

ENVIRONMENTAL REPORT FOR BESTIVAL 2022

The BESTIVAL

BESTIVAL 2022 was held in Berlin from 24-26 August 2022, hosting around 800 German and international representatives from the MICE industry as well as the travel industry.

"After the successful start in the year 2021, we are pleased to invite you to BESTIVAL, our innovative best practice festival for the tourism and event industry, in Berlin again this year. The two days of the event will all be about getting to know each other personally and unique offers for professionals that can only be experienced live and in Berlin".

Burkhard Kieker, Managing Director visitBerlin



1 Photo: visitBerlin, Mike Auerbach

The invitees were the Berlin Convention Office and the market management of *visitBerlin* as well as more than 190 partners from the Berlin event and tourism industry.

Participants enjoyed an extensive two-day programme filled with presentations, workshops, networking opportunities and site-inspections.

The multifaceted city of Berlin was showcased in five worlds of experience:

- BERLIN SUSTAINABLE: URBAN JUNGLE
- BERLIN GLAMOUR & LIFESTYLE
- WILD BERLIN
- ART & MUSIC BERLIN
- INNOVATIVE BERLIN

Each world of experience featured different programme items such as lectures, live acts or panel discussions.

The BESTIVAL was held as a pilot project of the "Berlin Meeting Campus" and spanned across several locations:

- Kino International (a film theater in Berlin)
- Cafe Moskau
- Badeschiff der Arena Berlin (a floating public swimming pool in Berlin)

For guests arriving early, a reception was held in Clärchens Ballhaus. The BESTIVAL culminated in the "Long Night of Hotels" in numerous hotels of the *visitBerlin* partner hotels.

The event was part of the relaunch programme for Berlin's tourism and events industry and was sponsored by the Senate Department for Economics, Energy and Public Enterprises.

SUSTAINABILITY

The entire planning, conception and implementation of BESTIVAL was based on the fundamental principles set out in the criteria of the **Sustainable Meetings Berlin** programme and a sustainability strategy based on **ISO20121** (International Standard Organisation).

The vision of this year's planning was to have the BESTIVAL certified according to ISO20121 in the coming years and thus implement a guaranteed sustainable event series as a shining beacon in Berlin.

An ISO20121 certificate serves as internationally recognised and credible proof of an event organiser's sustainable orientation when communicating with clients and the general public.

In order to be able to achieve this certification, the planning already followed the strict criteria of **the 3 dimensions of sustainability**: the protection of the environment, social impacts and economic components.

With its conception and implementation, BESTIVAL 2022 pays tribute to the following United Nations Sustainable Development Goals (SDGs):



Sustainable Meetings Berlin: Conserve resources, save energy, rethink

Berlin should develop into one of the most innovative, sustainable and reliable event metropolises for meetings and conventions. This process was initiated by the Berlin Convention Office of *visitBerlin*. The most prominent players, which include numerous Berlin hotels, locations, agencies and caterers, were brought together, comprehensively informed, involved and sensitised to the topic.

Berlin is a member of the "Global Destination Sustainability Movement" and thus part of the worldwide sustainability movement in the tourism and convention industry.

The Berlin Convention Office has developed the online platform [Sustainable Meetings Berlin](#) (hereinafter also referred to as SMB). It facilitates the planning of sustainable meetings, congresses

and events. "Sustainable Meetings Berlin" is an initiative for sustainability in the Berlin MICE industry and consists of three components:

1. The [Sustainable Meetings Berlin certification programme](#) serves as a tool for service providers on the path to sustainable business.
2. The [online platform](#) provides event planners with a central and clear overview of certified sustainable service providers as well as ideas and tips for more sustainable event planning.
3. The industry network raises awareness for sustainability, promotes joint learning and offers an opportunity to discuss your experiences on the topic.

