



PLANET POSITIVE EVENT

The world's most relevant
ESG event rating and
certificate



EVENT

AtoJazz Festival, Sofia
04. – 07. July 2024

ORGANISER

A to Z Foundation
10 Yuri Venelin Str
1000 Sofia
Bulagaria
www.atojazz.bg

Report number: PPE-AAT-202402210-0006

ABOUT THE EVENT ORGANISER

A to Z Foundation
10 Yuri Venelin Str
1000 Sofia
Bulgaria
www.atojazz.bg

ABOUT THE EVENT

Name of the event: AtoJazz Festival
Date of the event: July 4 - 7, 2024
Location of the event: Sofia South Park 2, Sofia, Bulgaria
Number of attendees: 50.000
Structure of attendees: Local

Type of event: Live, Festival, large gathering
Number of attendees: 50.000



TYPE OF EVENT

Live event

Type of event

Festival, large gathering

CARBON FOOTPRINT OF THE EVENT

FOOTPRINT SUMMARY OF THE EVENT	kg CO ₂	%
CALC01: Project management and communication	21,43	0,06%
Carbon footprint generated by direct marketing	6,11	0,02%
Carbon footprint of websites and social media platforms	15,32	0,05%
CALC02: Event's energy use	11.725,05	34,50%
Project office	170,54	0,50%
Venues	11.029,20	32,46%
Catering	0,00	0,00%
Accommodation	523,31	1,54%
CALC03: Mobility	14.331,52	42,18%
Mobility of attendees	0,00	0,00%
Mobility of coworkers and suppliers	14.331,52	42,18%
CALC 04: Purchasing	2.954,44	8,69%
Purchasing services	2.954,44	8,69%
CALC 05: Event production	0,00	0,00%
Energy used by venues (included in CALC 02)	0,00	0,00%
Production (included in CALC 02)	0,00	0,00%
CALC 06: Event Waste and water	2.332,77	6,87%
Event waste	2.171,15	6,39%
Event water use	161,62	0,48%
CALC 07: Exhibition	0,00	0,00%
Exhibition materials	0,00	0,00%
CALC 08: Catering	466,78	1,37%
Food	419,28	1,23%
Beverages	47,50	0,14%
CALC 09: Hotel accommodation	2.149,29	6,33%
The carbon footprint of all overnight stays	2.149,29	6,33%
TOTAL EVENT CARBON FOOTPRINT	33.979,28	100,00%

*The calculation of the safety margin for AtoJazz Festival amounts to 3.09

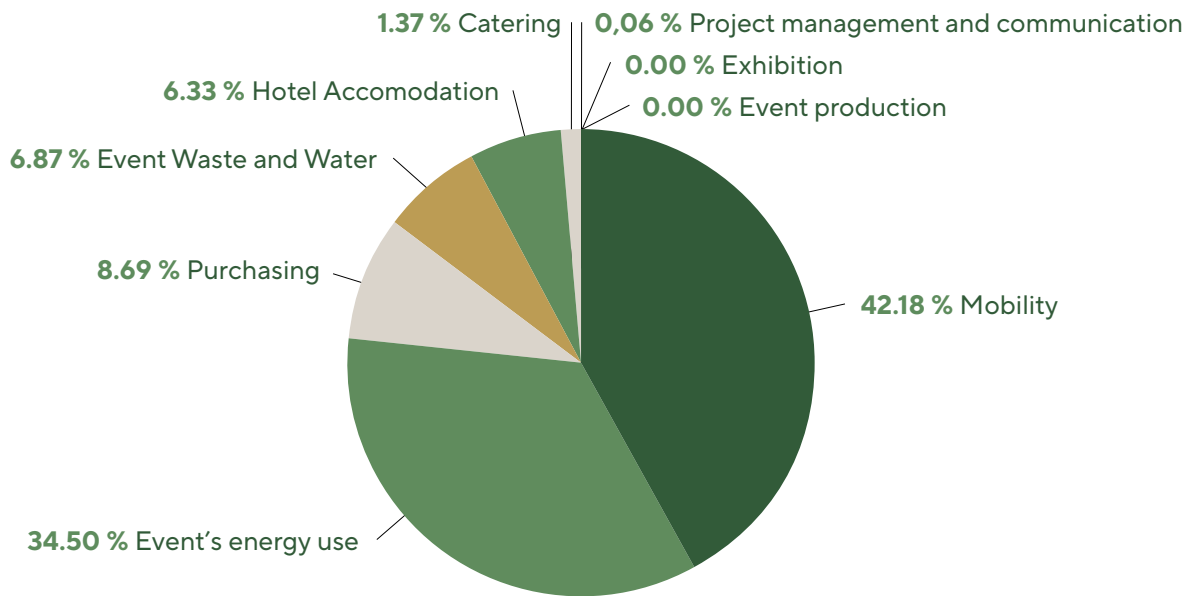
It is based on an average mark that measures the accuracy of collected data in line with the following marks:
highly accurate = 5, moderately accurate = 3, and inaccurate = 1.

