

Sustainability report
SYMPOSIUM CRACOVIENSE
2023



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Renewable energy
Posadzimy.pl
Christmas Parcel, Future Academy of the „Wiosna” Society

[Acknowledgements](#)

GREEN TEAM



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CEO



Zofia Cześnikiewicz
Director



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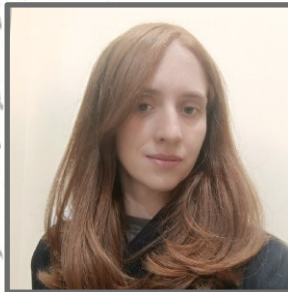
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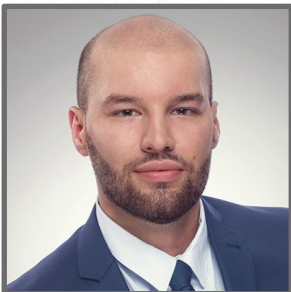
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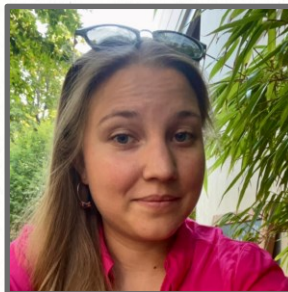
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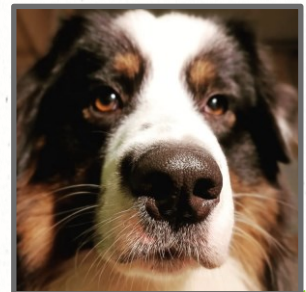
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OUR GREEN MISSION

Beginning of the green mission

It all started a few years ago, during the Covid-19 pandemic, when we realised that nothing would be the same again, that the wellbeing and health of the public and the environment needed to be addressed, and that event organisers could have a positive impact on this. Our inspiration came from the ICCA 2020 Congress and the post-Congress document 'Kaohsiung Protocol'. As an active member of the Krakow Network group, we set out to develop a similar document for the Krakow meetings industry, which provides us with a roadmap to sustainable development, transparency in the conduct of business, and the initiation of pro-environmental and pro-social projects. The first event organised in a sustainable manner was the ICCA 2022 congress, hosted by the city of Krakow and the Krakow meetings industry. Here, the carbon footprint of the event was measured for the first time, and here several projects were carried out for the benefit of the environment and the Polish and Ukrainian communities.

Here we have initiated and continue the basic principles of sustainability in the organisation of meetings:

- Zero waste - we dispense with single-use plastic cups, plates and cutlery; instead, participants are provided with eco-friendly reusable crockery and encouraged to bring their own bidons and cups.
- Waste reduction and recycling - we take care to minimise waste at every step, and those that do arise are separated and recycled where possible.
- Sustainable catering - we rely on local produce, the menu focuses 50% on vegetarian and vegan dishes to reduce the carbon footprint associated with meat production.
- Green logistics - we cannot eliminate air travel to the event destination, but we do allow remote participation, and we offer free public transport for on-site participants on the basis of a congress badge.
- Education and awareness - during events we promote practices and actions that leave a 'legacy impact'

Thanks to the commitment of the entire team and volunteers, Symposium Cracoviense shows that caring for the planet is possible in every area of life, including the organisation of events. Our green story is proof that each of us can contribute to protecting the environment by making conscious, green decisions. But this is just the beginning.

Green future

Symposium Cracoviense participates in the European Sustainable Tourism Programme ETSM 2030. The aim of this programme is to promote sustainability certification and sustainability awareness among small and medium-sized tourism enterprises (SMTEs), and to connect sustainable tourism enterprises in a network where the exchange of experiences is encouraged.

We are a signatory to Net Zero Carbon Events, an industry initiative to address climate change.

Mission

Our mission is to create and provide excellent platforms for scientific and business meetings to exchange ideas, knowledge and experiences. We strive to ensure that every meeting, regardless of its form - fixed, virtual or hybrid - is key to achieving our clients' objectives. Our mission evolves with the inclusion of an ESG strategy, emphasising our commitment to organising events that harmonise business objectives with concern for the environment and social well-being. We want every action we take to inspire others and bring positive change to the world of sustainable events.