In order to be able to evaluate sustainability, special criteria have been developed against which the partner companies are assessed. The criteria are based on internationally recognised frameworks and standards such as the German Sustainability Code (GSC), the Global Reporting Initiative (GRI), the Eco-Management and Audit Scheme (EMAS i.e Environmental Management and Audit Scheme) and various ISO standards.

Sustainable Event Guidelines Berlin | Areas of Action

The Berlin Convention Office of *visitBerlin* has developed the Sustainable Event Guidelines Berlin to support event organisers in implementing more sustainable events. With the help of practical measures in each area of action of the event organisation, this planning document guides you through the event preparation in a clearly structured way and helps you to gain a deeper understanding of sustainability and the protection of the environment and climate. Here you can find out which areas of action were considered in the organisation of the BESTIVAL:

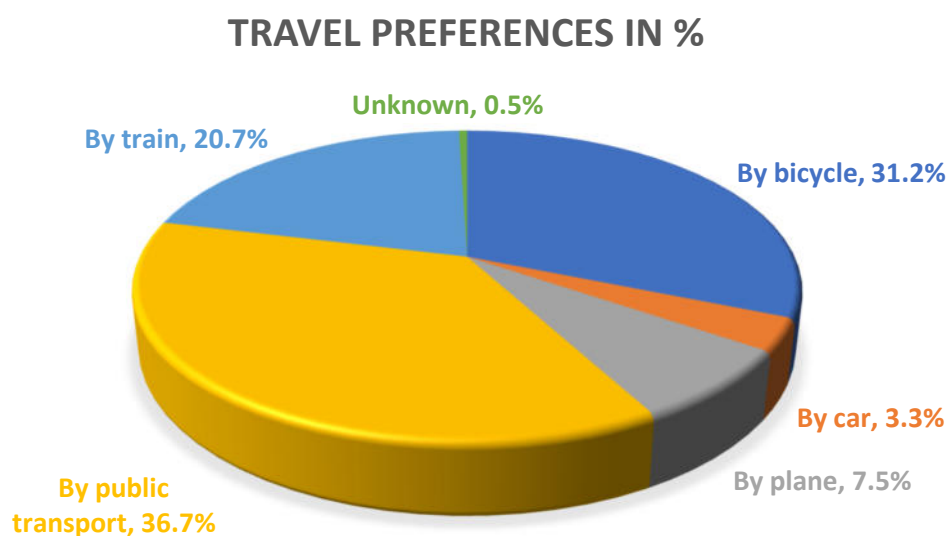


1. TRANSPORT

Travel & Transport Logistics

The target group of the BESTIVAL was international professionals from the MICE industry who came to get to know Berlin, its hosts and the MICE landscape. Travel from Germany was covered by the [Deutsche Bahn event ticket](#); if participants travelled on their own (by train, car (if possible as a carpool) and, if necessary, by plane), they were asked in detail about the method and distance of travel in order to record and compensate for any CO₂ emissions.

During the BESTIVAL, participants favoured the use of the [Berlin Welcome Card](#) to travel around Berlin by public transport. After the event in the evening, hotel transfers were offered by low-emission buses, and the service was rounded off by Bike Taxi, whose three-wheeled pedelecs are equipped with electric auxiliary motors and their batteries are charged with green electricity. [BikeTaxi 4 Media GmbH](#) is at present pursuing certification as an SMB.



The CO₂ emissions caused by transport in 2022 added up to 44,521 kg CO₂e for 836 people. Per capita, this is an emission of 53.25 kg CO₂e.