The threshold for an event's safety margin is 3.01 or:

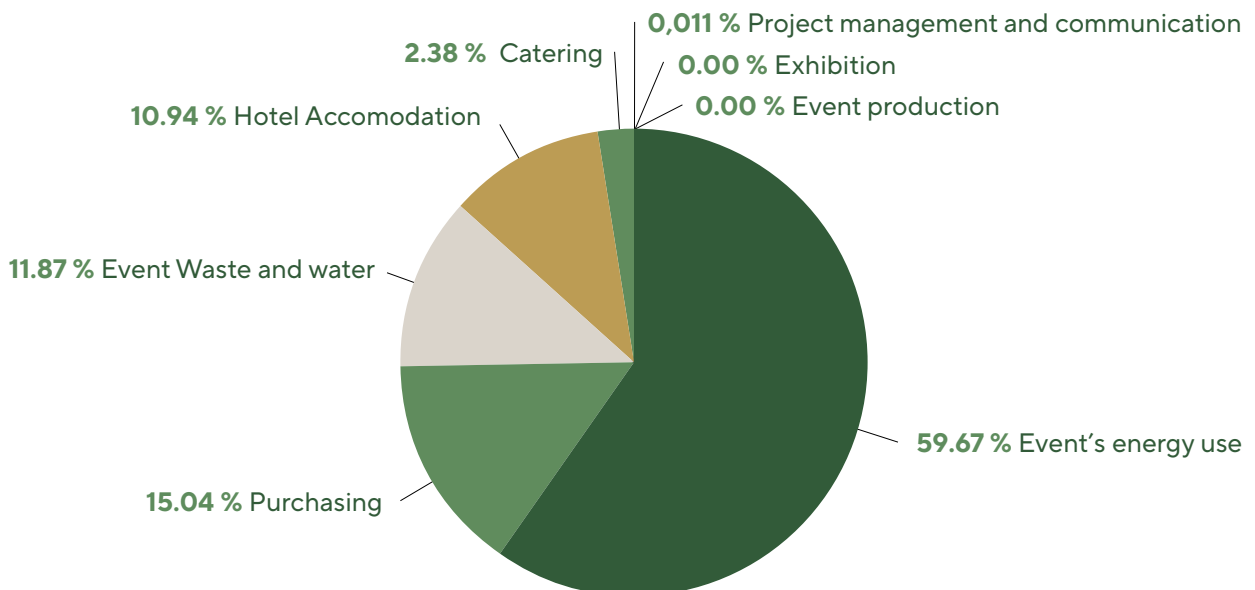
- +0 % Safety Margin, if more than 51% of acquired data about the accuracy of information is ranked as moderately accurate or highly accurate (a mark higher than 3.01)
- +5 % Safety margin, if more than 50% of collected information is moderately accurate or inaccurate (a mark lower than 3.00).

TOTAL EMISSIONS BY SOURCE

TOTAL EMISSIONS BY SOURCE - Mobility included
33.979,28 kg CO₂



TOTAL EMISSIONS BY SOURCE - Without mobility
19.649,76 kg CO₂



WHAT ARE THE EVENTS GHG SCOPES 1, 2 AND 3 CARBON EMISSIONS?

GHG SCOPES 1,2 AND 3 CARBON EMISSIONS	kg CO ₂	%
SCOPE 1 GHG EMISSIONS	3.204,38	9,43%
Project management and communication	21,43	0,06%
Energy use in the project office	170,54	0,50%
Waste in the project office	43,42	0,13%
Water use in the project office	14,55	0,04%
Purchasing services	2.954,44	8,69%
SCOPE 2 GHG EMISSIONS	11.552,51	34,00%
Venues	11.029,20	32,46%
Catering	0,00	0,00%
Accommodation	523,31	1,54%
SCOPE 3 GHG EMISSIONS	19.222,39	56,57%
Attendee mobility	0,00	0,00%
Mobility of coworkers and suppliers	14.331,52	42,18%
Event production	0,00	0,00%
Event waste	2.127,73	6,26%
Event water use	147,07	0,43%
Exhibition materials	0,00	0,00%
Catering - food	419,28	1,23%
Catering - beverages	47,50	0,14%
Carbon footprint of all overnight stays	2.149,29	6,33%
OVERALL CARBON FOOTPRINT	33.979,28	100.00%

33.979,28 kg OF CARBON DIOXIDE equals:



The annual CO₂ emissions of **4,4** Slovenians.



