



# BESTIVAL

## SUSTAINABILITY REPORT BESTIVAL 2023

### Award-winning: BESTIVAL receives international certification for sustainable event management

"The independent inspection body "GUTcert" certified the event planning according to the internationally recognised standard ISO 20121 - a great recognition for the comprehensive concept of the event. Thus, the CO2 emissions generated were fully compensated. This is another step towards making Berlin one of the most sustainable cities in Europe."

(Press release visitBerlin)



visitBerlin, Photo: Mike Auerbach

### The BESTIVAL

BESTIVAL 2023 took place on 6 July 2023 in Berlin and was attended by around 1,000 German and international representatives from the MICE sector and the travel industry.

The Berlin Convention Office and the market management of *visitBerlin* as well as more than 180 partners of the Berlin event and tourism industry have invited, in cooperation and with the support of BEN Berlin Event Network, *visitBerlin* Partnerhotels e.V. and INTOURA.

The participants experienced a comprehensive two-day programme with lectures, workshops, networking opportunities and site inspections.

The diverse faces of Berlin were staged in themed worlds and worlds of experience:

- BERLIN  
SUSTAINABLE  
— BERLIN LIFESTYLE
- BERLIN CULTURE  
— BERLIN  
COMMUNITY
- BERLIN  
INNOVATION

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

BESTIVAL 2023 was again implemented as a project of the "Berlin Meeting Campus" and, true to this philosophy, took place in several locations:

- Magazin in der Heeresbäckerei (Army Bakery Magazine) & Sage Beach

The reception for early arriving guests took place at the World Chess Club, the BESTIVAL ended with the "Long Night of Hotels" in numerous hotels of the *visitBerlin* partner hotels.

The event was part of the Restart Programme for Berlin's tourism and event industry and was funded by the Senate Department for Economics, Energy and Operations.





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### SUSTAINABILITY

Together with the bidding consortium, *visitBerlin* has achieved a major goal this year, namely the certification ISO20121 - sustainable event management. One obligation within this standard, which also applies to Sustainable Meetings Berlin, is the continuous improvement process (CIP).

This improvement can be seen in many areas this year; in some areas there are still steps to be taken to achieve the best. This also applies to the greenhouse gas emissions generated by BESTIVAL; CO<sub>2e</sub> emissions are meticulously measured and compensated.

The mere fact that the event itself emits CO<sub>2e</sub> has led to the term "climate neutrality" no longer being used in future. In combination with the CIP, the BESTIVAL strives to keep emissions as low as possible; unavoidable emissions are compensated according to the best possible standards.

#### **Sustainable Meetings Berlin (SMB)**

As in previous years, the entire planning, conception and implementation of the BESTIVAL follows the criteria of the Sustainable Meetings Berlin programme. It takes into account the concerns of the 4 pillars of sustainability: ecology, economy, social affairs and GRC - governance, risks & compliance on an extended scale and reflects them in the conception, planning and implementation, including value creation and supply chains.

**Sustainable Tourism Berlin** and **Sustainable Meetings Berlin** are the only German certification programmes of a region whose sustainability criteria for the tourism and events industry are recognised by the **Global Sustainable Tourism Council** ("GSTC recognised").

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#### *About the GSTC*

*The Global Sustainable Tourism Council (GSTC) establishes and manages global sustainability standards, the so-called GSTC criteria, which focus on sustainable management and contribution to social, cultural and environmental life. Since August 2021, visitBerlin has been a member of the Global Sustainable Tourism Council and has thus committed itself to the common understanding of sustainable tourism.*