Vision

We aspire to be a leader in the organisation of scientific and business events, recognised as a symbol of innovation, reliability and excellence. We want Symposium Cracoviense to be the first choice for academics and business professionals looking for a partner that understands their needs and transforms them into unforgettable events that support knowledge development and collaboration on a global scale. We aspire to a world where events transcend traditional frameworks to become drivers of sustainability, innovation and social inclusion. Our vision is a future where communication barriers are removed and the exchange of ideas flows freely, driving progress and innovation, where every meeting is a catalyst for positive change, fostering ecological awareness and social responsibility.

Values

- Excellence in every detail - We care about the highest quality of our services, paying attention to every single detail of the events we organise.
- Innovation - We are constantly looking for new technological and organisational solutions to ensure that our scientific and business meetings are of the highest standard and managed in a sustainable manner.
- Sustainability - We strive to organise events in a sustainable manner, minimising the impact on the environment while maximising the benefits to society and the economy.
- Inclusivity - We aim to create events that are accessible to all, promoting diversity and equality. We engage with local communities and support initiatives to build a better society.
- Responsibility - We take full responsibility for the impact of our actions on society and the environment, striving for continuous improvement and promoting industry best practice.

BUSINESS MODEL

Our business is based on the planning, organisation and management of various events such as conferences, symposiums, congresses, training courses, shows and other business or social gatherings. The main objective is to deliver value to both event organisers and participants, while generating profit for the company.

Market segmentation

Our target market segment is international and national professional associations, educational institutions, governmental organisations, as well as individual clients interested in organising specialised events.

Value proposition

The key value proposition is to provide a comprehensive organisational service that includes planning, coordination, logistics, marketing and event management.

Distribution channels

The company uses a variety of distribution channels to reach customers, in particular direct marketing, seeking out „congress ambassadors“ from international and national organisations and institutions, as well as the website, industry partner networks.

Revenue streams

The company generates revenue from event fees and margins/commissions on ancillary services (e.g. accommodation, excursions, transfers).

Key resources

The company's key resources include: highly qualified staff, a database of suppliers and partners, technology to support event management and share capital.

Key activities

Key activities include project management, negotiations with venues and suppliers and services, event marketing and promotion, registration and attendee management, and event monitoring and evaluation.

Key partners

Our partners include conference service providers e.g. congress venues, hotels, multimedia providers, catering companies, trade media and regular sponsors.

Cost structure

Our cost structure includes operating costs (e.g. office rental, salaries, utilities), event costs (venue rental, additional services), marketing and promotion, as well as administrative costs.

MEMBERSHIP OF ORGANISATIONS, RECOMMENDATIONS

As a member of the International Congress and Convention Association (ICCA), the Association Conferences and Congresses in Poland, the Warsaw Tourism Organisation, the Kraków Tourism Alliance and the Malopolska Tourism Organisation, our company plays an important role in the international conference and congress organisation arena. Each of these organisations has specific objectives, responsibilities and benefits for its members, which help members to develop and operate effectively in the conference and tourism industry.

The International Congress and Convention Association (ICCA) provides us with access to a database of conference professionals and organisations around the world, enabling us to establish international business contacts. Being a member of ICCA increases visibility in the international conference market, promoting our company to potential clients and partners. ICCA regularly provides reports, analysis and research to help us understand global industry trends and adapt our development strategy accordingly. ICCA also organises congress and regional meetings, which allow us to develop our competencies and exchange experiences with other professionals.

The other organisations give us the opportunity to network with other companies and industry professionals in Poland. They are platforms for exchanging best practices and innovations in the organisation of conferences and congresses. They also give us the opportunity to participate in joint promotional initiatives and development projects.

Symposium Cracoviense, through its involvement in the activities of social industry organisations, contributes to the common goals of promoting and developing business tourism in Poland and worldwide. The company understands the value of cooperation and networking, using its membership to exchange knowledge, experience and to promote Poland as an attractive destination for tourists and conference professionals. Symposium Cracoviense's active participation in these organisations not only strengthens its position in the market, but also contributes to the development of the industry as a whole.