The production of **15.525** beef steaks (150 g production).



The CO₂ absorption of **38** cubic metres of trees.



16.812 litres of gasoline consumption.



24.286 litres of milk production.



243.031 km of driving a car.

THE EVENTS CARBON FOOTPRINT VALUE IN €

Total carbon footprint: 33.979,28 kg CO₂

EU ETS price: 61,22 € (per October 22, 2024 - EU Emissions Trading Scheme prices)

COST OF CARBON OFFSET: € 2.080,19

Source: https://climate.ec.europa.eu/eu-action/eu-emissions-trading-system-eu-ets_en

AtoJazz Festival – CARBON FOOTPRINT CALCULATION RECOMMENDATION

CALC01: Project management and communication

We advise you to follow energy consumption (electricity and heating) more precisely next time and include invoices from suppliers.

CALC03: Mobility

The most problematic aspect of the calculation is the mobility segment. Your evaluation did not encompass the visitors of the Jazz Festival and only included the artists and organisers. If possible, you should make an approximate evaluation of the carbon footprint of the visitors' mobility based on surveying attendees.

CALC08: Catering

In the final measurement of carbon footprint, you should assess the number of beverages sold to visitors of the Festival. You should ensure this evaluation in the future.



EXTERNAL AUDIT CERTIFICATE

Name and surname of the assessor: **Maja Vidergar**

Company name:	A to Z Foundation
Name of the event:	AtoJazz Festival, Sofia
Date of the event:	04.07.24 - 07.07.24
Location of the event:	Sofia South Park 2, Sofia, Bulgaria
Type of event:	Live, Festival, large gathering
Number of attendees:	50000

Following the Rules and Regulations for external assessors valid from 1 February 2024 onwards, the project was evaluated by **Maja Vidergar**, while **Andraž Orehar** provided technical support. The document »Rules and Regulations for External Assessors« is an annex to the Quality Manual of the Planet Positive Event project (henceforth named PPE), regulating project management and governance. Complying with the Quality Manual is legally binding for all external assessors and tech support providers.

We conducted the external assessment following the Planet Positive Event methodology based on international standards and recommendations, which are integral to this report.

Our overview of the »AtoJazz Festival, Sofia« included:

1. The evaluation of PPE criteria (completed by A to Z Foundation.) using a qualitative method to determine the relevance of the data.
2. The analysis of documentation (provided by A to Z Foundation) for the calculation of the carbon footprint.
3. The audit of PPE documentation sent by the organisers and double-checking statements and claims.
4. A discussion with Nika Brunet Milunovic the responsible event organiser.
5. An analysis of all sent data by calculating the average value for all event segments.
6. An analysis of all sent data by contrasting the data with matrixes from previous evaluations of similar events.
7. An analysis of the accuracy of data sent by event organisers.

Based on the overview of data, we conducted an additional external assessment and calculated the carbon footprint in the following fields:

- CC1 Carbon Calculator – Project management and communication
- CC2 Carbon Calculator – Energy use
- CC3 Carbon Calculator – Mobility
- CC4 Carbon Calculator – Purchasing and ordering
- CC5 Carbon Calculator – Venue and event production



CC6 Carbon Calculator – Waste and water
CC7 Carbon Calculator – Exhibition
CC8 Carbon Calculator – Catering
CC9 Carbon Calculator – Hotel accommodation

In these fields, we calculated and examined the data again with the help of matrixes from similar assessments in the past.

Our overview has shown all data is credible. Moreover, there were no discrepancies concerning the Rules and Regulations and methodology of Planet Positive Event.

In our opinion, all attached statements and records are **credible and transparently portray the sustainable organisation of the event AtoJazz Festival, Sofia.**

Ljubljana, October 24, 2024

Authorised external assessor:
Maja Vidergar

A handwritten signature in blue ink, appearing to read "Maja Vidergar", written over a vertical line.

COMPLETION OF INDIVIDUAL EVENT CRITERIA

CT1 - Mobility 26 (5+21)

Final mark 4.40

CT2 - Project management 20 (7+13)

Final mark 4.10

CT3 - Communication 27 (7+20)

Final mark 4.30

CT4 - Marketing 25 (6+19)

Final mark 4.70

CT5 - Event venue 35 (9+26)

Final mark 4.30

CT6 - Exhibition 16 (5+11)

Final mark 3.30

CT7 - Purchasing and ordering products and services 20 (5+15)

Final mark 2.80

CT8 - Catering 20 (8+12)

Final mark 3.00

CT9 - Multimedia equipment and production 26 (5+21)

Final mark 4.00

CT10 - Hotel accommodation 30 (5+25)

Final mark 5.00

CT11 - Social responsibility 24 (9-15)

