



# GREEN PLEDGE

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## CONVENTA CROSSOVER'S GREEN PLEDGE

The Conventa Crossover festival has been the central meeting point for professional event organisers and creative minds in Europe for the past nine years. It has become one of the most relevant platforms for fostering creative discourse within the meetings industry.

Across the world, millions of events take place daily, generating a considerable carbon footprint of events. That is why event organisers should always consider whether the positive effects of events outweigh the detrimental effects. Our responsibility is to organise future events with the lowest possible carbon footprint. The ecosystemic and social price for irresponsible event organising will affect future generations.

Our guiding principle when organising Conventa Crossover is to satisfy the needs of attendees while reducing our carbon footprint and other detrimental environmental effects. In addition, we strive to leave the destination and event venue in a better state than before organising the event by developing new, innovative, sustainable solutions for Ljubljana's meetings industry.

Following Conventa's sustainable policy, we will organise Conventa Crossover by following the principles of sustainable event organising according to the Planet Positive Event methodology. That way, we will ensure the event is organised holistically during all phases where attendees, partners, suppliers and employees are included.

Conventa's sustainable policy manages this field in detail. You can read more about it [here](#).

As the event organisers, we pledge to organise the event sustainably. To that end, we will create a Green Action Plan, defining our goals and measures in the following fields of Planet Positive Event's criteria:

**KT1 – Mobility**

**KT2 – Project management**

**KT3 – Communication**

**KT5 – Event venue**

**KT8 – Food and beverage**

**KT10 – Hotel accommodation**

**KT11 – Social responsibility**

**KT13 – Energy**

**KT14 – Waste**

**KT15 – Water**

**KT16 – Regenerative effects**

The organisers, partners, event attendees and media representatives play a central role in minimising the detrimental effects of Conventa Crossover while multiplying the event's positive regenerative effects. That is why we invite you to join us on our journey.

We adopted transformative activities according to Conventa's 7R model to encourage you to act sustainably:

### RETHINK

We respect legislation and rules, purchase responsibly, advocate sustainability and use the event's recognition to promote events responsible towards the environment, society and attendees.

### REDUCE

We encourage sustainable mobility, reduce and separate waste, digitalise the event and strive to make it energy-efficient.

### REUSE

We prioritise reusable equipment, furniture and scenographic elements, selecting existing venues and measuring the effects of reuse.

### RECYCLE

We reduce the use of paper and strictly recycle all waste by ensuring smart management of catering and waste food and eliminating non-local food.

### REFUSE

We do not allow any discrimination regardless of gender, sexual orientation, race, religion, belief, culture or condition.

### RECREATE

We openly share the knowledge gained at the event and prepare an overview of new business models in event organising, content and sustainable organisation based on analyses.

### REGENERATE

We systematically encourage regenerative measures at the event and pledge to meet at least 50% of the 40 criteria.

# Conventa's 7R model



We pledge to prepare detailed instructions for all 7R activations that will lead our attendees to act responsibly.

Last but not least, we promise to precisely measure the carbon footprint of Conventa Crossover 2024 and prepare goals to reduce it based on acquired data. The carbon footprint will be calculated with the help of the Planet Positive Event calculator, enabling us to measure the event's emissions in accordance with the GHG Protocol (Scope 1, 2 and 3) and the ISO 14064 (1-6) Standard for the event's entire lifecycle.

