



**PLANET
POSITIVE
EVENT**

PLANET POSITIVE EVENT METHODOLOGY

www.planet-positive-event.eu

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1. PROJECT STARTING POINT

Our tool came to life as we could not find a suitable solution on the market to digitalise our sustainable event, the Conventa trade show. We tried and tested numerous tools, calculators and recommendations, but there was always something amiss. That is how we decided to develop our solution. **Our tool tackles the following challenges:**



Imprecise carbon footprint calculators / the PPE carbon footprint calculator ensures high accuracy of the CO₂ calculation.

Reporting in compliance with legally binding ESRS Standards / the PPE report is aligned with the ESRS Standards and CSRD Directive.



Demanding data collection for the carbon footprint calculation (particularly Scope 3 emissions) / PPE includes nine easy-to-use forms for collecting data.

A flawed database / PPE includes 335 tips on organising sustainable events in compliance with ESRS Standards.

Poor visualisation of results / PPE report is generated automatically in accordance with ESRS Standards.



Evaluations without external assessment / PPE's external assessment is a guarantee of quality.

Measuring regenerative effects / The SDG matrix is one of our tool's stand-out features that covers all 17 SDG goals.



Our operative testlab is **Conventa**, an international trade show that takes place in Ljubljana annually. Toleranca marketing is the co-founder and head organiser of the event. At Conventa, we tried, measured, evolved and adopted the methodology. Positive responses from partners and attendees have shown that we have found a concrete solution to one of the meetings industry's most pressing problems - the sustainable transformation of events.

Due to its complexity, Conventa is the ideal lab for testing the methodology.

2. STARTING POINT

The web app Planet Positive Event was developed by Toleranca marketing and Arctur. Planet Positive Event was created to address the pressing issues faced by event organisers on their path to sustainable transformation. **With the help of the web app, the tool connects:**



A capable carbon footprint calculator



Sustainable criteria of events



A sustainability rating of events



Certification



Independent external assessment compliant with ESRS Standards

THE RESULTS OF USING THE PLANET POSITIVE EVENT TOOL ARE:

- ~~~~~ **MEASURED CARBON FOOTPRINT OF AN EVENT** with the help of the PPE calculator
- ~~~~~ **MEASURED SUSTAINABILITY RATING OF AN EVENT** with the help of PPE criteria
- ~~~~~ **MEASURED REGENERATIVE EVALUATION OF EVENT** with the help of the SDG and ESG matrixes
- ~~~~~ **FINALISED ACTION PLAN (ROADMAP)** with the help of automatically generated sustainable recommendations
- ~~~~~ **EXTERNAL ASSESSMENT AND CERTIFICATE** with the help of an external assessment created by independent external assessors
- ~~~~~ **HOLISTIC SUSTAINABILITY REPORT** generated automatically after a successful external assessment

IN ADDITION, THE TRANSFORMATIVE PROCESS IS SUPPORTED BY:

- ~~~~~ **EDUCATION:** video education and educational courses for companies
- ~~~~~ **ENCOURAGEMENT:** a website with a detailed knowledge base in sustainable event organising (www.planet-positive-event.eu)
- ~~~~~ **GREEN SUPPLIERS:** list of certified green suppliers
- ~~~~~ **ANNUAL EVENT:** Planet Positive Event forum scheduled for November 2024
- ~~~~~ **CONSULTANCY:** in all key areas of organising sustainable events
- ~~~~~ **COACHING:** training sustainable teams

3. VISION AND MISSION OF PROJECT



MISSION



VISION

FROM WORDS TO ACTIONS

We encourage and support event organisers to embark on a journey of sustainable transformation by helping them measure their events' carbon footprint, acquire a sustainability rating and foster measurable regenerative impact.

ORGANISING EVENTS RESPONSIBLE TO THE ENVIRONMENT, SOCIETY AND ATTENDEES

We wish to create a movement for responsible event organisation based on measuring events' direct, indirect, multiplicative and regenerative effects. At the same time, we encourage event organisers to create events within planetary boundaries by considering the common well-being of all.