The emissions are based on the following sources:

Arrival and departure times and local mobility

Plane	172000 pkm ¹	42200 kg CO2e
Car journeys (with combustion engine)	3780 pkm ¹	556 kg CO2e
Car journeys (with electric motor)	20 pkm ¹	1 kg CO2e
Train journeys	27680 pkm ¹	1079 kg CO2e
Coach trips	0 pkm ¹	0 kg CO2e
Publicj transport journeys	6140 pkm ¹	424 kg CO2e
Taxi journeys	0 pkm ¹	0 kg CO2e
Shuttle trips	5320 pkm ¹	261 kg CO2e
On foot / by bike	5180 pkm ¹	0 kg CO2e

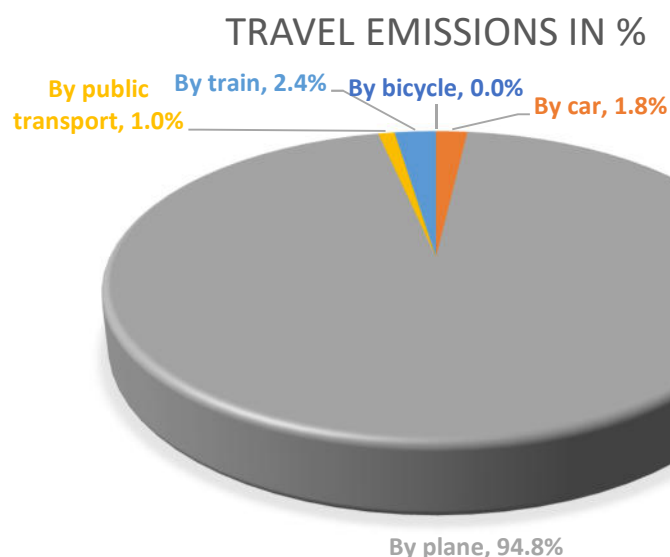
Transport of good

Distance	1405 tkm ²	
Goods	36 t	166 kg CO2e

¹pkm = passenger kilometre,

²tkm = tonne kilometre

The specifications for air travel, car journeys and train journeys were determined via the management of participants; the specifications for public transport, taxi journeys, bicycle journeys and walks are specifications of the participants; the shuttle journeys were recorded by the transporting companies.



In the year 2021, a total of 8,824 kg CO2e was emitted by 284 persons. This results in 31.07 kg CO2e per person for the journey. This sharp difference is due to the fact that BESTIVAL had hardly any international visitors in the previous year due to travel restraint and, in some cases, restrictions because of the Covid 19 pandemic; this proportion was significantly higher this year.

2. LOCATION & ORGANISATION OF THE BESTIVAL

Hotels & Locations

visitBerlin as the organiser took over the scouting and contracting of the locations and entered into cooperation agreements with the Berlin hotels. The locations such as the Cafe Moskau, the Kino International and the area around the Arena Berlin are at least accessible by bus, mostly also by U-Bahn (underground train) in less than 1,000m walking distance.

The further review of the sustainable criteria of the locations was based fundamentally on emissions, energy supply and consumption, waste management including recycling and upcycling.

— **Kino International**

An icon of modernity: Kino International is one of the most famous landmarks of cinema in the world. It served as a premiere theatre in the GDR until 1990. As a testimony to architectural modernism, the theatre has been a listed building since the beginning of the 21st century. The cinema in the style of International Modernism is the perfect venue for the opening and keynote speeches of BESTIVAL.

— **Cafe Moskau**

Centrally located on Karl-Marx-Allee, not far from Berlin's Alexanderplatz, Cafe Moskau reflects the history and facets of the city in a distinctive fashion. Built in the early 60s, it has experienced the GDR, the Wende era (the turn-around era) and formative party nights at the turn of the Millennium. Simple elegance meets history with modern infrastructure. The venue uses green electricity.

— **Badeschiff der Arena Berlin**

Built in the golden twenties and located in the heart of Berlin on the banks of the Spree, the Arena Berlin is an industrial monument and a unique event location rolled into one. The 20,000 sqm listed site is a synthesis of industrial architecture and a modern location for events. The summer Badeschiff was designed by AMP Arquitectos (Tenerife islands) with Gilbert Wilk and Susanne Lorenz. The project was initiated by Stadtkunstprojekte e.V. The location uses green electricity.

