and sanitation / Clean drinking water

Example 1: International scientific conference

We provided all event participants with free access to clean and safe drinking water in the following ways:

- Drinking water was served in reusable cups,
- Two drinking fountains with running water were installed on-site,
- All 650 participants were given reusable water bottles.

Regenerative value assessment: Bottled water was banned at the event. If all 650 participants had consumed water from 0.5-litre plastic bottles, the carbon footprint would have been (source: Greenpeace Slovenia):

- Without recycling (kg CO_2e/bottle = 0.0910): 59.15 kg CO_2,
- With recycling (kg CO_2e/bottle = 0.0870): 56.55 kg CO_2.

Example 2: Sports event — Trail competition

We ensured all sports event participants had free access to clean and safe drinking water in the following ways:

- Water stations with jugs and tanks were set up at the start, finish, and along the course.
- Three drinking fountains were installed on-site for continuous access to drinking water.
- All 450 participants were given reusable 0.75-litre water bottles at registration.

Regenerative value assessment: Assuming each participant uses their reusable bottle at least 20 more times after the event, this represents a potential saving of 450 × 20 uses = 9,000 plastic bottles.
Avoided carbon footprint (without recycling):
9,000 × 0.0910 kg CO_2 = 819 kg CO_2.

KT 16.1.6.2.
SDG6: Clean water and sanitation / Protecting water

Example 1: World scientific conference

As organisers, we required the venue to equip all taps in the toilets with advanced CWS SmartWash devices. This innovative, touch-free handwashing station improves hygiene and reduces resource consumption. Its key features:

- Soap dispensing — sensor-activated, automatic soap dosing,
- Water dispensing — sensor-activated water flow for rinsing,
- Final rinse — the entire cycle is optimised for sustainable use of water and soap.

Regenerative value assessment: The largest share of water use at our events typically comes from sanitation facilities. By using CWS SmartWash, we reduced water consumption for handwashing by as much as 90%, significantly easing the burden on water resources and lowering environmental impacts. Additionally, digital usage monitoring ensured consistently high hygiene standards and encouraged sustainable habits among participants.

Example 2: Sports event in a natural park

The event was organised in an area with limited access to public utilities, so we selected an eco-friendly solution — dry (composting) toilets. These toilets operate without water and use natural processes to turn human waste into compost. They are equipped with systems to separate liquid and solid waste, using natural materials (e.g., sawdust, peat) to accelerate composting. Participants were informed about their use through information boards and on-site volunteers.

Regenerative value assessment: By using composting toilets over three event days (800 participants × average 3 visits/day), we saved approximately 21,600 litres of water (based on an average of 3 litres per flush). Beyond this direct saving, we supported closed-loop material cycles, as the processed waste will be used as compost to restore local degraded areas. The event was thus conducted in the spirit of the circular economy, setting an example of sustainable resource management.

KT 16.1.12.
SDG12: Responsible consumption and production / Local products and services

Example 1: National conference

For the organisation and delivery of the conference, we strictly followed the principle that all service providers and suppliers were of 100% local origin. This included all aspects — from technical support and catering to performers in the cultural programme, all drawn from the local area.

Regenerative value assessment: The total value of services and products procured amounted to 35,000 EUR. By sourcing entirely from local businesses and creators, we directly strengthened the local meetings industry, helped preserve jobs, and stimulated further development of the local offering. Beyond the economic impact, involving the local community also enhanced the social and cultural value of the event.

Example 2: Cycling marathon

In organising the cycling marathon, we committed to the principle of local sustainability, involving only local suppliers and providers. This covered all key elements — from local sports clubs handling technical support and course safety, to catering, accommodation, and side entertainment programmes led by local groups.

Regenerative value assessment: The total value of procured services and products was 48,000 EUR. This directly boosted the local economy, particularly in hospitality, tourism, and sports infrastructure. In addition to the economic impact, the focus on local partnerships strengthened community ties and created a platform for long-term collaboration between sports clubs, businesses, and the municipality, contributing to the sustainable development of the region.

