



PLANET POSITIVE EVENT

The world's most relevant
ESG event rating and
certificate

TEST EVALUATION



EVENT

Conventa 2025
Toleranca marketing d.o.o.

ORGANISER

Toleranca marketing d.o.o.
Štihova 4, 1000 Ljubljana, Slovenia
<http://toleranca.eu/>

Report number: PPE-AAT-20253101-0019

ABOUT THE EVENT ORGANISER

Toleranca marketing d.o.o.
Štihova 4 1000 Ljubljana, Slovenia
<http://toleranca.eu/>

ABOUT THE EVENT

Name of the event: Conventa 2025
Date of the event: February 18-20, 2025
Location of the event: Ljubljana, Slovenia
Number of attendees: 420
Structure of attendees:

TYPE OF EVENT

Live, Trade fair, exhibition

TOTAL CARBON FOOTPRINT OF CONVENTA 2025:
114.699,50 kg CO₂

FOOTPRINT SUMMARY OF THE EVENT	kg CO₂	%
CALC01: Project management and communication	447,65	0,39%
Carbon footprint generated by direct marketing	262,87	0,23%
Carbon footprint of websites and social media platforms	184,78	0,16%
CALC02: Event's energy use	4.683,46	4,08%
Project office	3.889,05	3,39%
Venues and temporary energy	557,06	0,48%
Catering	237,36	0,21%
Accommodation	0,00	0,00%
CALC03: Mobility	77.971,07	67,98%
Mobility of attendees	76.799,29	66,96%
Mobility of coworkers and suppliers	1.171,78	1,02%
CALC 04: Purchasing	158,68	0,14%
Purchasing services	158,68	0,14%
CALC 05: Event production	7.244,54	6,32%
Energy production and venue	7.244,54	6,32%
CALC 06: Event Waste and water	789,11	0,69%
Event waste	742,87	0,65%
Event water use	46,23	0,04%
CALC 07: Exhibition	841,62	0,73%
Exhibition materials	841,62	0,73%
CALC 08: Catering	7.563,37	6,59%
Food	6.685,95	5,83%
Beverages	859,92	0,75%
Furniture and decoration	17,50	0,02%
CALC 09: Hotel accommodation	15.000,00	13,08%
The carbon footprint of all overnight stays	15.000,00	13,08%
TOTAL EVENT CARBON FOOTPRINT	114.699,50	100.00%

**The calculation of the safety margin for Conventa 2025 amounts to 3,01.*

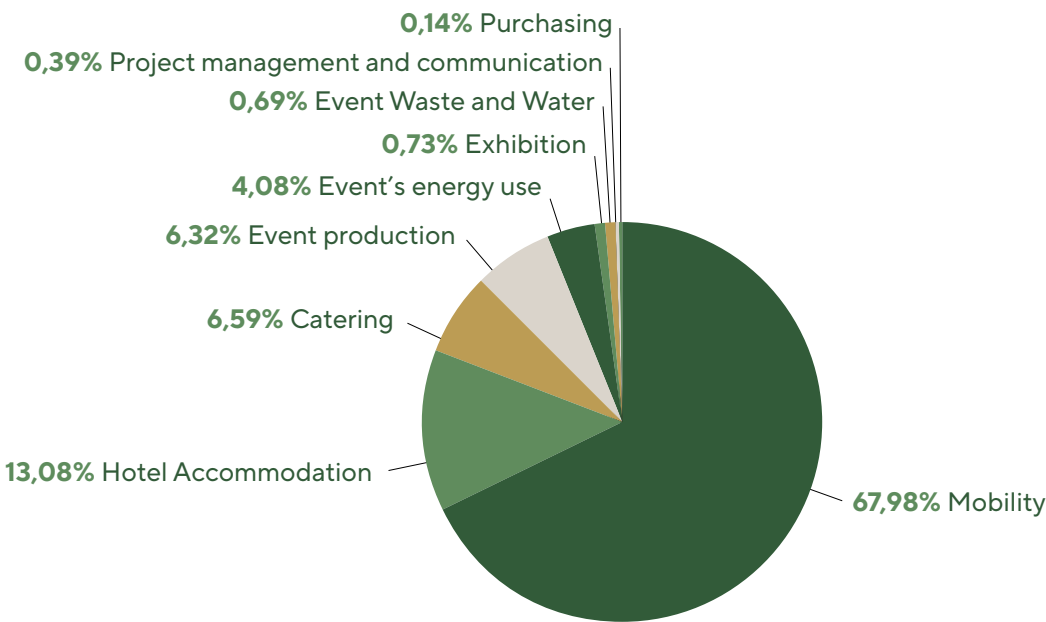
It is based on an average mark that measures the accuracy of collected data in line with the following marks:
highly accurate = 5, moderately accurate = 3, and inaccurate = 1.

The threshold for an event's safety margin is 3.01 or:

