



**PLANET
POSITIVE**
EVENT



The world's first sustainability
rating aligned with ESG
recommendations

BEYOND CARBON FOOTPRINT



One step closer to simplifying the
sustainable transformation of events

WHY?

**THINK GLOBALLY,
ACT LOCALLY
= CLIMATE ACTION**



**THINK LOCALLY,
ACT GLOBALLY
= CLIMATE DISASTER**



PLAY GREEN

BEYOND CARBON FOOTPRINT

Planet Positive Event goes beyond just measuring carbon emissions—it **evaluates the full sustainability impact of an event**. By incorporating an SDG & ESG matrix, external expert assessments, and recommendations for future improvements, the tool provides a comprehensive picture of an event's sustainability.

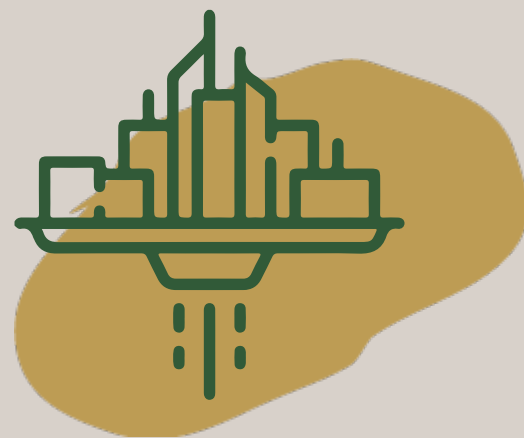
This approach ensures that event organizers are not only reducing their carbon footprint but also creating a **lasting positive impact on the environment, society, and economy**.



WHY?

SUSTAINABILITY IS CONNECTED TO THE FUTURE

If the underlying cause behind unsustainability is human **SELFISHNESS**, hope for a sustainable future lies in **COOPERATION**.



FUTURE vs PAST

I care for the **FUTURE** of my children, company, the meetings, industry and projects I have been building for decades.



ACTIVE vs PASSIVE

I want to be an **ACTIVE CITIZEN** because everyone can contribute to changing the community.



DEGROWTH vs GROWTH

I believe in **DEGROWTH** because less is more.

Dan Lenard, designer: Kornati, a gem in the Adriatic Sea, is “little more than nothing”.



NO MORE FAIRYTALES - ESRS STANDARDS ARE A GAME-CHANGER

Recommendations and handbooks are no longer enough from 1 January 2024

31 July 2023 was a milestone date for European event organisers. The European Commission accepted the first set of European ESRS Standards for sustainable reporting.

ESG Reporting represents a quantum leap from the previous NFRD Directive (Non-Financial Reporting Directive). It was replaced by the CSRD Directive (Corporate Sustainability Reporting Directive).

99% of companies on the stock market that are included in the S&P500 Index prepare sustainable reports aligned with ESG principles (the first five companies include Alphabet, Amazon, Apple, Meta, and Microsoft).

Number of companies that will have to report according to the old NFRD Directive and new ESRS Standards:

- ~~~~ **Before 1 January 2024: 11,700** companies in Europe
- ~~~~ **After 1 January 2024: 50,000** companies in Europe
- ~~~~ **After 1 January 2025: All big companies in Europe** with over 250 employees, more than 40 million EUR profit and over 20 million EUR of capital
- ~~~~ **After 1 January 2026: All EU companies investing in the stock market**, including mid-sized and smaller companies



CARBON MANAGEMENT

By using Planet Positive Event, you gain:

« BEFORE AND DURING THE EVENT

- Collect data with unique Planet Positive Event (PPE) **Footprint Forms**
- Gain insight into event-specific **PPE emission factors**
- Get support from our experienced **PPE Green Pilot**
- Use the advanced **PPE Carbon Footprint Calculator**

» AFTER THE EVENT

- Receive a comprehensive **Event Lifecycle Footprint Report**
- Get a report on your **event's GHG Scope 1, 2, and 3 emissions**
- Obtain your event's **PPE Ecolabel** to benchmark sustainability performance

We **FULLY COMPLY** with the following standards:

GHG Protocol: Greenhouse Gas Protocol

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

PAS 2050 Standard: International standard for assessing the carbon footprint of products throughout their life cycle