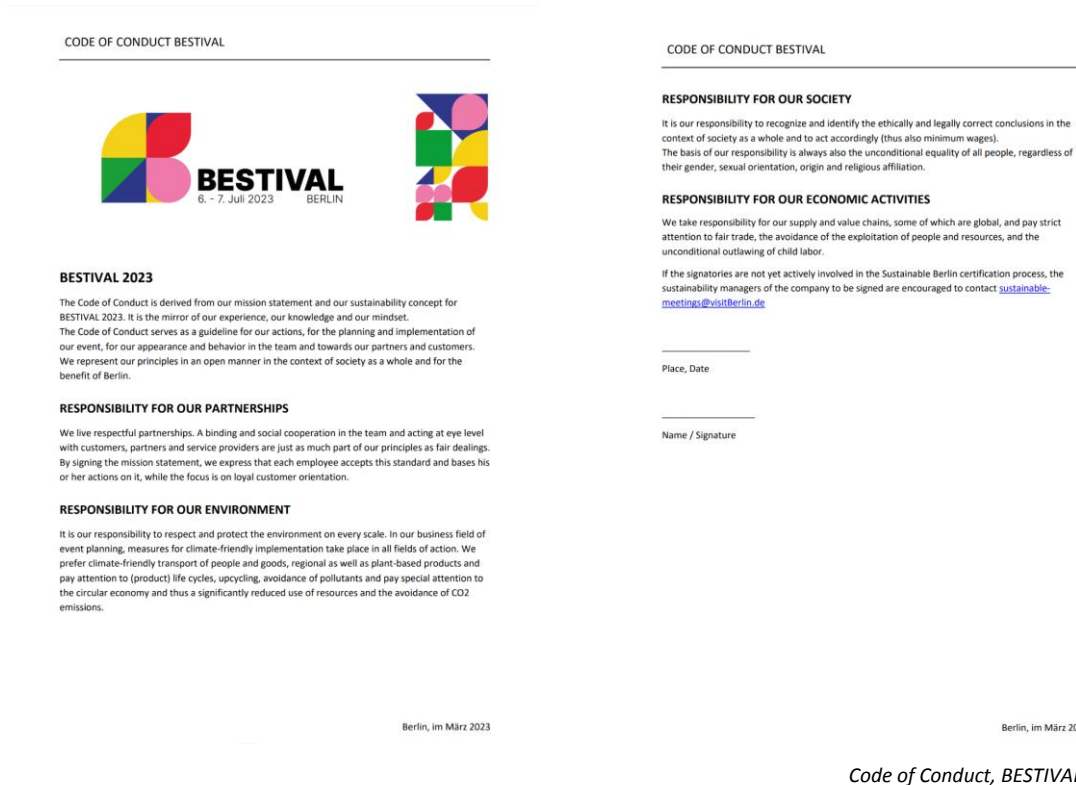
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### Mission Statement & Code of Conduct

In addition to its [mission statement](#), BESTIVAL has also had a code of conduct since this year, which is to be recognised by all partners.



All partners, service providers and suppliers, including event agencies, under the leadership of BESL Eventagentur GmbH & Co.KG, have also undergone extensive monitoring, which has ensured sustainability in the supply chain.

### ISO20121

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

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

In order to achieve this certification, the planning already followed the strict criteria of the 3 dimensions of sustainability in 2022: the protection of the environment, social impacts and economic components, as well as governance, risk & compliance.

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The following steps were followed:

- 1 Identification and assessment of relevant fields of action, stakeholders, risks and opportunities
- 2 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
- 4 Planning and implementation of the measures
- 5 Articulated documentation
- 6 Internal audit, review and evaluation of results incl. external audit for certification against ISO20121
- 7 Identification of optimisations within the framework of continuous improvement for the following year and continuous improvement as a defined process



Planning certificate according to ISO20121

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### Sustainable Development Goals of the United Nations

With its conception and implementation, BESTIVAL 2023 also pays tribute to the following United Nations Sustainable Development Goals:



### Sustainable Berlin: conserve resources, save energy, rethink

Berlin should develop into one of the most innovative, sustainable and reliable metropolises for the industry. This process was initiated by *visitBerlin*. The most important players, including numerous Berlin hotels, locations, agencies and caterers, were brought together at one table, 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.

With its sustainability initiatives, *visitBerlin* points the way forward in promoting the sustainable development of Berlin's tourism and events industry. Berlin partners benefit from three free offers: Sustainable Tourism Berlin (STB), Sustainable Meetings Berlin (SMB) and the Sustainable Berlin Commitment (SBC). They make it easier to plan sustainable meetings, congresses and events and tourist trips in Berlin. "Sustainable Meetings Berlin" 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. On an [online platform](#), event planners can find the certified sustainable service providers (Sustainable Partner) as well as ideas and tips for more sustainable event planning.
3. The sector network raises awareness for sustainability, promotes joint learning and offers (experience) exchange among each other 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

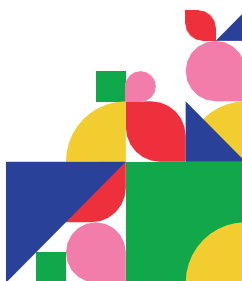




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and standards such as the German Sustainability Code (DNK), the Global Reporting Initiative (GRI), the Eco-Management and Audit Scheme (EMAS) and various ISO standards. The Sustainable Meetings Berlin criteria set is internationally recognised by the Global Sustainable Tourism Council ("GSTC recognised"). The criteria are constantly being further developed.



