

GREEN ACTION PLAN – SWITCH (Planet Positive Event)

The green team of **Planet Positive Event** has prepared a Green Action Plan for the organization of the first edition of SWITCH.

With the Green Action Plan, we commit to hosting the event in an environmentally, socially, and ethically responsible manner, in line with best sustainability practices. We will achieve this by implementing our own Planet Positive Event methodology, which ensures a holistic approach to the sustainable transformation of the event in the following areas:

KT1 – MOBILITY

Goal:

Reduce transport-related emissions and promote sustainable travel choices among SWITCH participants.

Measures:

- Prioritize venue centrality and accessibility by public transport.
- Provide speakers and participants with clear guidance on accessibility and sustainable travel options.
- Encourage carpooling and rail travel for international speakers and participants.
- Collect mobility data via registration to calculate the mobility carbon footprint using the PPE methodology.
- Reduce unnecessary trips by organizing all preparatory meetings online.

KT2 – PROJECT MANAGEMENT

Goal:

Ensure sustainability is embedded in all organizational decisions.

Measures:

- Integrate SWITCH sustainability commitments into the Green Event Pledge.
- Appoint one green manager for PPE implementation.
- Ensure over 80% of organizing and coordination meetings are held online.
- Train staff, speakers, and key suppliers on Planet Positive Event criteria and sustainability expectations.

KT3 – COMMUNICATION

Goal:

Actively involve participants in sustainability actions before, during, and after SWITCH.

Measures:

- Communicate the SWITCH action plan clearly on the event website.
- Use only digital communication pre-event (registration, agenda).
- Provide participants with practical sustainability recommendations (“How to be a Planet Positive SWITCH participant”).
- Highlight sustainability actions in media communication.
- Publish the post-event PPE report on the website & share key findings with attendees.

KT5 – EVENT VENUE

Goal:

Minimize environmental impact through responsible venue management.

Measures:

- Select a venue with energy-efficient systems and existing sustainability practices (Center Rog)
- Measure the venue’s energy and resource use where possible.
- Prohibit single-use plastics in all event areas.
- Ensure clear waste separation points with visible signage.
- Use existing venue equipment and avoid unnecessary rentals.

Expected result:

Reduced resource consumption and improved waste management at the event site.

KT8 – FOOD & BEVERAGES

Goal:

Deliver climate-friendly catering aligned with Planet Positive principles.

Measures:

- Offer primarily plant-based catering options using seasonal and local ingredients.
- Collect dietary preferences in advance to prevent food waste.
- Use reusable dishes and cutlery (minimum 90%).
- Measure and document food waste in collaboration with the catering provider.

Expected result:

Lower catering-related emissions and minimal food waste.

KT14 – WASTE

Goal:

Prevent waste and maximise reuse and recycling efforts.

Measures:

- Avoid giveaways; focus on knowledge and experience instead.
- Use reusable branding elements and signage.
- Separate at least three waste fractions (paper, packaging, bio-waste).
- Measure total waste generated during the event.

Expected result:

Reduced waste generation and higher recycling rates.

KT6 – REGENERATIVE EFFECTS

Goal:

Ensure SWITCH creates positive, long-term environmental and social impact beyond the event itself.

Measures:

- Integrate program content focused on SDGs, circular economy, and regenerative innovation.
- Ensure gender-balanced representation among speakers and moderators.
- Maximise inclusiveness by providing discount codes for students.
- Encourage participants to commit to at least one post-event sustainability action (“My SWITCH Action”).
- Calculate regenerative effects using the Planet Positive Event methodology.

**Expected result:**

SWITCH acts as a catalyst for real-world sustainability transformation, not just a low-impact event.