Final mark 4.40

CT12 - Natural environment

Final mark 4.40

CT13 - Energy 18 (6+12)

Final mark 3.70

CT14 - Waste 24 (7+17)

Final mark 4.40

CT15 - Water 17 (6+11)

Final mark 3.60



3 STARS final mark from 4.21 to 5.00

2 STARS final mark from 3.41 to 4.20

1 STAR final mark from 2.61 to 3.40

AAA (4.76-5.00) AA (4.49-4.75) A (4.22-4.48)

BBB (3.95-4.21) BB (3.68-3.94) B (3.41-3.67)

CCC (3.14-3.40) CC (2.88-3.14) C (2.61-2.87)

The sustainability rating will range from 1 to 5, with 5 being the highest mark. The threshold for acquiring a positive final mark is the overall mark of 2.61.

RECOMMENDATIONS FOR ORGANISING SUSTAINABLE EVENTS IN THE FUTURE

CT1 - Mobility 26 (5+21)

In the field of mobility, we give you the following recommendations when organising your next event:

Final mark: 2.20

CT2 - Project management 20 (7+13)

In the field of project management, we give you the following recommendations when organising your next event:

Final mark: 3.00

CT3 - Communication 27 (7+20)

In the field of communication, we give you the following recommendations when organising your next event:

Final mark: 3.00

CT4 - Marketing 25 (6+19)

In the field of marketing we give you the following recommendations when organising your next event::

Final mark: 0.90

CT5 - Event venue 35 (9+26)

In the field of event venue, we give you the following recommendations when organising your next event:

Final mark: 3.30

CT6 - Exhibition 16 (5+11)

In the field of exhibition, we give you the following recommendations when organising your next event:

Final mark: 3.30

We recommend selecting reusable exhibition equipment, furniture and transport boxes. That will help you significantly reduce the carbon footprint of your event. You should create the event by considering recycling and reusing and which elements you can disassemble and reassemble. You should also use materials with a low carbon footprint.

CT7 - Purchasing and ordering products and services 20 (5+15)

In the field of purchasing and ordering products an services, we give you the following recommendations when organising your next event:

Final mark: 3.10

CT8 - Food & beverages 20 (8+12)

In the field of catering, we give you the following recommendations when organising your next event:

Final mark: 2.70

- We suggest you conduct at least one educational course for key stakeholders about environment-friendly catering. You can partner with non-governmental institutions that are active in the field. Do not forget to include caterers that are pioneers in the field and can contribute their expert know-how. You can achieve beneficial environmental and societal effects if you succeed in sharing principles on sustainable food and beverages within your partner network.
- We advise checking how sustainably aware your catering provider is by using our purposefully-developed questionnaire. It will help you acquire information about the sustainable initiatives implemented by the provider. At the same time, you will ensure catering providers are familiar with your sustainable mission.

CT9 - Multimedia equipment and production 26 (5+21)

In the field of multimedia and production, we give you the following recommendations when organising your next event:

Final mark: 4.40

CT10 - Hotel accommodation 30 (5+25)

In the field of hotel accommodation, we give you the following recommendations when organising your next event:

Final mark: 4.00

CT13 - Energy 18 (6+12)

In the field of event waste, we give you the following recommendations when organising your next event:

Final mark: 2.00

The cheapest and easiest way to improve energy efficiency is to use free energy - daylight and natural sources of heat energy. In addition, you can use the freshness of the evening and the cold of the winter to your advantage. You must plan ahead - during the preparation phase - and demand that at least 50% of the energy comes from renewable sources.

CT14 - Waste 24 (7+17)

In the field of event waste, we give you the following recommendations when organising your next event:

Final mark: 2.70

CT15 - Water 17 (6+11)

In the field of water use, we give you the following recommendations when organising your next event:

Final mark: 3.60

Efficient water use at venues is crucial for attendees' health, environment preservation and saving money. That is why we advise acquiring information and proof from the venue about their water efficiency before the event. LEED certificates are proof that they are sincere about their intentions. - You must provide sufficient amounts of sanitary drinking water for all event attendees. You should note that the well-being of attendees comes before saving water. At sustainable events, tap water or water directly from the public water supply is prioritised. Avoid water in plastic bottles and packaging. By doing so, you will quench the thirst of your attendees without further polluting the environment. This simple strategy should become widespread practice at every event. - We suggest you request the subcontractors to prove that they use biodegradable cleaning products by showing certificates such as Ecolabel or Biobased. The same applies to disinfectants and cosmetics in public toilets, where they should be available in dispensers. You should also adhere to the instructions on the amount of cleaning products you plan to use.