4. OUR PLEDGE

As event organisers, we developed a tool for event organisers that will help them easily, systematically and effectively measure the following:



CARBON FOOTPRINT
for the entire lifecycle of an event (LCA event)



SHORT-TERM IMPACT
of an event through measurable SMART effects (SDG matrix)



LONG-TERM LEGACY
of an event through measurable ESRS effects (ESRS matrix)

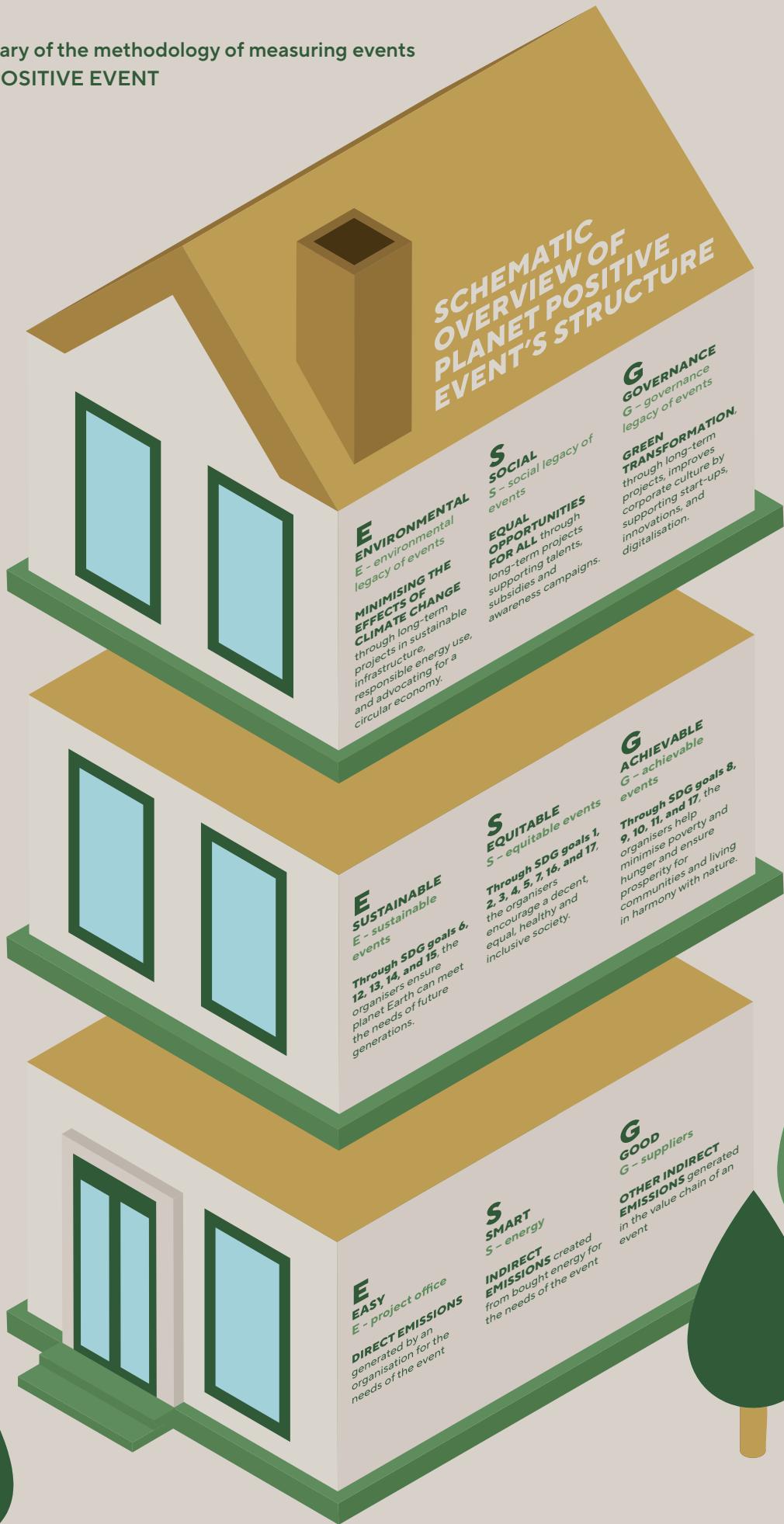
Our tool helps event organisers leave the destination where they host their event in a better state than before they hosted their event there. They can thus facilitate a long-term positive legacy for the local community.

