



**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**



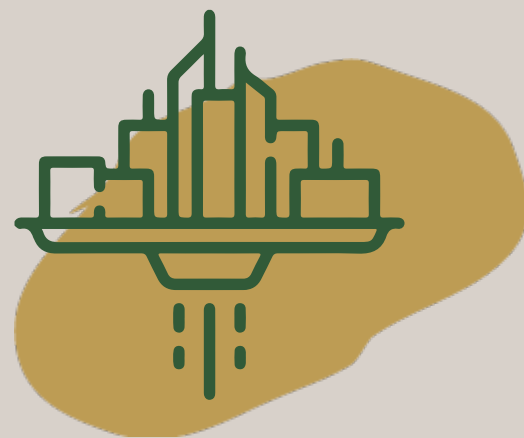
**THINK LOCALLY,
ACT GLOBALLY
= CLIMATE DISASTER**



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



BEFORE



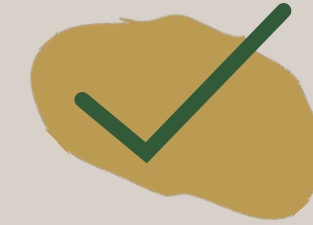
DISORGANISED REPORTING STANDARDS

Until the ESRS Standards were accepted in 2023, reporting standards were vague and dispersed and often prepared only as recommendations.

GRI Standards were considered the golden standard. The model is the most used in the world of sustainability reporting. The GRI and the ESRS standards overlap in many segments.

Following GRI Standards is **VOLUNTARY**.

NOW



ESRS HAS ENDED SUSTAINABLE FAIRYTALES

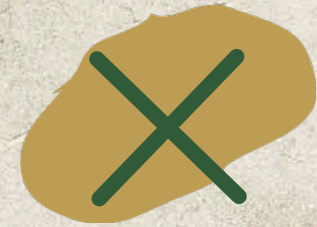
The standards were developed by **EFRA**G (European Financial Reporting Advisory Group). Consequently, the requirements are much stricter and precise.

Companies will need to publish ESRS findings as part of their sustainability report, published alongside accounting records. In addition, the data will need to be revised regularly.

Following ESRS Standards is **LEGALLY BINDING** in all EU Member States.



BEFORE



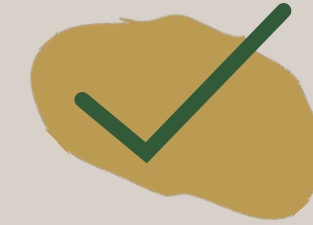
IMPRECISE CARBON FOOTPRINT CALCULATORS

Most carbon footprint calculators are generic and lack the accuracy to offer quality calculations.

In addition, they do not cover the carbon footprint of all event segments (such as production, communication, marketing, etc.)

EMISSION FACTORS remain the most problematic, as they do not always align with the GHG Protocol.

NOW



PPE - PRECISE CARBON FOOTPRINT CALCULATOR

We have tested over 120 carbon footprint calculators. There was always something missing. That is why we developed our own.

Our emission factors, crucial for calculating GHG emissions of greenhouse gas emissions, are based on reliable collections of data, such as ADEME, BEIS, DEFRA, EPA, IEA, IPCC, EcoInvent, EXIOBASE / USEEIO, EPD, scientific studies and concrete data provided by suppliers.

We ensure **HIGH ACCURACY** of collected data, as our threshold for the safety margin is set at 3.01 (from 1 to 5)



BEFORE



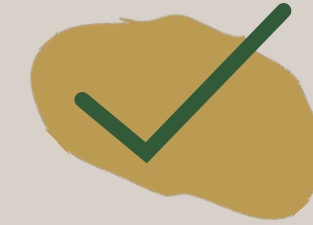
TIME-CONSUMING DATA COLLECTION

Before, event organisers could not use forms prepared in accordance with the GHG Protocol to collect data. That increased the probability of mistakes and diminished the credibility of the final measurement.

Companies calculating their carbon footprint often decide on the Greenhouse Gas Protocol – Corporate Accounting and Reporting Standard (WRI/WBCSD) and ISO 14064. To calculate individual segments of carbon footprint, they usually opt for PAS 2050:2008 and ISO 14067 standards.