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### 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 events in a more sustainable way. With the help of practical and concrete measures in each area of action of the event organisation, this planning document leads clearly structured through the event preparation and helps to better position oneself in the various dimensions of sustainability, such as social issues, environmental protection and sustainable business. The areas of action of the guidelines are shown in the following figure. Relevant fields of action for the BESTIVAL were identified by means of a materiality analysis and then provided with goals, measures and monitoring options.



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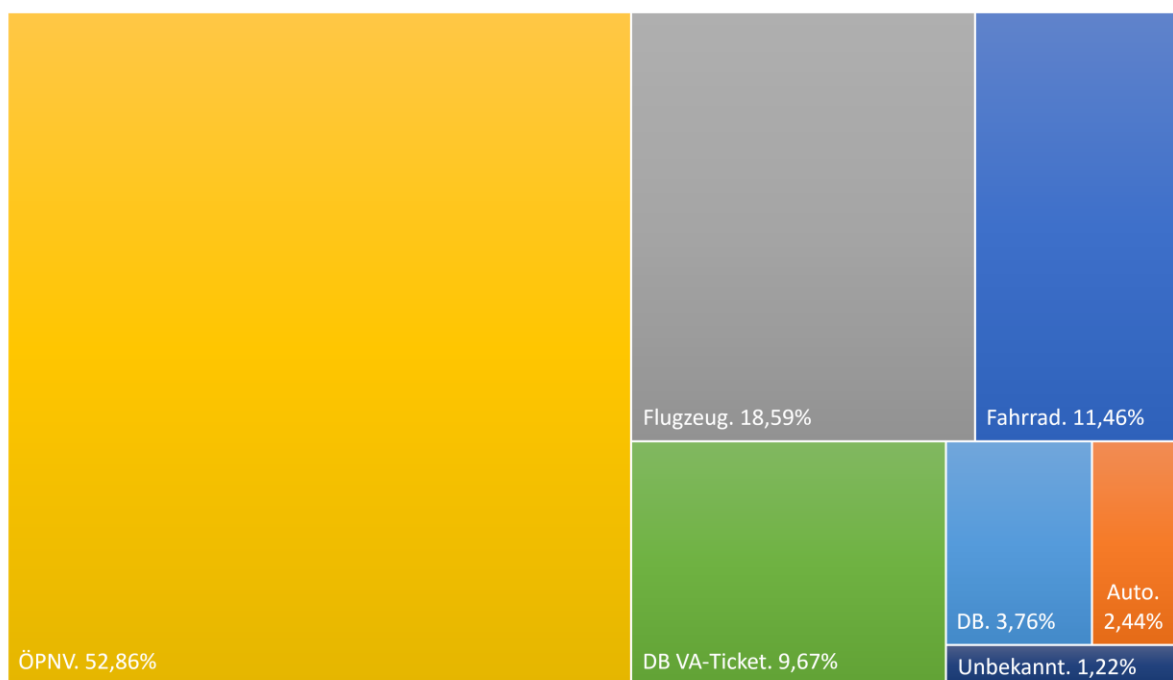
### 1. TRANSPORT

#### Travel & Transport Logistics

The target group of the BESTIVAL are international professionals from the MICE and travel industry who should get to know Berlin, its hosts and the MICE and tourism landscape. The journey from Germany was covered by the [Deutsche Bahn event ticket](#); if participants travelled themselves (by train, car (if possible as a carpool) and, if necessary, by plane), the participant management was asked in detail about the mode and distance of travel in order to record and compensate for any CO<sub>2</sub> pollution that might occur.

During the BESTIVAL, participants preferred to use the [Berlin Welcome Card](#) to travel within Berlin [by public transport](#). After the evening event, hotel transfers were offered by low-emission buses provided by Sustainable Partner.

#### Travel behaviour



■ Fahrrad ■ Auto ■ Flugzeug ■ ÖPNV ■ DB ■ DB VA-Ticket ■ Unbekannt

■ BIKE ■ CAR ■ FLIGHT ■ PUBLIC TRANSPORT ■ TRAIN ■ DB EVENT TICKET ■ UNKNOWN





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The CO<sub>2</sub> emissions caused by transport in 2022 totalled 44.5 tonnes of CO<sub>2e</sub> for 836 people. Per capita, this is an emission of 53.25 kg CO<sub>2e</sub>. In 2023, the amount of emissions is 86 tonnes for 1,065 people, equivalent to 81.14 kg.