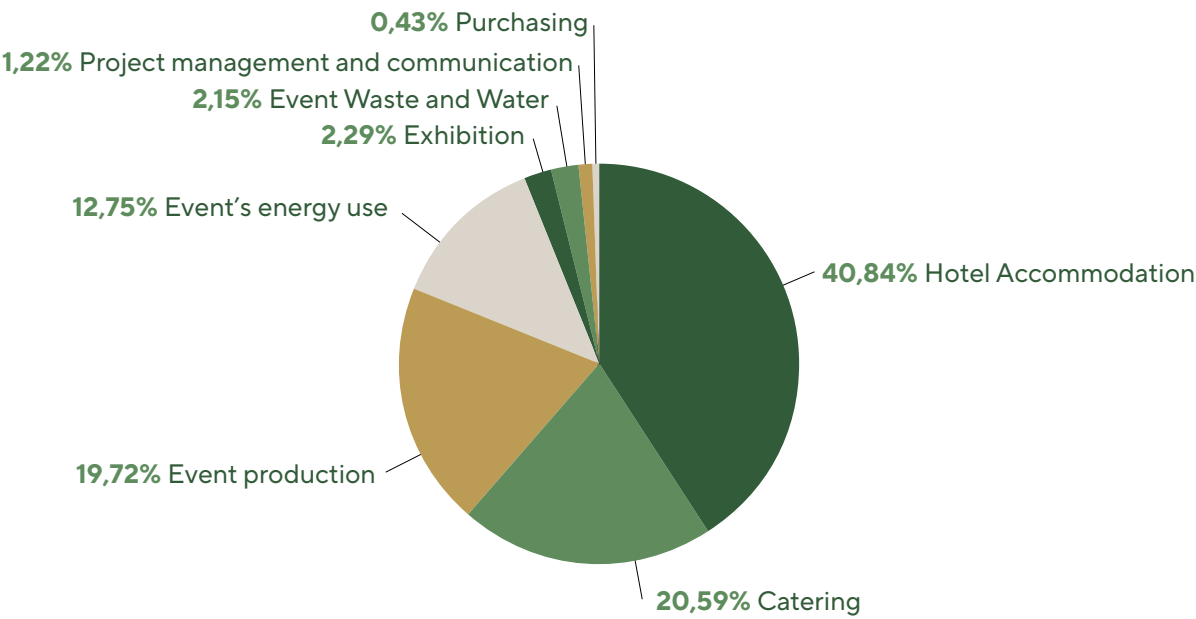
- +0 % Safety Margin, if more than 51% of acquired data about the accuracy of information is ranked as moderately accurate or highly accurate (a mark higher than 3.01)
- +5 % Safety margin, if more than 50% of collected information is moderately accurate or inaccurate (a mark lower than 3.00).

TOTAL EMISSIONS BY SOURCE

TOTAL EMISSIONS BY SOURCE - Mobility included
114.699,50 kg CO₂



TOTAL EMISSIONS BY SOURCE - Without mobility
36.728,43 kg CO₂



WHAT ARE THE EVENTS GHG SCOPES 1, 2 AND 3 CARBON EMISSIONS?

GHG SCOPES 1,2 AND 3 CARBON EMISSIONS	kg CO ₂	%
SCOPE 1 GHG EMISSIONS	4.495,38	3,92%
Project management and communication	447,65	0,39%
Energy use in the project office	3.889,05	3,39%
Waste in the project office	0,00	0,00%
Water use in the project office	0,00	0,00%
Purchasing services	158,68	0,14%
SCOPE 2 GHG EMISSIONS	794.42	0,69%
Venues	557,06	0,48%
Catering	237,36	0,21%
Accommodation	0,00	0,00%
SCOPE 3 GHG EMISSIONS	109.409,7	95,39%
Attendee mobility	76.799,29	66,96%
Mobility of coworkers and suppliers	1.171,78	1,02%
Event production	7.244,54	6,32%
Event waste	742,87	0,65%
Event water use	46,23	0,04%
Exhibition materials	841,62	0,73%
Catering - food	6.685,95	5,83%
Catering - beverages	859,92	0,75%
Furniture and decoration	17,50	0,01%
Carbon footprint of all overnight stays	15.000	13,08%
OVERALL CARBON FOOTPRINT	114.699,5	100.00%

114.699,5 kg OF CARBON DIOXIDE equals:



The annual CO₂ emissions of **11,14** Slovenians.



The production of **52.371,79** beef steaks (150 g production).



The CO₂ absorption of **126,17** cubic metres of trees.



56.718,91 litres of gasoline consumption.



114.699,50 litres of milk production.



819.872,06 km of driving a car.

THE EVENTS CARBON FOOTPRINT VALUE IN €

Total carbon footprint: 114.699,5 kg CO₂
EU ETS price: 70,42 EUR (per May 20, 2025 - EU Emissions Trading Scheme prices)

COST OF CARBON OFFSET: 8.078,01 €

Source: https://climate.ec.europa.eu/eu-action/eu-emissions-trading-system-eu-ets_en

PARTICIPANT FOOTPRINT SCALE



PLANET POSITIVE EVENT ECOLABEL

Event: Conventa 2025

Number of participants: 420

Total event hours: 22

☐ Short Meeting, 2 hours

☐ Half Day Meeting, 4 hours

☐ Full Day Meeting, 8 hours

☒ Two-day or multi-day meeting (estimate the number of hours)

Total carbon footprint of event: 114.699,5 kg CO₂

Carbon footprint per event participant/hour: 12.41 kg CO₂e/participant/hour

Carbon footprint per event participant: 273.09 kg CO₂e/participant

A Bellow 10 kg CO₂e/participant

B 11 – 44 kg CO₂e/participant

C 45 – 79 kg CO₂e/participant

D 80 – 114 kg CO₂e/participant

E 115 – 149 kg CO₂e/participant

F 150 – 184 kg CO₂e/participant

G 185 – 219 kg CO₂e/participant

H over 220 kg CO₂e/participant

H 273.09 kg CO₂e

SCOPE 1
4.495,38 kg CO₂
3,92%

SCOPE 2
794.42 kg CO₂
0,69%

SCOPE 3
109.409,7kg CO₂
95,39%

Event sustainability rating (from 1 to 5)*

Final Mark 4.03 ** BBB

*The threshold for acquiring a positive final mark is the overall mark of 2.61.