No standardised **FORMS FOR DATA COLLECTION** to calculate an event's carbon footprint existed until now.

NOW



9 FORMS TO CALCULATE THE CARBON FOOTPRINT

We are proud of the pioneering forms for calculating the carbon footprint, the first of their kind in the world.

SUPPORT THROUGHOUT ALL PHASES

CALC01: Project management and communication

CALC02: Energy

CALC03: Mobility

CALC04: Purchasing and ordering

CALC05: Venue and event production

CALC06: Waste and water

CALC07: Exhibition

CALC08: Catering

CALC09: Hotel accommodation

The forms **SIGNIFICANTLY SIMPLIFY** the time-consuming process of gathering data. We included valuable tips for all the forms.



BEFORE

INCOMPLETE KNOWLEDGE BASE

Despite numerous handbooks on sustainability, recommendations and guidelines for event organisers were often imprecise and poorly prepared.

Often, precise normatives were missing. Standards and recommendations overlapped.

A FLAWED KNOWLEDGE BASE is one of the core challenges in the meetings industry.

The Net Zero Carbon Events recommendations are also very generic.

NOW

335 TIPS FOR SUSTAINABLE EVENT ORGANISATION

200

recommendations for the future

9

collections of ideas for
collecting carbon footprint data

15

educational videos
(in preparation)

Certification of internal experts

16 EVALUATION MATRIXES - **96 obligatory** and **286 recommendable** criteria represent the heart of the PPE tool



BEFORE

POOR VISUALISATION OF RESULTS

The graphic visualisation of measurements and sustainability ratings did not meet expectations nor used the capabilities of modern visualisation tools.

ESRS reports are not generated **AUTOMATICALLY** and are not aligned with standards.

NOW

AUTOMATICALLY-GENERATED REPORT

Our report is aligned with ESRS Standards and includes (the report is in English):

- Carbon Footprint of the Event
- Total Emissions by Source
- Event GHG Scopes 1,2 and 3 Carbon Emissions
- Event Sustainability Policy
- Completion of Individual Criteria
- Final Sustainability Rating of the Event
- Recommendations for Organising Sustainable Events in the Future
- Recommendations from External Assessors
- The Event's Regenerative SDG Effects
- The Event's Regenerative ESG Effects
- The Event's Final Certificate

The **ADVANTAGE** of the tool is the automatically generated report aligned with **ESRS STANDARDS**.



BEFORE

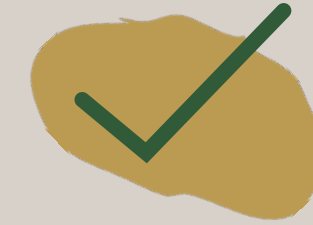


NO EXPERT EXTERNAL EVALUATION

Most tools do not include an external evaluation by independent experts who would guarantee the criteria are met.

Only a handful of companies in our industry underwent the strict evaluation of the **ISO 9001:2015** quality management system.

NOW



EXTERNAL ASSESSMENT

The external assessment by an independent expert assessor guarantees quality.

TRUSTWORTHY ASSESSORS

Our trustworthy national and international team of external assessors help set the tool apart from other solutions. External assessors are leading experts in sustainability. 11 national and 15 international external assessors ensure the credibility of the final sustainability rating.



BEFORE



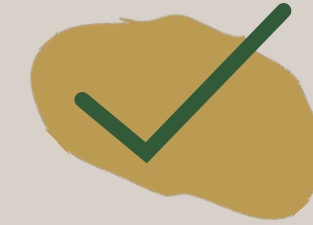
LIMITED USER EXPERIENCE

During the preparation phase, we analysed numerous tools that offer a different user experience.

Some carbon footprint calculators were simply based on Excel sheets.

SINGLE PURPOSE apps that only focus on a part of sustainable transformation are prevalent on the market. They are often considered less effective.

NOW



ALL-IN-ONE USER EXPERIENCE

Our **WEB APP** will help you check how much your event complies with ESRS Standards, help you measure the carbon footprint and give you tips on how to organise your event sustainably.