*The BESTIVAL has grown continuously. In 2022, there were twice as many customers as in 2021. This year, we have again increased the number of customers compared to 2022, especially the share of international customers has grown. After registration, all clients were checked for relevance and quality in order to achieve the greatest possible efficiency in terms of sustainability, among other things.*

*Rail travel was actively promoted and a low-cost rail ticket was made available for the event. For customers travelling intercontinental or even European, there was no alternative to travelling by plane, but some participants had to accept that due to limited time resources they would have to travel faster by plane for economic reasons.*

*The positive economic and social effects that come from these customers, including scientific congresses, cultural events, etc., have led us to accept these increased passenger kilometres in air traffic. According to the survey, each Berlin supplier generated an average of 18 relevant business contacts at BESTIVAL. In addition, the visitors rated the programme with 4.2 out of 5 stars, which speaks for an extraordinary transfer of knowledge.*

*Manuel Wrobel, visitBerlin, Head of Business Development*

The emissions generated are based on the following data:

Arrival and departure and local mobility				2021	2022	2023	+/-
Flight	15.000 km <sup>1</sup>	172.000 pkm <sup>1</sup>	266.222 pkm <sup>1</sup>	16,51	50,48	72,08	21,60
Car trips (combustion engine)	860 pkm <sup>1</sup>	3.780 pkm <sup>1</sup>	5.200 pkm <sup>1</sup>	0,44	0,67	0,72	0,05
Car trips (electric motor)	0 pkm <sup>1</sup>	20 pkm <sup>1</sup>	20 pkm <sup>1</sup>	0,00	0,00	0,00	0,00
Train journeys	60.000 pkm <sup>1</sup>	27.680 pkm <sup>1</sup>	192.000 pkm <sup>1</sup>	12,81	1,29	7,03	5,73
Coach trips	4.800 pkm <sup>1</sup>	0 pkm <sup>1</sup>	0 pkm <sup>1</sup>	0,52	0,00	0,00	0,00
Public transport journeys	3.220 pkm <sup>1</sup>	6.140 pkm <sup>1</sup>	11.260 pkm <sup>1</sup>	0,78	0,51	0,73	0,22
Cab rides	0 pkm <sup>1</sup>	0 pkm <sup>1</sup>	0 pkm <sup>1</sup>	0,78	0,00	0,00	0,00
Shuttle trips	0 pkm <sup>1</sup>	5.320 pkm <sup>1</sup>	12.920 pkm <sup>1</sup>	0,78	0,31	0,59	0,28
on foot/ by bike	0 pkm <sup>1</sup>	5.180 pkm <sup>1</sup>	2.440 pkm <sup>1</sup>	0,78	0,00	0,00	0,00

1pkm = passenger kilometer

kg Co2e/p.P.

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### atmosfair CO<sub>2</sub>-Veranstaltungsreport



<b>Veranstaltung</b>	BESTIVAL 2023
<b>Veranstalter</b>	Berlin Tourismus & Kongress GmbH Am Karlsbad 11, 10785 Berlin
<b>Veranstaltungsort</b>	Magazin der Heersbäckerei & SAGE-Beach
<b>Veranstaltungszeitraum</b>	06.07.2023 - 06.07.2023