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Green pledge: Commitment to a Regenerative Future

At Conventa, sustainability is our core principle and the foundation of our vision. Through our 5R Model: Rethink, Reduce, Reuse, Recycle, Refuse, we are committed to continuously minimizing our environmental footprint while fostering long-term positive change for all stakeholders.

We recognize our responsibility toward individuals, society, and the environment. Therefore, our actions are guided by values that drive meaningful and lasting impact. As a testament to this commitment, we pledge to organize all events in alignment with the highest sustainability standards, embedding sustainability at every level of our operations.

We adhere to the principles of sustainable event management, following the Planet Positive Event methodology. This holistic approach ensures the seamless integration of sustainability into our event planning, engaging all stakeholders, including participants, partners, employees, and suppliers.

Our Key Sustainability Goals Are:

1. **Promoting Sustainable Mobility** – Encouraging attendees and partners to opt for environmentally friendly transportation.
2. **Water & Waste Reduction and Responsible Management** – Minimizing waste and water usage, optimizing waste separation, providing free access to clean drinking water, and prioritizing recycled and reusable materials.
3. **Digitalization & Resource Efficiency** – Reducing paper and energy consumption by prioritizing digital communication and promotion.
4. **Energy Efficiency** – Implementing energy-efficient solutions and collaborating with venues that align with sustainability best practices.
5. **Sustainable Food & Beverage Choices** – Sourcing local, seasonal, and organic ingredients while actively reducing food waste.
6. **Measuring & Improving Environmental Impact** – Continuously assessing the event's carbon footprint and implementing strategies for ongoing improvement.

Sustainability is a shared responsibility. By committing to sustainable principles, we can collectively shape a greener, more responsible future that minimizes negative environmental impact, fosters long-term beneficial effect, and creates lasting value for future generations.

Together with our partners, we uphold and live by these values, ensuring that sustainability remains the driving force behind our work and all Conventa projects.

Gorazd Čad, Director
On behalf of the Conventa Team

COMPLETION OF INDIVIDUAL EVENT CRITERIA

CT1 - Mobility 26 (5+21)

Final mark 4.40

CT2 - Project management 20 (7+13)

Final mark 4.40

CT3 - Communication 27 (7+20)

Final mark 4.70

CT4- Marketing 25 (6+9)

Final mark 5.00

CT5 - Event venue 35 (9+26)

Final mark 3.70

CT6- Exhibition 16 (5+11)

Final mark 3.70

CT7 - Purchasing and ordering products and services 20 (5+15)

Final mark 4.70

CT8 - Catering 20 (8+12)

Final mark 4.00

CT9 - Multimedia equipment and production 26 (5+21)

Final mark 4.70

CT10- Hotel accommodation 30(5+25)

Final mark 3.00

C11- Social responsibility 24 (9-15)

Final mark 4,00

C13 - Energy 18 (6+12)

Final mark 3,00

C14 - Waste 24(7+170)

Final mark 4,10

C15 - Water 17(6+11)

Final mark 3,00



3 STARS final mark from 4.21 to 5.00
2 STARS final mark from 3.41 to 4.20
1 STAR final mark from 2.61 to 3.40

AAA (4.76-5.00) AA (4.49-4.75) A (4.22-4.48)
BBB (3.95-4.21) BB (3.68-3.94) B (3.41-3.67)
CCC (3.14-3.40) CC (2.88-3.14) C (2.61-2.87)

The sustainability rating will range from 1 to 5, with 5 being the highest mark. The threshold for acquiring a positive final mark is the overall mark of 2.61.

CT1 - Mobility 26 (5+21)

Final mark: 4.40

In the field of mobility, we give you the following recommendations when organising your next event:

- We recommend that you precisely define how your employees and event attendees can reduce their carbon footprint. You should continue this endeavour by taking further steps and encouraging all key stakeholders to opt for sustainable mobility.
- We advise that you offer your attendees various options for sustainable mobility as soon as they register. These include cycling, walking and using public transport. You should also offer discounts for those who opt for sustainable mobility and inform them of their achievements. Finally, you should ensure attendees are transported to the event venue by vans or buses from airports or the nearest public transport stations.

CT2 - Project management 20 (7+13)

Final mark: 4.40

In the field of project management, we give you the following recommendations when organising your next event:

- We advise you to prepare a special green statement of agreement with the event's green policy. It must be signed by all partners and suppliers.
- We recommend that you overview and understand the segments where your event creates the most adverse environmental and societal effects. That serves as the basis for identifying achievable goals and planning activities.
- While on one side events generate negative effects, on the other side they can have many positive social and other impacts. We advise you to set the goals where to increase the positive impacts (i.e. equal involvement of women as speakers, free participation for students,...)
- Our advice is to prepare a detailed action plan to accomplish all goals regarding sustainability. In other words, you should prepare a micro plan of activities. The action plan should include clear indicators and identify who will implement particular activities.

CT3 - Communication 27 (7+20)

Final mark: 4.70

In the field of communication, we give you the following recommendations when organising your next event:

Choosing contractors who already follow sustainability standards and use or have more sustainable channels on their own makes it easier for you to make sustainability improvements and help us to have an even greater positive impact. This applies both to the services that produce our communication materials and tools, and to the media where we do our media buying or achieve earned publicity.

- Participation in the activities we offer at the event show us new opportunities the way how to guide our future communication. It is essential to measure how successful your communication has been in inviting participants to these activities, as this can often be the reason why participants are unresponsive.
- We suggest paying extra attention to transparent communication with NGOs and the local community. It is crucial to ensure they obtain precise and credible information, instructions and other messages relevant to the event before, during and after the event. After the event ends, you should celebrate your achievements with them and mention their efforts in official press releases.