KT 16.1.13.1.
SDG13: Climate action / Measuring the event's carbon footprint

Example 1: World conference of an international association

At the event, we accurately measured the carbon footprint using the Planet Positive Event tool, in accordance with the GHG protocol (Scopes 1, 2, and 3) and ISO 14064 (Parts 1—6) covering the entire event life cycle.

Regenerative value assessment: The use of Planet Positive Event allowed us to conduct carbon offsetting totalling 6,850 EUR. These funds were allocated to projects under the Ljubljana Positive Footprints scheme.

Example 2: Local marathon

For the largest running event in Slovenia, we comprehensively measured the carbon footprint using the Planet Positive Event tool. Measurements were carried out in line with the GHG protocol (Scopes 1, 2, and 3) and ISO 14064 (Parts 1—6), with a focus on logistics, participant transport, and use of temporary infrastructure.

Regenerative value assessment: The Planet Positive Event tool enabled us to precisely calculate the event's environmental impact. Carbon offsetting totalling 8,500 EUR was directed to projects supporting urban greening and promoting sustainable mobility under the Ljubljana Positive Footprints scheme.

KT 16.1.13.2.
SDG13: Climate action / Education about climate measures

Example 1: Partners' meeting

The partners' meeting was primarily aimed at promoting the sustainable transformation of the entire tourism sector. The event addressed the most pressing topics in this field, with sustainability and regeneration as the central theme.

Regenerative value assessment: While a quantitative assessment is challenging, the long-term effects include systemic changes in business models, reduction of negative environmental impacts, and creation of added value for local communities and the natural environment. Among other outcomes, the event initiated collaborations between companies to reduce waste, promote material reuse, and lower the carbon footprint of tourism services. If this results in the creation of ten jobs, the average contribution to local GDP can be estimated at ~20,000 EUR/year per person = 200,000 EUR in annual economic benefits.

Example 2: Football association meeting

The meeting of the football association was dedicated to exploring how football can become more nature-friendly. Discussions included reducing waste, saving energy, and encouraging fans to attend matches by bus or bicycle. The main focus was on how football can help fight climate change.

Regenerative value assessment: Twenty football clubs began regularly educating players, coaches, and fans on environmental protection, reaching around 5,000 informed individuals annually. All clubs committed to cutting plastic use by 50% at matches and implemented effective waste sorting systems, resulting in around 10 tonnes less plastic per year.

KT 16.14.1.
SDG14: Life below water / Plastic waste

Example 1: International business exchange

The event implemented a complete ban on plastic use, including replacing plastic-coated badges with cardboard ones and swapping plastic lanyards for string. In addition, participants were encouraged to refill their own water bottles, avoiding disposable plastic cups and bottles.

Regenerative value assessment: This practice prevented the use of approximately 700 plastic badges and lanyards and around 3,500 plastic cups and bottles, saving about 100 kg of plastic.
Furthermore, 115 companies at the event pledged to apply similar measures at their future events, creating the potential for significantly greater long-term reductions in plastic waste. The event reached over 1,000 participants, who were directly educated on the importance of reducing plastic, thus fostering behavioural change in the wider business community.

Example 2: International youth football tournament

At the international youth football tournament, a strict "zero waste" policy was introduced for the first time. All visitors were required to use returnable packaging, and water stations were provided instead of plastic bottles and cups. Players received sustainable kits (recycled materials for jerseys and bags), and educational materials on environmental protection were distributed.

Regenerative value assessment: This measure prevented the use of approximately 5,000 plastic bottles and 3,000 plastic cups, saving around 150 kg of plastic at a single tournament. Thirty-two teams adopted the practice of reusing kits for multiple seasons, cutting demand for new kits by around 50% over time. More than 800 young athletes, their coaches, and parents were directly engaged in sustainability education, encouraging long-term behavioural change across the community.