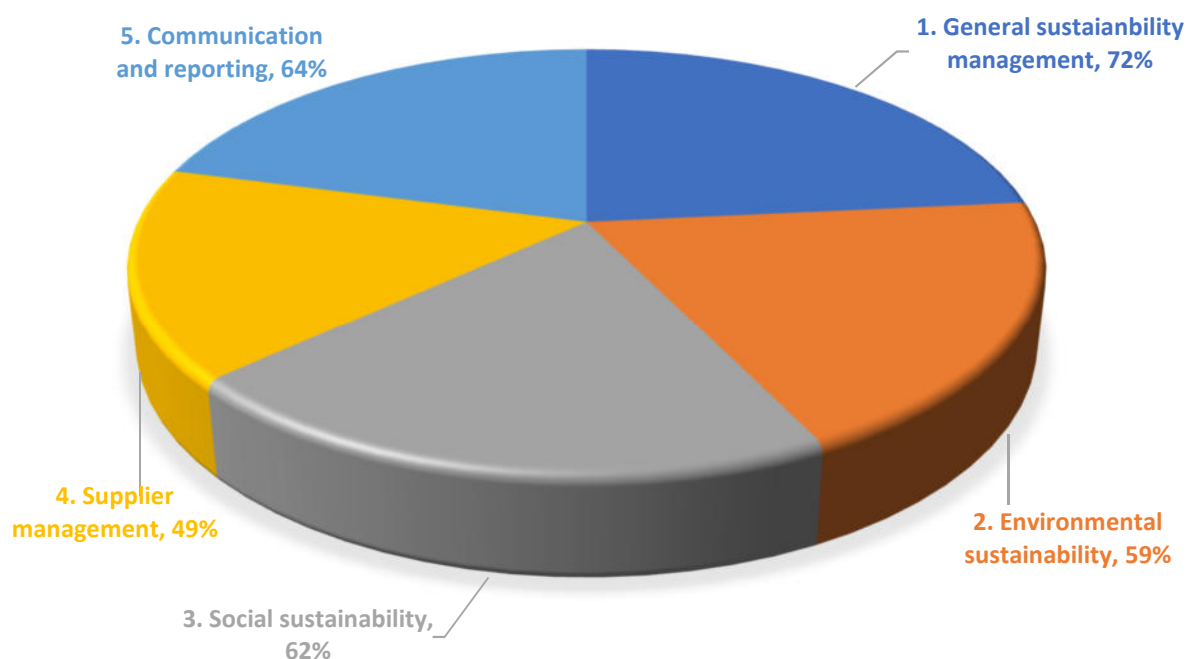
3. ACCOMMODATION

visitBerlin partner hotels

An essential part of Berlin's event industry are its numerous hotels. Berlin has 704 accommodation establishments with 138,171 beds.¹ A total of 43 hotels were available for the BESTIVAL, which are not certified as sustainable for various reasons, including international chains and management companies in leased properties, although they do operate in a sustainable manner to the best of their ability.

The hotels were checked in advance using a standardised questionnaire; all information was provided voluntarily.

SUSTAINABILITY OF THE HOTELS



Most of the hotels have a mission statement and a code of conduct, whereas only a few of them have a sustainability programme that is practised and documented. Certifications such as EMAS or ISO14001 are rare, a waste avoidance or disposal concept is almost a matter of course. The social sustainability concerning the employees is put into practice and is clearly defined, but due to the structural situation mentioned at the beginning, not every building is without any barriers. The supplier management really comes to the fore; due to centrally organised purchasing, the local house often has no influence. The reporting of sustainable activities is also usually the responsibility of the organisation's headquarters and, if the organisation is not certified, is usually not structured and lacks concrete information.

Positive mention should be made of the Sustainable Partner Hotels such as the [Seminaris Campus Hotel](#), which not only provided rooms for the BESTIVAL, but also presented sustainability topics in the context of the exhibition and made them tangible.

¹ Source: statista.de, as of 11/22

4. CATERING

Food & Beverages

Strict sustainability standards were adhered to in the arrangement of the catering under the responsibility of BESTIVAL and also in the selection of the companies carrying out the catering.