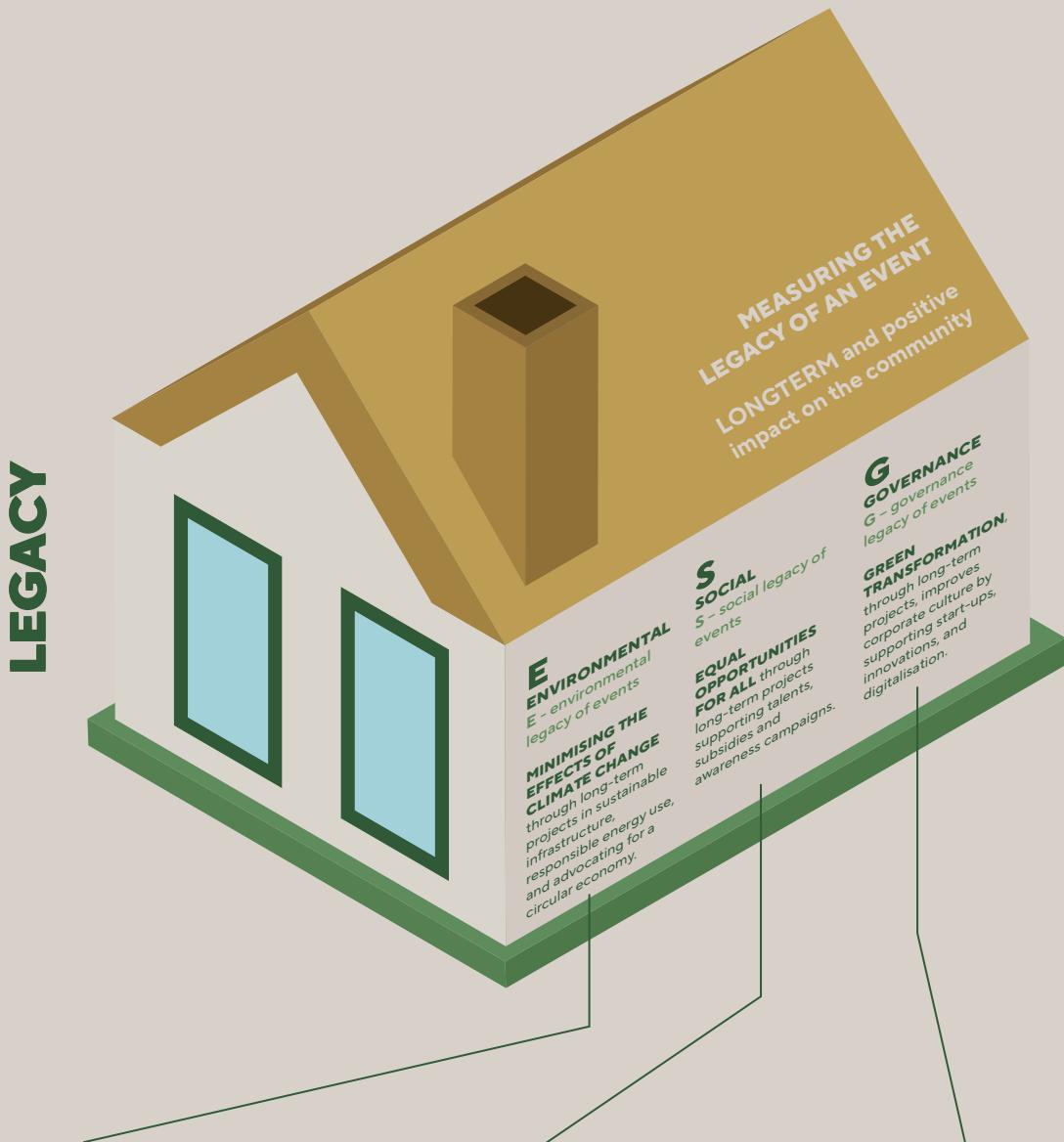
5.

WHAT DO WE MEASURE WITH OUR TOOL

A Brief summary of the methodology of measuring events
by PLANET POSITIVE EVENT

LEGACY
IMPACT
OUTCOME





E1 – Climate change

E2 – Pollution

E3 – Water and marine resources

E4 – Biodiversity and ecosystems

E5 – Circular economy

EXAMPLES OF PROJECTS WITH LONG-TERM IMPACT THAT EVENT ORGANISERS SHOULD SUPPORT

1. Making cities greener (green rooftops, city parks, vertical gardens)
2. Revitalising wetlands (removing invasive species, planting native plants)
3. Preserving forests (forestation, protection of forests before wildfires and felling)
4. Building infrastructure resilient to climate change (roads, bridges and buildings that can withstand extreme climate conditions)
5. Adapting water sources (water containers, irrigation systems)
6. Renewable energy sources (investing in wind, solar, geothermal and hydroelectric energy)
7. Improved energy efficiency (insulation of buildings, purchasing energy-efficient devices)
8. Cleaning water sources (building and revamping cleaning plants)
9. Reducing plastic (supporting systems for collecting and recycling plastic waste)
10. Revitalising and protecting natural habitats (planting native plants and rooting out invasive species)

