

SUSTAINABILITY FRAMEWORK

Sustainability Strategy and Action Plan

I Feel Dance Events

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01 | INTRODUCTION

“Every movement leaves a mark.”

Every dance step is the result of countless hours of training, discipline and dedication. The same holds true for organising an international event. Behind the scenes, organisers, volunteers, judges, partners and many other individuals make decisions every single day. Some affect the competitors' experience, others the local community, still others the environment. Together, they leave a mark that lasts long after the spotlights fade.

I feel dance Events believe that a successful event is more than a flawlessly run competition. A successful event is one that contributes to the development of the sport, respects the place that hosts it, generates positive economic impact, and leaves everyone who was part of its story with a sense of pride. That is why we do not see sustainability as an added obligation or a marketing term, but as a way of thinking that accompanies every organisational decision.

Every year, our events bring together thousands of dancers, coaches, judges and visitors from numerous countries. These events forge new friendships, encourage cultural exchange, boost tourism, and present Slovenia as a hospitable, safe and organisationally mature destination.

For us, sustainability means seeking better solutions: more digital information, less unnecessary printing, reuse of materials, collaboration with local businesses, and a willingness to evaluate our work after every event and look for opportunities to improve.

This document is not a report. It represents Hiša Plesa's strategic commitment to making sustainability an integral part of every future project under the I Feel Dance brand.

Our Commitment

At every event, we will build sustainability into planning, delivery and evaluation. We will measure progress with clear indicators and present the results transparently to partners and the public.

A Practical Example

I Feel Dance's international events bring participants from numerous countries to Slovenia, generating a significant impact on tourism, hospitality and the local economy. Our goal is for these benefits to go hand in hand with responsible resource management and long-term partnerships.

02 | WHO WE ARE

[“We connect dance with responsibility.”](#)

Hiša Plesa d.o.o. is the organiser of national and international dance, sporting and cultural events, and the owner of the I Feel Dance brand. Our work rests on the belief that dance transcends the boundaries of sport and art. It is a universal language that connects people across cultures, generations and backgrounds, fostering respect, collaboration and personal growth.

In partnership with the Slovenian dance federation (Plesna zveza Slovenije), the International Dance Organization (IDO), we organise European and World Championships and other major competitions that bring several thousand dancers, coaches, judges and companions to Slovenia. Every event is an opportunity for international connection, the promotion of Slovenia, and the development of sports tourism.

Our events also generate significant benefits for the local environment. They increase the number of overnight stays and involve local suppliers, sports facilities, volunteers and various organisations. We believe that a successful event is not one that ends with the announcement of results, but one that leaves a positive legacy for the community.

That is why we understand quality of organisation in the broadest sense. Beyond technical execution, it encompasses participant safety, access to information, respectful communication, responsible resource management and continuous process improvement.

Sustainability is not an addition to our work — it is one of the foundations of our development.

Our ambition is to set the standard for quality and sustainability in international dance events, and to demonstrate that outstanding organisation and environmental responsibility can go hand in hand.

Our Identity

- Organiser: Hiša Plesa d.o.o.
- Address: Ulica gledališča BTC 8, 1000 Ljubljana, Slovenia
- Tax number: 60290552
- Company registration number: 8857725000
- Brand: I Feel Dance
- Field of activity: international dance, sporting and cultural events
- Values: quality, responsibility, collaboration, innovation, sustainability

03 | VISION

“We don't want to organise the biggest events. We want to organise the events that set the standard.”

Hiša Plesa's vision extends beyond organising individual dance events. Our goal is to help shape a future in which quality, sustainability, safety, innovation and an outstanding participant experience are equally essential elements of every project. We believe that dance events can make a meaningful contribution to the development of society, the economy and international connections.

We want to become Europe's reference organiser of international dance events — recognised not simply for the scale of our championships, but above all for professional organisation, responsible management and a sustainable approach. We will measure our success through participant satisfaction, long-term partnerships, positive impact on the local environment, and transparent reporting on results.

In the years ahead, we will develop an organisational model built on process digitalisation, a reduced environmental footprint, collaboration with local suppliers, and the responsible use of resources. Every project will be an opportunity to introduce new solutions and raise organisational standards.

We believe that international events have the power to bring together people of different cultures, languages and generations. That is why we want to create an environment in which every participant feels safe, respected and welcome. Our events should be a place of sporting excellence, cultural exchange and positive life experiences.

We understand sustainability as a process of continuous development. We do not strive for perfection, but for constant progress. After every event, we will analyse results, measure impact, and look for new opportunities to improve. In doing so, we will build an organisation ready for future challenges and a model of responsible event management.

Our Commitment

By 2035, we want to be recognised as an organisation that embeds sustainability into every phase of planning, delivery and evaluation, and that backs its decisions with measurable indicators.

Key Vision Objectives

- Become the leading organiser of sustainably designed dance events in the region.
- Establish long-term partnerships with local communities and businesses.
- Progressively reduce the environmental footprint of all events.
- Encourage the involvement of volunteers, young people and local organisations.
- Establish a system for regular monitoring and public reporting on sustainability indicators.

04 | MISSION

“Every event is an opportunity to create a positive impact.”

Hiša Plesa's mission is to create outstanding dance events that bring people together, inspire younger generations, and contribute to the development of the dance community at home and abroad. Through our work, we want to build an environment in which sport, culture and responsible management complement one another and create long-term value for all stakeholders.