Our company has been recommended by the Polish Tourist Organisation and the Kraków Convention Bureau in the area of professional congress organisation. The aim of the recommendation programmes is to identify and support entities that offer professional and comprehensive services related to the organisation and operation of conferences and congresses in Poland. The awarded certificates are a confirmation of reliability, good practice and the highest standards of business customer service by recommended PCO (Professional Congress Organiser) companies.



SKKP

STOWARZYSZENIE
KONFERENCJE I KONGRESY
W POLSCE



POLSKA
ORGANIZACJA
TURYSTYCZNA

Kraków
Convention Bureau

AREAS OF SOCIALLY RESPONSIBLE COMPANY PRACTICES

9 INNOWACYJNOŚĆ,
PRZEMYSŁ,
INFRASTRUKTURA



12 ODPOWIEDZIALNA
KONSUMPCJA
I PRODUKCJA



13 DZIAŁANIA
W DZIEDZINIE
KLIMATU



15 ŻYCIE
NA LĄDZIE



3 DOBRE ZDROWIE
I JAKOŚĆ ŻYCIA



4 DOBRA JAKOŚĆ
EDUKACJI



5 RÓWNOŚĆ
PŁCI



10 MNIEJ
NIERÓWNOŚCI



8 WZROST
GOSPODARCZY
I GODNA PRACA



17 PARTNERSTWA
NA RZECZ CEŁÓW



Environment

- We are committed to minimizing the negative impact of our activities on the environment through rational resource management and reducing greenhouse gas emissions. We measure the carbon footprint of the events we organize and aim to reduce it by setting a goal of "Net Zero Carbon Events" by 2050.
- We will adopt sustainable practices such as reducing energy and water consumption, sorting and recycling waste, and minimizing CO2 emissions associated with business travel.
- We are working with suppliers and partners who are also pursuing sustainability goals.

Community

- We attach great importance to the sustainable development of the community in which we operate and will undertake initiatives that contribute to its development.
- We will promote diversity, including gender equality, cultural diversity and social inclusion. We will incorporate a **code of conduct** into the events we organize, which clearly defines the rules of behavior for event participants.
- We will respect human rights and provide safe and fair working conditions for our employees and associates.
- We will support local social initiatives to actively engage in our community.

Governance

- We will conduct our business in accordance with the highest ethical standards and integrity, using transparent procedures and accounting.
- We will ensure appropriate risk management and monitoring of operations in accordance with applicable laws and regulations.
- We will ensure good relations and transparent terms of cooperation with our customers, business partners and suppliers, based on mutual trust and integrity. We have prepared a **Supplier Code of Conduct** to guide us in selecting our business partners.
- We will initiate and support industry partnerships for sustainable development.

WE ARE A SIGNATORY TO NET ZERO CARBON EVENTS

The meetings industry sector is a complex network of stakeholders, all of whom will need to work to reduce their carbon footprint, and this is where collaboration, commitment, consistency in action and also systemic change are essential. It is not enough for a single organisation or group of organisations to take steps towards decarbonisation. It is necessary to rethink the way we plan, design and organise our events. That's why we are signing the Net Zero Carbon Events project today, starting small and charting a path for your organisation based on the guidance provided in Road to Net Zero.

The guidance is for use by individual companies and focuses on organisers, venues and service providers, taking into account that there is no one way for all organisations as it depends on the stage they are at and the environment in which they operate. It also assumes that the primary aim is to decarbonise the in-person participation element of the event rather than offering digital or hybrid events as a solution.

The Road to Net Zero guide, which we will build on, identifies the following five priority areas for action:



- Power your events efficiently with clean, renewable energy
- Redesign events to use sustainable materials and avoid waste
- Source food sustainably and eliminate food waste
- Logistics - move goods and equipment efficiently
- Work with and influence tourism industry partners to reduce emissions when travelling to events.