S1 – Own workforce

S2 – Workers in the value chain

S3 – Affected communities

S4 – End-users / Communities

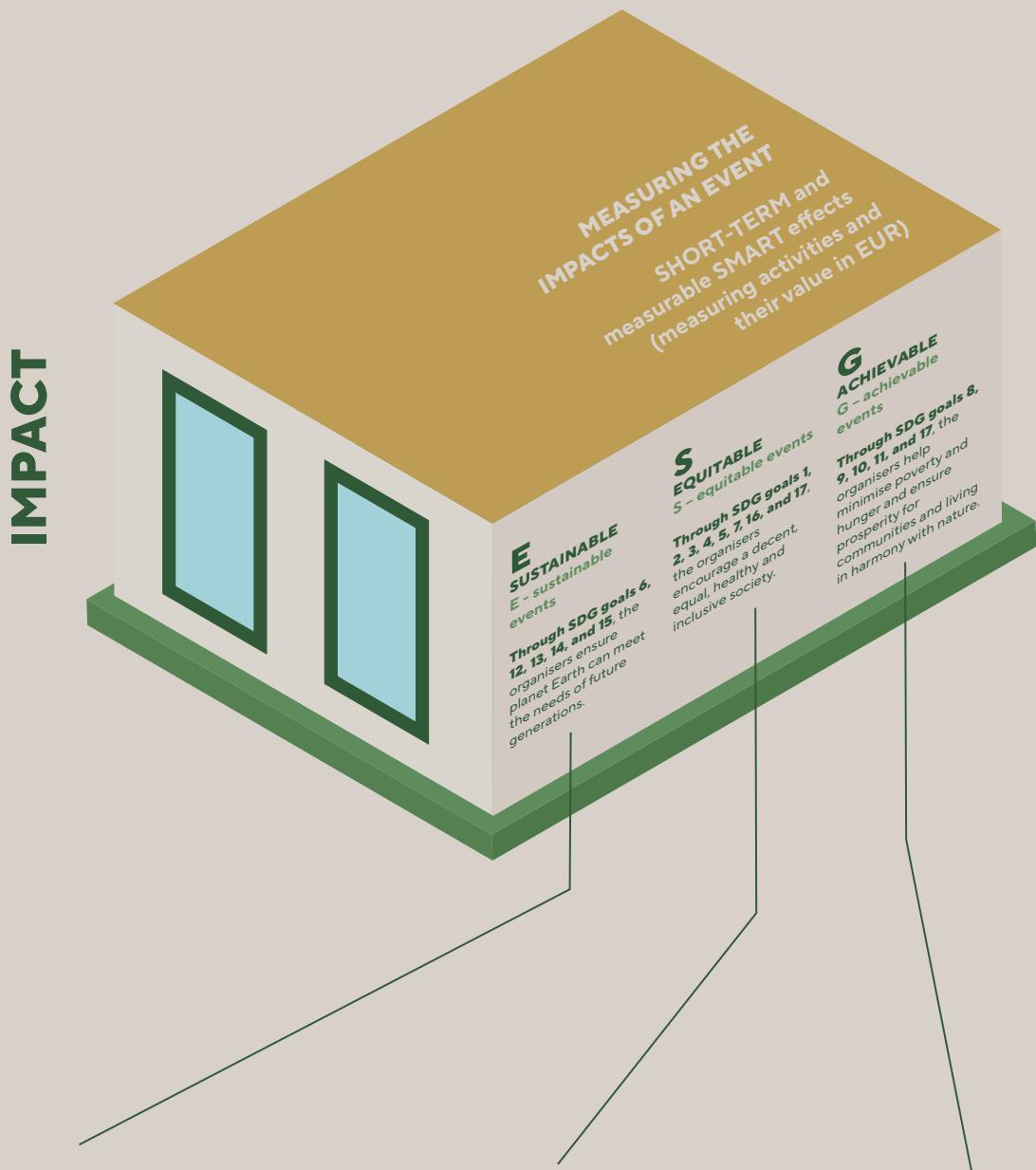
EXAMPLES OF PROJECTS WITH LONG-TERM IMPACT THAT EVENT ORGANISERS SHOULD SUPPORT

1. Encouraging entrepreneurship (developing and supporting incubators for small and mid-sized companies and mentorship)
2. Equitable pay (regular pay, a system of ensuring additional benefits such as free healthcare and pension plans)
3. Flexible work options (encouraging remote work and development of digital infrastructure)
4. Investments into the education of adults (co-financing education and partnerships with educational institutions)
5. Access to education (scholarships, developing programmes for adults)
6. Access to healthcare services (equipping and developing healthcare centres and implementing preventive healthcare services)
7. Preserving cultural heritage (renovating cultural monuments and supporting local artists)
8. Protecting freedom of speech and free press (supporting independent media and education about media literacy)
9. Supporting sustainable consumption (awareness campaigns to reduce plastic and instead purchase local products)
10. Supporting local suppliers (subsidies for local products, supporting markets offering local products at international events)

G1 – Governance

EXAMPLES OF PROJECTS WITH LONG-TERM IMPACT THAT EVENT ORGANISERS SHOULD SUPPORT

1. Continuous measurement of events' carbon footprint (measuring carbon footprint and short-term and long-term impacts)
2. Transparent reporting (preparing sustainability reports following ESRS Standards)
3. Improving corporate culture (education about organising and supporting sustainable events)
4. Digitalisation (supporting the development of digital tools in the meetings industry)
5. Advocating diversity (supporting programmes that encourage diversity)
6. Educational courses for suppliers (creating sustainable value chains)
7. Developing talents (supporting programmes that mentor young talents and help them develop)
8. Accelerators and start-ups (supporting projects that champion sustainable innovations at events)
9. Sustainable mobility (supporting projects that advocate sustainable travel of attendees)
10. Zero-waste events (supporting zero-waste events)



SDG6 – Clean water and sanitation
SDG12 – Responsible production and consumption
SDG13 – Climate action
SDG14 – Life below water
SDG15 – Life on land

SDG1 – No poverty
SDG2 – Zero hunger
SDG3 – Good health and well-being
SDG4 – Quality education
SDG5 – Gender equality
SDG6 – Clean water and sanitation