CT16 - Regenerative effects 40

In the field of regenerative effects, we give you the following recommendations when organising your next event:

Final mark: 4.49

- Energy is essential when tackling most challenges and opportunities our world faces today. Our need for excessive energy use is one of the main reasons for climate change. Approximately 60% of global greenhouse emissions are related to energy use. The latest energy crisis has shown change is possible in this segment. You can take your first step by significantly increasing the percentage of energy obtained from renewable energy sources at your event.
- An integral mission of event organisers is to spread awareness about energy use among attendees. Attendees familiar with the topic comprehend the amount of energy used at events. More importantly, they know they can reduce energy use with simple measures. These are simple measures that require awareness and cooperation among event stakeholders and not major investments.
- Every EUR created in the meetings industry prompts a broad spectre of interconnected economic, societal and environmental effects with positive benefits for people, the planet and society. According to research conducted in Ljubljana, the expenditure and multiplicative effects of conference delegates is 3.5 times higher than that of tourists. That is the basis for understanding the social dimensions of events within the meetings industry.

RECOMMENDATIONS FROM AN EXTERNAL ASSESSORS

Name and surname of the assessor: Maja Vidergar

1. Did you ensure attendees had free tickets for public transport?

Offering free public transport tickets is a great sustainable approach, as it encourages eco-friendly travel options, complementing the fact that most visitors already come on foot. This not only further reduces the event's carbon footprint but also enhances convenience for those that might be traveling from further away.

2. Did you consider environmental standards when renting vehicles or transportation services for the event?

Can you please explain the ratio of EV vehicles, which ones they are, and what transport services you carried out with which vehicles during the festival?

3. Did you partner with local or international providers of car-sharing services?

While the study on the economic impact of the A to JazZ Festival 2023 shows that only a limited number of participants used personal vehicles—approximately 20% of Sofia residents and just 2% arriving by taxi—partnering with local or international carsharing services presents an opportunity for future events. This would allow you to inform visitors about sustainable transport alternatives while also promoting the event through these platforms.

4. Did you prepare a mobility plan with the set of goals and measures to reduce the harmful effects of mobility?

Where can employees, performers, partners, visitors, etc. (e.g. target groups) familiarize themselves with this plan?

5. Does your mobility plan clearly identify the principles for preventing unnecessary transportation and encourage sustainable mobility?

How? Please explain in more detail.

6. Do you systematically follow data regarding the transportation of internal (project staff) and external providers during the event?

How? Please explain in more detail.

7. Did your attendees have the opportunity to choose environment-friendly transport when they registered for the event?

We suggest that you present the options in more detail.

8. Do you encourage your employees to use public transport?

How do you encourage employees to use public transport? Do you keep track of how they get to work?

9. Did you encourage attendees to walk to the venue?

How? Is there a campaign running in the city / event webpage?

10. Did you advise those who want to come by bicycles?

How? Is there a campaign running in the city /event webpage?

11. Did you consider environmental standards when organising the transport with freight vehicles for the event (if not, explain in comment why not)?

Can you please explain how?

An organizer can consider environmental standards by prioritizing low-emission or electric freight vehicles, ensuring that the chosen transport companies comply with relevant environmental regulations. Additionally, the organizer can optimize logistics by consolidating loads to reduce the number of trips, plan efficient routes to minimize fuel consumption, and encourage the use of alternative fuels or carbon offset programs to further reduce the environmental impact.

12. Does your company have an in-house, internal policy for purchasing vehicles with low CO₂ emissions?

We recommend to establish an internal policy for purchasing low CO₂ emission vehicles to align with sustainability goals, reduce operational costs, and comply with evolving environmental regulations. This policy will not only enhance the company's eco-friendly reputation but also future-proof its fleet against stricter emissions standards.

13. Did you publicly pledge to organise your event in line with the principles of sustainable development?

AtoJazz Festival Sustainability Policy

14. Were recommendations regarding sustainable event organisation published on the mobile event app and made accessible to all?

We strongly recommend establishing a mobile event app and making it accessible to all attendees, as it promotes sustainability by reducing paper use and enhances the overall event experience with easy access to schedules, updates, and important information.

Additionally, it allows for easy feedback collection through live polls, improving engagement and helping organizers gather valuable insights in real-time.

15. Did you prepare the report in compliance with GRI standards (the report should include information about environmental, economic, societal and management effects and results of the event)?

A report on an event in compliance with GRI (Global Reporting Initiative) standards is a detailed document that measures and discloses the event's economic, environmental, and social impacts according to globally recognized sustainability reporting guidelines. For events, the GRI standards help organizers assess how their activities align with sustainability goals, such as resource usage, carbon footprint, waste management, stakeholder engagement, and community impact.