We developed the **EFFECTIVE ALL-IN-ONE TOOL** in partnership with the market-leading tech company Arctur d.o.o.



BEFORE



NO REGENERATIVE EFFECTS

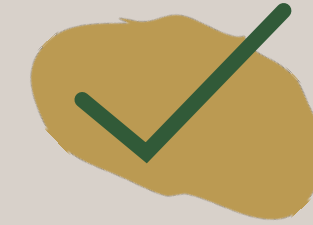
The regenerative effects of events are essential. The easiest way to measure them is with SDG or ESG matrixes that did not exist for event organising until now.

There are no best practice cases in this field so far.

ESG INDICATORS

They are often descriptive and cannot be measured.

NOW



FIRST SDG & ESG MATRIX FOR EVENTS

The **SDG MATRIX** is one of our tool's novelties that covers all 17 goals of SDG development. The pioneering matrix addresses the multifaceted regenerative effects of events. Most importantly, we encourage event organisers to take concrete climate action. The matrix includes 40 criteria.



CARUM RARUM

FIVE KEY ADVANTAGES OF PLANET POSITIVE EVENT

1

ALL-IN-ONE PLATFORM

A holistic solution that makes sustainability management and reporting straightforward.

2

ESRS STANDARDS

The automatically-generated report about an event's economic, environmental, societal and governance effects complies with ESRS Standards.

3

EXTERNAL AND INTERNAL ASSESSMENT

The evaluation is audited by independent external assessors and certified internal assessors.

4

STANDARDISED DATA COLLECTION

The tool measures carbon footprint with standardised forms and includes instructions for collecting data (more than 110 tips).

5

REGENERATIVE CRITERIA

The tool measures regenerative effects with the help of an original SDG and ESG matrix that includes 40 criteria.

**TRANSFORMATIVE TOOL =
ONLINE TOOL + SUSTAINABILITY RATING OF AN EVENT + CERTIFICATE + ESRS REPORT**



CASE STUDY



CONVENTA

Explore. Meet. Create.

CONVENTA'S SUSTAINABLE TRANSFORMATION

2009 - 2024



THERE IS NO SUSTAINABILITY WITHOUT PERSISTENCE

Since 2009

CONVENTA'S SUSTAINABLE CRITERIA

are recommendations that cover 15 key segments of event organisation or **EXTERNAL** recommendations dedicated to partners and subcontractors. Our 266 criteria are explained in detail below.

CONVENTA'S SUSTAINABLE MEASURES

include concrete measures implemented annually and our green pledge. **INTERNAL MEASURES** help us prepare Conventa's annual action plan. They cover seven segments (CONVENTA 7R).