31.08.2023

Posten	Wert Einheit	Emissionen
<b>Grunddaten</b>		
Veranstaltungsdauer	1 Tage	
Teilnehmer	1.065 Personen	
Übernachtungen	973 Nächte	37.481 kg CO <sub>2</sub> e
Veranstaltungsfläche	4.278 m <sup>2</sup>	
Veranstaltungsgebäude	altes Gebäude (bis Baujahr 1977)	
Stromverbrauch	1.129 kWh	548 kg CO <sub>2</sub> e
Heizbedarf	0 kWh	0 kg CO <sub>2</sub> e
Wasserverbrauch	61 m <sup>3</sup>	22 kg CO <sub>2</sub> e
Müllentsorgung	1,8 t	580 kg CO <sub>2</sub> e
<b>Catering</b>		
Anzahl Mahlzeiten	2.130 Mahlzeiten	3.642 kg CO <sub>2</sub> e
davon vegetarisch	2.130	
davon biologisch	2.130	
davon regional	2.130	
Anfahrt	118 km	29 kg CO <sub>2</sub> e
<b>An- und Abreise und lokale Mobilität</b>		
Flug	266.222 pkm <sup>1</sup>	76.761 kg CO <sub>2</sub> e
PKW-Fahrten (Verbrennungsmotor)	5.200 pkm <sup>1</sup>	764 kg CO <sub>2</sub> e
PKW-Fahrten (Elektromotor)	20 pkm <sup>1</sup>	2 kg CO <sub>2</sub> e
Bahnfahrten	192.000 pkm <sup>1</sup>	7.482 kg CO <sub>2</sub> e
Reisebusfahrten	0 pkm <sup>1</sup>	0 kg CO <sub>2</sub> e
ÖPNV-Fahrten	11.260 pkm <sup>1</sup>	777 kg CO <sub>2</sub> e
Taxi-Fahrten	0 pkm <sup>1</sup>	0 kg CO <sub>2</sub> e
Shuttle-Fahrten	12.920 pkm <sup>1</sup>	633 kg CO <sub>2</sub> e
zu Fuß/ per Rad	0 pkm <sup>1</sup>	0 kg CO <sub>2</sub> e
<b>Warentransport</b>		
Distanz	1.466 tkm <sup>2</sup>	
Waren	17,9 t	175 kg CO <sub>2</sub> e

**Gesamtemissionen der Veranstaltung** 128.896 kg CO<sub>2</sub>  
**Kompensationsbetrag** 2.965 €

<sup>1</sup>pkm = Personenkilometer, <sup>2</sup>tkm = Tonnenkilometer



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### 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 are at least accessible by bus, and most of them can be reached by underground in less than 1,000m walking distance.

The further review of the sustainable criteria of the locations considered at least emissions, energy supply and consumption, waste management incl. re- & upcycling.

— Magazin in der Heeresbäckerei ([Magazine in the Army Bakery](#))

The Army Bakery in Berlin Kreuzberg is an impressive industrial monument on the Spree. The warehouse in the west wing served as a store since 1890, and trolleys with flour and grain ran on rails between the warehouse and the bakery. The brick building has retained its substance over the years. Cast-iron pillars support a five-meters-high capped ceiling, the parquet flooring is made of old copper beech, deep round-arched windows open the room to the light.

In addition to the magazine, the BESTIVAL also took place in the studio, the loft and the garden-like courtyard of the Heeresbäckerei building ensemble.

*"We have recognised that it is important to take responsibility for a future worth living and that sustainability and profitability do not have to be mutually exclusive - on the contrary: the future viability and economic success of an organisation depend to a large extent on whether it is sustainably positioned.*

*We have the well-being of future generations in mind and are convinced that it can best be ensured if sustainability is reflected in all our activities and we actively promote it".*

*-Dirk Helmchen, Managing Director*

The magazine of the Army Bakery is Advanced Performer at Sustainable Meetings Berlin.

— [SAGE-Beach](#)

SAGE-Beach Berlin is a beach club location in Berlin, situated directly on the banks of the Spree. The club offers a relaxed atmosphere with a sandy beach, deck chairs, palm trees and a few bars. Here you can end the day relaxing with a cool drink or cocktail while enjoying the water and nature. In the evenings, DJs and live music provide a pleasant atmosphere and good entertainment. The club is a popular destination, especially in the summer months, and offers an alternative to classic city life. In terms of sustainability, SAGE Beach focuses on upcycling. Much of the furniture and structures were creatively redesigned from existing materials.