KT 16.15.1.
SDG15: Life on land / Direct pollution

Example 1: Business event

The event was held in an indoor venue dedicated to event organisation. The chosen venue complies strictly with regulations on chemical, noise, and light pollution, providing a safe and sustainable environment for participants. In addition, the venue uses energy-efficient lighting (LED), water-saving systems and has a waste separation programme.

Regenerative value assessment: By strictly adhering to regulations, the event reduced environmental risks, such as excessive light or noise pollution, positively impacting the quality of life in the surrounding area. The event included a short presentation on the venue's sustainable practices, raising awareness among all 500 attendees about the importance of choosing sustainable locations. Twenty participating companies committed to selecting certified, eco-friendly venues for their future events, promoting sustainable business practices across the events industry.

Example 2: Coaches' seminar

The seminar took place in a sports complex known for its commitment to sustainable and environmentally friendly practices. The complex uses energy-efficient LED lighting on all fields, has modern rainwater harvesting systems for irrigation, and actively limits light and noise pollution, particularly important due to its proximity to a nature park.

Regenerative value assessment: Thanks to rainwater collection, water consumption for irrigation during the event and preparation activities was reduced by about 60%, saving over 120,000 litres of drinking water. The complex uses electric vehicles for staff and equipment transport, reducing CO_2 emissions by approximately 500 kg compared to conventional vehicles. The seminar involved 350 coaches who received training on sustainable sports facility management and measures to reduce football's environmental impact (e.g., smart lighting management, plastic reduction, equipment reuse).

KT 16.15.2.
SDG15: Life on land / Ecosystem pollution

Example 1: Professional association meeting

The event was held in an indoor venue chosen carefully to avoid negative environmental impacts or interference with sensitive ecosystems.

Regenerative value assessment: Although the value is difficult to express in euros, this measure holds significant environmental importance. The organiser consistently follows a policy of hosting events only in purpose-built venues, actively avoiding protected areas, particularly Natura 2000 sites. This reduces long-term pressure on sensitive natural habitats and supports biodiversity conservation while also ensuring income for local suppliers.

Example 2: Mountain trail running event

The mountain trail event took place on designated and officially permitted trails outside protected natural areas. The organisers paid special attention to environmental protection: littering along the course was strictly prohibited, additional waste separation bins were installed, and biodegradable trail markers were used.

Regenerative value assessment: Although the direct monetary value is hard to quantify, the event had a significant positive impact on the conservation of natural ecosystems. The organisers' careful route selection prevented potential damage to sensitive habitats and avoided Natura 2000 sites. After the event, a comprehensive clean-up operation was conducted, removing around 200 kg of waste from older, unofficial trails nearby, contributing to environmental improvement. The event also involved local food and beverage suppliers, generating additional income for the local community of around 15,000 EUR. This demonstrated that outdoor sports events can not only reduce their environmental impact but also actively contribute to nature conservation.

P4 – PEACE

KT 16.1.16.1.
SDG16: Peace, justice and strong institutions / Degrowth

Example 1: Business marketplace

The organisers deliberately limited the number of participants to ensure a high-quality experience while maintaining balance with the destination's carrying capacity. The number of exhibitors was limited to 130, allowing for better networking conditions and efficient meetings while reducing pressure on local infrastructure and the environment. This approach proved essential for the sustainable management of both the event and the venue.

Regenerative value assessment: 97% of exhibitors said they would recommend participation to their colleagues, indicating a strong positive impact on satisfaction and business outcomes. By limiting participant numbers, transport, accommodation, and logistics emissions were reduced by approximately 20%, representing an estimated reduction of about 15 tonnes of CO_2 compared to similar events without limits. Lower participant numbers also eased the burden on local infrastructure (e.g., water supply, waste management), which helps preserve local residents' quality of life. The event has become a best-practice example in the industry.

Example 2: Annual marketing conference

The conference was designed on the principle of "less is more," aiming for a minimal material footprint, a focus on content quality, and support for the local community. The event was held without promotional gifts or printed materials — all content was provided exclusively in digital form. Instead of conventional catering packages, the food offering was developed in collaboration with local producers using seasonal, sustainably sourced ingredients. Attendance was limited to reduce environmental impact and enhance the quality of interaction.