CONVENTA'S REGENERATIVE CONCEPT

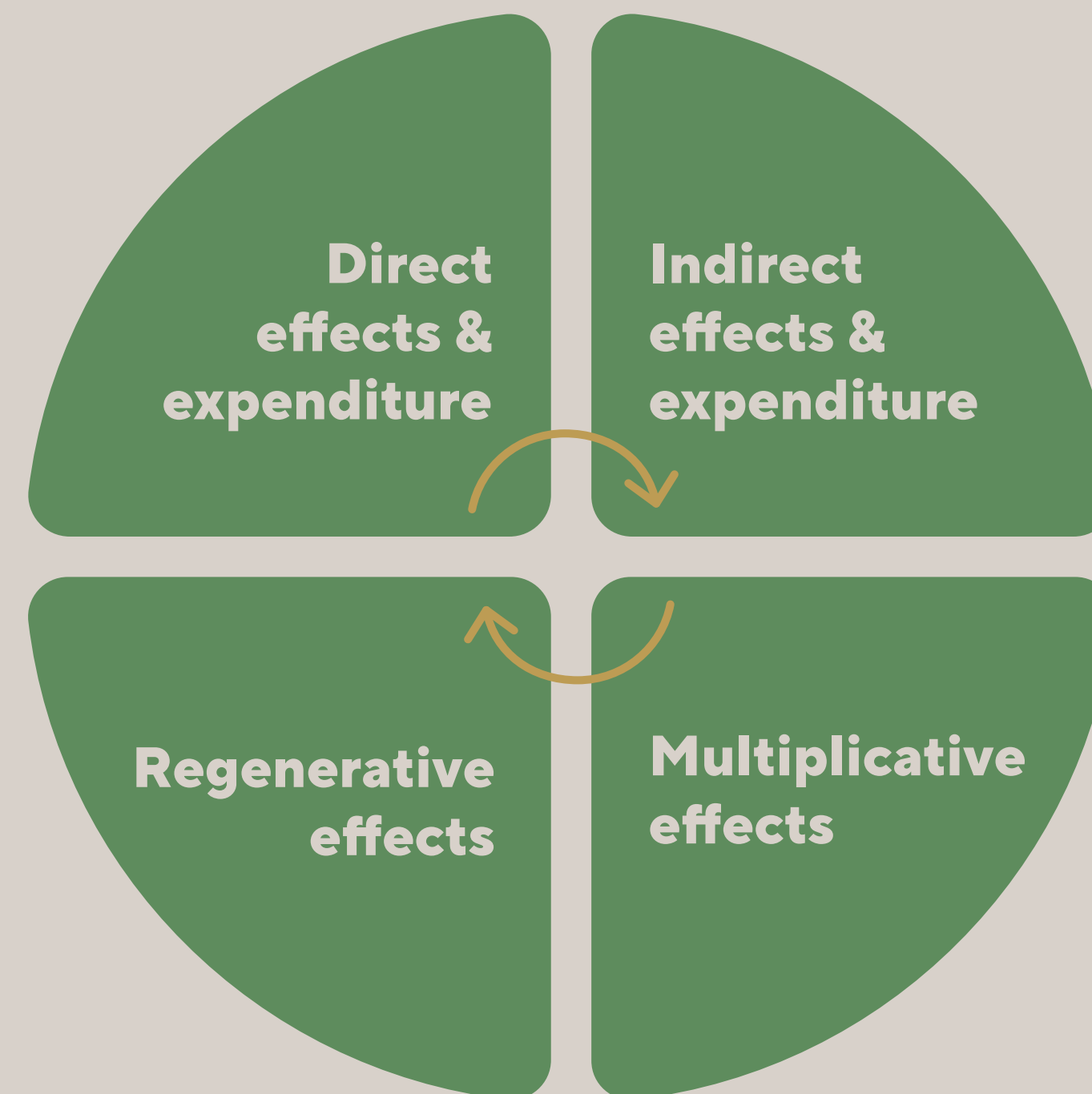
Conventa is a **FACILITATOR AND BOOSTER OF CHANGE** and an ideal test lab for fostering innovation to achieve sustainable and regenerative transformation. The organisers see Conventa not only as a means to achieve constant growth or reap multiplicative financial rewards but as a platform that generates prosperity for the community of event organisers. Conventa follows the new strategy of the meetings industry in Ljubljana and represents a best practice case.

Direct expenditure

pertains to the expenditure of all exhibitors at Conventa (hotels, specialised event organisers, convention centres, incentive and DMC agencies and convention bureaus).

Regenerative effects

will be in science (the development of new technologies and know-how and encouraging scientific research), tourism (revisiting the destination and reducing seasonality), culture (promoting local culture) and sustainability (supporting local self-sufficiency).



