

# GREEN ACTION PLAN

For Conventa 2025

The green team of Conventa has prepared a Green Action Plan for the organization of the 17<sup>th</sup> edition of the leading boutique trade show in Europe- Conventa. 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 the **Planet Positive Event** methodology, which ensures a holistic approach to the sustainable transformation of the event in the following areas:

FIELD	GOAL	MEASURE
<b>KT1: MOBILITY</b>	Enabling accessibility by public transport, cycling or walking.	We picked venues that are very easily accessible with public transport, cycling, or simply walking.
	Measuring the carbon emissions from transport	We will collect the data from the participants and suppliers on the types of transportation they will use to come to and from the event in order to calculate the carbon emissions.
	Lowering the carbon emissions	We prepared extensive instructions for sustainable access to all the hotels and venues, with steps and calories included, and we have shared it on our website, as well as in our communication with the participants.
	Sustainable transport options	In the invitation to hosted buyers, we offered travel by train or by bus as an alternative to flight, in order to achieve more sustainable mobility.
	Reduction of transport needs	The majority of meetings with suppliers we did, and continue to do online.
	Carbon calculation of the event's mobility	With the help of the collected data from the participants and suppliers, we will calculate the carbon emissions of the mobility very accurately.
<b>KT2: PROJECT MANAGEMENT</b>	Defining key measures in the Green Event Pledge	For the event, we adopted a green commitment in which we defined key areas of action.
	Understanding the key criteria of "Planet Positive Event"	During the event preparation phase, we identified the major environmental and social impacts of the event (criteria) and will inform all key stakeholders (venue, event agency, catering, etc.) about them.
	Preparation of the action plan	We have developed a green action plan for the event, in which we defined key steps by criteria for the sustainable transformation of the event.
	Appointing a Green manager	We have appointed a responsible person for the sustainable transformation of the event.
	Training employees and subcontractors	Before the event, we will train all employees and subcontractors on the measures related to their workplace or function.
<b>KT3: COMMUNICATION</b>	Promotion of the sustainability strategy	We will use various communication tools to promote sustainability measures during the event.
	Final sustainability report	After the event, we will prepare a sustainability report in collaboration with Planet Positive Event, which will include information on the economic, environmental, social, and governance impacts and results of the event.
	Sustainability content on the website and social media	We will publish open-source sustainability information about the event on the website and social media profiles.

<b>KT5: VENUE</b>	Measure the carbon footprint of the venue	The venues 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 venues 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. Additionally, at the main event, the waste will be weighted in front of the participants, showcasing the effects of an event of such size directly in terms of waste.
	Train employees	Together with the venues, we will train the employees of the venues and event agency.
<b>KT8: FOOD AND BEVERAGE</b>	Measure the carbon footprint of catering	Detailed data regarding the carbon footprint will be collected from and in cooperation with the catering companies in regard to energy, water, and waste.
	Ensure climate-friendly catering	The overall food 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 partners, we are planning very accurately the amount of food in order to reduce food waste. A plan for the potential food waste will be in place.
	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 reusable cutlery and service sets.
<b>KT10: ACCOMMODATION</b>	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 venues (Union/Cankarjev dom/GR).
	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. Hostesses will take all the guests from the hotels on a walking tour to the venues.
	Use of plastic	All official hotels will be encouraged to ban the use of plastic and spread awareness using a document Be Smart & Green Conventa partner.
<b>KT11: SOCIAL RESPONSIBILITY</b>	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).
<b>KT13: ENERGY</b>	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 venues (Union hotel/Cankarjev dom/GR), 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).
<b>KT14: WASTE</b>	Prevention of waste	At the event, measures will be taken to prevent as much waste as possible (reusable and recyclable cups, access to drinkable water on taps, etc.)
	Reuse	At the event, we will reuse at least five event elements (stands construction, 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 give recommendations for reducing waste at the event to all our partners and suppliers.
	Measure the amount of waste	We will measure the exact amount of generated waste at the event by weighing the different types of waste in person, and the participants can observe the waste measuring in real-time.
<b>KT15: WATER</b>	Access to drinkable water	We will encourage drinking tap water, with participants having the option to refill their water bottles at the event. Additionally, only glass water bottles will be provided.
	Efficient management of venue – Union hotel, Cankarjev dom, Gospodarsko Razstavisce	The venues 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.
<b>KT6: REGENERATIVE MEASURES</b>	Recycled lanyards	All the lanyards at the event are created from reused, recycled banners. The company that created them "Odpadnesh" is a highly socially responsible company that employs disadvantaged groups of the population, giving them a chance for earning a living.
	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 by providing education on the subject, exhibitions showcasing statistics and facts, and allowing them to learn all about sustainable transformation at the stand of the Planet Positive Event.
	Promoting sustainable products and services	We will give free exhibition stands to five sustainable companies that will promote their sustainable products and services.
	Free access for students	We will give free access to the event to students from Faculties of Tourism.
	Education on sustainability for local institutions and companies, marketing agencies and event agencies	Conventa 42 North will be an educational meeting for local companies and institutions. The speakers coming from different countries and companies will educate the locals on different topics, a lot of them connected to sustainability in the event industry.

## THE TIMELINE OF THE PLAN

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

3 February 2025	Establish the event's green pact (Planet Positive Event)
3 February 2025	Establish the event's green action plan (Planet Positive Event)
4 February 2025	Coordinate meeting in person with partners
7 February 2025	Establish sustainable guidelines regarding the venue
8 February 2025	Establish guidelines for target groups of the event
11 February 2025	Coordinate meeting over Zoom with subcontractors
11 February 2025	Collect additional suggestions for sustainable measures from partners and subcontractors
18-20 February 2025	Organise the event and measure the carbon footprint
24 February 2025	Submit completed carbon footprint forms with supporting documents
28 February 2025	Complete the "Planet Positive Event" matrix for eligibility
7 March 2025	Completion of the external assessment and preparation of the final report with the sustainability rating and preparation of the certificate