

BESTIVAL

SUSTAINABILITY PLAN

6-7 July 2023, Berlin



VISION



Berlin should become one of the most **sustainable**, **innovative** and **reliable** metropolises in the world!

MISSION

BESTIVAL enables us to achieve our vision by motivating customers and partners to act sustainably.

GOALS BESTIVAL

Inspire the world for Berlin.

- To impart knowledge to customers, create sustainable experiences for them, and provide access to a reliable B2B network.
 - To position Berlin as a leading tourism and event destination in line with the sustainability criteria according to Sustainable Meetings Berlin and ISO 20121 in international comparison.
 - To economically promote the tourism and events industry in Berlin.
 - The transformation towards a climate-friendly tourism and events industry in which resources are used sparingly in accordance with the principles of the circular economy, thus reducing CO2 emissions.
 - A best practice for sustainable event planning: ecologically, socially, economically successful and following the obligations of Governance, Risk and Compliance with the help of the [Sustainable Event Guidelines Berlin](#) and ISO 20121.
 - Increase awareness of Sustainable Meetings Berlin and Sustainable Tourism Berlin among customers and partners.
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Basics



The entire planning, conception and implementation of BESTIVAL follows a sustainability strategy based on the criteria of the **Sustainable Meetings Berlin** programme and ISO 20121 with the aim of having BESTIVAL 2023 **certified against ISO 20121**.

All **areas of action** described in both management systems are observed and applied in the BESTIVAL sustainability concept and are documented with corresponding target definitions and measures.

Fields of action of the Sustainable Event Guidelines Berlin



Approach

The entire event - starting with the planning and ending with the follow-up - is qualitatively and quantitatively documented with all relevant values, evaluated and the results - also in **comparison to the previous year** - are communicated.

The following steps are followed:

- 1 Identification of relevant **fields of action, stakeholders, risks** and **opportunities**
- 2 As-is analysis of the fields of action with **description of the current status**, if possible on the basis of concrete key figures
- 3 Definition of objectives and measures, incl. targeted result as key figures and **continuous improvement** as defined process
- 4 **Planning and implementation** of the measures
- 5 **Structured documentation** by means of report/table, invoice, certificate, guideline, confirmation or other evidence
- 6 Internal audit, **review and evaluation** of results incl. **external audit for certification against ISO 20121**
- 7 Identification of **improvement potentials** for the following year



Representative for sustainable event management according to ISO 20121

In the project team, the creation and implementation of the sustainability concept is controlled by two certified representatives for sustainable event management according to ISO 20121:



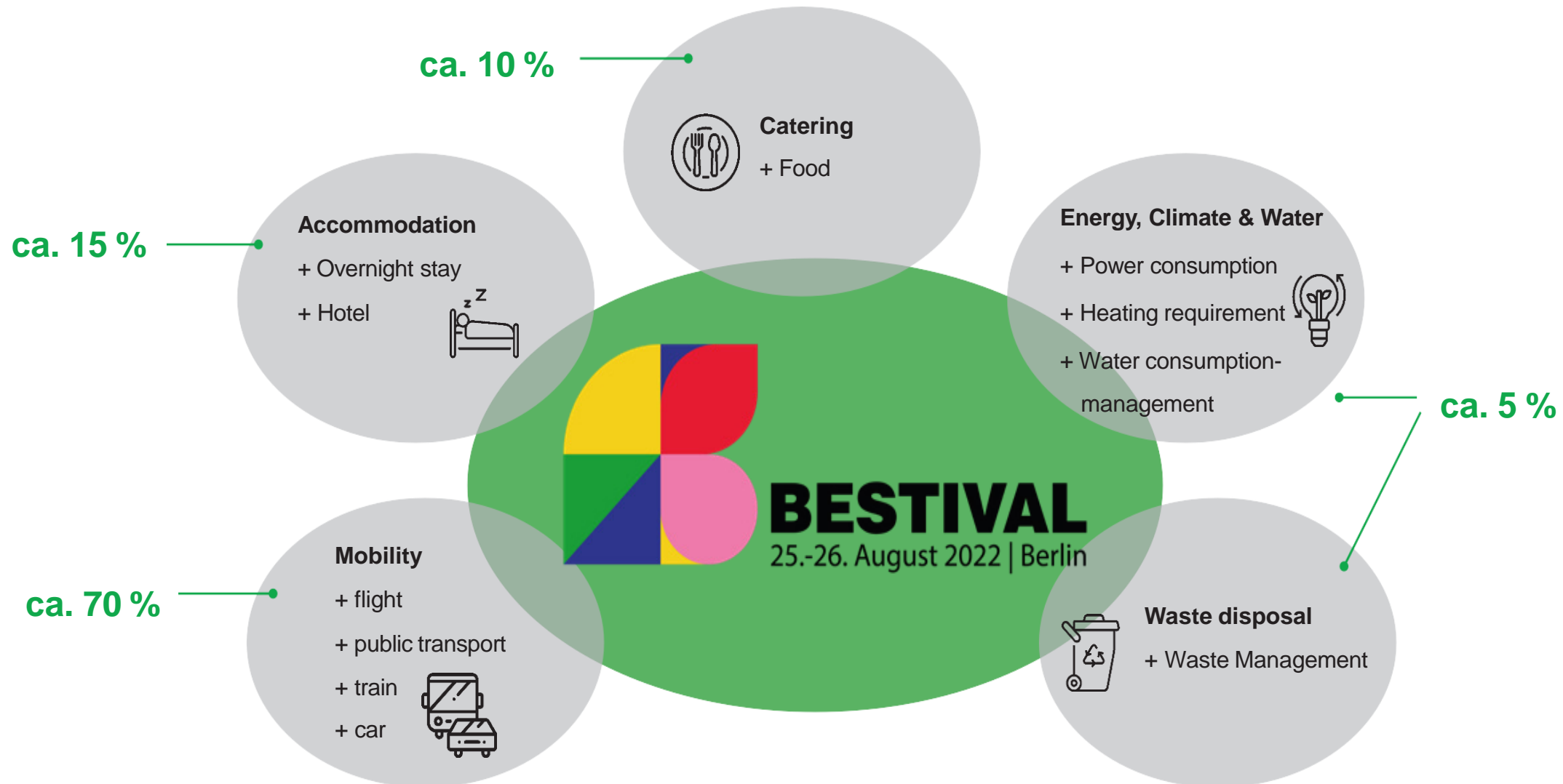
Christian Lehnert
btr.live



Christian Pellenz
BESL
Eventagentur

All internal and external stakeholders are obligated to comply with the specifications of the sustainability concept and contribute to the BESTIVAL accordingly.

Climate neutrality | emission sources of BESTIVAL 2022



Source: atmosfair

Climate neutrality | avoidance, balancing and CO2 compensation



Step 1 | Avoidance

Here it is important to avoid emissions through forward planning, e.g. by motivating participants to travel preferably by train and to use public transport or shared mobility in Berlin. Other approaches include vegan/vegetarian meals (organic and regional), waste avoidance and cooperation with as many certified partners as possible.

atmosfair CO₂-Veranstaltungsreport

Veranstaltung	BESTIVAL 2022
Veranstalter	Berlin Tourismus & Kongress GmbH, Am Karlsbad 11, 10785 Berlin
Veranstaltungsort	Kino International, Cafe Moskau, Badeschiff der Arena
Veranstaltungszeitraum	24.08.2022 - 26.08.2022
	04.10.2022



Posten	Wert	Einheit	Emissionen
Grunddaten			
Veranstaltungsdauer		2 Tage	
Teilnehmer		836 Personen	

Step 2 | Balancing

In the second step, the amount of unavoidable CO₂ emissions is calculated. The stationary conditions of the event location are taken into account, as are the variable parameters of the event. The climate impacts of the event are calculated from the data. In 2022, the CO₂ calculation for the BESTIVAL resulted in 71,430 kg of CO₂ greenhouse gases.