Indirect expenditure

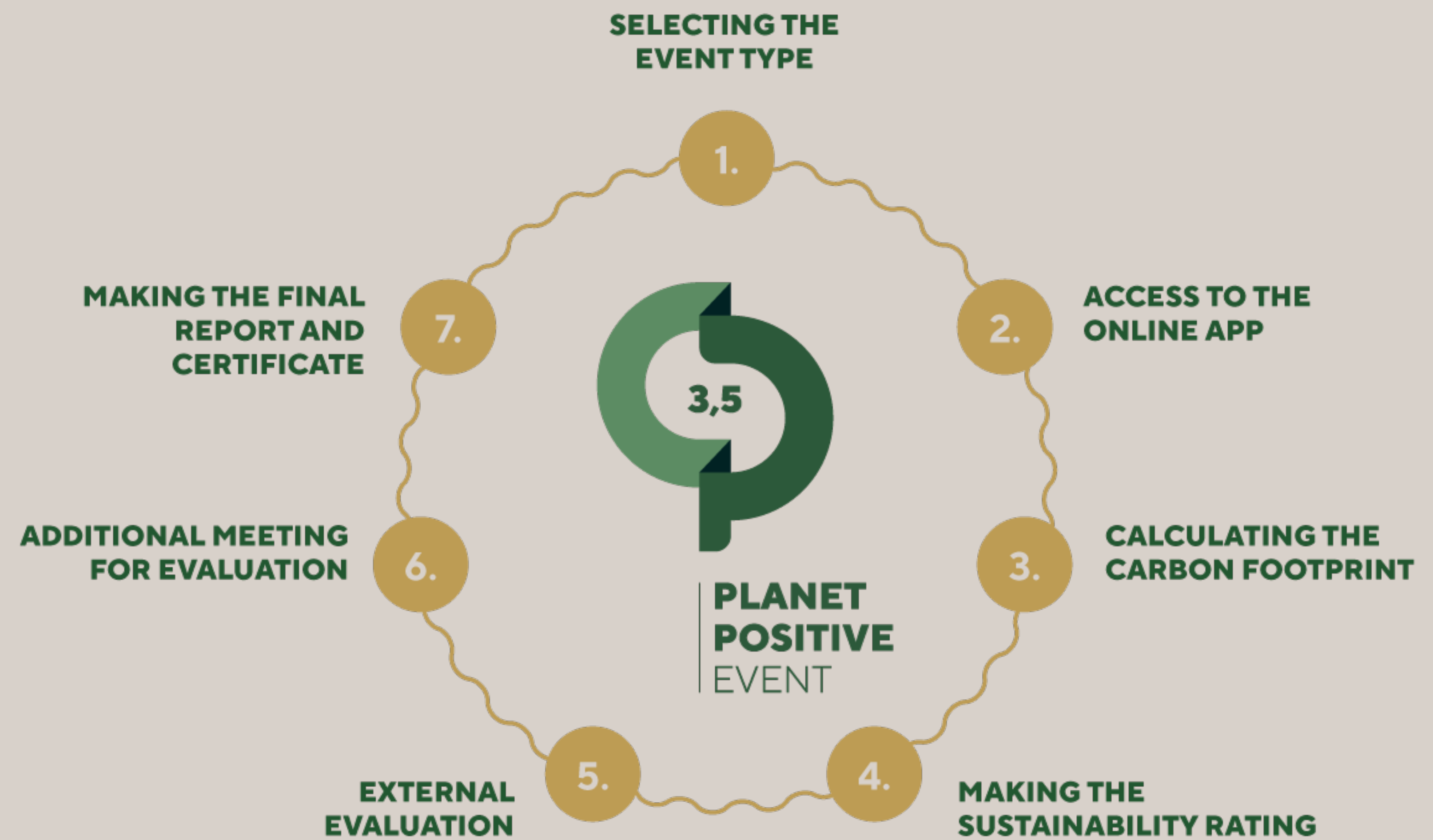
refers to suppliers of Conventa (providers and suppliers of accommodation, transport, technical equipment, catering services etc.)

Multiplicative effects

will provide full-time and part-time jobs, income generated from work and taxes on a local and national level (income tax, excise tax, VAT etc.).



SEVEN SIMPLE STEPS TO CONVENTA'S SUSTAINABILITY RATING



STEP 1

GREEN PLEDGE AND GREEN ACTION PLAN

Green team's recommendation

The green pledge is the foundation of Conventa's sustainable transformation. We created an action plan to implement the pledge (Conventa 7R model). Each year, we set measurable goals that we can track easily thanks to the final sustainability rating.

Challenge: Implementing the green pledge and understanding the needs of all stakeholders, especially partners.





STEP 2

CHECKING CRITERIA AND PREPARING FOR SUSTAINABLE EVENT ORGANISATION

Green team's recommendation

96 obligatory and 268 recommendable criteria of Planet Positive Event are a collection of concrete activities that help event organisers organise responsible events. We understand it as a transformative tool.

Challenge: Quality and timely communication of activities with all stakeholders.