16. Did you purchase carbon offset for the greenhouse gas emissions?

Are you familiar with any projects taking place in Bulgaria where carbon offsets for greenhouse gas emissions can be purchased?

17. Did you clearly state the source or issuer when mentioning specific sustainability certifications or labels?

Which sustainability certifications or labels were used/mentioned?

18. Did you allocate any donations or direct event funds towards supporting society or addressing relevant environmental issues as part of the activities during the event?

Can you explain to us which projects you support or did you support?

19. Did you inform the venue in advance which quantitative and qualitative data is required to measure the carbon footprint in at least three key segments?

Can you, please, provide us with a copy of a communication?

20. Did you create a plan for reaching the venue sustainably? Did you publish and share the plan with the attendees across your communication channels?

Can you, please, provide the proof for the statement? We couldn't find the relevant data on event webpage.

For future events, we suggest that the options for sustainable mobility are clearly visible on the website and mobile application of the event.

21. Does the venue has an established system of efficient energy use, which makes it a certified energyefficient facility and they can prove it with certificate or other form of proof?

Could you kindly let us know which energy-efficiency certification the venue holds?

22. Does the venue boast one of the internationally-acclaimed environmental certificates such as LEED, ISO 14001 or another certificate?

Could you kindly let us know which certification the venue holds?

23. Does the venue use certified environment-friendly cleaning agents?

This area requires special attention, as it is a venue located in nature. Please inform us about the environmental protection measures in place for this area.

24. Does the venue use efficient water technologies that reduce the use and pollution of water by implementing at least two measures?

Could you specify which ones these are?

25. Does the venue have an established system of using wastewater and shares that information with attendees?

What is the wastewater used for?

26. Does venue follow standards regarding water use?

Which ones are these?

27. Does the venue implement at least one of the measures to improve biodiversity?

This is an opportunity for future events where the organizer can plan activities such as establishing pollinator-friendly gardens that attract bees and butterflies, planting native vegetation to support local wildlife, and creating natural habitats to encourage the presence of birds and small mammals to maintain a healthy and diverse ecosystem in the area.

28. Did you use at least 70% of reusable construction materials and furniture to set up the exhibition stands?

How was this area addressed in your case?

29. Did you ensure waste was managed and recycled?

Did the venue have a contractor for waste management? Were you able to check how they operate?

30. Did you check whether all wooden materials have the FSC certificate - proof that they originate from forests managed responsibly?

A simple 'Yes' can be confusing. Kindly reassess the question.

31. Did the cleaning service used ecological cleaning agents (with certificates EU Ecolabel, Green Seal, Safer Choice..)?

A simple 'Yes' can be confusing. Kindly reassess the question regarding whether the cleaning service used ecological cleaning agents, such as those certified with EU Ecolabel, Green Seal, or Safer Choice. Natural spaces are vulnerable and should be protected with clear, detailed measures in place, so it's important to provide specific information about the products used and their certifications.

32. Did you share the surplus of food and beverages among volunteers, humanitarian organisations and shelters?

It is highly recommended that any surplus of food and beverages be shared among volunteers, humanitarian organizations, or shelters. This practice not only helps reduce food waste but also supports those in need, promoting social responsibility and sustainability. Establishing a clear process for distributing surplus items ensures that food is safely and efficiently delivered to the appropriate organizations, benefiting the community and contributing to environmental sustainability efforts.

33. Did you ensure a green stage manager for the event production?

From your written sustainability policy, we see that you have appointed a designated sustainability manager. Did they also handle this task?

34. Did you create a map of multimodal accessibility for the path from the hotel(s) to the event venue? Did you share the map with event attendees (using at least two communication tools)?

Could you kindly provide the plan or information on where it is published? Thank you!

35. Does the event venue have one of the internationally-acclaimed environmental certificates, such as BREEM Very Good or LEED Gold?

What standard does the venue have?

36. Did you ensure 75% of plastic was recycled and reused at the event in accordance with the EU's Waste Framework Directive?

How did you ensure that 75% of plastic was recycled and reused at the event?

THE EVENT'S REGENERATIVE SDG EFFECTS

As part of the project, the organisers implemented the following regenerative sustainable measures:

PEOPLE



KT 16.1.1.

SDG1 - No poverty

Activities performed: There was no poverty addressed either in organizing the event or during the event.

Estimated generated value: 400 EUR



KT 16.1.2.

SDG2 - Zero hunger

Activities performed:

Estimated generated value: 0 EUR



KT 16.1.3.

SDG3 - Good health and well-being

Activities performed: Yoga sessions, AtoJazz kids sessions, morning workout sessions. Fully remote work possible.

Estimated generated value: 0 EUR



KT 16.1.4.

SDG4 - Quality Education

Activities performed: Workshops. AtoJazz bazar, support for young entrepreneurs and artisans.