Step 3 | Compensation

The final step is CO₂ offsetting based on the previously calculated CO₂ emissions. The compensation is carried out by a certified provider (e.g. Atmosfair, ClimatePartner or similar) according to Gold Standard (GS) or Verified Carbon Standard (VCS). The amount to be paid will be invested according to visitBerlin's choice, e.g. in the expansion of renewable energies or in reforestation and afforestation projects.

You will find **concrete measures** to avoid CO₂ on the following pages.

Sustainability | Continuous improvement

Greenhouse gases BESTIVAL 2021 and BESTIVAL 2022 in comparison



Greenhouse gas (GHG) tracking is an important tool in the continuous improvement toolbox.

The comparison of BESTIVAL 2021 with that of 2022 already shows initial progress: Emissions from travel have increased after the removal of the SARS Cov19 restrictions due to travel by air from abroad, and have even decreased in the comparison per participant:in due to the exemplary use of rail and public transport.

Moving BESTIVAL to the summer also has positive consequences, as it eliminates the need for heating - which is usually very costly in venues - and at the same time eliminates the need for air conditioning by using existing or natural ventilation.

Accessibility

In order to enable people with physical disabilities to participate in the BESTIVAL, appropriate measures will be taken. In order to tailor these to the actual needs of the participants, special needs will be requested during registration (on a voluntary basis) or contact options will be offered in order to coordinate these directly with a contact person at the event agency.



Spatial accessibility

- + The venues are largely barrier-free and also accessible for wheelchair users and people with walking disabilities, if required
- + If necessary, people are available to show blind or visually impaired people the way.
- + There are enough seats in different places for people who can not stand for a long time



Linguistic-communicative accessibility

- + We offer participants contact options via various communication channels, for example by telephone, e-mail or mail.
- + If there is a known need, deaf participants will be offered translation into sign language or written interpretation.
- + Information on the accessibility of the venues is already requested during registration.



Technical accessibility

- + Communication takes place largely via the landing page and the event platform. The online channels are being further developed to be barrier-free.
- + If possible and necessary, we offer an induction loop for users of hearing aids.
- + If required, subtitles for deaf people and/or audio description for visually impaired people can be provided for films and videos shown during the event, subtitles for deaf people and / or audio description for people with visual disabilities can be offered.

Transport & Travel

BESTIVAL invites visitors from Germany and all over Europe to Berlin to get to know the city, the hosts:inside and the MICE landscape. To minimize the CO2 footprint, the following measures are implemented:

- + Travel from Germany will be covered by the Deutsche Bahn event ticket.
- + Travel from other European countries by air should be reduced to a minimum.
- + Trades are motivated to organize deliveries for BESTIVAL by cargo bike. In 2022, parts of the catering were already transported by cargo bike.
- + All journeys are included in the CO2 calculation and are compensated according to the Gold Standard.
- + During the BESTIVAL, participants should preferably use public transport to get around Berlin. For this purpose, participants will be offered the [Berlin Welcome Card](#).
- + There are also tours that can be done on foot or by bike.
- + After evening events, a shuttle service with low-emission (omni) buses is planned to be as inexpensive as possible.



visitberlin, Picture: Wolfgang Scholvien



Getty Images, Picture: jotily



Venue & Accommodation



Location

visitBerlin as the organizer takes over the scouting and contracting of the locations.

The locations already defined today can be reached on foot by at least one bus connection, and in some cases also by a subway connection.

The further review of the sustainable criteria of the locations is carried out according to the specifications of ISO20121 and takes into account at least the emissions, energy supply and consumption as well as waste management including re & upcycling. During selection, emphasis is placed on certification as a "Sustainable Partner".



Accommodation

As the event organizer, visitBerlin enters into cooperative agreements with Berlin hotels. When selecting the participating hotels, emphasis is placed on certification as a "Sustainable Partner".

In order not to exclude any partners of the network, the participation of partner hotels must be examined on a case-by-case basis.