The suppliers were exclusively chosen regionally, catering companies with a sustainable orientation and certification were given priority to be invited to participate; 3 of the 5 selected caterers are SMB-certified:

- [Aveato Catering](#), High Performer of SMB
- [Berlin Cuisine](#), Leader of SMB
- Dallmayr Catering, not specified
- [Die Hoflieferanten](#), Leader of SMB
- [Markus Herbicht Catering](#), not specified

The choice of dishes was varied and designed for each participant in such a way that dietary and other requirements did not have to be asked about in advance.

"Vegetables to the fore" - the BESTIVAL is vegetarian, mostly even vegan.

We paid special attention to the plant-based portion of the catering, vegan dishes and components made up almost 100% of the catering, the only exception being the so-called capital city perch, which is sustainably farmed in aquaponics in Berlin.

The proportion of organically certified food for the catering was 73% of the total mix, all food was seasonal, and 100% of the food was not flown in.

In keeping with the character of the BESTIVAL, all meals were prepared almost entirely on site according to the guests' needs and orders, so that essentially only leftovers were produced in the form of unprepared food.

The sole exception hereby was the breakfast in the Kino International, where the appetite of the guests was noticeably lower than expected. This was partly due to the fact that some of the out-of-town guests stayed in hotels and had breakfast there. This aspect should definitely be taken into account for upcoming BESTIVALS.

The beverage selection was also limited to regional products, technical and structural peculiarities prevented the use of drinking water dispensers, the water was supplied by Viva con Agua.

Originally, it was planned to supply the participants with drinking water via the Berliner Wasserbetriebe with mobile water dispensers, but this could not be realised in 2022 due to technical restrictions on capacity, but it will be implemented in the year 2023.

Fair trade products were used exclusively for the hot drinks, coffee and tea, some of which were also certified organic. Needless to say, portioned sugar and pre-packed coffee cream were dispensed with.

The beer at the event in the evening came from Berlin, Berliner Pilsener, Kreuzbär and BRLO were on tap.

All food and drinks were served on porcelain with cutlery, and drinks were exclusively served from porcelain cups and glasses; no disposable materials were used.

The only exceptions were plastic glasses in the reusable system, which was due to the use on the bathing beach of the Badeschiff.

5. EQUIPMENT

Furnishings and equipment, branding

As with the catering, the principle of regionality and sustainability also prevailed in the selection of partners for furnishings and non-food catering, i.e. only certified companies were included in the selection. The BESTIVAL was equipped by

- [Eventwide GmbH](#), Leader of SMB
- [Partyrent Berlin Mahnecke GmbH](#), High Performer at SMB
- [RENT4EVENT](#), High Performer in SMB

The goal of using reusable furniture with low resource consumption was accomplished by using existing furniture in all locations, which was supplemented by reusable rental furniture.



2 visitBerlin, Mike Auerbach

In the case of special/exhibition buildings, the focus was on using raw materials that are as untreated as possible and can subsequently continue to be used in exhibition stand construction.

The name badges, which were printed on site when the participants arrived, were made of recycled PVC and were to be returned for recycling once the event was over.

The specially produced banners for the façades of Kino International and Cafe Moskau will be upcycled after the BESTIVAL: fashionable messenger bags will be made from them, which will be used as gifts for guests at special events.

As far as the decoration alone is concerned, floral elements that could not be provided in the form of potted plants or similar have been left out as far as possible. No rule without exception: some tables in the outdoor area were decorated with floral arrangements, the flowers coming exclusively from meadows and gardens in Berlin and Brandenburg.

6. TECHNOLOGY

Event technology, technical equipment

The philosophy of sustainable and regional equipment for BESTIVAL also continued with the event technology and technical service providers deployed. This ensured the use of energy-efficient and energy-saving technology.



3 visitBerlin, Mike Auerbach

Due to the event being held during the day in summer, elaborate scenic or effect lighting was not used; instead, an attempt was made to make efficient use of daylight and incorporate it into the layout.