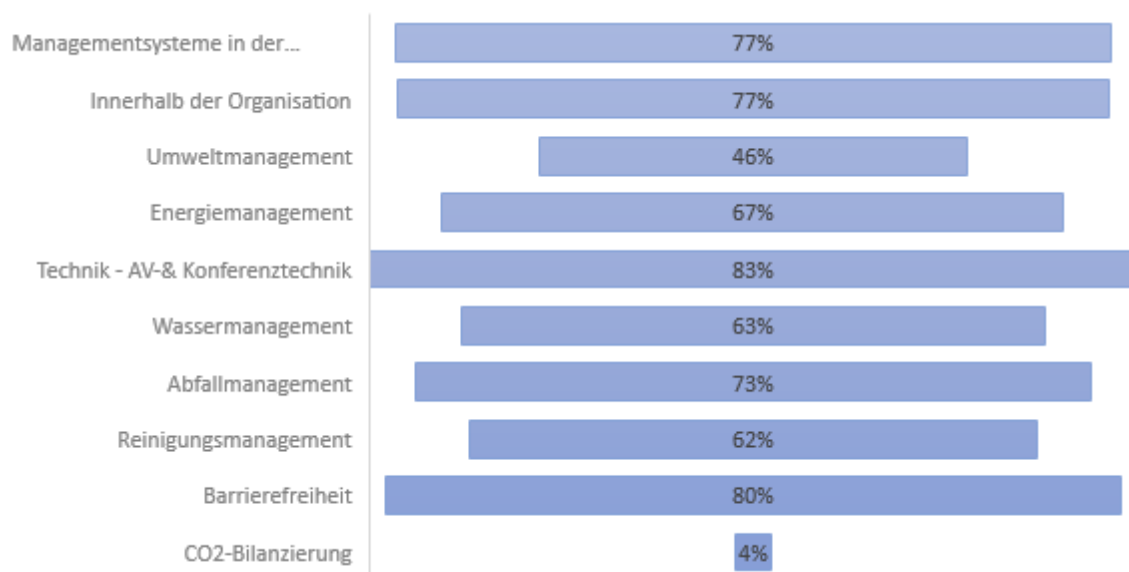
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### 3. ACCOMMODATION

An essential part of Berlin's event industry are the numerous hotels; Berlin has 739 accommodation facilities with 147,222 beds<sup>1</sup>. For the BESTIVAL, a total of 40 establishments were available for 825 overnight stays. For various reasons, these include, above all, hotels of international chains and management companies in leased properties, which are not sustainably certified, but which operate sustainably to the best of their ability.

In advance, the hotels were checked by means of a standardised questionnaire, all information was provided voluntarily.



#### 4 Sustainability of the participating hotels

Compared to the previous year, the current survey is more detailed and includes 167 criteria that had to be answered with "yes" or "no". The percentage shown indicates the average performance of all houses per criterion.

The questions asked included:

Management systems in the organisation	Existing management systems and any certificates in the organisation
Within the organisation	Further, obligatory and binding regulations outside the legislation
Environmental management	Environmental policy of the organisation, certificates
Energy management	General energy supply through (own) regenerative energy, lighting, ventilation, shading, air conditioning
Technology - AV & Conference Technology	AV & conference technology, own or outsourced, energy efficiency
Water management	Ongoing consumption measurement in the building, at events, installed energy-saving systems, efficiency classes of the machine park

<sup>1</sup> Source: .statistik-berlin-brandenburg.de, as of April 2023



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Waste management	Waste prevention and disposal concept, waste separation, take-back regulations
Cleaning management	Savings in cleaning agents, ecological products, staff training
Accessibility	Barrier-free/poor participation in all areas
CO <sub>2</sub> -balancing	CO <sub>2</sub> -balancing

Most hotels have a mission statement and a code of conduct, less of them live and document a sustainability programme. Certifications such as EMAS or ISO14001 are rare, a waste avoidance or disposal concept is almost a matter of course.

Social sustainability towards the employees is lived and defined. Due to the structural situation, not every house is barrier-free.

Supplier management stands out; here, the local organisation often has no influence due to centrally organised purchasing. Reporting on 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.

According to the explanations, CO<sub>2</sub> accounting fails because the property is owned by third parties and the corresponding values are not accessible.

#### 4. CATERING

##### Food & Drinks

Strict sustainability standards were applied in the design of the catering under the responsibility of BESTIVAL and also in the selection of the executing companies.

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

1. [Berlin Cuisine](#), Leader SMB
2. [Curry Wolf Berlin GmbH](#)
3. [FLORIS Catering GmbH](#), High Performer SMB
4. [The Court Suppliers](#), Leader SMB
5. [Markus Herbicht Catering](#), n.a.

The choice of meals was varied and designed for each participant in such a way that dietary, allergic and other requirements for the food supply did not have to be asked for in advance.

BESTIVAL 2023 also took the motto "**Vegetables are the star on the plate**" to heart. Even the curry sausage, obligatory for Berlin, at the evening event was vegan - and sensationally tasty!

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Special attention was paid to the plant-based portion of the catering, vegetarian-vegan dishes and components made up 100% of the catering this year, exceptions: none.

Organic certified food was clearly preferred, an equally important aspect for the catering is regionality and seasonality, in July, of course, one can draw from the full palette from garden and field here.



