GREEN ACTION PLAN – MaSWA Conference 2025

The Macedonian Solid Waste Association (MaSWA) is committed to organizing a sustainable, inclusive, and environmentally responsible conference. This Green Action Plan outlines our goals and initiatives across key impact areas to reduce the environmental footprint and promote a culture of sustainability among all participants and partners. All actions are developed according to the Planet Positive Event methodology and in cooperation with the Planet Positive Event team. The Macedonian Solid Waste Association (MaSWA) is committed to organizing a sustainable, inclusive, and environmentally responsible conference. This Green Action Plan outlines our goals and initiatives across key impact areas to reduce the environmental footprint and promote a culture of sustainability among all participants and partners.

KT1: Mobility	Encourage the use of low-emission transport by prioritizing venues accessible via walking, cycling, and public transport. Promote shared transport options and support participants with route planning and carbon-efficient alternatives.
KT2: Project Management	Integrate sustainability into all stages of conference planning. Assign a sustainability coordinator, establish clear responsibilities, and monitor implementation of all green measures.
KT3: Communication	Share our sustainability commitments transparently through digital channels, conference materials, and on-site branding. Use the conference as a platform to raise awareness on zero waste, climate responsibility, and green innovation.
KT4: Marketing	Design and deliver all promotional materials in a digital-first format. When printed materials are essential, use recycled paper and environmentally responsible inks. Highlight eco-friendly sponsors and exhibitors in all media.
KT5: Venues and Production	Choose venues that demonstrate environmental responsibility, including energy efficiency and waste separation systems. Require green certifications or commitments from venue providers.
KT6: Purchasing	Adopt a sustainable procurement policy giving preference to local, ethical, and environmentally friendly products and suppliers. Avoid single-use items and over-ordering to minimize waste.
KT7: Catering	Serve seasonal, locally sourced, and primarily plant-based meals. Limit food waste by collecting data on dietary preferences in advance and donating leftovers when possible.
KT8: Hotel Accommodation	Collaborate with centrally located hotels committed to eco-practices, such as plastic reduction and energy-saving initiatives. Inform guests about how to minimize their footprint during their stay.
KT9: Multimedia Equipment and Production	Ensure AV and production partners follow low-impact practices: energy-efficient lighting, minimal packaging, and reuse of equipment. Discourage excessive printing or promotional displays unless reusable or recyclable.
KT10: Regenerative Effects	Track the social and environmental benefits of the event, including skill sharing, community engagement, and participant behavior change. Use these findings to design future events that go beyond sustainability and actively contribute to regeneration.