Regenerative value assessment: Skipping promotional gifts (1,000 items) saved approximately 300 kg of plastic and other packaging. Digitalising materials (10,000 pages) reduced emissions by around 500 kg CO_2. Collaboration with local food providers generated around 15,000 EUR in local revenue and cut transport-related emissions by an estimated 1,200 kg CO_2. Twenty companies announced plans to change their marketing policies after the event (e.g., reducing physical promotional materials), which will contribute to significant long-term reductions in material use across the industry.

KT 16.1.16.2. SDG16: Peace, justice and strong institutions / Ban on violence

Example 1: Business meeting

The event was conducted in full compliance with a zero-tolerance policy towards all forms of violence against participants, including psychological, physical, sexual, and economic violence. The organisers ensured a safe and inclusive environment, with clear procedures for reporting and addressing any violations.

Regenerative value assessment: Although this outcome is difficult to express in euros, its long-term impact is significant. The event contributed to raising safety and respect standards in the business environment and aligned with Ljubljana Tourism's strategy for sustainable and socially responsible event management. This type of practice builds participant trust over time and encourages the entire industry to adopt higher ethical standards.

Example 2: International conference on equality and workplace safety

The event introduced a formal safety policy tool (e.g., Code of Conduct and reporting procedures), and organisers provided training for all 500 participants and staff on recognising and preventing violence.

Regenerative value assessment: Five hundred individuals received training, strengthening safety culture within their home organisations. After the event, 50 companies began introducing their own internal zero-tolerance policies, influencing thousands of employees. Companies adopting these practices reported a 15% reduction in harassment cases and a 10% drop in staff turnover within a year, leading to measurable savings (e.g., the average cost of replacing an employee can range from 5,000—10,000 EUR).

P5 – PARTNERSHIPS

KT 16.1.17.1.
SDG17: Partnerships for achieving goals / Strong public–private partnerships

Example 1: Annual partners' meeting

The event organiser brings together around 200 partners, including hotels, restaurants, tourism service providers, cultural institutions, sports organisations, and other key stakeholders. Together, they contribute to the development, quality, and promotion of Ljubljana as an attractive tourist destination. The event represents the culmination of a successful public–private partnership that fosters cooperation, knowledge exchange, and the creation of shared sustainability strategies for the future.

Regenerative value assessment: The event strengthens stakeholder collaboration, reflected in improved service quality, joint marketing campaigns, and more efficient management of the city's tourism offering. Over the long term, such partnerships contribute to stable economic development, community enhancement, and sustainable tourism growth.

Example 2: Sports association awards ceremony

The event brought together 120 partners from various sports clubs, federations, municipal bodies, and the private sector. The main goal was to strengthen public–private partnerships for developing high-quality sports programmes, improving infrastructure, and promoting the city as a leading sports destination. In addition to the awards ceremony, the event included workshops on sustainable sports event management, discussions on the importance of community involvement, and the design of new joint projects.

Regenerative value assessment: After the event, eight clubs signed agreements for the shared use and maintenance of sports facilities, cutting management costs and increasing facility utilisation by approximately 30%. Five sports centres launched rainwater collection projects for pitch irrigation, saving about 500,000 litres of drinking water per year. A "Sport for All" programme was launched, providing free sports activities for 1,200 children from socially disadvantaged backgrounds, thereby improving access to sport and promoting a healthy lifestyle.

KT 16.1.17.2. SDG17: Partnerships for achieving goals / Membership in expert and other interest associations

Example 1: Business marketplace

The organisers of the business marketplace have collaborated for many years with over 10 international media outlets and numerous professional associations. These partnerships significantly strengthen the event's reputation and deliver concrete business benefits. All partners are offered benefits and discounts for participation, which fosters greater accessibility and creates a more inclusive environment.