STEP 3

MEASURING CONVENTA'S CARBON FOOTPRINT

Green team's recommendation

You must start with data collection at least a month before the event. It is imperative that all subcontractors are up-to-date with the forms for collecting data. We recommend you organise a meeting with key suppliers.

Challenge: Collecting as much precise information as possible. Such precisely measured information includes paid invoices, etc.





STEP 4

CALCULATING CONVENTA'S SUSTAINABILITY RATING

Green team's recommendation

The criteria for creating the sustainability rating are:

- KT1 - Mobility 26 (5+21)*
- KT2 - Project management 20 (7+13)
- KT3 - Communication 27 (7+20)
- KT4 - Marketing 25 (6+19)
- KT5 - Event venue 35 (9+26)
- KT6 - Exhibitor equipment 16 (5+11)
- KT7 - Purchasing and ordering 20 (5+15)
- KT8 - Food and beverages 20 (8+12)
- KT9 - Multimedia equipment and production 26 (5+21)
- KT10 - Hotel accommodation 30 (5+25)
- KT11 - Social responsibility 24 (9-15)
- KT12 - Natural environment 14 (6+8)
- KT13 - Energy 18 (6+12)
- KT14 - Waste 24 (7+17)
- KT15 - Water 17 (6+11)
- KT16 - Regenerative effects 40

Challenge: You should prepare as much concrete proof, certifications and receipts for external assessment. You should archive all data on a dedicated page on your event's website.



STEP 5

EXTERNAL ASSESSMENT

Green team's recommendation

Our external assessors are educated, professional, non-conflicting and objective:

Nika BRUNET MILUNOVIČ, Metal Days

Urša FISTER, Intours

Boštjan HORJAK, Liberty Adriatic

Jaka KRANJC, Ekologi brez meja

Lucija MAROVT, Circular Change

Gašper PAVLI, Sport Media Focus

Meta PAVLIN, Prvi Prvi

Tatjana RADOVIČ,

Simona ROŠKAR, Dobiček z namenom

Maja VIDERGAR, Cankarjev dom

The assessment is regulated by PPE's rules of procedure, where we precisely define the organisation and certification processes and management of the digital system.

Challenge: External assessment is not about finding flaws but praising commendable measures and suggesting improvements.





STEP 6

ADDITIONAL ASSESSMENT MEETING

Green team's recommendation:

If you submit accurate and suitable data, there will be no need for an additional meeting. All references and invoices should be verifiable, the same as for the revision of accounts.

Challenge: Understanding the principle of double materiality is crucial for the needs of external assessment (revision).



