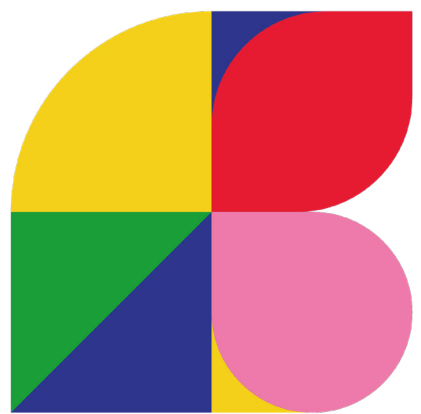


# SUSTAINABILITY PLAN



**BESTIVAL**  
25.-26. August 2022 | Berlin




# Our goals for BESTIVAL 2022

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Climate neutrality with a 10% per capita reduction of CO2 emissions

Assessment of all service providers with ISO 20121-compliant supplier checks and organisation in accordance with the Sustainable Event Guidelines Berlin

We aim for the BESTIVAL to become ISO 20121-certified in the coming years. This certificate is an internationally recognised verification of the event's sustainability. In order to obtain this certification, the organisers are already trying to adhere to the strict sustainability criteria: environmental protection, social ramifications, and economic components.





## Sustainability Plan Basics

All the planning, conception, and execution of the BESTIVAL follow a sustainability strategy based on the Sustainable Meetings Berlin directives and ISO 20121.

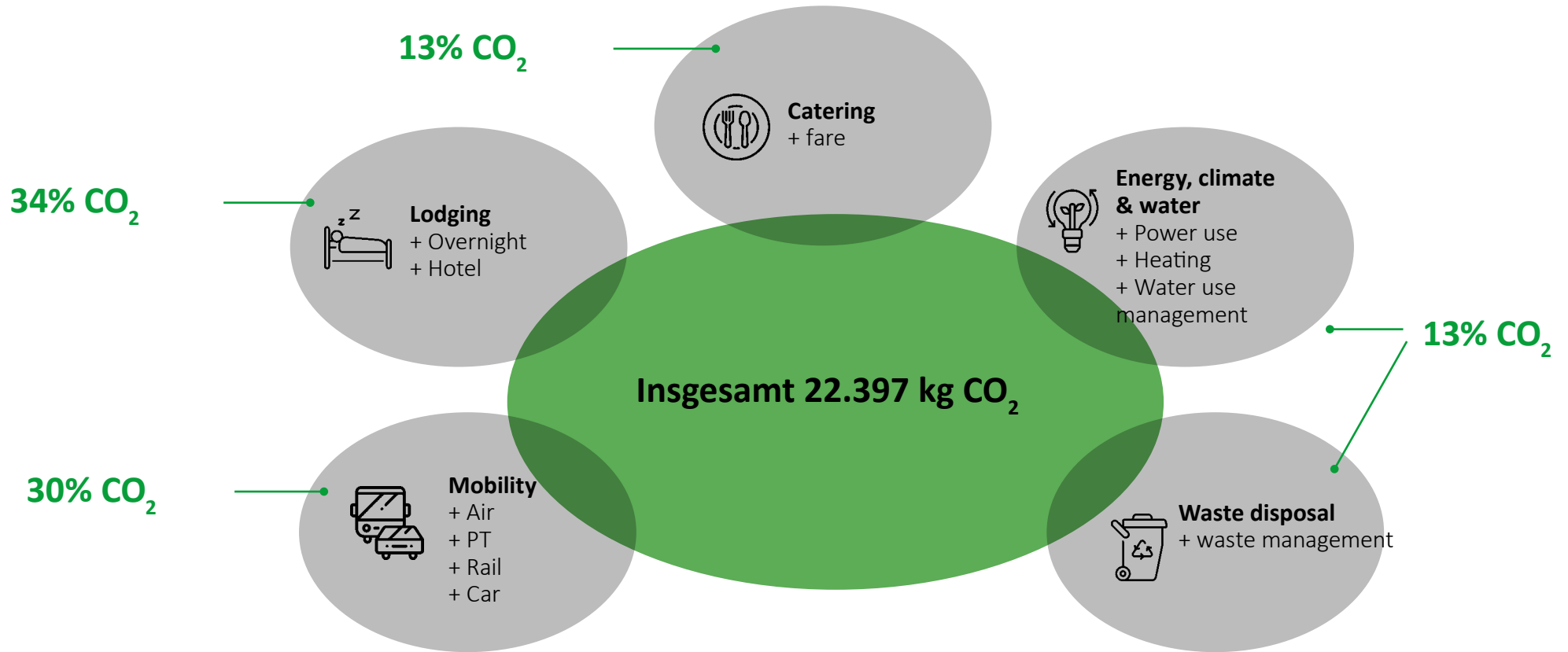
All areas of action described in the [Sustainable Event Guidelines](#) Berlin are considered in the BESTIVAL Sustainability Plan and come with their own definitions and measures.