ISO 14064 – Greenhouse Gas (GHG) Accounting & Verification



COMPLIANCE MANAGEMENT

By using Planet Positive Event, you gain:

« BEFORE AND DURING THE EVENT

- Assess compliance with PPE's 96 obligatory and 286 recommended criteria
- Gain insights from your critical friends – **Official External Assessors**
- Train your team to become **Certified PPE Internal Experts**

» AFTER THE EVENT

- Receive an audit-ready, automatically generated, ESRS-compliant **PPE Event Report**
- Obtain a trusted **PPE Event Sustainability Rating** assessed by internal experts

Our report is ISO 9001 audit-ready, ensuring quality and compliance

We **FULLY COMPLY** with the following standards:

- **ESRS Standard:** European Sustainability Reporting Standards
- **CSRD Directive:** Corporate Sustainability Reporting Directive
- **GRI GRI Standard:** Global sustainability reporting standards



IMPACT MANAGEMENT

By using Planet Positive Event, you gain:

« BEFORE AND DURING THE EVENT

- Develop your **Event's PPE Roadbook** to guide sustainable planning
- Define Short-Term Impact with measurable SMART effects using the **SDG matrix**
- Establish Long-Term Legacy with measurable ESRS effects using the **ESRS matrix**

» AFTER THE EVENT

- Receive your personalized **SDG Regenerative Report**
- Track results with the **PPE Impact and Legacy Public Scoreboard**

We **FULLY COMPLY** with the following standards:

- **SDG Imapct Standards:** Best practice standards for achieving the SDGs.
- **SA8000 Standard:** Social Accountability 8000 International Standard



OFFSET MANAGEMENT

By using Planet Positive Event, you gain:

« BEFORE AND DURING THE EVENT

- Develop **PPE-Certified Offset Parks** to support carbon neutrality
- Create the **PPE Local Offset Marketplace** for sustainable investment opportunities

» AFTER THE EVENT

- Ensure your event leaves a destination better than it was before



BEYOND FOOTPRINT

- Balance emissions, generate impact, and create a lasting legacy

We **FULLY COMPLY** with
the following standards:

- **CRFC:** EU Carbon Removals Certification Framework
- **Oxford Principles of Offsetting**



ZERO GREENWASHING

By using Planet Positive Event, you gain:

ZERO BULLSHIT PHILOSOPHY©

The internal philosophy of PLANET POSITIVE EVENT is ZERO BULLSHIT, which means goal-oriented + measurable + achievable + realistic + regenerative activities for sustainable event organisation.

The technology partner of the Planet Positive Event project, Arctur, holds the following ISO certifications:

- **ISO 9001** – Quality Management System (valid since 2014)
- **ISO 27001** – Information Security, Cybersecurity, and Privacy Protection (valid since 2020)
- **ISO 14001** – Environmental Management System (valid since 2022)

All three certifications undergo annual verification. Furthermore, the project partners have committed, through the business policy, to implementing the project in compliance with these standards.

The certifications are audited and validated by SGS Adriatica d.o.o.

We **FULLY COMPLY** with the following standards:

Green Claims Directive: Proposal for a Directive on substantiation and communication of explicit environmental claims



PLANET POSITIVE STRENGTHS



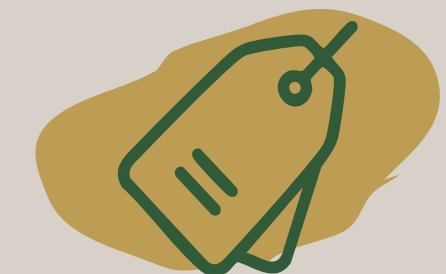
Comprehensiveness of the PPE methodology, especially impact and legacy measurement.



Precise emission factors and accuracy of calculator in accordance with the GHG Protocol.



ESRS and CSRD compliance, with future data export in XBRL (audit ready).



White-label solution, likely the only tool in the world for measuring event impact.



External assessment in accordance with ISO 9001, which other tools do not offer.



Automatically generated report, among the best in terms of structure and design.

