

SUSTAINABLE DEVELOPMENT POLICY

rev. 04 del 21/04/2026

Trentino Marketing continues its commitment to complying with the provisions of the International Standard ISO 20121:2024 regarding sustainable event management and to involving all stakeholders in the implementation of the project.

Concrete actions to establish responsible management across all phases of major events (planning, organization, and execution), in line with the values of the Three-Year Plan and the UNI PdR 125:2022 Gender Equality certification. The goal is to ensure our commitment to continuous improvement to all stakeholders involved and to contribute to sustainable development

Trentino Marketing, 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.

The intent of the “Sustainable Development Policy” for the “Festival dell’Economia di Trento” and the “Festival I Suoni delle Dolomiti” is to assess the **ECONOMIC** (creating value for the territory and local businesses), **SOCIAL** (ensuring accessibility, inclusion and rights, involving all stakeholders) and **ENVIRONMENTAL** (reducing the environmental impact of events and protecting natural resources, climate and biodiversity) impacts.

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.

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.

Trentino Marketing is committed to monitoring the results deriving from the sustainable management of major events, verifying their impact on the territory, and to updating the “Sustainable Development Policy” that will be sent in digital format to all interested parties involved in the realization of the “Festival dell’Economia di Trento” and the “Festival I Suoni delle Dolomiti”.

To share relevant information, suggestions and comments:

- on sustainability issues, please write to sostenibile@trentinomarketing.org
- on accessibility issues, please write to inclusione@trentinomarketing.org

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

The President Gianni Battaiola