CT4- Marketing 25 (6+9)

Final mark: 5.00

In the field of marketing, we give you the following recommendations when organising your next event:

- The content you publish must be credible. Thus, at any given time, you must be willing to substantiate your claims with reliable data, regardless if the claims are direct or indirect, explicit or implicit. We advise you not to misuse or misinterpret technical data or other information that could misguide event attendees.

- Event organisers must respect attendees' and stakeholders' rights to privacy. You must not use their private information or show or mention anyone without their consent. In no case should you exploit one's reputation in a humiliating or offensive manner.
- International advertising standards have been precisely defining what ethical and socially-responsible marketing is. Event organisers are obliged to follow these standards. Thus, when advertising your event, you must believe and follow the principles and standards of sustainability on all levels of event organisation, including production of all marketing materials, as events bolster positive ideas and have the power to change the world.

CT5 - Event venue 35 (9+26)

Final mark: 3.70

In the field of event venue, we give you the following recommendations when organising your next event:

- The selection of an event venue usually depends on the demands of clients or the event's functional design. Event organisers are thus often left with not much choice when selecting one. Yet, you can always request that the venue's management adopts a responsible and sustainable approach. You can see whether they adhere to it by checking the sustainability strategy of the venue. If the venue's team has not yet internalised the sustainable approach, we recommend you include their representative in your green team. That way, you will foster knowledge exchange and spread awareness about sustainability.
- If you can select the venue, we recommend choosing one that has sustainability strategy with clear goals, which are being implemented.
- We suggest choosing venues that have a functioning system of managing their facilities. Most savings come from the efficient use of heating and air conditioning systems. You can also ask the venue to provide you with proof of the energy efficiency of the roof and facade. We suggest you ask the venue if they use double-paned windows and how effective their heating and cooling system is. Efficient energy use is an integral part of an event's carbon footprint and should be a priority when organising any event. By lowering the temperature by 1°C, you can reduce energy use by 6% (source: <https://www.umanotera.org/>)."
- You must ensure suitable waste management and reduce the amount of mixed waste. You should prepare clear instructions for attendees that will encourage them to recycle. You should focus on possible hazardous waste (batteries, waste electronics, colours, glue etc.). Waste is a segment of sustainability that can only transform into a success story if all key stakeholders are involved. Informing, spreading awareness and adhering to regulations are thus essential. You should use all possible communication tools."

CT6 - Exhibition 16 (5+11)

Final mark: 3.70

In the field of Exhibition, we give you the following recommendations when organising your next event:

- We advise that you order equipment from local suppliers, whose warehouses should be as close as possible to the venue. You will prolong the lifespan of the equipment you rent by doing so. You should demand that your suppliers transport the equipment using vehicles with a low carbon footprint. You should avoid transport by plane and consider that partnering with local suppliers is socially responsible.
- During the preparation and disassembly of the exhibition stands, heaps of waste are created. That is why we recommend you first define the maximum amount of materials you plan on using at your event. We also suggest you clearly state what mixed waste includes. You should spread awareness among your exhibitors about the EU's Waste Framework.
- A simple measure to achieve greater energy efficiency is to use LED lights and only switch on the lights when necessary. After using electronic devices, you should plug them out instead of leaving them on stand-by mode.

CT7 - Purchasing and ordering products and services 20 (5+15)

Final mark: 4.70

In the field of purchasing and ordering products and services, we give you the following recommendations when organising your next event:

- Numerous products and services are needed to organise an event. Hence, knowing and managing the supply chain is the key to success. Making the purchasing process greener benefits the environment and reduces costs, making

the organisation easy. That is why we advise that you adopt a systematic approach and always prepare a sustainable procurement policy for your event.

- We recommend that you incorporate fair trade into the entire purchasing system. Fair trade is based on transparent prices, local sustainable development and equitable fees for suppliers in developing countries. Fair trade not only brings environmental benefits but effectively reduces costs and improves the overall image of the organisers.
- We warmly recommend including local suppliers as much as possible when purchasing products. By doing so, you will contribute to positive local regenerative effects. These include saving fuel, using less plastic, reusing and prompting new jobs.

CT8 - Catering 20 (8+12)

Final mark: 4.00

In the field of catering, we give you the following recommendations when organising your next event:

- Event organisers can choose the way food and beverages are served. However, the choice often comes down to external providers of catering services. By carefully selecting food and beverages, you and your providers can reduce adverse environmental and societal effects. Ultimately, you will boost the local economy and improve the health of all event attendees. We recommend you act in accordance with the following principles: ecological, seasonal, healthy, equitable, and waste-free.
- The food industry uses incredible amounts of fossil fuels and is thus among the leading sectors to blame for climate change. Informing and spreading awareness about the selection of healthy, less environmentally-harmful products (made or produced in a socially-acceptable way) is a praiseworthy initiative.
- As the organisers, you can showcase your responsible approach by respecting special dietary restrictions. You should set up visible signs next to food and beverages, denoting their origin and product type (ecological, local, fair trade). You should highlight any possible certificates and information on allergens. Whenever possible, strive for personalised service. In addition, inform attendees with special dietary restrictions about dishes they can try.
- We advise checking how sustainably aware your catering provider is by using our purposefully-developed questionnaire. It will help you acquire information about the sustainable initiatives implemented by the provider. At the same time, you will ensure catering providers are familiar with your sustainable mission.

CT9 - Multimedia equipment and production 26 (5+21)

Final mark: 4.70

In the field of multimedia and production, we give you the following recommendations when organising your next event:

- We suggest checking whether your suppliers' multimedia equipment meets the latest Energy Star standards for energy efficiency. They can prove that with the Energy Star certificate or by providing technical documentation of a product's manufacturer. Needless to say, the equipment must be well-maintained to ensure its energy efficiency does not decline. Our advice is also to check the age of the equipment.
- Our recommendation is to adapt the size of the multimedia equipment to the size of the hall or event venue. Too large devices can consume a lot of energy. You should seek an ideal balance between technological devices already in preparation for the event. DLP projectors are much less energy-consuming than LED projectors, for instance.