Regenerative value assessment: The value of free advertising provided by media partners over the past 18 years totals 2,576,863 EUR. Collaboration with professional associations in the same period has generated an additional promotional value of 1,830,905 EUR. In addition to the direct financial benefit, these partnerships have greatly enhanced the destination's visibility at both the international and local levels. Such long-term synergies have a lasting impact that is difficult to quantify financially but clearly exceeds the invested resources many times over.

Example 2: International sports festival

The organisers of the sports festival have actively collaborated with numerous national and international sports associations, federations, and organisations for several years, such as European Athletics, local sports federations, and NGOs in the field of sustainable development. These partnerships are crucial for the event's technical support, organisational improvement, and enhanced reputation at home and abroad. Association members receive special benefits, such as discounted entry fees and access to exclusive content, which promotes greater participation and strengthens the sports community network.

Regenerative value assessment: The value of free advertising and promotional activities provided by partner media and sports associations over the past 10 years is estimated at approximately 1,950,000 EUR. Beyond financial impacts, the partnerships have significantly boosted the event's profile and the destination's promotion, reflected in a 25% growth in international participation over the past five years. Long-term benefits also include the development of sustainable sports practices and strengthened cooperation with local communities, which permanently enhances the city's sports-tourism offering.

P6 – EVENT IMPACT AND LEGACY

SHORT-TERM IMPACTS OF THE EVENT

- Number of new jobs created (e.g., temporary and permanent jobs linked to the event),
- Number of volunteers and participants involved (e.g., how many people actively contributed to event delivery),
- Value of free advertising and promotional activities provided by partners (in euros),
- Quantity of plastic use avoided (in kg or number of items, e.g., bottles, badges),
- Reduction of carbon footprint (measured in kg or tonnes of CO_2e using carbon footprint measurement tools),
- Number of participants arriving by environmentally friendly transport (e.g., on foot, by bicycle, or public transport),
- Water savings through sustainable solutions (e.g., litres saved using drinking fountains or composting toilets),
- Number of new partnerships and collaborations established as a result of the event,
- Number of participants from vulnerable groups included free of charge or at subsidised rates (e.g., children, pensioners),
- Quantity of surplus food donated or reduced (in kg or equivalent value in euros).

LONG-TERM LEGACY OF THE EVENT

- Strengthening sustainable development of the destination — long-term adoption of sustainable practices among local providers and in destination strategies,
- Infrastructure improvement — development or renovation of sports, cultural, and other facilities that remain in use long after the event.
- Strengthened local community — establishment of new programmes for including vulnerable groups, such as children from disadvantaged backgrounds,
- Commitment to a strong safety culture — long-term implementation of zero-tolerance policies on violence and adoption of internal codes that raise ethical standards,
- Development of professional knowledge — training of experts and volunteers that stays within the community and contributes to higher quality in future events,
- Environmental impacts — reduction of CO_2 emissions and other environmental effects, resulting in long-term changes in event organisation practices,
- Establishment of new partnerships — long-term collaborations between public and private stakeholders leading to new projects and joint initiatives,
- Improved accessibility of sports facilities — renovations enabling access for all, including persons with disabilities,
- Enhanced destination promotion — sustained international visibility that attracts new visitors and investments,
- Promotion of healthy lifestyles — long-lasting sports and health initiatives that remain in the community and contribute to public health.
- ...

INSTEAD OF A CONCLUSION

Volleyball AST is an advanced tool for the sustainable transformation of events powerd by Planet Positive Event and Sport Media Focus. We are among the first globally to offer a comprehensive approach: easy measurement of carbon footprint, sustainability rating, regenerative impact assessment, preparation of the ESRS report, and certification. Our web application integrates all key phases — from data collection and carbon footprint calculation to assessment, certification, and independent verification — positioning us among the leading and trusted tools both domestically and internationally. Our goal is simple: to support organisers in creating more sustainable, responsible events in line with European standards and to inspire meaningful change.

FIVB
FÉDÉRATION INTERNATIONALE
DE VOLLEYBALL

Volleyball
World