Catering | General measures

In the design of the catering in the responsibility of BESTIVAL and also in the selection of the executing companies, strict standards of sustainability are applied.

- + The providers are selected exclusively on a regional basis. Since there are now sufficient SMB-certified companies, these are given preference.
- + The meal program itself is varied and designed for all participants in such a way that dietary and other requirements do not have to be requested in advance.
- + Other examples of regional and sustainable are integrated into the BESTIVAL independently of the catering partner. Guests are not only catered, rather all special dishes and their ingredients are explained to create the greatest possible transparency.
- + The beverage selection is also made strictly according to regional and ecological aspects. It [actually] does not need to be mentioned separately that Kranenberger water comes from mobile tapping stations of the

Berliner Wasserbetriebe quenches most thirsts during the day and evening. The obligatory coffee is not available regionally, but it will be fair trade and organic. Since the orange is not one of the regional fruits, there will also rather be apple juice and rhubarb spritzer.

- + Buffets are largely dispensed with, as the proportion of food thrown away is significantly higher here.
- + The portions given out are not too big, so less is thrown away. If participants are still hungry, they are welcome to have seconds.
- + Naturally, disposable tableware and packaging are avoided and replaced with reusable tableware and recyclable materials.



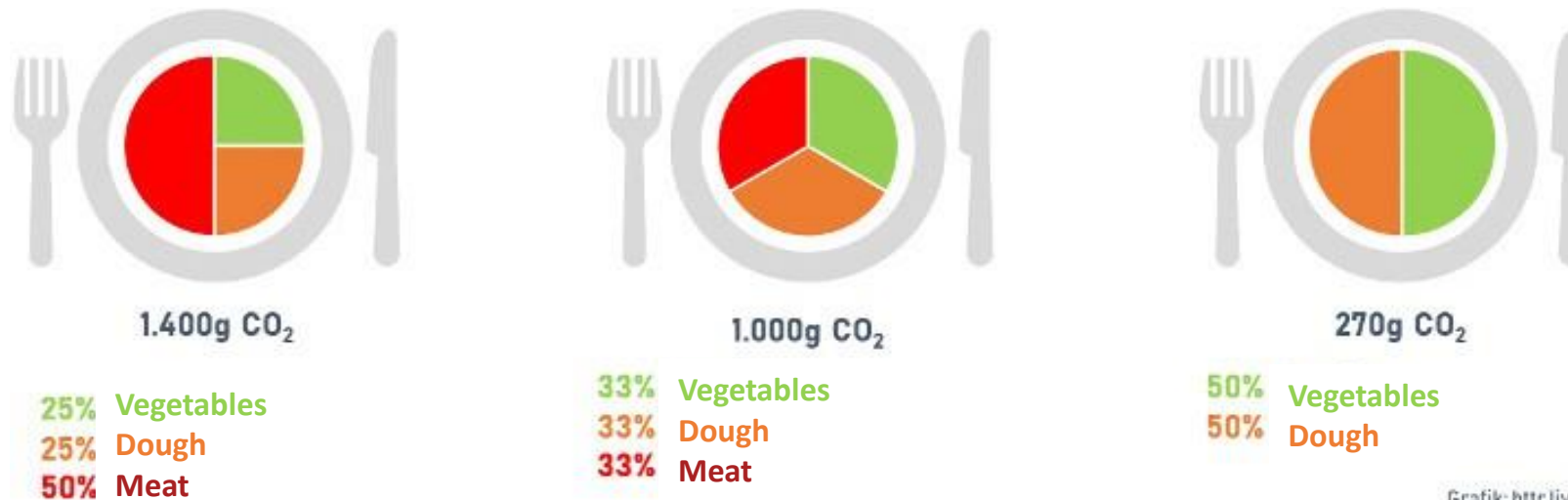
Catering | Vegetarian & vegan dishes

"Vegetables are the star on the plate"

Special attention is paid to the plant-based portion of the catering. Vegetarian and vegan dishes are prepared in such an innovative, exciting and tasty way that even "die-hard" participants cannot resist.