Further resource savings were achieved through digital branding, i.e. there was no signposting on forex plates or similar; the branding and labelling of the individual theme worlds, as well as the signposting in Cafe Moskau, was done digitally on screens and by projection.

This principle not only applied to BESTIVAL's own branding, it also included other exhibitors and presenting partners and companies.

Air-conditioning was not provided in the Kino International, only the ventilation system was used, and the same was true of the Cafe Moskau, which also only has a ventilation system.

All venues also use green electricity and consumption was kept as low as possible.

7. STAFF

Staff

The **content of BESTIVAL** has also been **thought out and planned locally**: the vast majority of speakers and presenters live in Berlin - not only for reasons of sustainability, but also to better and more authentically convey the MICE themes of the city.

All service providers, partners and also the agencies of the bidding consortium, insofar as they were not certified according to SMB, ISO or ISO9001, etc., were subjected to an audit, which also revolved around the corporate culture and the treatment of employees.

The social sustainability criteria were, among others:

Adherence to all labour law requirements, health and safety policy content and goals, presence of occupational health and safety certificates (e.g. OHSAS i.e. Occupational Health and Safety Assessment Series 18001, ISO 45001), accessibility, diversity management with consideration of anti-discrimination,

Also of importance was the presence of a Code of Conduct that is recognised by all employees and a coordinated compliance management.

8. PROCUREMENT

Purchasing of goods and services

The purchasing and procurement of services was also rigorously reviewed in advance and sometimes applied in the process, so that even products and ideas had to be modified to meet sustainability requirements.

- Regional suppliers from and around Berlin were given preference,
- The same applied to suppliers who could demonstrate Sustainable Meetings Berlin (SMB), EMAS or ISO20121 certification.
- All suppliers were obligated - also in their supply chain - to work ecologically and to measure and document the emissions they produce.
These emissions are also included in the CO₂ balance of the BESTIVAL.
- Before being commissioned, all partners and service providers completed a questionnaire with a selected set of criteria on their sustainability, which provides information on the quality of the BESTIVAL value chain.

9. SUPPORTING PROGRAMME

Speakers and actors

Workshops, panels, lectures & the supporting programme

In order to ensure that BESTIVAL is not perceived as a purely promotional event, sustainability also plays an important role in this segment. Part of the programme is intended to serve the "legacy" of BESTIVAL and Berlin and to showcase lighthouse projects, trends and innovations, drawing on the best practical examples.

A separate world of experience has been dedicated to the topic of sustainability: "Berlin Sustainable: Urban Jungle". Protagonists who presented sustainable issues and introduced sustainable products and services were specifically featured. The Sustainable Partners [AXICA](#) and [greenstorming](#) offered interactive stations to make visitors aware of sustainability aspects in their everyday work and presented alternatives to conventional options.

- The lecture programme in the Urban Jungle consisted of the following elements:
Panel discussion: Reality Check sustainable events - what works, what does not (yet)?: One goal, many trades. In this panel, representatives of different event trades and organisers discussed how events can be made sustainable. Challenges vs. opportunities and familiar standards vs. alternatives - which approaches are feasible, where is the problem and what needs to be done? (David Friedrich-Schmidt, German Society for Neurology Managing Director/ Karin Teichmann, EUREF AG, Member of the Board / Cornelia Wiemeyer, greenstorming GmbH, Managing Director / Henning von Elm, Eventwide Berlin, Authorised Signatory / Moderation, Manuel Wrobel, visitBerlin Berlin Convention Office, Business Development, Head of Business Development)
- Lecture and Walking Tour: Sustainable event planning at BESTIVAL: At BESTIVAL 2022, sustainability was made tangible in all areas of the event. The Sustainable Event Guidelines Berlin supported us in the planning in order to have the event certified according to ISO20121 in the future. (Christian Lehnert, btr.live, Managing Director / Kyra Reiter, Sustainable Meetings Berlin visitBerlin, Berlin Convention Office)
- Lecture: Tim Janßen | Cradle to Cradle - For a large positive footprint (EN): What good does it do us to do things a little less shoddily in the future than we have done so far? Far too little, says Tim Janßen of Cradle to Cradle NGO. The organisation does educational and networking work on the holistic circular approach and calls for a fundamental rethinking of business, politics, education, science and society. (Tim Janßen, Cradle to Cradle NGO, Executive Director)
- Lecture: Prof. Dr. Wolfgang Arlt | Meaningful Tourism - With Hedonic Sustainability on the way to a better tourism (EN): Hedonic Sustainability is based on the principle of prioritising the positive aspects of sustainability and the benefits for all stakeholders. One result of this is the paradigm of Meaningful Tourism, which brings benefits for ALL stakeholders and thus satisfaction and recommendation. (Prof. Dr. Wolfgang Georg Arlt, Meaningful Tourism Center, CEO)