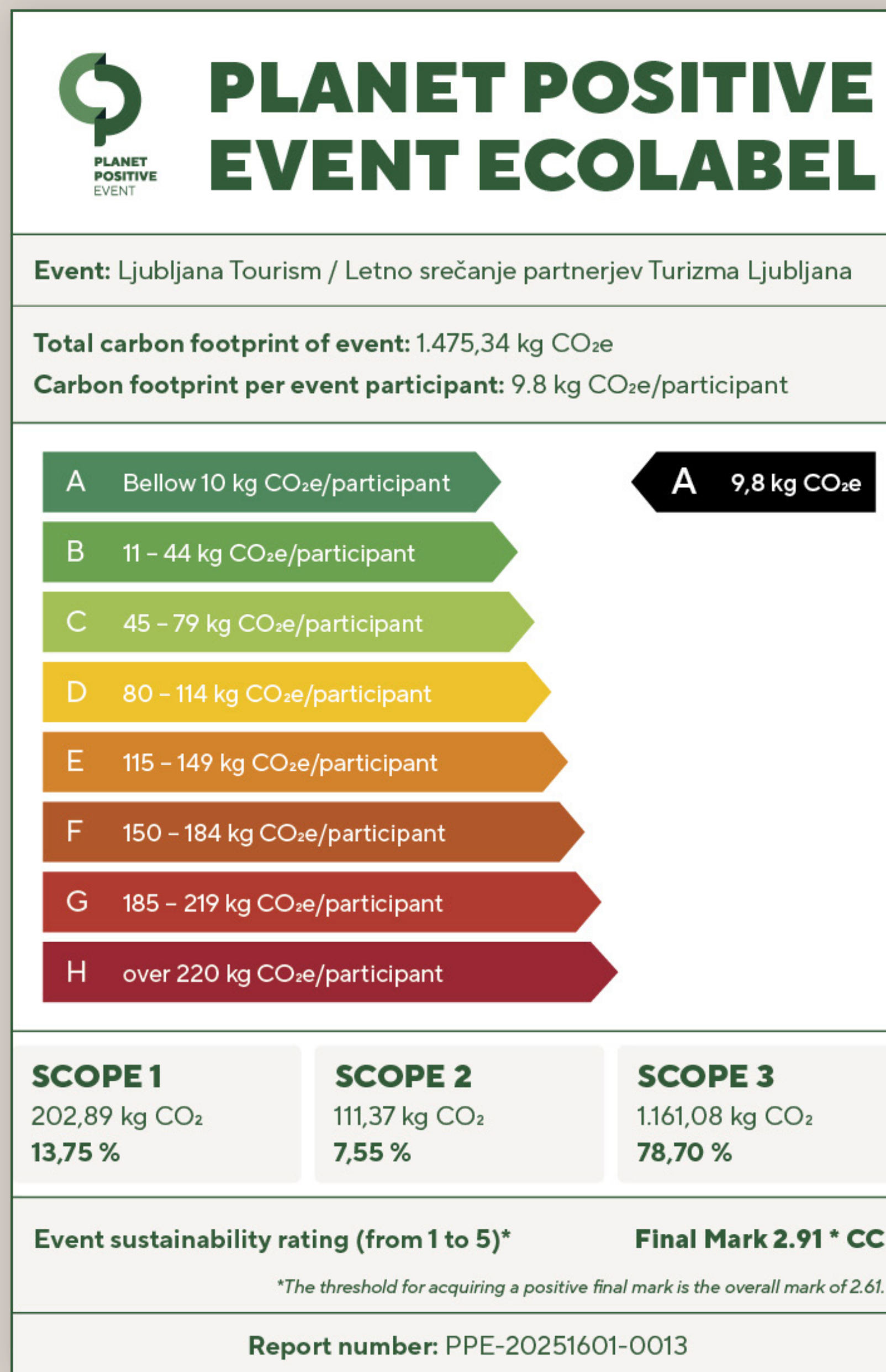


Measurement of carbon footprint value based on the **ETS price on the report issuance date.**