### Areas of action of the Sustainable Event Guidelines Berlin



Grafik: visitBerlin Convention Office



Quelle: atmosfair



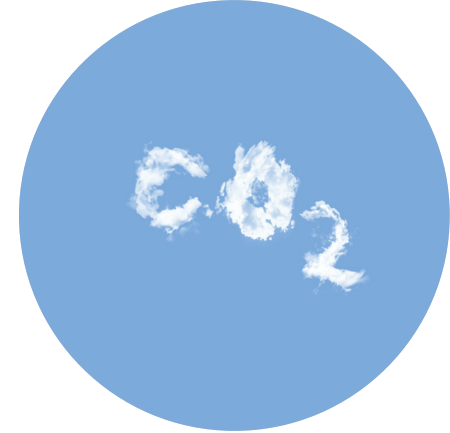
Sustainability plan  
**Climate neutrality | Prevention, accounting, and CO2 compensation**



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### Step 1 | Prevention

Advance planning is required to prevent emissions, e.g., if participants travel by train, public transport tickets are included, and vegetarian catering is used. Our partners are being informed of this topic.

**Specific measures** for preventing CO2 are listed on the following pages.

### Step 2 | Accounting

The quantity of unavoidable CO2 emissions is then determined. Static characteristics of the venue and the variable parameters of the event are considered. These are used to determine the effect of the event on the climate.

### Step 3 | Compensation

The last step is CO2 compensation based on the previously calculated CO2 emissions.

Certified provider Atmosphere conducts the compensation with the Gold Standard (GS).

The resulting amount goes toward related projects. In its 2021 donation, BESTIVAL helped fund the construction of new biogas systems for small farmers in Nepal.



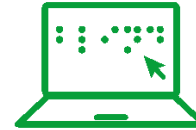
## Sustainability plan **Accessibility**

Measures are being taken that make it possible for persons with physical disabilities to participate in the BESTIVAL. Participants will be asked if they wish to specify any special needs during registration, and contact information will be provided so that these needs can be discussed with a partner of the event agency.



### **Physical accessibility**

- + The venues are easy for everyone to find, everybody can move around independently and join in the action.
- + The venues are accessible, including for wheelchair users and persons with impaired mobility.
- + Staff are available to guide blind or visually impaired persons.
- + There are enough seats in various areas for persons who cannot stand for long periods of time.
- + Height-adjustable tables are offered for wheelchair users.



### **Technical accessibility**

- + Communication is mostly conducted through the landing page, the event platform, and the app. Online channels are accessible and can also be used by visually impaired persons.

As needed, films and videos shown during the event can also contain subtitles for the deaf, and/or audio descriptions for the visually impaired.



● Sustainability plan  
**Transport & commute**

The BESTIVAL invites visitors from across Germany and Europe to Berlin so they can meet the city, the hosts, and the MICE industry. In order to minimise the CO2 footprint, the following measures will be taken:

- + Domestic arrivals will be covered with the Deutsche Bahn event ticket.
- + Carpooling is recommended for visitors arriving by car.
- + During the BESTIVAL, participants should ideally use public transport in the city. Participants will be offered the Berlin WelcomeCard for this purpose.
- + Walking tours are also offered and marked on a walking route map.
- + An affordable shuttle service with low-emission (omni-)buses is provided after evening events.



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■ Sustainability plan  
**Event venue & lodging**



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### **Venue**

The locations defined now, like the Café Moskau, the Kino International, and the area around the Arena Berlin can be reached by bus, and usually also with an U-Bahn less than 200 m away.

The further evaluation of the locations' sustainability criteria is done in accordance with the ISO 20121 requirements, and at least considers the emissions, energy supply and consumption, and the waste management incl. recycling and upcycling.

### **Lodging**

As the organiser, visitBerlin forms cooperations with hotels in Berlin. Sustainable Partner certification is prioritised in the selection of the participating hotels. In order not to rule out any network partners, participation by the individual partner hotels must be examined.





Sustainability plan  
**Catering | General measures**

Strict sustainability measures are applied to the catering, including in the selection of the suppliers.