- Workshop: Binding notebooks from recycled paper: The classic notebook is indispensable for jotting down your thoughts, memories or important notes. In the Druckrausch workshop, participants learned how easy it is to make a notebook that is not only useful but also beautifully designed. (Deborah Tschepe, Druckrausch, Project Management)
- Themed tours: Berlin Sustainable: Urban Jungle: During the walking tour, participants gained an insight into sustainable Berlin. Spanning from urban development, art and locations to gastronomy concepts, the tour highlighted why SUSTAINABILITY is so important in Berlin. (Tobi Allers, Berlin Kultour UG, owner)
- Backstage in Tempelhof - circular major events! (DE): The cultural added value and positive impact of large events is undisputed - as is the fact that the grounds of concerts and festivals often resemble a landfill after the party. However, other areas such as sanitation, energy and catering also cause emissions and consume resources on a large scale. In order to change this, organisers and artists - sometimes in cooperation with NGOs and experts - are actively working to make their events more sustainable and more circular. During our excursion around the concert site, we demonstrated how cycles can be used, waste can be reduced and visitors can be involved. Tickets for the ÄRZTE concert on 26 August 2022 in Tempelhof were raffled off among all participants. Please do not hesitate to contact kyra.reiter@visitberlin.de if you have any questions.

10. COMMUNICATION

Do good and talk about it

It was mentioned at the beginning that the BESTIVAL, as a recurring event, will be certified according to ISO20121 in the future. This will of course be accompanied by a detailed environmental report and the compensation of CO₂e emissions according to the Gold Standard.

The partner for the CO₂e balance is atmosfair, which, in addition to climate protection projects on the southern hemisphere of our planet that are essential for the Gold Standard, also supports regional climate projects and thus also pays into the "Berlin account".

We had aimed for a 1:1 comparison of the emission balances, but it could not be done because the relevant criteria involved in both BESTIVAL events would not allow for a fair comparison.

Nevertheless, in the review of the "lessons learned" according to the principle "Plan - Do - Check - Act" for ISO management systems after 2021, fundamental changes have already been implemented to reduce the climate footprint:

- BESTIVAL will continue to be held in the classical festival season, i.e. in summer, in order to save resources for heating venues. As a matter of course, air conditioning will not be used/operated; the venues will only be ventilated.
- The event ticket of the Deutsche Bahn (German Railways) was taken as a prerequisite for participation for travel within Germany; air travel within Germany was not permitted.
- Visitors from neighbouring countries were also advised to travel by train and were more than happy to comply: Participants from Switzerland, Austria, Belgium, the Netherlands and Poland also chose to travel by train.
- Exhibitors consistently dispensed with conventional displays and chose creative, partly upcycled solutions; and there were no giveaways.
- The Berlin Welcome Card, which allows free use of public transport in Berlin, was in high demand and used actively.

The environmental report was prepared by: Kyra Reiter, visitBerlin Convention Office, Christian Lehnert, bttr.live