



GREEN ACTION PLAN

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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

Enable easy access with public transport

Measure the carbon footprint of transport

Reduce carbon footprint

Reduce unnecessary travel

Calculate the carbon footprint of mobility

MEASURE

We decided on the event venue based on its accessibility by public transport.

The application form for the event requires the participant to list the means of travel for data collection.

We prepared guidelines for reaching the venue sustainably and forwarded them to participants via email.

Most meetings with subcontractors have been and will be conducted online.

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

Define key measures of the event's Green Pact

Get acquainted with the key criteria of »Planet Positive Event«

Prepare an action plan

Appoint a green leader

Offer training for employees and subcontractors

MEASURE

We accepted and identified seven key areas of measures of the Green Pact.

During the preparations, key negative impacts on the environment and society were identified, and all key groups were informed (venue, participants, partners and sponsors).

We established a green action plan for the event, identifying key steps toward the sustainable transformation of the event.

For the sustainable transformation, we choose the Planet Positive Event and the leader of the Planet Positive Event project, Gorazd Čad.

All partners and subcontractors of the project have been trained beforehand to carry out the measures relevant to their role.

KT3 COMMUNICATION

GOAL

Promote Conventa's sustainable strategy

Communicate with the local community

Ambassadors of the EU Climate Pact

Make a final sustainability report

Sustainable content on the website

MEASURE

The event will be used to promote the sustainable measures of Conventa through various communication tools.

We will invite representatives of non-governmental organisations Umanotera and Zerowaste to share information about the positive outcomes via their channels.

We will invite all twelve European Climate Ambassadors.

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.

The website will include information about the sustainable event organisation in an open code format.

KT5 VENUE

GOAL

Measure the carbon footprint of the venue

Ban plastic

Collect waste separately

Train employees

MEASURE

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).

The venue will be required to ban all use of plastic.

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.

Together with the venue, we will train the employees of the venue and event agency.

KT8 FOOD AND BEVREAGE

GOAL

Measure the carbon footprint of catering

Ensure climate-friendly catering

Manage food waste

Collect data about special dietary requirements

Opt for reusable cutlery and service set

MEASURE

Detailed data regarding the carbon footprint will be collected from and in cooperation with the catering partner (energy, water, waste).

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).

In cooperation with the catering partner, we will document the amount of food waste and establish a plan to reduce waste.

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.

We will ensure that the catering opts for mostly reusable cutlery and service sets (90%).

KT10 ACCOMMODATION

GOAL

Carbon footprint

Choice of hotel

Accessibility

Informing the guests

Use of plastic

MEASURE

The hotels will provide qualitative and quantitative data to measure the carbon footprint in at least four key areas (energy, water, waste and mobility).

The official hotels of the event are those in the city centre with a minimal distance from the venue (Center Rog/Ljubljana Castle).

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.

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.

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

Responsibility towards employees

Responsibility towards partners

Responsibility towards participants

Responsibility towards the local community

Data protection

MEASURE

As the organisers, we are obliged to treat all employees fairly, and equally and compensate them accordingly.

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.

As the organisers, we vow to offer an equal chance of participation to all potential participants and ensure no discrimination.

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.

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

Energy use

Plan for energy reduction

Basic energy-saving measure

Awareness

Renewable sources

MEASURE

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.

In coordination with the venue (Center Rog/Ljubljana Castle), we will establish a plan to reduce the amount of used energy.

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)

All participants will be actively encouraged to save energy with the help of the Planet Positive Event exhibition.

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

Prevention of waste

Reuse

Recycle

Subcontractors'
commitment

Measure the amount of
waste

MEASURE

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.)

At the event, we will reuse at least five event elements (stage equipment, exhibition equipment, props, packaging, etc.)

At the event, we will ensure a separate collection of waste that allows further recycling (a minimum of three categories).

We will enter into contracts for reducing waste at the event with all partners and suppliers.

We will measure the exact amount of generated waste at the event.

KT15 WATER

GOAL

Access to drinkable water

Efficient management
of venue — Center Rog/
Ljubljana Castle

Employees

Measuring water use

Plastic water bottles

MEASURE

We will encourage drinking tap water, with participants having the option to refill their water bottles at the event.

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 and subcontractors will be supplied with instructions on how to save water.

At the event, we will measure the use of water with a detailed questionnaire on water use.

At the event, the use of single-use plastic bottles and plastic cups will be banned.

KT16 REGENERATIVE MEASURES

GOAL

Guide for organising
sustainable events

Calculating regenerative
effects

Sustainable transformation
among participants

MEASURE

After the event, key findings and insights will be collected into a guide for organising the 10th Conventa Crossover in 2025.

Using the ›Planet Positive Event‹ methodology, we will measure the regenerative effects of the event.

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 subcontractors
- 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 ● Star 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

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>