CT10 - Hotel accommodation 30 (5+25)

Final mark: 3.00

In the field of Social responsibility, we give you the following recommendations when organising your next event:

- Spreading information goes a long way in sustainability. The hotel where event attendees stay plays a crucial role. That is why we advise that you encourage hotel(s) to adopt sustainable messages in their communication and send them case examples of green campaigns (see the case example: <https://conventa.si/green-conventa/>). You should invite hotels to remind the attendees to reduce their carbon footprint during their stay. While doing so, be direct and tell the guests what they can do to reduce their emissions (using water rationally, reusing towels and using their vehicles rationally, using bicycles, turning off the lights and air conditioning, managing waste, respecting nature, purchasing local products etc.).

- Ensure the hotel(s) provides information that will enable you to make the final carbon footprint calculation of the event precisely. You can use our form to do so. We recommend that you request the partner hotels to send you information regarding the carbon footprint per room. If you are in doubt regarding the information, you can compare the carbon footprint with a tool that compares hotel carbon footprints across the globe: <https://www.hotelfootprints.org/>. Certified hotels will make your choice much more straightforward and generally offer a higher quality of service and credibility. Most importantly, they should be certified by institutions that consumers trust. A certificate or label guarantees that a hotel meets strict standards evaluated by independent organisations. Hence, we believe established certificates are crucial when choosing a hotel.

CT11 - Social responsibility 24 (9-15)

Final mark: 4.00

In the field of Social responsibility, we give you the following recommendations when organising your next event:

- Employees are crucial for every company and event. Only well-instructed, motivated and diligent employees can contribute to excellence and exceptional business results. Therefore, it is your social responsibility to ensure their satisfaction and motivation. Motivated employees contribute to innovation and quality of work, two crucial elements in event organising.
- Acting responsibly and requesting your suppliers and partners to be socially responsible is vital. You must not overlook this aspect of organising sustainable events. We advise that you select suppliers who reflect your values and thus improve your own reputation. Most importantly, treat your suppliers as your partners.
- Socially-responsible event organisers take into account society and the environment in their activities. Experienced event organisers are well-aware that their connection with the local environment is imperative to the success of their event. When a local community adopts an event as its own, the event will surely improve results. That is why we suggest you consider the positive legacy of your event. Positive legacy can be reflected in new workplaces, business opportunities, increased prominence, improved infrastructure, a higher level of awareness, better work conditions for NGOs and increased sustainable development. “
- You should ensure your sponsors and patrons are sincere about their sustainable transformation intentions. They should provide certificates to prove their sustainable initiatives are really sustainable. In addition, you should find out whether a potential sponsor is in conflict with the values advocated by your event.
- When organising any event, you must consider the potential threat of natural disasters or Companies’ social responsibility extends beyond the scope of their organisation. It includes the local environment, encompassing relationships with a broad circle of stakeholders. We suggest you include a plan for upholding and advocating human rights, environment protection and preventing corruption in your event organisation.

CT13 - Energy 18 (6+12)

Final mark: 3.00

In the field of Energy, we give you the following recommendations when organising your next event:

- You should prepare an energy plan for your event, identifying the most energy-consuming segments and processes. In addition, you should consider where you can use and generate energy from renewable sources. You should set goals for improving energy efficiency in the most energy-consuming segments. Further, you must identify goals for using and generating renewable energy. You should include all the measures to achieve the goals in the action plan of the event and regularly check if they were implemented.
- We advise that you prepare simple instructions for saving energy before and during the event. The measures should be straightforward. They should require only active inclusion and cooperation among various event stakeholders. They can contribute to saving energy with their actions: by turning off the lights, shutting down electronic devices, saving hot water, and using natural ventilation (by opening and closing windows at appropriate times and using drapes etc.).
- Venues that have acquired world-acclaimed certificates underwent comprehensive external evaluation in various fields. Among such standards, the LEED and BREEAM standards are connected chiefly to the energy efficiency of venues. From the aspect of energy consumption, they guarantee that a venue is well-managed in terms of energy. We suggest you prioritise venues that have one of the certificates or are part of green schemes and consortiums.

C14 - Waste 24 (7+170)

final mark 4,10

In the field of waste, we give you the following recommendations when organising your next event:

- We recommend contacting local waste treatment companies to learn which products can be recycled. They will also provide guidelines on which waste should be separated and which should not. Managing waste at an event has to be effective enough to render it suitable for further recycling or composting. At the event, you should provide eco-islands (a group of waste bins for separating waste).
- We advise that you reach an agreement with most of your suppliers to reduce waste. The easiest way to do so is by including an additional article in the contract. You must start communication with your suppliers as soon as possible to ensure they will cooperate in your project.
- Purchasing products is an essential process that can substantially simplify or limit the implementation of other measures. Hence, it is imperative to consider purchases carefully! On the suppliers' side, you can expect reluctance, so be patient, inclusive and adaptable. In any case, we suggest purchasing local food and produce from fair trade. By doing so, you will support the local community and local suppliers while being eco-friendly.