Estimated generated value: 0 EUR



KT 16.1.5.

SDG5 - Gender equality

Activities not performed:

Estimated generated value: 0 EUR

PROSPERITY



KT 16.1.7.

SDG7 - Affordable and clean energy

Activities not performed:

Estimated generated value: 0 EUR



KT 16.1.8.

SDG8 - Decent work and economic growth

Activities not performed:

Estimated generated value: 0 EUR



KT 16.1.9.

SDG9 - Industry, innovation, and Infrastructure

Activities not performed: Supporting local economies by prioritizing local suppliers, artisans, and vendors, and ensuring fair economic practices. Celebrating and preserving local culture and traditions, and ensuring that events contribute positively to cultural landscape

Estimated generated value: 0 EUR



KT 16.1.10.
SDG10 - Reducing inequality

Activities not performed:

Estimated generated value: 0 EUR



KT 16.1.11.
SDG11 - Sustainable cities and communities

Activities not performed: Minimising plastic use, reusable cups, education of attendees. Local art exhibition.

Estimated generated value: 0 EUR

THE PLANET



KT 16.1.6.
SDG6 - Clean water and sanitation

Activities not performed: Artists had free drinking water.

Estimated generated value: 0 EUR



KT 16.1.12.
SDG12 - Responsible consumption and production

Activities performed:

Estimated generated value: 0 EUR



KT 16.1.13.
SDG13 - Climate action

Activities performed: Panel on a festival conference.

Estimated generated value: 0 EUR



KT 16.1.14.
SDG14 - Life below water

Activities not performed:

Estimated generated value: 0 EUR



KT 16.1.15.
SDG15 - Life on land

Activities not performed:

Estimated generated value: 0 EUR

PEACE



KT 16.1.16.
SDG16 - Peace, justice, and strong institutions

Activities not performed: Recognizing the global impact of overconsumption, decreasing greenhouse gas emissions to combat climate change.

Estimated generated value: 0 EUR

PARTNERSHIPS



KT 16.1.17.
SDG17 - Partnerships for achieving goals

Activities performed:

Estimated generated value: 0 EUR

EVENT LEGACY AND IMPACT

EVENT'S MAIN LEGACY

1. Cultural Legacy:

- **Platform for Jazz and Music innovation:** AtoJazz has fostered a deep appreciation for jazz by spotlighting local and international talent, encouraging musical exchange and innovation.
- **Cultural identity and growth:** By becoming a cultural staple, the festival positions Sofia as a vibrant hub for music and creativity in the Balkans.
- **Inspiration for future artists:** It nurtures aspiring musicians through workshops, showcases, and collaborations, leaving a mark on future generations of jazz performers.

2. Community Engagement Legacy:

- **Building a Community of Jazz enthusiasts:** The festival strengthens community bonds, bringing people together around shared experiences.
- **Inclusive atmosphere:** With its free open-air format, the festival promotes accessibility, ensuring music is available to everyone, regardless of background or economic status.
- **Support for local businesses:** It boosts local economy by encouraging tourism and supporting nearby vendors, hotels, and restaurants.

3. Sustainability and Environmental legacy:

- **Sustainable event practices:** The festival's efforts to incorporate eco-friendly practices, such as waste management and carbon offsetting, serve as a model for other events in Sofia and beyond.
- **Environmental awareness:** AtoJazz's commitment to sustainability raises public awareness, aligning the festival with global environmental movements.

4. Educational and social impact legacy:

- **Workshops:** The festival creates learning opportunities for musicians and students, contributing to the broader music education ecosystem.
- **Promotion of Inclusivity and Diversity:** By featuring artists from various cultural backgrounds, AtoJazz promotes intercultural dialogue and celebrates diversity.

5. Urban and tourism legacy:

- **Sofia's International Profile:** AtoJazz enhances the city's reputation as a cultural destination, attracting both tourists and talent to the region.
- **Revitalization of Public Spaces:** Hosting events in parks or outdoor venues encourages sustainable use of urban spaces, making them more dynamic and community-oriented.

EVENT'S MAIN IMPACT

The main impact of AtoJazz Festival lies in its ability to enrich Sofia's cultural landscape, boost the local economy, build social cohesion, and promote environmental sustainability. It positions the city as an artistic hub, brings communities together through accessible music experiences, and inspires positive change in the festival industry through sustainable practices.

THE EVENT'S REGENERATIVE ESG EFFECTS

As part of the project, the organisers implemented the following ESG sustainable®enerative measures:

E - Environment

- Panel on a festival conference

S - Social

- Inviting World music artists from economically developing countries
- Yoga sessions, AtoJazz kids sessions, morning workout sessions. Fully remote work possible.
- Workshops. AtoJazz bazar, support for young entrepreneurs and artisans.
- Artists had free drinking water
- Recognizing the global impact of overconsumption, decreasing greenhouse gas emissions to combat climate change.