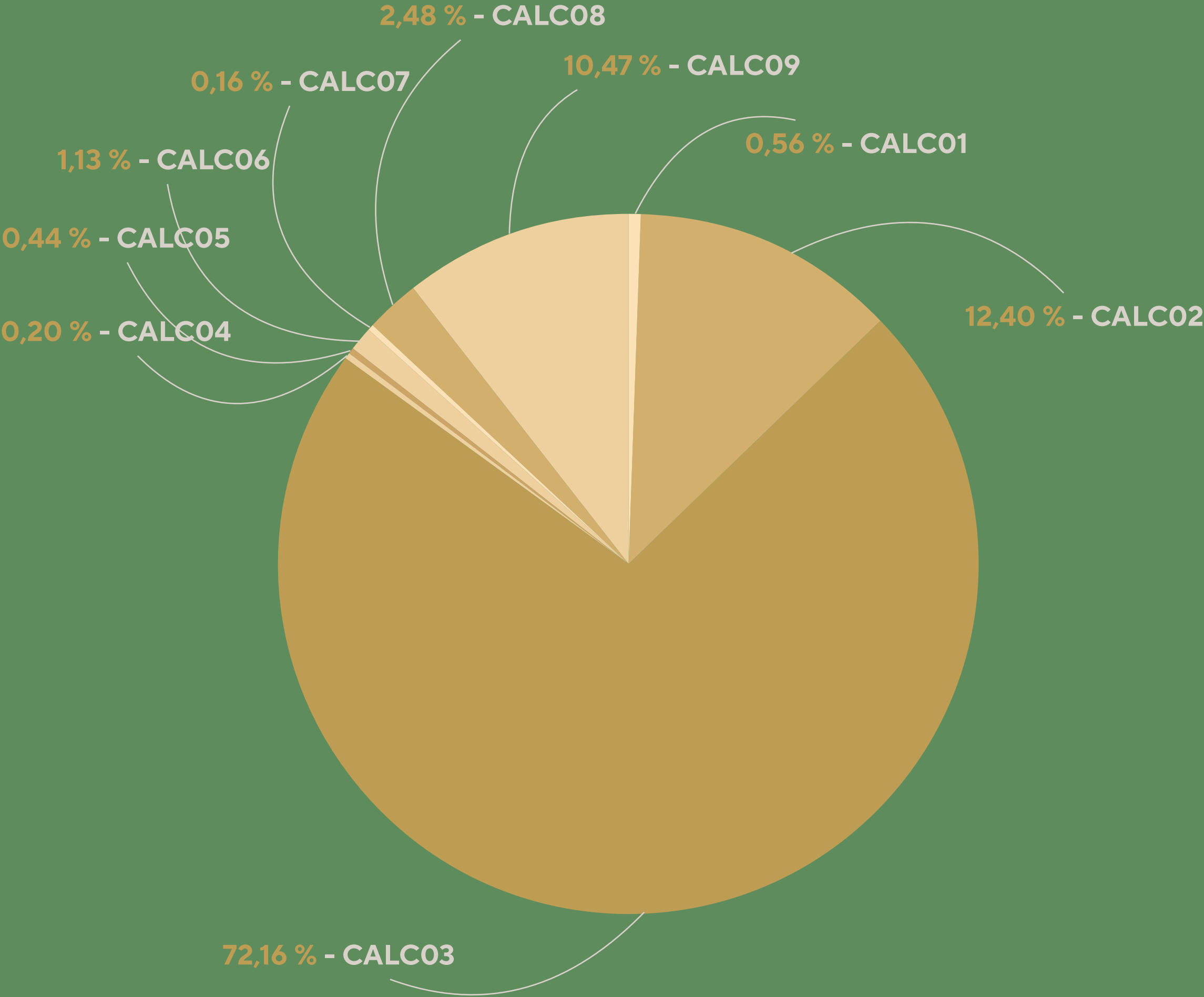
PLAY GREEN

PLANET POSITIVE STRENGTHS

PLUS We are also the only tool where you will receive a clear and universally understandable ECO LABEL at the end of the project.



