

## THE GREEN PLEDGE FOR ORGANIZING SUSTAINABLE EVENTS

Events are catalysts for change. They provide an opportunity to transform our written words, vision, mission, efforts, actions, and commitment to a sustainable future into reality, inspiring participants along the way. Therefore, with every event, no matter how small, we aim to reflect our sustainable identity, encourage change, confront truths, and inspire transformative actions in everyone involved in designing, organizing, or executing the event. In doing so, we adhere to principles of positive incentives and inspiration, engagement, and raising awareness through experiences of new and different content.

By adopting the Green Pledge, we, as event organizers, commit to implementing sustainable principles and values as follows:

### REDUCING

Through precise planning, rethinking, and ongoing management, we minimize waste. We pay close attention to event-related waste, including packaging, printed materials, and leftover food. Every component is carefully planned, using eco-friendly materials that are recyclable or reusable.

We strive for energy efficiency by choosing venues and accommodation providers that follow sustainable standards. We plan and optimize our energy consumption in advance to minimize it wherever possible.

We reduce the mobility impact of all event stakeholders by promoting environmentally friendly transport options, modular mobility, and selecting locations that support these initiatives.

### REFUSING

Our first action is to say **NO** to single-use plastics and disposable products.

We firmly reject any acts of intolerance and foster an inclusive environment where all providers and participants have equal opportunities. We value diverse opinions and encourage and respect them at all stages of the event preparation and execution.

### REUSING

We believe in the endless potential of quality materials. Therefore, we select event materials such as scenography, catering equipment, exhibition items, and basic infrastructure based on criteria of durability, quality, and adaptability. We strive to give our scenography a new life at future events or repurpose it within the local community or elsewhere.

We reuse communication materials, whether physical or digital, and ensure their design allows for long-term use.

### RECYCLING

By properly separating waste at events, we ensure that any materials that cannot be reused are recycled when possible—paper, plastic, even textiles. Our ultimate goal is to minimize waste sent to landfills.

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## **PRIORITIZING LOCAL**

We take responsibility for the environment in which we operate. Thus, we promote the regeneration of the local environment and support its economic progress. Our selection of suppliers always follows the "local first" principle, encompassing everything from performers to catering and other service providers.

## **MEASURING**

We believe that tangible change can only happen based on measurable results. Therefore, we measure every aspect of event organization, including mobility impacts, energy consumption, waste generation, and the event's total CO2 footprint. We use tools that enable clear planning, measurement, result analysis, and provide guidance for new improvements and sustainable models development.

## **INSPIRING**

We believe that even a single event can spark change. Therefore, we promote sustainability principles throughout the supply chain and inspire all participants with engaging activities that showcase sustainable practices and lifestyles.

## **DEMANDING CHANGE**

We stand firm on our principles, encouraging change even among providers who are not yet on the sustainability path. Even small steps, such as installing water fountains at event venues, contribute to this journey.