C15 - Water 17(6+11)

final mark 3,00

In the field of water, we give you the following recommendations when organising your next event:

- The adverse environmental effects of bottled water are at least 1400 times greater than the effects of tap water. The water footprint of the former can be up to 17 litres. For quenching thirst, tap water is thus best. Most water bottles and soft drinks in cans are made from plastic named PET (polyethelene terephthalate). Such plastic is designated for single use only. Recycling such bottles diminishes their adverse effects significantly, but only if the collected bottles are all made from the same material. Therefore, we warmly recommend minimising the use of bottles and opting for tap water. Not least, this measure will save you money.
- We suggest you request the subcontractors to prove that they use biodegradable cleaning products by showing certificates such as Ecolabel or Biobased. The same applies to disinfectants and cosmetics in public toilets, where they should be available in dispensers. You should also adhere to the instructions on the amount of cleaning products you plan to use.

CT16 - Regenerative effects 40

Final mark: 4.49

In the field of regenerative effects, we give you the following recommendations when organising your next event:

- Events have tremendous communication power, which you can use to promote good health and well-being. You can opt for different ways to direct and encourage attendees to adopt a healthy lifestyle and improve their physical and mental health. The easiest way to prompt them to do so is by offering a healthy diet and advocating walking and sustainable travel etc.
- Well-being is the foundation for a quality and successful work life and organising events successfully. Thus, improving the health of employees is crucial. Satisfied and healthy employees and partners who work in an engaging, encouraging environment are more productive and creative. We suggest acquiring certificates to prove your intention for creating a healthy and safe workplace.
- Innovation is pivotal for sustainable development. Innovation is propelled by creativity, and events connect all three. Thus, they can significantly improve human capital in society. Know-how at events must be shared without legal, societal or technological limitations to achieve that. Sharing knowledge is a sign of an open society. Hence, your event should encourage knowledge exchange in line with standards such as the Creative Commons licence, etc. An integral mission of event organisers is to spread awareness about energy use among attendees. Attendees familiar with the topic comprehend the amount of energy used at events. More importantly, they know they can reduce energy use with simple measures. These are simple measures that require awareness and cooperation among event stakeholders and not major investments.
- Age and gender diversification is an important indicator of an event organiser's social responsibility. A multigenerational work environment helps event organisers co-create quality and rich interpersonal relationships enriched with diverse

views and work experience.

- We must decrease the extent of our environmental impact by changing how we produce and consume products. The most simple measure is to purchase products and services from local companies. Sustainable consumption means achieving more with less. Local consumption and production can contribute to preventing poverty and help us move towards a low-carbon, green economy.
- Events can reinforce the knowledge that reusing products can reduce the amount of generated waste. Moreover, by reducing waste, we lower the environmental impact. Reusing is not a one-time activity but a *modus operandi* and a philosophy that event organisers should adopt.
- Events have remarkable power to spread awareness. That is why we recommend you incorporate sustainable content into every event you organise. We advise that you include them on your website and social media platforms. We see events as boosters of messages about the necessity of implementing climate-related measures. Therefore, take the opportunity and connect with institutions active in the field.
- Due to population growth and society's insatiable desire for economic growth, humankind has exceeded its planetary capacities while geographical and social inequalities continue to grow. Sustainable degrowth focuses on shrinking production and lowering consumption, thereby bringing prosperity to society, helping improve ecological conditions and bringing equality to the world. Degrowth debunks the myth that growth is the central and only solution for our society. The degrowth philosophy tries to understand the crises we face today by arguing that they are intrinsically connected. We recommend you organise your event in the spirit of social and environmental equality and share your initiatives with your attendees. Ultimately, event organisers must shoulder the burden of climate change.

THE EVENT'S REGENERATIVE SDG EFFECTS

As part of the project, the organisers implemented the following regenerative sustainable measures:

PEOPLE



KT 16.1.1.

SDG1 - No poverty / Subsidies for applicants



KT 16.1.2.1.

SDG2 - Zero hunger / Surplus food

The surplus of food was minimal due to the proper planning of the catering companies. The small quantities of surplus food were carefully stored and brought to GR the following day for all the project organizers, hostesses and other people that worked on Conventa.



KT 16.1.2.2.

SDG2 - Zero hunger / Food waste



KT 16.1.3.1.

SDG3 - Good health and well-being / The well-being of attendees

We encourage the participants of Conventa each year to walk from and to their hotels and venues by creating a Green mobility plan. The plan includes distances from hotels to venues, number of steps, and the number of calories they will burn by walking. Employees are allowed to work from home whenever necessary for them, which aids their health, work-life balance, etc.



KT 16.1.3.2.

SDG3 - Good health and well-being / The well-being of employees and volunteers



KT 16.1.4.1.

SDG4 - Quality education / Access to education



KT 16.1.4.2.

SDG4 - Quality education / Quality of education

Through our event Conventa 42 North, the Conventa Trend Bars, the exhibition on sustainability we have brought education on different levels to all participants of Conventa, contributing to the development of human capital and encouraging the free flow of knowledge.



KT 16.1.5.1.

SDG5 - Gender equality / Equality of speakers

The ratio of speakers at the event was pretty much balanced, thus contributing as organisers to raising awareness about gender equality.



KT 16.1.5.2.

SDG5 - Gender equality / Equality of employees and partners

The team of Conventa this year again consists of majority of women, leading and executing major parts of the project.

PROSPERITY



KT 16.1.7.2.

SDG7 – Affordable and clean energy / Energy awareness



KT 16.1.8.1.

SDG8 – Decent work and economic growth / Jobs with added value



KT 16.1.8.2.

SDG8 – Decent work and economic growth / Sustainable economic growth



KT 16.1.9.1.

SDG9 – Industry, innovation and infrastructure / Multiplicative effects



KT 16.1.9.2.

SDG9 – Industry, innovation and infrastructure / Regenerative effects



KT 16.1.10.1.

SDG10 – Reducing inequality / Pay equity

All employees of Conventa are paid fairly, have travel expenses paid and expenses for food. The majority of leading positions belong to women.