STEP 7

GENERATING THE FINAL REPORT AND CERTIFICATE

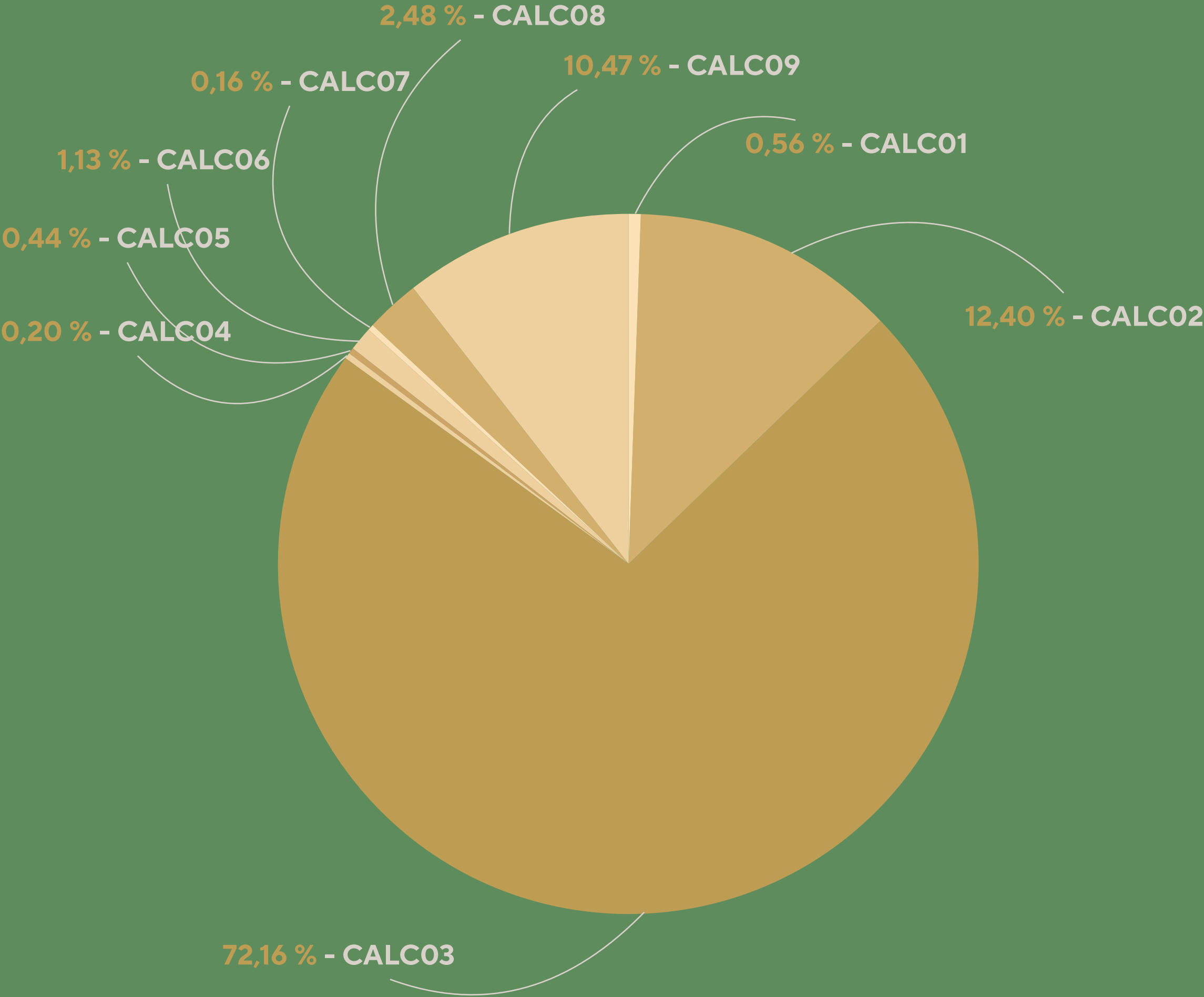
Green team's recommendation

With PPE, the report and certificate are generated automatically.

Challenge: Sharing the results transparently and responsibly. Carbon offsetting should not be the main goal of the process.