SDG7 – Affordable and clean energy
SDG16 – Peace, justice and strong institutions
SDG17 – Partnerships for the goals

SDG8 – Decent work and economic growth
SDG9 – Industry, innovation and infrastructure
SDG10 – Reduced inequalities
SDG17 – Partnership for the goals



**SCOPE 1
DIRECT EMISSIONS**
generated by the organisation for the needs of the event

SCOPE 1 according to ISO 14064-1

CALC01: Project management and communication
CALC02: Energy use in the project office
CALC03: Mobility of employees
CALC06: Waste and water use in the project office

**SCOPE 2
INDIRECT EMISSIONS**
created from bought energy for the needs of the event

Scope 2 according to ISO 14064-1

CALC02: Energy use at the venue and food preparation

**SCOPE 3
OTHER INDIRECT EMISSIONS**
generated in the value chain of an event

Scope 3 - 6 according to ISO 14064-1

CALC03: Mobility of attendees
CALC04: Purchasing and ordering services and products
CALC05: Event production
CALC06: Waste and water
CALC07: Exhibition
CALC08: Catering
CALC09: Hotel accommodation

6. WE TRUST SCIENCE AND STANDARDS - OUR TOOL COMPLIES WITH LEADING STANDARDS

When developing the tool, we trusted science, not sustainable ESG fairytales

CARBON FOOTPRINT OF THE EVENT

GHG Protocol: 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

Standard PAS 2050: International standard for assessing the carbon footprint throughout the life cycle of products (<https://www.bsigroup.com/globalassets/localfiles/en-th/carbon-footprint/pas-2050-2011-guide.pdf>)

SUSTAINABILITY RATING OF THE EVENT

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

SDG AND ESG REPORT

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

ESRS REPORT

ESRS Standard: European sustainability reporting standards

(https://finance.ec.europa.eu/news/commissionadopts-european-sustainability-reporting-standards-2023-07-31_en)

GOVERNANCE SYSTEM OF PLANET POSITIVE EVENT

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

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

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

CARBON OFFSETTING

Oxford Principles of Offsetting (<https://www.smithschool.ox.ac.uk/research/oxford-offsetting-principles>)

DATA SECURITY

ISO 27017-2015: Code of practice for information security controls based on ISO/IEC 27002 for cloud services

7. RESEARCH AND DEVELOPMENT

We continuously improve and evolve the tool with the help of various tools that help us make constant improvements.
The key methods we adopted:



USER FEEDBACK

We constantly test the tool on the end users to receive their feedback and make improvements.

