



INTRODUCTION

To ensure that the BESTIVAL is not just a green and sustainable event, but is designed, planned and realised according to comprehensible and official guidelines, ISO20121 for sustainable event management is once again the planning basis for BESTIVAL 2025. This means that BESTIVAL complies with recognised and international standards and thus contributes directly to our sustainable vision.

Sustainability is more than just the improvement of environmental key figures; the social, societal, economic and legal criteria also have equal relevance.

With our sustainability report, we disclose our performance after each BESTIVAL, analyse it and continuously strive for improvement in the next edition.

VISION

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

MISSION

BESTIVAL utilises the energy of Berlin and demonstrates the power of the presence of business events. Together we celebrate Berlin as one of the most innovative, sustainable and reliable congress and event destinations in the world.

The BESTIVAL enables us to achieve our vision by motivating customers and stakeholders to act sustainably. By recognising the Code of Conduct and the Supplier Check, partners are obliged to work according to the standards of sustainability.

GOALS

BESTIVAL 2025 adheres to the following goals:

- Inspiring the world for Berlin: Convincing 300 event planners personally in and of Berlin as a MICE destination. With the stories and images, we achieve a reach of more than 500,000 B2B contacts.
- Conveying knowledge to customers, creating lasting experiences for them and providing 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 Berlin and ISO 20121 in an international comparison.

- To increase awareness of the Sustainable Berlin programmes among customers and partners.
- Economic promotion of the tourism and event industry in Berlin.
- Partner satisfaction should increase by at least 0.3 stars.
- The tourism and event industry has a direct impact on climate change. That is why BESTIVAL wants to contribute to the transformation to a more climate-friendly industry in which resources are used sparingly according to the principles of the circular economy and thus CO2 emissions are reduced. BESTIVAL 2025 is constantly endeavouring to improve its sustainability performance. One of the targets to reduce emissions by 10% per year was exceeded with the BESTIVAL 2023, where the value was -14.02%.
- A best practice for sustainable event planning: ecologically, socially, economically successful and in line with the obligations of governance, risk and compliance. The assessment is based on the extensive criteria of the Sustainable Event Guidelines Berlin and the strict guidelines of ISO 20121.

OBJECTIVES OF SUSTAINABLE BERLIN

Sustainable Berlin is the only German certification programme of a region whose sustainability criteria for the tourism and event industry are equally recognised by the Global Sustainable Tourism Council ('GSTC recognised').

- The industry's contribution to the Sustainable Development Goals
- Becoming a role model in terms of sustainability
- Actively helping to shape a sustainable destination

Through BESTIVAL, we are committed to setting new benchmarks for sustainable event planning while showcasing Berlin as a forward-thinking, responsible destination. By continuously improving our sustainability performance and fostering collaboration within the industry, we aim to inspire meaningful change and create a lasting impact. Together, we can shape the future of business events - innovative, sustainable, and globally relevant.

1st April 2025
Berlin

Sabine Wendt 
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