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%

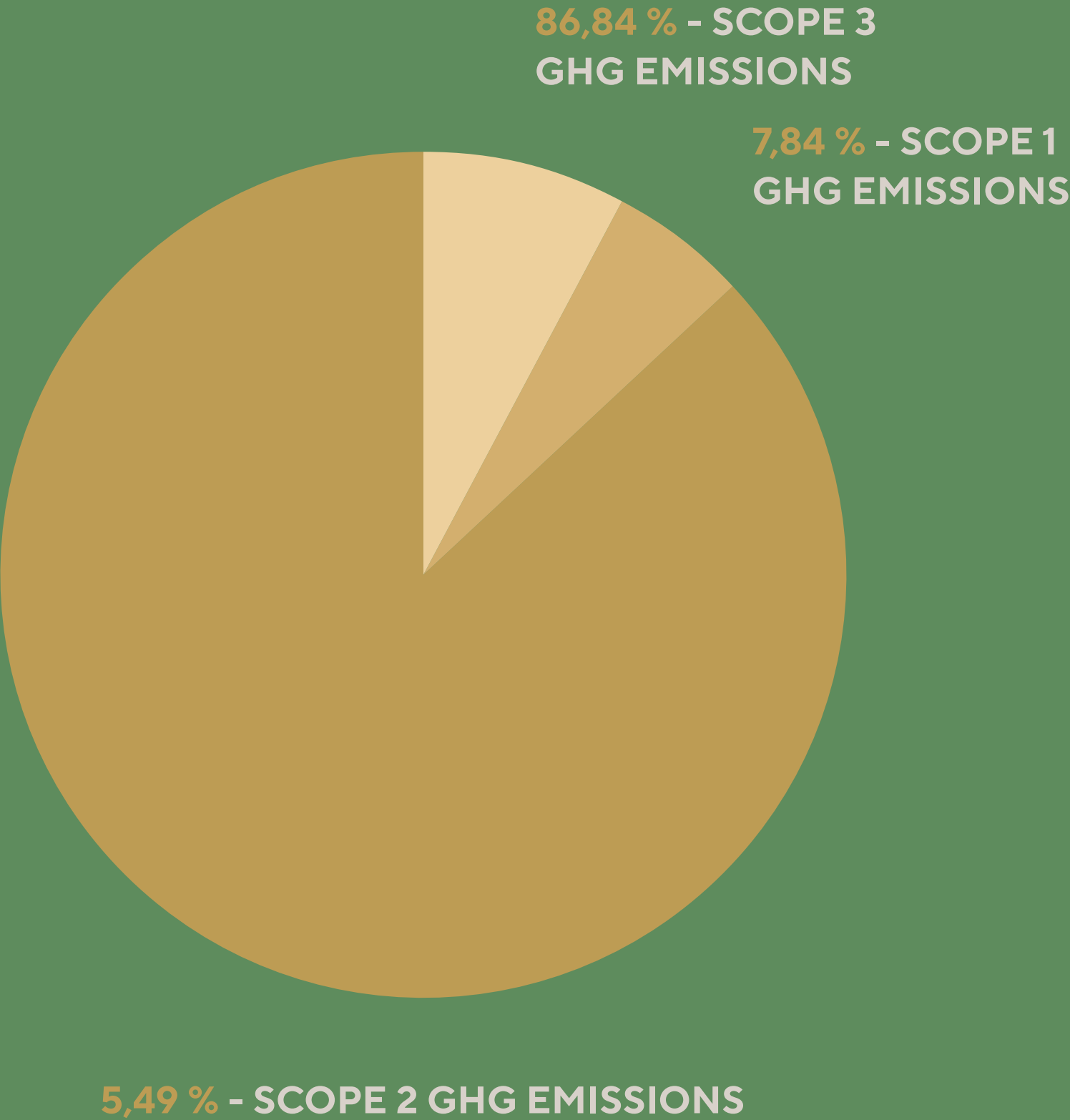
12,192.47 10.47%

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.



TRANSFORMATIVE TOOL

Beyond carbon footprint

We see event organisation as a transformative process. Our tool guides event organisers to make a **positive impact on the planet**.

The final sustainability rating shows how successful event organisers are on the path to creating regenerative events. Every step matters on the road to events responsible to the environment, society and attendees.

- ✓ **ENCOURAGEMENT:** Website and knowledge base with case studies - **www.planet-positive-event.eu**
- ✓ **EDUCATION:** 15 educational videos and practical in-person workshops
- ✓ **GREEN SUPPLIERS:** List of certified green suppliers and a market for supply and demand
- ✓ **ANNUAL EVENT:** Conventa Green Meetings Forum and Green Matchmaking Event
- ✓ **CONSULTANCY:** Consultancy included in all phases of managing green event



“To sustainably transform Conventa, we tested numerous tools, calculators, methodologies and recommendations. Something was always amiss or didn’t function properly. That is how we decided to develop our own solution. We are immensely proud of it because it is a global innovation in many ways. Among its numerous facets is its external evaluation conducted by independent experts. The solution is also user-friendly, resulting in a great user experience. Planet Positive Event is the brainchild of Slovenian know-how, innovation and technology. Planet Positive Event was developed by event organisers for event organisers.”

- **Gorazd Čad**, the co-founder of Conventa



“We are proud that we can use technology for unique solutions such as Planet Positive Event. The tool encourages event organisers to take positive action. It truly aids and guides in achieving behavioural change,”

- **Tomi Ilijaš**, Director of Arctur d.o.o.

www.planet-positive-event.eu





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EVENT

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THERE IS NO SUSTAINABILITY WITHOUT PERSISTENCE

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