

## SUSTAINABLE DEVELOPMENT POLICY

rev. 3 del 28.04.2025

Trentino Marketing S.r.l. renews its commitment to comply with the provisions of International Standard ISO 20121:2024 with regard to sustainable event management and continues to involve all stakeholders in the implementation of the project.

Trentino Marketing considers economic, environmental and social sustainability a value for the development of the territory that guides every daily action towards concrete improvement so as to deliver a lively and welcoming territory to future generations.

We continue with concrete actions aimed at developing a responsible management system, evaluating the design, implementation and delivery phases of Major Events, in line with the Values stated in the Three-Year Plan and the UNI PDR 125:2022 Gender Equality certification, to guarantee all Stakeholders our commitment to continuous improvement and to contribute to the achievement of the Sustainable Development Goals.

Trentino Marketing has drawn up this formal document entitled “Sustainable Development Policy” to describe our assessment of the economic, social and environmental impacts of the Trento Festival of Economics and of the Sounds of the Dolomites Festival:

- **ECONOMIC** – to generate shared value through sustainable events, creating opportunities for the local area and its businesses
- **SOCIAL** – to ensure accessibility, inclusion and respect for rights, actively involving all stakeholders
- **ENVIRONMENTAL** – to reduce the environmental impact of events and contribute to the protection of natural resources, climate and biodiversity

Trentino Marketing has defined the following priorities to be achieved through the planning and implementation of major events in the region:

ECONOMIC POLICY	COMMITMENTS
Development of effective and efficient processes	Continuous application of sustainable management procedures Continuous internal training for new volunteers and collaborators.
Sustainable management of suppliers	Development of the evaluation and selection of new suppliers, also via qualitative and quantitative criteria in accordance with shared sustainability principles.
Creation of shared value	Commitment to promoting the development of a regional economic legacy and the creation of new opportunities for growth.

SOCIAL POLICY	COMMITMENTS
Cultural development	Sharing commitments and involving all stakeholders. Development of cultural heritage through partnerships with local authorities. Spreading the culture of sustainable development through the Festivals.
Inclusion of the territory	Involvement and dialogue with institutions, associations and local authorities. Inclusive development and enhancement of the local social fabric. Improving accessibility to cultural spaces for people.
Guarantee of integrity	Compliance with the Code of Ethics, Model 231, GDPR Privacy Directive, health and safety regulations, and gender equality
Protection of workers	Monitoring and improvement of principles of fairness and social justice. Development of internal training for the personal growth of employees.
ENVIRONMENTAL POLICY	COMMITMENTS
Mobility management	Development of efficient mobility measures for people in the region.
Energy consumption	Assessment of energy efficiency of the equipment used. Where possible, use of energy from alternative sources.
Waste management	Development of relationships with waste management and collection companies. Creation of specific management plans for the collection of waste generated. Reduction in printed and paper material. Development of specific measures aimed at reducing waste production.
Production of event settings	Installation of free water dispensers where possible. Design of installations with a view to reuse. Adaptation of installations to facilitate accessibility. Focus on new materials used.

The organisation also undertakes to periodically review:

- the **PROCEDURES** designed to verify the sustainable management of the organisation.
- the concrete **OBJECTIVES** and to identify appropriate and measurable qualitative and quantitative indicators.
- **INTERACTIONS** aimed at involving stakeholders in the topic of sustainability.
- **COMMUNICATION** activities targeting the public regarding the sustainability path.

Trentino Marketing respects and promotes the following principles of sustainable development:

- **ACCESSIBILITY** – promoting the usability of products, services, spaces and facilities
- **INCLUSIVENESS** – developing practices to involve stakeholders
- **INTEGRITY** – protecting ethical principles
- **LEGACY** – promoting a positive legacy in the region after the Festival
- **MANAGEMENT** – sharing the sustainable development project internally
- **TRANSPARENCY** – communicating clearly, accurately, promptly and honestly
- **RESPECT** – for human rights to promote opportunities and non-discrimination

In accordance with the Provincial Strategy for Sustainable Development (SproSS), Trentino Marketing has joined the “Pact for Sustainable Development”, selecting and identifying local actions aimed at contributing to the Sustainable Development Goals (SDGs) in line with the United Nations 2030 Agenda. With regard to the 17 sustainable development goals, Trentino Marketing is particularly committed to contributing to the achievement of the following:



4. Provide quality, equitable and inclusive education and learning opportunities for all, through dialogue with local schools and a commitment to promoting the inclusion of educational content on sustainable development in the curricula.



5. Achieve gender equality and empower all women and girls, by monitoring the equal involvement of men and women in the organisation.



11. Make cities and human settlements inclusive, safe, resilient and sustainable, by checking accessibility and improving relevant information.



12. Ensure sustainable consumption and production patterns, by managing the reuse and recycling of equipment annually and evaluating purchases responsibly.



17. Strengthen the means of implementation and revitalise the global partnership for sustainable development, by contributing to the dissemination and achievement of the SDGs.

The Sustainable Development Policy will be shared with all stakeholders to promote medium- and long-term benefits through effective and lasting reduction of environmental impacts, the development of social benefits and positive economic spin-offs.

The results of the sustainable management of major events and their legacy in the region will be monitored and managed with a view to continuous improvement.

This document may be subject to future revisions, which will be sent in electronic format to all stakeholders actively involved in the organisation of the Trento Festival of Economics and of the Sounds of the Dolomites Festival.

To share relevant information, suggestions and comments:

- on sustainability issues, please write to [sostenibile@trentinomarketing.org](mailto:sostenibile@trentinomarketing.org)
- on accessibility issues, please write to [inclusione@trentinomarketing.org](mailto:inclusione@trentinomarketing.org)

The organisation is supported by the consulting firm LOCOM in managing all actions for updating and implementing specific management procedures, as well as for collecting evidence certifying the application of and compliance with the ISO 20121:2024 standard.

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THANK YOU for your cooperation in making this project a success!

*The President Gianni Battaiola*