G - Governance

- Supporting local economies by prioritizing local suppliers, artisans, and vendors, and ensuring fair economic practices. Celebrating and preserving local culture and traditions, and ensuring that events contribute positively to cultural landscape
- Minimising plastic use, reusable cups, education of attendees. Local art exhibition.

The Planet Positive Event is based on the following internationally-acclaimed STANDARDS:

1-ISO 14001-14006: on Environmental Management Systems (<https://www.iso.org/iso-14001-environmental-management.html>):

- ISO 14064-1: Greenhouse gases – Part 1: Specification with guidance
- ISO 14067: Greenhouse gases – Carbon footprint of products – Requirements and guidelines for quantification
- ISO 16759: Graphic technology – Quantification and communication for calculating the carbon footprint of print media products

2-ISO 20121: Event Sustainability Management System (<https://www.iso.org/iso-20121-sustainable-events.html>)

3-ISO 26000: on Social Responsibility (<https://www.iso.org/iso-26000-social-responsibility.html>)

4-BSI 8900-8901: on Sustainable Event Management

5-CSA Standard Z2010-10: Requirements and Guidance for Organizers of Sustainable Events (<https://www.csagroup.org/store/product/2703218/>)

6-Standard SA8000: Social Accountability 8000 International Standard (<https://sa-intl.org/programs/sa8000/>)

7-GHG Protokol: Greenhouse Gas Protocol (<https://ghgprotocol.org/>)

- Greenhouse Gas Protocol – A Corporate Accounting and Reporting Standard
- Greenhouse Gas Protocol – Product Life Cycle Accounting and Reporting Standard

8-Standard PAS 2050: Mednarodni standard za oceno ogljičnega odtisa skozi življenjski cikel izdelkov (<https://www.bsigroup.com/globalassets/localfiles/en-th/carbon-footprint/pas-2050-2011-guide.pdf>)

9- Standard DIN EN 16258: Methodology for calculation and declaration of energy consumption and GHG emissions of transport services (freight and passengers)

10-GRI Standard: Global sustainability reporting standards (<https://www.globalreporting.org/standards/>)

11-ESRS Standard: European sustainability reporting standards (https://finance.ec.europa.eu/news/commission-adopts-european-sustainability-reporting-standards-2023-07-31_en)

The Planet Positive Event is based on the following INDUSTRY-SPECIFIC RECOMMENDATIONS:

1-Net Zero Carbon Events: An industry initiative to address climate change (<https://www.netzerocarbonevents.org/>)

2-Umanotera: Čista zmaga (<https://www.umanotera.org/kaj-delamo/pretekle-aktivnosti/cista-zmaga/>)

3-The Austrian Eco-label Guideline: Green Meetings and Green Events (<https://meetings.umweltzeichen.at/>)

4-United Nations: The 17 Goals (<https://sdgs.un.org/goals>)

5-Change the Brief: Partnership between agencies and their clients (<https://www.changethebrief.org/>)

6-SOZ – Trajnostni oglaševalski kodeks: (https://www.soz.si/projekti_soz/trajnostni_oglasevalski_standardi)

7-The Theatre Green Book: Standards for making productions sustainably (<https://theatregreenbook.com/>)

8-Zero Waste Slovenija: Slovenske zero waste prireditve (<https://ebm.si/zw/turizem/prireditve/slovenske-prireditve/>)

9-EIC Event Industry Council: Provisional Sustainable Event Standards (<https://www.eventscouncil.org/>)

10-GDS Movement: GDS Index (<https://www.gds.earth/>)

In addition, the Planet Positive Event was created by incorporating several other recommendations, including the EU Green Deal, Circular Economy Action Plan, EU Biodiversity Strategy for 2030 and a myriad of other strategic documents we relied on when preparing the criteria and tools of the PLANET POSITIVE EVENT.



**PLANET
POSITIVE
EVENT**

AtoJazz Festival

NAME OF EVENT

A to Z Foundation

ORGANISER

July 4 - 7, 2024

DATE OF EVENT

Planet Positive Event certifies that the company has successfully passed a comprehensive sustainability audit across 16 criteria with a



The final score is based on the average rating calculated as the average fulfilment of mandatory and recommended criteria. To obtain a certificate, the event must meet at least 70 percent of the mandatory criteria.

October 24, 2024

DATE COMPLETED

Maja Vidergar

ASSESSORS

Maja Vidergar

PRESIDENT OF THE BOARD

CERTIFICATE NUMBER: PPE-AAT-202402210-0006

www.planet-positive-event.eu