RESULT 1



CONVENTA FOOTPRINT SUMMARY

CALC01: Project management and communication

Carbon footprint generated by direct marketing
Carbon footprint of websites and social media platforms

CALC02: Event's energy use

Project office
Venues (GR, CD, Centre Rog)
Catering (Vivo, Kaval, Jezeršek, Super Catering, Julius Meinl)

CALC03: Mobility

Mobility of attendees (hosted buyers, exhibitors, attendees of SREČA-nja)
Mobility of coworkers and suppliers

CALC 04: Purchasing

Purchasing services

CALC 05: Event production

Energy used by venues (included in CALC 02)
Production

CALC 06: Event Waste and water

Event waste
Event water use

CALC 07: Exhibition

Re-used wooden crates, 3137 x 1250g = 3921.25 kg (38.54 kgCO₂et)
Re-used carpets – heuga, 1680 x 3699g =6214.32 kg (5.24 kgCO₂et)

CALC 08: Catering

Food
Beverages

CALC 09: Hotel accommodation

The carbon footprint of all overnight stays

kg CO₂

%

657.36 0.56%

263.40 0.23%

393.96 0.34%

14,436.13 12.40%

8,050.60 6.92%

5,970.53 5.13%

415.00 0.36%

83,995.98 72.16%

77,388.45 66.48%

6,607.53 5.68%

228.15 0.20%

228.15 0.20%

513.24 0.44%

0.00 0.00%

513.24 0.44%

1,315.48 1.13%

1,269.36 1.09%

46.12 0.04%

183.66 0.16%

151.12 0.13%

32.56 0.03%

2,887.16 2.48%

2,334.99 2.01%

552.17 0.47%

12,192.47 10.47%

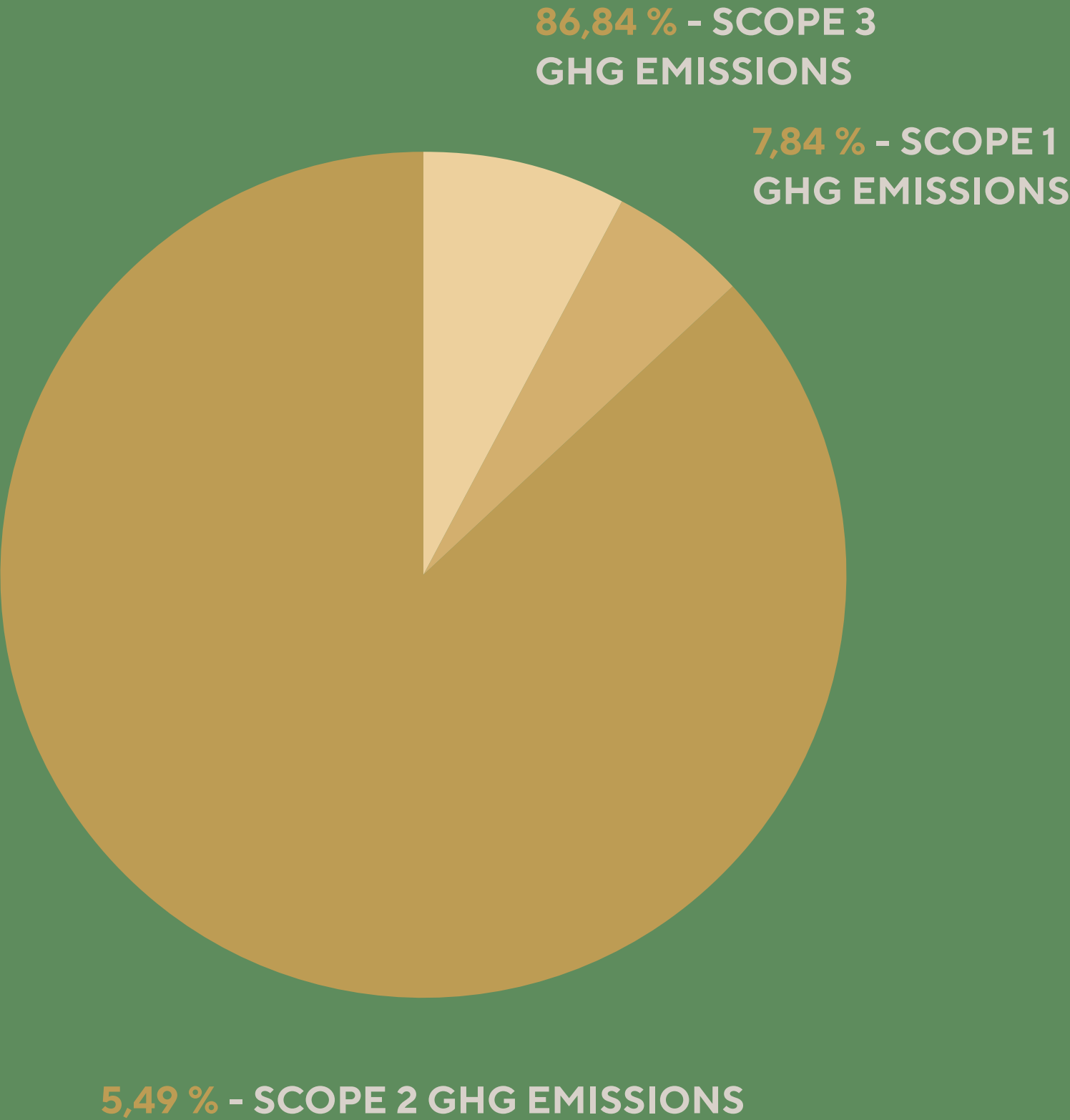
12,192.47 10.47%

TOTAL EVENT CARBON FOOTPRINT of Conventa

116,409.63

100.00%

RESULT 2



CONVENTA GHG SCOPES 1,2 AND 3 CARBON EMISSIONS	kg CO ₂	%
SCOPE 1 GHG EMISSIONS	9,123.25	7.84%
Project management and communication	657.36	0.56%
Energy use in the project office	8,050.60	6.92%
Waste in the project office	152.99	0.13%