KT 16.1.10.2.

SDG10 – Reduced inequalities / Diversity of employees and partners



KT 16.1.11.1.

SDG11 – Sustainable cities and communities / Sustainability



KT 16.1.11.2.

SDG11 – Sustainable cities and communities / Local charm

Through Conventa's 7R (7R stands for Rethink/Reduce/Reuse/Recycle/ Refuse/Recreate/Regenerate), we take concrete sustainability measures that help mitigate climate change. We collaborate with local suppliers, promote Ljubljana through walking tours, promote other Slovenian destinations through the pre and post Conventa fam trips. Through all of these actions we aid the overall meeting industry of Slovenia.

THE PLANET



KT 16.1.6.1.

SDG6 – Clean water and sanitation / Clean drinking water

We collaborated with Radenska, a local bottled water company, which provided water in glass bottles to all participants.



KT 16.1.6.2.

SDG6 – Clean water and sanitation / Protecting water



KT 16.1.12.

SDG12 – Responsible consumption and production / Local products and services

Almost all of the products and services were acquired from local suppliers. Wooden crates for exhibition stands, all registration equipment, cardboard signs for exhibitors, direction signs, and more.

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

Conventa has been measuring the carbon footprint since 2022, but from last year Planet Positive Event is being used for that. Last year, Conventa had 116,409 tons of CO2, and this year we are in the process of calculating it via the PPE platform. Through the years Conventa has become a synonym with sustainable event! These types of topics are all throughout the programme. Some of the instances are the Conventa 42 North event gave voice to 7 sustainable businesses to pitch their products/services.

**KT 16.1.13.2.****SDG13 - Climate action / Education about climate measures****KT 16.1.14.****SDG14 - Life below water / Plastic waste**

- We have pledged to not use single use plastic in any phase of the event and its preparation, and we have educated all our partners and suppliers on the topic which resulted in very low amounts of plastic used.
- As part of the Planet Positive Event calculation, we are measuring the water footprint of the event. We have asked all the venues, all the catering providers to give us information on the water used during the event and its preparation. What is measured, can be improved.

**KT 16.1.15.1.****SDG15 - Life on land / Direct pollution****KT 16.1.15.2.****SDG15 - Life on land / Ecosystem pollution****PEACE****KT 16.1.16.1.****SDG16 - Peace, justice and strong institutions / Degrowth****KT 16.1.16.2.****SDG16 - Peace, justice and strong institutions / Ban on violence****PARTNERSHIPS****KT 16.1.17.1.****SDG17 - Partnerships for achieving goals / Strong public-private partnerships**

Conventa has many strategic partners that have been offering support for years, both private and public institutions, without which Conventa as it is today would not be possible.

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

- We invited students from Southern Italy and Sicily for free, one of the schools has a Tourist-IT focus and the other school has focus in hotel management, tourism, and accounting. They were able to observe how the event was, ask questions, explore
- We have a list of green suppliers that share the same values as us.

EVENT LEGACY AND IMPACT

EVENT'S MAIN LEGACY

Conventa's legacy is deeply rooted in sustainability through the Conventa 7R framework, a comprehensive system that integrates sustainability criteria for partners and suppliers while guiding internal actions to ensure responsible event management.

Each year, Conventa serves as a platform to reassess the essence of the meetings industry, measuring its regenerative impact across environmental, human, and social dimensions. This commitment to sustainability has been recognized internationally, with the Conventa 7R system embraced by major industry players, including IMEX in Frankfurt. By continuously refining its approach, Conventa sets a benchmark for a balanced and forward-thinking business model in the global meetings industry.

EVENT'S MAIN IMPACT

Conventa serves as an accelerator and amplifier of innovation and sustainable transformation in the meetings industry, driving positive change in Ljubljana and the wider region. More than just an event, it acts as a laboratory for testing and promoting new regenerative practices, focusing on circular impact rather than mere financial growth.

Each year, Conventa evaluates its influence on the local community, economy, and environment by addressing key sustainability questions, from accessibility and biodiversity to cultural heritage and sustainable mobility.

Its impact is multi-dimensional: direct expenditure supports exhibitors and service providers, indirect expenditure benefits suppliers, and multiplicative effects contribute to job creation and local tax revenue. Beyond these economic factors, regenerative effects extend to science, tourism, culture, and sustainability, fostering long-term resilience in the meetings industry.

As part of the project, the organisers implemented the following ESG sustainable®enerative measures:

E – Environment

Almost all of the products and services were acquired from local suppliers. Wooden crates for exhibition stands, all registration equipment, cardboard signs for exhibitors, direction signs, and more.

Conventa has been measuring the carbon footprint since 2022, but from last year Planet Positive Event is being used for that. Last year, Conventa had 116,409 tons of CO₂, and this year we are in the process of calculating it via the PPE platform.

Through the years Conventa has become a synonym with sustainable event! These types of topics are all throughout the programme. Some of the instances are the Conventa 42 North event gave voice to 7 sustainable businesses to pitch their products/services.

We have pledged to not use single use plastic in any phase of the event and its preparation, and we have educated all our partners and suppliers on the topic which resulted in very low amounts of plastic used. As part of the Planet Positive Event calculation, we are measuring the water footprint of the event.

We have asked all the venues, all the catering providers to give us information on the water used during the event and its preparation. What is measured, can be improved.

S – Social

The surplus of food was minimal due to the proper planning of the catering companies. The small quantities of surplus food were carefully stored and brought to GR the following day for all the project organizers, hostesses and other people that worked on Conventa.