STRESS TESTING

We test the tool in events outside of normal confines to test its performance.



KPI ANALYSES

We track the main indicators of the tool's success.

QUALITATIVE RESEARCH

Interviews with end-users help us obtain in-depth feedback about their experience with the app and expectations. This research includes surveys for target groups.

BENCHMARKING

We compare our tool with similar solutions on the market. We study competitive tools on the market to identify their advantages and drawbacks compared to our tool.

8. DATA SECURITY

ISO 27017-2015: Code of practice for information security controls based on ISO/IEC 27002 for cloud services

In accordance with the standard, we constantly check whether our tool is vulnerable to security breaches. That includes:

~~~~~ **Code review:** analysing the source code to identify security gaps and flaws.

~~~~~ **Vulnerability scanning:** using automated tools to identify possible security risks.

9. EXTERNAL ASSESSMENT

The work of external assessors is regulated by the Policy and Procedure Manual for External Assessors, prepared in accordance with the methodology of **ISO 9001:2015**.

The Policy and Procedure Manual for External Assessors is an annex to the Quality Manual of the “Planet Positive Event” project (hereafter named “PPE”), which regulates the governance and management system of the project. The document is binding for all external assessors. Changes and amendments to the document will be made at least once a year. The PPE project manager will collect and review proposals, suggestions and comments throughout the year.

An external assessor is an expert specialising in various fields of event organising or is a sustainability expert.

EXTERNAL ASSESSORS ASSUME THE ROLE OF “CRITICAL COLLEAGUES” OF EVENT ORGANISERS DURING THE EXTERNAL ASSESSMENTS. IN PRACTICE, THAT MEANS THEY MUST BE:

- ~~~~~ **External** (from another institution or organisation) and **independent** (have zero personal or institutional interest in the evaluation)
- ~~~~~ Work in a similar environment or **have organised events independently**
- ~~~~~ **Are proven experts** in their field (with similar values, professional competencies and approach, language proficiency, etc.)
- ~~~~~ Can **bring specific know-how** about event organising into the evaluation and pair it with an external view of someone who comes from a different organisation (“external insider”)

EXTERNAL ASSESSORS CONDUCT THEIR WORK ADHERING TO THE FOLLOWING VALUES:

- ~~~~~ Objectivity and impartiality
- ~~~~~ Respecting the achievements of event organisers, regardless of their level of knowledge in sustainability, and understanding the circumstances that lead to an event’s results
- ~~~~~ Respecting business ethics
- ~~~~~ Openness to novelties and learning
- ~~~~~ Accepting different approaches (different solutions, approaches to work, etc.)
- ~~~~~ Motivating event organisers to make improvements

10. TERMINOLOGY AND DEFINITIONS

Some of the most used abbreviations that external assessors must be familiar with:

CO₂ – Carbon dioxide – the most important greenhouse gas

CO₂-e – Carbon Dioxide Equivalent

CSO - Chief Sustainability Officer

CSRD - Corporate Sustainability Reporting Directive

CSSD - Corporate Sustainability Due Diligence Directive

DEFRA – Emission Conversion Factors

ESAP – European Sustainability Data Base

ESG - **E** – Environment, **S** – Social, **G** – Governance

ESRS - European Sustainability Reporting Standards

GHG – Greenhouse Gas Protocol and Reporting Standard (www.ghgprotocol.org)

ISO 14064 – International Standard for Corporate Emissions Reporting

NFRD - Non-Financial Reporting Directive

PIS - Business Information System

SVK – Quality Management System

ZERO WASTE – Protecting all natural resources through responsible production, consumption, reuse and use of products, plastic and matter, without incinerating matter or generating emissions that could impact the soil, water or air and thus harm ecosystems or humans.

Note: Only the most important abbreviations are listed here. A comprehensive overview will be available on the website www.planet-positive-event.eu



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