- + All the suppliers are regionally based. Because there are enough SMB-certified companies, these are given priority.
- + The menu is broad and designed in such a way that dietary and other needs do not have to be asked for in advanced.
- + The BESTIVAL is also regional and sustainable outside of the catering partners. Not only are guests served culinary delights, but all special dishes and their ingredients are explained in order to ensure the utmost transparency.
- + The selection of beverages is highly regional and ecological. It need not be mentioned that tap water from mobile tap stations in in Berlin will quench your thirst day and night. Coffee – mandatory, of course – cannot be regionally sourced, so it is fairly traded and ecological to make up for this. As oranges are not indigenous, there will be apple juice and non-alcoholic rhubarb spritzers.
- + The serving sizes are set up such that there is no food waste. All food not consumed on site will be forwarded to Berliners via the ToGoodToGo app.
- + Of course, there will be no use of disposable dishes and packaging, and only reusable dishes and materials will be used.



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**"Vegetables are the star of the plate"**

Special focus is placed on the plant-based offerings. Vegetarian and vegan foods are so innovative, exciting, and tastefully prepared that even meat-eaters can't resist.

The goal is not only to give the participants a wide range of meatless highlights, but also to try and get them to move toward (mostly) meatless catering.



1.400g CO<sub>2</sub>

25% Gemüse  
25% Teigwaren  
50% Fleisch



1.000g CO<sub>2</sub>

33% Gemüse  
33% Teigwaren  
33% Fleisch



270g CO<sub>2</sub>

50% Gemüse  
50% Teigwaren

Grafik: btrr.live

CO2 equivalent per 500g serving



● Sustainability plan  
**Equipment & tech**

The installations (furniture, dishes, event techn, table cloths, etc.) are sourced sustainably:

- + As with catering, regionality and sustainability play a role in the selection of the equipment, technical, and non-food catering partners, meaning that certified companies are prioritised.
- + Technical service providers are obligated to use energy-efficient and energy-conserving technology.
- + LED lighting will be used when possible.
- + Service providers will be briefed in writing in advance, e.g., with regard to energy conservation measures.
- + We exclusively 100% rented furniture and equipment. Furniture made from recycled materials is used when possible.
- + No floral elements that are not potted or similar will not be used whatsoever.
- + All other decorative elements will be rented or loaned when possible so that equipment waste will be kept to a minimum.
- + Exhibitors and presenters will be obligated to only use reusable furniture and materials, and to take these with them after the event.



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● Sustainability plan  
**Staff, suppliers & partners**

A set of sustainable criteria will be used in the selection of the necessary partners and service providers for holding the BESTIVAL:

- + Adherence to the Diversity Charter to ensure anti-discrimination.
- + Regional service providers from and around Berlin will be preferred.
- + Preference for suppliers and partners certified with the [Sustainable Meetings Berlin](#).
- + This also applies to suppliers who can verify EMAS or ISO 20121 certification.
- + All service providers and partners will be obligated to work ecologically and to measure and document their emissions, including in their supply chain.

All partners will be required to record their CO2 emissions caused during the production of the BESTIVAL so that the unavoidable emissions can be compensated.



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## ● Sustainability plan **Sourcing**

- + Print media will not be used. The participants will receive all required information via the app or online platform.
- + Further resource savings will be achieved through digital branding, meaning there will be no conventional banners, no forwarding to ForEx platforms, etc.; for example, the branding will be displayed digitally or via projector.
- + Should it not be possible to realise certain elements, only recycled or reusable (i.e., no year, etc.) elements will be used for individual applications.
- + There will be no giveaways, or only sustainable giveaways will be provided.
- + Badges, name plates, and lanyards made from recycled and/or reusable materials will be provided.
- + These rules do not only apply to the BESTIVAL branding, but also to all exhibitors and presenting partners and companies.



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■ Sustainability plan  
**Programme**



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### General

- + Sustainability plays a role in the selection of the stage programme, and will be addressed (for example, in presentations).
- + Speaker roles will be distributed evenly among women and men in the selection process.
- + Diversity and inclusion will also be prioritised in the selection.

### Programme at Café Moskau

- + Sustainability has its own theme area: "Berlin Sustainable: Urban Jungle".
- + Participants who present on sustainable topics, products, and services will be selected.
- + Sustainability will also be considered in the other theme areas.



Sustainability plan

## Sustainable Development Goals

The conception and planning of the BESTIVAL 2022 are based on the following

### Sustainable Development Goals (SDG) of the United Nations:



### Communication of the SDG

The SDGs will be communicated to all stakeholders on the landing page, on social media, and in all other communication channels.