In keeping with the character of the BESTIVAL, all dishes were prepared live on site as needed, so that in principle only leftovers in the form of unprepared food were produced.

The beverage selection was also limited to regional products, technical and structural peculiarities unfortunately prevented the use of drinking water dispensers again this year, the majority of the water was from Viva con Agua.

Non-alcoholic beverages such as lemonades and spritzers were also of regional origin; these special beverages are generally offered in deposit bottles, but only in the 0.33l size due to the limited capacities of the mostly small to medium-sized producers.

Only fair-trade products were used for the hot drinks, coffee and tea, some of which were also certified organic. Of course, portioned sugar and pre-packed coffee cream were dispensed with.

The beer at the evening event came from Berlin.

All food and drinks were served on porcelain with cutlery, drinking was exclusively from porcelain cups, glasses, disposable material was not used.

The famous exception were glasses made of plastic in the reusable system, which was due to the use at Sage Beach, the curry sausage was served "true to style" in the recyclable cardboard, as was the coffee in the morning in the outdoor area of the Army Bakery.



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### 5. EQUIPMENT

#### Furnishings and equipment, branding

As with the catering, the principle of regionality and sustainability also applied to the selection of partners for equipment and non-food catering, i.e. only certified companies were included in the selection.

The BESTIVAL was equipped by

- [Partyrent Berlin Mahnecke GmbH](#), SMB High Performer
- [RENT4EVENT](#), SMB High Performer

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

The name badges, which were printed on site when the participants arrived, are made of recycled PVC and should be returned for recycling at the end of the event. The wristbands are also made of recyclable fabric and the clasp is made of a natural wooden bead.

The banners produced for BESTIVAL 2022 for the facades of Kino International and Cafe Moskau were actually upcycled after BESTIVAL: fashionable shopping bags are made from them, which are used as guest gifts at special events; the BESTIVAL speakers also receive them as a thank-you gift.

The same procedure will be followed with the banner at the front of "Magazin in der Heeresbäckerei" that was used in 2023.



*Back wall of the stage in "Magazin in der Heeresbäckerei" as a photo wall*



Particularly in the decoration, floral elements not available as potted plants or similar were largely dispensed with. No rule without exception: some tables in the outdoor area were decorated with floral arrangements, the flowers coming exclusively from Berlin and Brandenburg meadows and gardens.

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### 6. TECHNOLOGY

#### Event technology, technical equipment

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



*Stage at the Heeresbäckerei | Image: 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 design.

Further resource savings were achieved through digital branding, i.e. there was no indoor wayfinding on forex boards or similar; the branding and wayfinding in the Heeresbäckerei and Sage Beach were designed in such a way that they can be used in future years; in some cases, equipment from *visitBerlin*'s extensive stock has already been used.

This principle did not only apply to BESTIVAL's own branding, it also included other exhibitors and presenting partners and companies. This year, too, roll-ups and similar advertising media, especially those bearing a date, were not permitted.



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The Army Bakery only has natural ventilation, i.e. energy-intensive air conditioning was dispensed with, and at the evening event in the outdoor Sage-Beach area anyway.

All locations also use green electricity and consumption has been kept as low as possible.

### 7. STAFF

#### Staff

**The content of the BESTIVAL is also conceived and planned locally:** the vast majority of speakers and presenters live in Berlin - not only for reasons of sustainability, but also to better and 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., underwent a review which also dealt with the corporate culture and the treatment of employees.

Social sustainability issues addressed included:

Observance of all labour law requirements, contents and objectives regarding health and safety policy, existence of occupational health and safety certificates (e.g. OHSAS 18001, ISO 45001), accessibility or diversity management, taking into account anti-discrimination.

The presence of a Code of Conduct that is recognised by all employees and a coordinated compliance management were also important.

*In addition, visitBerlin is involved in initiatives and associations to promote Berlin as a sustainable destination. visitBerlin is a multi-national team and is aware of the enrichment that diversity brings. visitBerlin has signed the "[Berlin against Anti-Semitism](#)" initiative as well as the "[Diversity Charter](#)" and, with its "[pink pillow Berlin Collection](#)", is part of initiatives that advocate equal treatment for all people - a self-evident promise to all guests and employees\*. As the tourism marketer for the city of Berlin, visitBerlin is also committed to making [Jewish culture and Jewish life in Berlin](#) visible.*



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### 8. PROCUREMENT

#### Purchasing goods and services

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

- 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 have been obliged - also in their supply chain - to work ecologically and to measure and document the emissions they produce. These emissions are also included in the CO<sub>2</sub> balance sheet of 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. FRAMEWORK PROGRAMME

#### Workshops, panels, lectures & the supporting programme

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 of Berlin and to depict lighthouse projects, trends and innovations, also on the basis of best-practice examples.