We encourage the participants of Conventa each year to walk from and to their hotels and venues by creating a Green mobility plan. The plan includes distances from hotels to venues, number of steps, and the number of calories they will burn by walking. Employees are allowed to work from home whenever necessary for them, which aids their health, work-life balance, etc.

Through our event Conventa 42 North, the Conventa Trend Bars, the exhibition on sustainability we have brought education on different levels to all participants of Conventa, contributing to the development of human capital and encouraging the free flow of knowledge.

The ratio of speakers at the event was pretty much balanced, thus contributing as organisers to raising awareness about gender equality. The team of Conventa this year again consists of majority of women, leading and executing major parts of the project.

We collaborated with Radenska, a local bottled water company, which provided water in glass bottles to all participants. The main venue where Conventa was held, GR, since last year has a solar power plant on its roof, significantly altering the ratio of renewable energy sources.

Conventa has many strategic partners that have been offering support for years, both private and public institutions without which Conventa as it is today would not be possible.

G – Governance

All employees of Conventa are paid fairly, have travel expenses paid and expenses for food. The majority of leading positions belong to women.

Through Conventa's 7R (7R stands for Rethink/Reduce/Reuse/Recycle/ Refuse/ Recreate/Regenerate), we take concrete sustainability measures that help mitigate climate change. We collaborate with local suppliers, promote Ljubljana through walking tours, promote other Slovenian destinations through the pre and post Conventa fam trips. Through all of these actions we aid the overall meeting industry of Slovenia.

Conventa has many strategic partners that have been offering support for years, both private and public institutions without which Conventa as it is today would not be possible.

The Planet Positive Event is based on the following internationally-acclaimed STANDARDS:

1-ISO 14001-14006: on Environmental Management Systems (<https://www.iso.org/iso-14001-environmental-management.html>):

- ISO 14064-1: Greenhouse gases – Part 1: Specification with guidance
- ISO 14067: Greenhouse gases – Carbon footprint of products – Requirements and guidelines for quantification
- ISO 16759: Graphic technology – Quantification and communication for calculating the carbon footprint of print media products

2-ISO 20121: Event Sustainability Management System (<https://www.iso.org/iso-20121-sustainable-events.html>)

3-ISO 26000: on Social Responsibility (<https://www.iso.org/iso-26000-social-responsibility.html>)

4-BSI 8900-8901: on Sustainable Event Management

5-CSA Standard Z2010-10: Requirements and Guidance for Organizers of Sustainable Events (<https://www.csagroup.org/store/product/2703218/>)

6-Standard SA8000: Social Accountability 8000 International Standard (<https://sa-intl.org/programs/sa8000/>)

7-GHG Protokol: Greenhouse Gas Protocol (<https://ghgprotocol.org/>)

- Greenhouse Gas Protocol – A Corporate Accounting and Reporting Standard
- Greenhouse Gas Protocol – Product Life Cycle Accounting and Reporting Standard

8-Standard PAS 2050: Mednarodni standard za oceno ogljičnega odtisa skozi življenjski cikel izdelkov (<https://www.bsigroup.com/globalassets/localfiles/en-th/carbon-footprint/pas-2050-2011-guide.pdf>)

9- Standard DIN EN 16258: Methodology for calculation and declaration of energy consumption and GHG emissions of transport services (freight and passengers)

10-GRI Standard: Global sustainability reporting standards (<https://www.globalreporting.org/standards/>)

11-ESRS Standard: European sustainability reporting standards (https://finance.ec.europa.eu/news/commission-adopts-european-sustainability-reporting-standards-2023-07-31_en)

The Planet Positive Event is based on the following INDUSTRY-SPECIFIC RECOMMENDATIONS:

1-Net Zero Carbon Events: An industry initiative to address climate change (<https://www.netzerocarbonevents.org/>)

2-Umanotera: Čista zmaga (<https://www.umanotera.org/kaj-delamo/pretekle-aktivnosti/cista-zmaga/>)

3-The Austrian Eco-label Guideline: Green Meetings and Green Events (<https://meetings.umweltzeichen.at/>)

4-United Nations: The 17 Goals (<https://sdgs.un.org/goals>)

5-Change the Brief: Partnership between agencies and their clients (<https://www.changethebrief.org/>)

6-SOZ – Trajnostni oglaševalski kodeks: (https://www.soz.si/projekti_soz/trajnostni_oglasevalski_standardi)

7-The Theatre Green Book: Standards for making productions sustainably (<https://theatregreenbook.com/>)

8-Zero Waste Slovenija: Slovenske zero waste prireditve (<https://ebm.si/zw/turizem/prireditve/slovenske-prireditve/>)

9-EIC Event Industry Council: Provisional Sustainable Event Standards (<https://www.eventscouncil.org/>)

10-GDS Movement: GDS Index (<https://www.gds.earth/>)

In addition, the Planet Positive Event was created by incorporating several other recommendations, including the EU Green Deal, Circular Economy Action Plan, EU Biodiversity Strategy for 2030 and a myriad of other strategic documents we relied on when preparing the criteria and tools of the PLANET POSITIVE EVENT.



PLANET POSITIVE EVENT

Conventa 2025

NAME OF EVENT

Toleranca d.o.o.

ORGANISER

February 18-20, 2025

DATE OF EVENT

Planet Positive Event certifies that the company has successfully passed a comprehensive sustainability audit across 16 criteria with a



The final score is based on the average rating calculated as the average fulfilment of mandatory and recommended criteria. To obtain a certificate, the event must meet at least 70 percent of the mandatory criteria.

April 15, 2025

DATE COMPLETED

Boštjan Horjak

ASSESSORS

Gorazd Čad

PRESIDENT OF THE BOARD

CERTIFICATE NUMBER: PPE-AAT-20253101-0019

www.planet-positive-event.eu