By 2050, we want to achieve that the events we organise will be zero carbon. This will require us to work with the venues and conference suppliers that are in our supply chain to work together to reduce greenhouse gas emissions.

REPORT 2023

VSME ESRS BASIC MODULE

DISCLOSURE B1 – BASIS FOR PREPARATION

Symposium Cracoviense chooses the basic module for preparing a sustainability report according to the VSME ESRS standard.

DISCLOSURE B2 – PRACTICES FOR TRANSITIONING TOWARDS A MORE SUSTAINABLE ECONOMY

The practices we use to reduce negative impacts and increase positive impacts on people and the environment, are described in our green mission.

ENVIRONMENT - DISCLOSURE B3 - ENERGY AND GREENHOUSE GAS EMISSIONS

SYMPOSIUM CRACOVIENSE - OFFICE	consumption 2023	Efs Emission factors	Emission kg/CO2 2023
Scope 2		EFs/PL	
Electricity(kWh)	7008	0.79868	5597.15
Gas - heating (conversion factor : 1m ³ = 10,972 kWh)	8426	0.20254	1706.60
Energy from renewables (kWh)			
Scope 3		DEFRA	
Freight and logistics (kg x km)	0	0	0.00
Vehicles used in the transportation - km/EF for a specific vehicle type	10.5	2.12	22.26
Business travel – passenger vehicle (km)	4633	0.17048	789.83
Business travel - train (passenger/km)	4552	0.03549	161.55
Business travel - air - economy class (passenger/km)	75480	0.074345	5611.56
Hotel – business travel - Strasbourg 3 nights x 2 rooms (EF room/night) **	6	2.5	15.00
Hotel – business travel - Bangkok 5 nights - 1 room (EF room/night) **	5	28.77	143.85
Waste for reuse and recycling - flat rate(tonne)*	1.148	21.28	24.43
Waste incinerated - flat rate (tonne) *	1.285	21.28	27.34
Landfilled waste - flat rate (tonne)*	0.042	446.204	18.74
Composted waste - flat rate (tonne)*	0.015	8.911	0.13
Water (m ³)	100.61	0.149	14.99
Water treatment (m ³)	100.61	0.272	27.37
Digital communication		NZCE	
Emissions of computers (number of users / number of hours)	19200	0.1164	2234.88
Computer use (numer of hours)	1920	0.255	489.60
Emmision per email(number of emails)	20000	0.013	260.00
TOTAL EMISSIONS		year 2023	17145.29
		tCO ₂ e	17.15

DISCLOSURE B4 – AIR, WATER AND SOIL POLLUTION.

n.a.

DISCLOSURE B5 - BIODIVERSITY

n.a.

DISCLOSURE B6 - WATER

The total water consumption in the office was 100.61 m³. The company does not have a separate water consumption meter, water intake and consumption is calculated on a percentage basis from invoices for the entire building.

SOCIAL MATTERS

DISCLOSURE B8 - WORKFORCE – GENERAL CHARACTERISTICS

The company employs 10 people, including one man. All the people have an employment contract. The total in terms of FTEs is 9,675.

DISCLOSURE B9 - WORKFORCE – HEALTH & SAFETY

No work-related accidents have been reported

DISCLOSURE B10 – WORKFORCE – REMUNARATION & TRAINING

The average salary per 1 employee for 2023 was PLN 9038.48 gross
The average number of training hours per 1 employee for 2023 was 13 h

DISCLOSURE B11 - EMPLOYEES IN THE VALUE CHAIN, AFFECTED COMMUNITIES, CONSUMERS AND END USERS

We have identified impacts on the local community and our customers, participants in the events we organise:

1. Traffic and noise: Increased traffic and noise in the vicinity of the congress venue, affecting the quality of life of local residents - neutral impact, we do not hold loud concerts and events in open spaces.
2. Local economy: The impact on local businesses is both positive - increased revenue for local companies, and negative - increased hotel room prices during the period of holding large congresses (in 2023, this could affect the timing of the ECAI conference)
3. Legacy projects: we try to undertake projects during the implementation of events that leave a positive impact on local communities.
4. Accessibility: Accessibility for people with disabilities, language accessibility. For events, we choose facilities adapted to serve people with disabilities. International conferences, on the other hand, are held in English only and we do not guarantee simultaneous or consecutive translation. We have a code of conduct for event participants, eliminating discrimination.