The aim is not only to present a range of culinary meat-free highlights to participants on site, but also to encourage them to rethink meat-free or low-meat catering.

Good for the climate: Even the omission of meat from a dish can save up to 75% CO₂.



Grafik: btttr.live

CO₂ equivalents per 500g serving

Equipment & Technology

The equipment (furniture, tableware, event technology, tablecloths, etc.) is procured according to sustainability aspects:

- + As with catering, the principle of regionality and sustainability also applies to the selection of partners for equipment, technology and non-food catering, i.e. certified companies are given priority in the selection.
- + Technology service providers are required to use energy-efficient and -saving technology.
- + If possible, LED technology is used for lighting.
- + Service providers are briefed in writing in advance, e.g. regarding energy-saving measures
- + We rely 100% on rental furniture and equipment. When possible, furniture made from recycled materials is chosen.
- + In the decoration, floral elements that are not available as a potted plant, regional cut flower or similar, are completely abandoned.
- + All other decoration elements are rented or borrowed if possible, so that the waste in the area of equipment is reduced to an absolute minimum.
- + Exhibiting and presenting partners are required to use only recyclable furniture and materials and to take them back after the event.



visitBerlin, Pictures: Mike Auerbach

Compliance

The term "compliance" comes from the Anglo-American language and translates as "adherence to the law" or "conformity with the rules". In terms of content, we understand this to mean the obligation to ensure compliance with the so-called "binding obligations" for the BESTIVAL as an event in every respect.

In doing so, we act according to the 3 pillars (prevention, recognition, action) of compliance and not only observe the principles here, as also required in the invitation to tender, but also apply a **corporate compliance that is synonymous with the BESTIVAL.**

- + The principles and values, as also presented in this concept, form the extended basis for our actions.
These are set out in the Code of Conduct.
- + Conflicts of interest are identified and avoided.
- + Insider trading and corruption (bribery, influence peddling) are ruled out by making all (procurement) processes transparent and traceable.
- + All partners are obliged to comply with applicable labor law and to ensure fair remuneration.
- + Occupational health and safety are given high priority and legal requirements and applicable standards are adhered to at all times in the planning and implementation of BESTIVAL.

CODE OF CONDUCT BESTIVAL



BESTIVAL 2023

Der Code of Conduct ist abgeleitet von unserem Leitbild und unser Nachhaltigkeitskonzept für das BESTIVAL 2023. Er ist der Spiegel unserer Erfahrung, unseres Wissens und unserer Überzeugungen.

Der Code of Conduct dient als Leitfaden für unser Handeln, für das Planen und die Umsetzung unserer Veranstaltung, für unser Auftreten und Verhalten im Team sowie gegenüber unseren Partner:innen und Kund:innen. Unsere Grundsätze und Prinzipien vertreten wir in offener Art und Weise im gesamtgesellschaftlichen Kontext und zum Wohle von Berlin.

VERANTWORTUNG FÜR UNSERE PARTNERSCHAFTEN

Wir leben respektvolle Partnerschaften. Ein verbindliches und soziales Miteinander im Team und Agieren auf Augenhöhe mit Kund:innen, Partner:innen und Dienstleistenden gehören ebenso wie der faire Umgang zu unseren Grundsätzen. Durch das Unterzeichnen des Leitbilds drücken wir aus, dass jede:r Mitarbeiter:in diesen Maßstab annimmt und ihr/sein Handeln daran ausrichtet, währenddessen die loyale Kund:innenorientierung im Fokus steht.

VERANTWORTUNG FÜR UNSERE UMWELT



Personnel, service providers & partners

A **sustainable set of criteria** will be applied when selecting the necessary partners and service providers to implement the BESTIVAL:

- + Act according to "Diversity Charter" to ensure anti-discrimination.
- + Regional service providers from and around Berlin are preferred.
- + Preference given to service providers and partners certified by Sustainable Meetings Berlin.
- + The same applies to suppliers who can demonstrate SMB, EMAS or ISO 20121-certification.
- + All service providers and partners - including in their supply chain- are obliged to work ecologically and to measure and document the emissions they produce.