The BESTIVAL engaged a total of 77 speakers, panellists, workshop leaders and guides who appeared in the five thematic areas.

A separate world of experience was dedicated to the topic of sustainability: "BERLIN SUSTAINABLE". Protagonists were specifically presented who presented sustainable topics and introduced sustainable products and services. Sustainable Berlin and Sustainable Partners such as [greenstorming](#) offered interactive stations to make visitors aware of sustainability aspects in their daily work and presented alternatives to conventional options.

The lecture programme "BERLIN SUSTAINABLE" consisted of the following elements:

- Panel discussion: **Dr. Katharina Reuter | Rethinking CSR for the MICE industry:** Sustainability is not a trend, but has come to stay. The MICE industry is facing major challenges here, not only in terms of decarbonising events and trade fairs, but also with a view to developing circular business models.
- Workshop: **GSTC | HAVE YOUR SAY** - Global Sustainable MICE Criteria Exchange: The Global Sustainable Tourism Council (GSTC) creates and manages global standards for sustainable travel and tourism. Due to growing interest and demand, the Global Sustainable Tourism



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Council is currently developing the GSTC MICE Criteria. Festival participants are welcome to join this exchange activity as part of the development process and help shape the criteria!

- Impulse: **Finizio | The future of sustainable sanitation systems**: Sustainability concepts such as zero-waste management fail at the latest when it comes to human waste. We are developing future-oriented sanitation systems that do not require (supply and) waste water or chemicals. In our unique pilot plant, we develop the humus fertiliser of the future from toilet contents and close nutrient cycles.
- Panel: **Sustainable event planning at BESTIVAL**: At BESTIVAL 2023, sustainability will be brought to life in all areas of the event. The Sustainable Event Guidelines Berlin support us in our planning to have the event certified according to ISO20121. During a walk through the festival grounds, Kyra Reiter from the *visitBerlin* Convention Office and Christian Lehnert from *bttr.live* report on the highlights and learnings.
- Workshop: **Thore Hildebrandt | Sustainable Zero Waste Food Workshop**: Why dispose of stale bread? Why don't we actually eat the leafy greens? How do I turn both into delicious snacks? Together we will make delicious bread chips from stale bread and also conjure up a tasty pumpkin seed pesto from carrot, radish and parsley greens.
- Presentation: **Circular Berlin | Stop Food Waste** - Learning guide to reduce food waste in the catering industry: Every food thrown away harms the environment/climate through loss of resources and greenhouse gas emissions. The session will present learning materials with practical tips on food waste. The aim is to raise awareness and activate your team to take action against waste in hospitality and catering.



# BESTIVAL

## SUSTAINABILITY REPORT BESTIVAL 2023

### 10. COMMUNICATION

The aim of BESTIVAL was to make it known in the industry as a best practice festival for the sustainable planning of business events. With a reach of 3 million +, around 1,000 international participants and one of the largest events a DMO has ever held worldwide, we were able to live up to this claim.

The sustainability goals and efforts were communicated transparently on the event's website, via social media (LinkedIn and Instagram), in presentations at trade events (IMEX, SECON,...) and on site at the BESTIVAL through QR codes as well as in two sessions by the sustainability officers, Kyra Reiter and Christian Lehnert. Planning based on the Sustainable Event Guidelines Berlin makes it easier for event planners to adapt, derive and empower measures for their own events.

The certification according to ISO 20121 underlines the quality of the event as well as the ambitious and long-term sustainability concept, which was confirmed by independent auditors. Particularly in view of the large number of certifications, the ISO is still considered one of the most important awards for implementing internationally transparent and successful events in a more sustainable way.

Especially the continuous improvement process and the communication with stakeholders were a challenge for the sustainability management of the event this year and will be further developed and pushed for subsequent events.

All of this contributes to Berlin's vision of becoming one of the leading destinations for sustainable events.

BESTIVAL 2023 showed: Berlin can do it!

For the Sustainability Report

Kyra Reiter, *visitBerlin* Convention Office

Christian Lehnert, *btrr.live*

Berlin, September 2023