5 Safety and comfort: safety and comfort conditions at the event site. For large events, security and medical patrol are provided. Staff are familiar with evacuation plans.

6 Waste: We reduce waste generation during events, waste is segregated and collected by the city's cleaning companies. E.g. Krakow has an integrated municipal waste management system, in 2023 waste management was as follows: 0.6% composted waste, for reuse and recycling - 46.1%, landfilled - 1.7%, incinerated - 51.6%.

7 Carbon footprint: Greenhouse gas emissions associated with the transportation of participants, especially during international events, is high. We are a signatory to Net Zero Carbon Events and are committed to successively reducing the emissions of our events.

BUSINESS CONDUCT

DISCLOSURE B12 - CONVICTIONS AND FINES FOR VIOLATIONS OF ANTI-CORRUPTION AND ANTI-BRIBERY LAWS

Neither the company nor its employees have convictions or fines for violating anti-corruption laws.

* The State of the Municipality of Krakow report for 2023 states that on average 498 kg of municipal waste was generated per capita. For this report we have assumed 50 % of the average waste per person. The percentage breakdown of waste: composted 0.6 %, for reuse and recycling 46.1 %, landfilled 1.7 %, incinerated 51.6 %. There are 10 people employed at SC.

** by calculator CHSB Index

MEASUREMENT OF GREENHOUSE GAS EMISSIONS FOR ECAI 2023 CONFERENCE

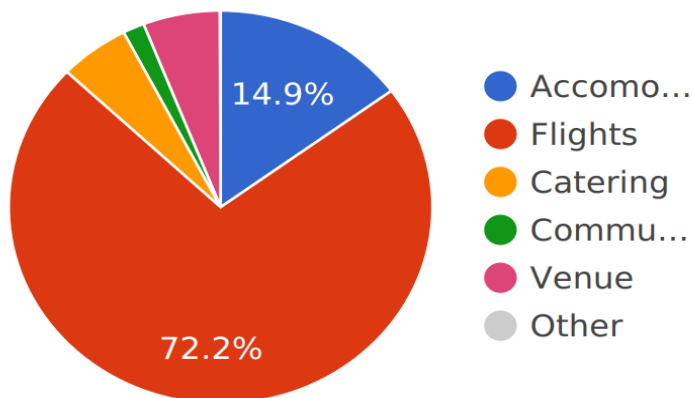
In 2023, we measured CO₂e emissions on a trial basis at one international event we organized in Krakow, Poland, using the GET Green Events Tool.

ECAI 2023 - European Conference on Artificial Intelligence - 30.09-4.10.2023.- 1044 participants from all over the world.

We measured the carbon footprint in six areas: air travel, congress facility, catering, hotels, other transportation, material production.

Total emissions amounted to - 670.61 tCO₂e, of which air transportation accounted for the highest share of emissions at 72.2% and lodging at -14.9%. Average emissions per participant were 0.642 tCO₂e.

Starting in 2024, we will measure the carbon footprint of all international and national events we organize.



Sustainable practices:

- Zero waste - we gave up disposable plastic cups, plates and cutlery, instead, participants were provided with reusable dishes. The menu, made of local products, was composed to minimize bio-waste, and we did not use products in disposable packaging. The program and conference submissions were only available digitally on the website and mobile app.
- Reuse of exhibition materials - we used only reusable items for the development of the accompanying exhibition.
- Waste recycling - waste was segregated and collected by the Municipal Waste Management Company (estimated according to the Krakow 2023 report to be reused and recycled - 46.1% of waste, incinerated in the eco-combustion plant - 51.6% of municipal waste).
- Green logistics - all participants received free public transportation on the basis of a congress badge.
- Congress avenue - we planted a tree commemorating the ECAI2023 conference in Krakow, a plane tree - a symbol of environmental protection
- Accessibility - the event was architecturally and digitally accessible.
- Inclusiveness - there was a code of conduct during the event, against discrimination.