Water use in the project office	34.15	0.03%
Purchasing services	228.15	0.20%
SCOPE 2 GHG EMISSIONS	6,385.53	5.49%
Energy use by venues	5,970.53	5.13%
Energy use by catering companies	41.00	0.36%
SCOPE 3 GHG EMISSIONS	101,088.01	86.84%
Attendee mobility (hosted buyers, exhibitors, attendees of SREČA-nja)	77,388.45	66.48%
Mobility of coworkers and suppliers	6,607.53	5.68%
Event production	513.24	0.44%
Event waste	1,116.37	0.96%
Event water use	11.97	0.01%
Exhibition - Re-used wooden crates, 3137 x 1250g = 3921,25 kg (38,54 kgCO ₂ et)	151.12	0.13%
Exhibition - Re-used carpets – heuga, 1680 x 3699g =6214,32 kg (5,24 kgCO ₂ et)	32.56	0.03%
Catering - food	2,334.99	2.01%
Catering - beverages	552.17	0.47%
Carbon footprint of all overnight stays	12,192.47	10.47%
OVERALL CARBON FOOTPRINT	116,409.63	100.00%

RESULT 3



PLANET
POSITIVE
EVENT

Conventa 2024

NAME OF EVENT

Toleranca Marketing d.o.o.

ORGANISER

20 - 22 February 2024

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.

February 23, 2024

DATE COMPLETED

All external assessors of Conventa 2024

ASSESSOR

Meta Pavlin

PRESIDENT OF THE BOARD

CERTIFICATE NUMBER: PPE-20242902-012

www.planet-positive-event.eu



CONVENTA'S SUSTAINABILITY RATING



Total carbon footprint: 116.4 t CO₂
EU ETS price* 58.39 €

Cost of carbon offset: 6,796.60 €

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

3 STARS final mark from 4.21 to 5.00	AAA (4.76-5.00)	AA (4.49-4.75)	A (4.22-4.48)
2 STARS final mark from 3.41 to 4.20	BBB (3.95-4.21)	BB (3.68-3.94)	B (3.41-3.67)
1 STAR final mark from 2.61 to 3.40	CCC (3.14-3.40)	CC (2.88-3.14)	C (2.61-2.87)