In principle, all partners are requested to record their CO2e emissions that occur during the production of the BESTIVAL.BESTIVAL, so that the unavoidable emissions can be compensated.can be made.

SUSTAINABLE MEETINGS BERLIN	Advanced Performer 
Zertifizierter Partner	

Procurement

- + Print media are dispensed with as far as possible. Participants receive all the information they need preferably via the online platform.
- + Further resource savings are achieved via digital branding
- + If certain elements cannot be realized digitally, materials are used for individual applications that can be reused. For example, the banners from 2022 were transformed into bags that serve as gifts for speakers.
- + Giveaways are dispensed with or sustainably produced giveaways are used.
- + Badges, name tags and lanyards are offered in recycled and/ or reusable materials.
- + These principles apply not only to BESTIVAL's own branding, it also includes other exhibitors and presenting partners and companies.



visitBerlin, Picture: Mike Auerbach

Program and worlds of experience



Program

- + Sustainability topics play a role in the selection of the stage and supporting program and are addressed, for example, in lectures, workshops, etc.
- + When selecting the protagonists, equal representation is taken into account, i.e. a balanced distribution of men and women.
- + Protagonists are invited to present sustainable topics and to introduce sustainable products and services.
- + In addition, diversity and inclusion are considered in the selection process.

Worlds of Experience

- + A separate world of experience is dedicated to the topic of sustainability: **SUSTAINABILITY**
- + Social themes get their own experience this time: **COMMUNITY**.



Communication

Intensive communication with all stakeholders takes place before, during and after the event. This not only concerns, for example, the BESTIVAL schedule or program content, but also explicitly the sustainability strategy. Here are some examples of target groups, media and messages:

Core message	BESTIVAL 2023- Sustainability is important to us!!!	
	Participating	Partner
Communication in advance	Media: landing page, event platform, social media, press, etc. Messages (examples): + Travel by train - book cheap DB event tickets now! + Travel by train - book cheap DB event tickets now!	Media: acquisition documents, info materials, pers. Consulting... Messages (examples): + Use environmentally friendly materials and reusable modules for your appearance + Reduce waste, avoid disposable products and print media + Briefing on energy-saving measures
Communication during the event	Media: on-site signage, event platform Messages (examples): + Consciously enjoy vegan and vegetarian - that's why we serve so little meat + Use our recycling system on site + in the topic area SUSTAINABILITY we advise on sustainable Berlin visit and event planning	Media: information materials, contact persons on site Messages (examples): + Instructions for waste separation and recycling + Personal support from sustainable event management officers on site
Communication after the event	Medien: Soziale Medien, Landingpage, Event-Plattform, Soziale Medien, Presse Messages (examples): + This is how sustainable BESTIVAL 2023 was + We have achieved these goals, we want to continue to improve this	Media: documentation, personal interviews Messages (examples): + We have achieved these goals, we want to continue to improve this + Become a Sustainable Partner - get certified now

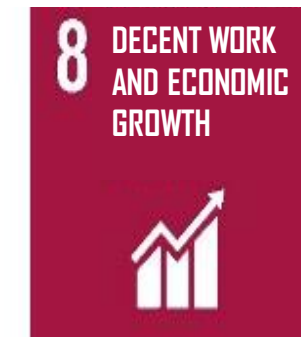


Sustainable Development Goals

With the present concept and planning, BESTIVAL 2022 pays tribute to the following **United Nations Sustainable Development Goals (SDGs)**:

Communication of the Sustainable Development Goals, SDG

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





Target for 2023



ZERTIFIZIERT NACH
DIN ISO 20121
NACHHALTIGE EVENTS

In order to realize the joint vision of the lighthouse project in the German event industry, we are striving together with visitBerlin to **certify BESTIVAL against ISO 20121 this year.**

The ISO 20121 certificate is the internationally recognized and credible proof of a sustainable event in the industry and the overall public perception.