NEXT STEPS TOWARDS SUSTAINABLE DEVELOPMENT

As part of our commitment to sustainability, the company plans to undertake a number of initiatives that will be implemented in the coming years. Below is the action plan:

Concluding a contract for the supply of energy to the office from renewable sources

Goal: Reduce the company's carbon footprint and promote renewable energy sources.

Steps:

Supplier selection: Conduct a market analysis to select a renewable energy supplier.

Negotiations: Begin contract negotiations with the selected supplier.

Signing the contract: Finalizing the contract for the supply of renewable energy to our office.

Planting trees with the Posadzimy.pl Foundation

Goal: Improve air quality, increase biodiversity, and offset CO2 emissions (we will measure the greenhouse gas emissions of all events held starting in 2024).

Steps:

Establishing cooperation: Contacting the Posadzimy.pl Foundation to discuss the details of cooperation.

Planning: Set dates and locations for tree planting in consultation with the foundation.

Monitoring: Monitoring the growth of the planted trees.

Collecting Donations for Wiosna Association Projects: Christmas Parcel, Future Academy

Goal: Support local communities and education through fundraising for the needy.

Steps:

Partnership: Establish a formal partnership with the Wiosna Association.

Action Planning: Establish a schedule and form for collecting donations during event registration and execution.

Awareness campaigns: Conduct outreach campaigns among event participants to promote the purpose and need for the collection.

Reporting: Regular reporting of collection results in cooperation with the Wiosna Association.

Legacy projects in cooperation with local Convention Bureaux

Goal: Strengthen the long-term impact of organized events on local communities through projects of lasting significance.

Steps:

Partnership: Establish partnerships with local Convention Bureaux to identify potential legacy projects.

Project identification: Jointly identify projects that will have a lasting and positive impact on local communities, such as educational initiatives, infrastructure projects, or social programs.

Planning and implementation: Developing detailed implementation plans for selected legacy projects, including timelines, budgets and responsibilities.

Community engagement: Engaging local communities and stakeholders in project implementation, ensuring their support and cooperation.

Monitoring and evaluation: Regularly monitor the progress of legacy projects and assess their impact on local communities.

Creation of an Anti-Corruption Policy

Goal: Ensure high ethical standards and transparency in company operations, preventing corruption and fraud.

Steps:

Needs Analysis: Conduct an analysis of the company's current processes and procedures to identify potential areas of corruption risk.

Policy Development: Create a detailed anti-corruption policy that includes rules of conduct, whistleblowing procedures and control mechanisms.

Training: Conduct training for employees on the new anti-corruption policy, ensuring full understanding and compliance with the policy.

Implementation of Mechanisms: Introduce monitoring and reporting systems to detect and respond to incidents of corruption.

Communication: Regularly communicate the importance of the anti-corruption policy to employees, business partners and stakeholders.

Evaluate and Update: Regularly review and update the anti-corruption policy to align it with changing legislation and best practices.

Summary

Implementing these initiatives is a key component of our sustainability strategy. By switching to renewable energy, planting trees, supporting community projects, implementing legacy projects in partnership with local Convention Bureaux, and implementing anti-corruption policies, we are striving to create a more sustainable and responsible business environment. Each of these steps contributes to the long-term prosperity of our company, local communities and the environment.

We are confident that with the commitment of all employees and the support of our partners, we will be able to achieve these ambitious goals and make a real difference for the better.

ACKNOWLEDGMENTS

We would like to express our deep gratitude to the entire team that participated in the development of our ESG report. Your dedication, expertise and determination were crucial to the creation of this comprehensive document, which reflects our commitments and achievements in the areas of environment, social responsibility and corporate governance.

We would also like to thank our partners who contributed to this report in any way. Your involvement is proof that together we can achieve great things. Together we are creating a future in which sustainability becomes the foundation of our business.

Kraków 30.06.2024.



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Conference & Event Management

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