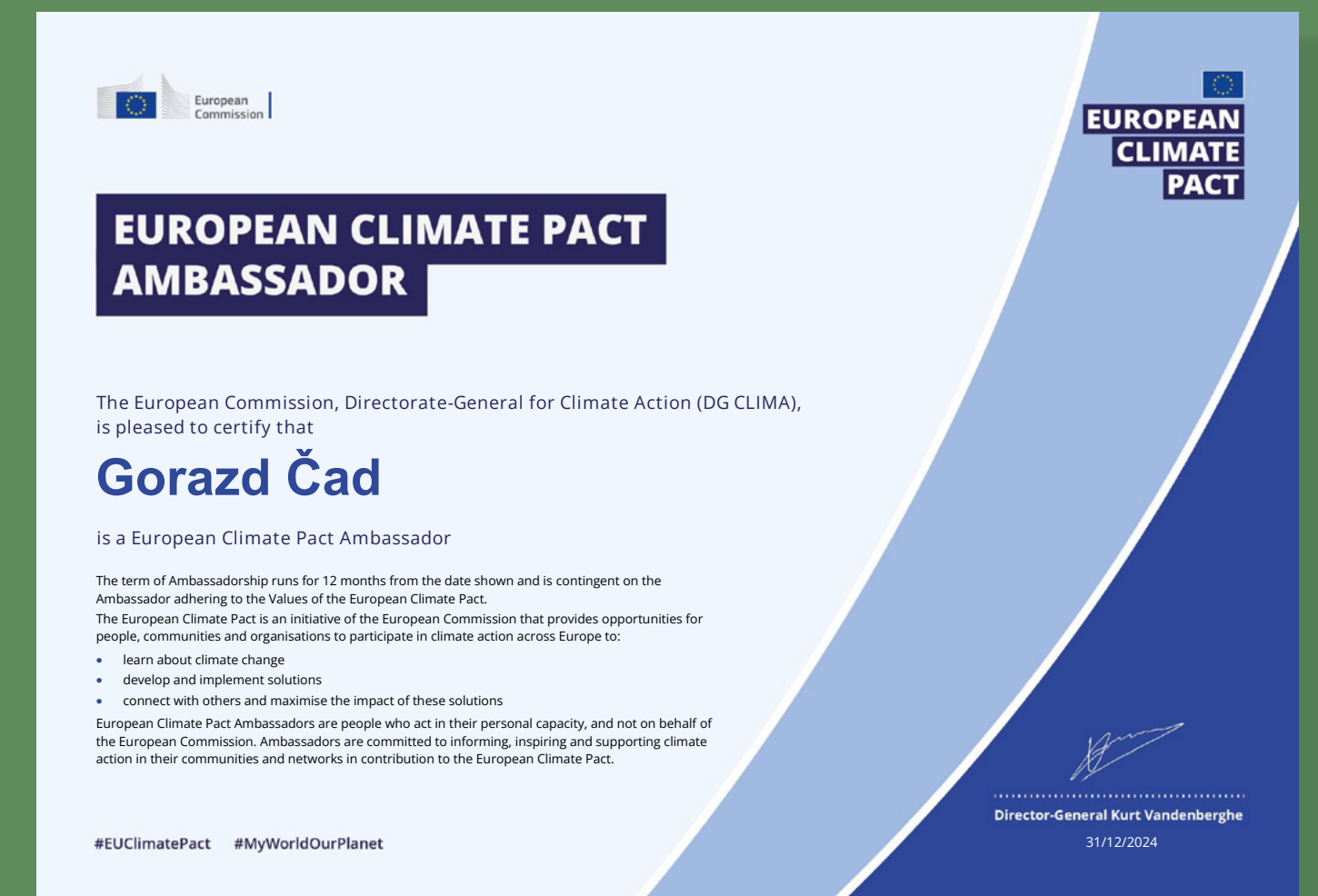
The sustainability rating will range from 1 to 5, with 5 being the highest mark. The threshold for acquiring a positive final mark is the overall mark of 2.61.



ABOUT PLANE POSITIVE EVENT **FOUNDER**



Gorazd Čad is a geographer and historian by education and an advocate of sustainability and responsible event organising by profession. As the European Climate Pact Ambassador, he aspires to create a sustainable transformation within the meetings industry and create events with future generations in mind - events that make the world a better place long after they have ended.



OUR PARTNERS



OUR CLIENTS

