

Press Release

For Immediate Release

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# TIME TO “SWITCH” FROM DISCUSSING SUSTAINABILITY TO ACTING

## **SWITCH by Conventa and Planet Positive Event will be the curtain-raiser before Conventa 2026**

On Tuesday, 10 February 2026, Ljubljana will host SWITCH, an educational workshop and overture to Conventa Meet 2026. The event will focus on the practical implementation of sustainable event organisation practices. Conceived by the Planet Positive Event team, the official sustainability partner of Conventa, SWITCH is designed as a hands-on laboratory where attendees can not only learn about sustainable approaches in event organising, but experience, try, and measure them in practice. According to the organisers, the event will further solidify Conventa's leading role as a best practice case for organising sustainable and regenerative regional events. The event will also see the debut of the Ljubljana Manifesto, a framework for the sustainable organisation of future events. The strategic document is poised to become a skeleton for the events industry's future development.

The vision of SWITCH is based on a simple goal: to encourage as many event organisers as possible to begin creating regenerative events with measurable short-term impacts and long-term legacy for the benefit of the environment, local communities and economies.

Roger Legner from IMEX Group will present how one of the most distinguished international trade shows in the events industry is aspiring to make this goal a reality. IMEX is among a handful of global trade shows which systematically integrate sustainability into its strategy, KPIs and final execution, similarly to Conventa.

A focal point of the programme will be dedicated to the practical work of attendees. The organisers will present five interrelated segments that represent the foundation for organising sustainable events holistically and transparently:

### **Segment 1: Managing carbon footprint**

Based on accurate measurements, tracking data and systematically reducing greenhouse gas emissions

### **Segment 2: Compliance with international standards**

Complying with local legislation, ESG demands and internationally recognised sustainability standards

### **Segment 3: Impact management**

Measuring must be focused on active planning, tracking, and evaluating short-term and long-term event effects

### **Segment 4: Managing carbon offsetting**

Carbon offsetting should be a transparent, responsible and credible way of offsetting remaining carbon emissions

### **Segment 5: Communication and inclusion of attendees**

Attendees should be encouraged to make informed decisions, partake in sustainable endeavours and help leave a positive impact

## **Fundamental principles in sustainability**

Through curated group work, attendees will learn about fundamental principles in each segment and gain ready-to-use, practical knowledge they can use when planning their own events. This specialised know-how is rarely presented at similar events, but has immense value for event organisers.

A central part of the event is the **Sustainability Lab**, where attendees will be able to track the following aspects in real time:

- An event's carbon footprint
- Waste stream map
- Comparison of various types of plastic and the emissions they generate
- Demonstration of emissions for each food portion
- Use of AI tools for optimising events

An integral part of the event will be the presentation of **best practice cases** that were planned and supported by Planet Positive Event. Various event types will be presented, from sports megafestivals, demanding corporate meetings, to scientific conferences. The concluded events will offer attendees practical insights into the implementation of sustainable practices and demonstrate how sustainable principles can be adapted to various event scales, goals, and organisational demands.

The programme will conclude with a roundtable where experts will answer questions that event organisers often have but rarely have the chance to ask. The debate, titled "**Everything you wanted to know about sustainable event organising, but never dared to ask,**" will offer uncensored, understandable, and valuable answers without scientific jargon or embellishments.

### **Ljubljana Manifesto**

The event will see the debut unveiling of the Ljubljana Manifesto, which will define the framework for organising sustainable events in the future. By adopting the framework, event organisers can avoid greenwashing and make informed decisions based on measurable data and reliable practices. The Ljubljana Manifesto will also provide a guide on transforming sustainable pledges into actionable plans, from planning, measuring impacts, and leaving a positive long-term legacy.

Attending SWITCH is free of charge for exhibitors and hosted buyers of Conventa 2026. By including its community, Conventa is reinforcing its commitment to systematically sharing know-how in the events industry and fostering long-term, regenerative effects in the industry. You can learn more about the event here: <https://planet-positive-event.eu/switch/>.

Conventa is organised by the Slovenian Convention Bureau and Toleranca marketing, in close cooperation with Ljubljana Tourism, the Slovenian Tourist Board, and 20 strategic partners.

Press material:

[www.conventa.si](http://www.conventa.si)

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- [About Conventa](#)
- [Video Conventa 2023](#)
- [Video Conventa 2024](#)
- [Video Conventa 2025](#)