We see every championship, festival or other project as an opportunity to connect nations, promote Slovenia, develop sports tourism, and generate positive effects for the local community. Our goal is for every event to leave behind more than just competition results.

People are at the centre of what we do. We are committed to a safe, inclusive and professional environment in which every participant has equal opportunity to take part, grow and express their potential.

We build sustainability into every stage of organisation — from planning, partner selection and logistics through to delivery and final evaluation. We make decisions with long-term impact and continuous improvement in mind.

Our mission is not simply to organise events. Our mission is to create experiences that bring people together, build community, and set new standards for the responsible organisation of international dance events.

Our Mission in Practice

- Organise events to the highest organisational standards.
- Build long-term partnerships with local communities.
- Encourage the involvement of children, young people and volunteers.
- Manage natural and financial resources responsibly.
- Measure results and introduce improvements after every event.

05 | OUR SUSTAINABILITY PRINCIPLES

“Sustainability is not a project. It is a way of thinking.”

Sustainability is a fundamental part of every decision Hiša Plesa makes. We do not treat it as a separate project or an additional activity, but as an approach that shapes the planning, organisation and development of all our events. We recognise that even small decisions can have a meaningful impact on the environment, society and the organisation's long-term success.

Our sustainability principles rest on a balanced understanding of environmental, social and governance (ESG) considerations. In every project, we work to reduce negative impacts, increase positive outcomes, and create long-term value for all stakeholders — participants, partners, local communities, employees and volunteers.

We believe that sustainability means, above all, responsible decision-making. That is why, in organising events, we prioritise digital solutions, thoughtful logistics, local partners, efficient use of resources, and transparent communication. Every event is an opportunity to introduce a new improvement and, in doing so, raise our organisational standards.

We understand sustainability as a process of ongoing development. We do not set goals to achieve once, but to keep building on over time. Regular monitoring of results, analysis of completed activities, and openness to change are key elements of our approach.

Our sustainability principles form the framework that will guide every future project under the I Feel Dance brand. Through them, we aim to build an organisation that is responsible to

people, to the environment, and to future generations.

Our Sustainability Principles

Principle	What It Means in Practice
Responsibility	We make every decision with long-term consequences in mind.
Respect	We respect people, the local environment and cultural diversity.
Collaboration	We build sustainability together with employees, partners, volunteers and the community.
Transparency	We measure progress and report on it openly.
Innovation	We encourage new solutions that improve the quality of events and reduce their environmental impact.
Continuous Improvement	After every event, we look for opportunities to grow and raise our standards.

06 | ESG FRAMEWORK

“Sustainability becomes real only once we can measure it.”

Hiša Plesa builds its sustainable development on the internationally recognised ESG approach (Environmental, Social, Governance), which gives organisations a comprehensive view of their impact on the environment, society and governance. For us, ESG is not merely a reporting framework — it is a tool for responsible decision-making and long-term development planning.

By applying the ESG framework, we systematically track the areas where we can generate the greatest positive impact. This ensures that sustainability becomes part of everyday decision-making, rather than remaining a statement confined to strategic documents.

All of Hiša Plesa's future sustainability reports, action plans and indicators will be built on these three pillars. Each pillar includes concrete objectives, activities and measurable performance indicators, which we will monitor and refine on an ongoing basis.

The Three Pillars of ESG

Pillar	What It Covers	Example Activities
E – Environment	Responsible use of natural resources and reduction of environmental impact.	Digitalisation, reduced printing, waste separation, local suppliers, efficient logistics.
S – Social	Care for people, community involvement and creating a safe environment.	Event accessibility, volunteering, equal opportunity, education, engagement with the local environment.
G – Governance	Transparent, responsible and ethical organisational leadership.	Codes of conduct, risk management, KPI measurement, regulatory compliance, responsible decision-making.

How We Will Apply the ESG Framework

- Every major project will be planned across all three ESG pillars.
- For each pillar, we will define measurable goals and performance indicators.
- After each event, we will analyse the results achieved and prepare proposals for improvement.
- ESG will be an integral part of decision-making in the selection of partners, suppliers and organisational solutions.
- We will regularly report on progress to partners, sponsors and other stakeholders.

07 | ENVIRONMENTAL PILLAR

“Big events can leave a big impression – without leaving a big environmental footprint.”

Organising international dance events involves numerous activities that affect the environment – from transport and logistics to energy use, materials and waste generation. Hiša Plesa recognises this responsibility and is committed to systematically reducing these impacts through planning, measurement and continuous process improvement.

Our approach is founded on preventing impact wherever possible, and on the responsible use of resources. We do not adopt sustainable solutions because of formal requirements, but because we believe that high-quality organisation can, at the same time, mean more efficient and more environmentally friendly organisation.

At every event, we will look for solutions that reduce paper consumption, encourage the reuse of equipment, optimise logistics, and increase the share of local suppliers. Raising participant awareness and working with venues, municipalities and partners are also an important part of this effort.

Key Areas of Action

Area	Our Approach
Digitalisation	Electronic registration, schedules, results and communication to reduce printed materials.
Waste	Separate waste collection, reduced use of single-use products, and reuse of materials.
Mobility	Encouraging group transport and public transport use, and efficient logistics planning.
Local Supply	Prioritising collaboration with local suppliers, service providers and manufacturers.
Energy	Responsible use of lighting, audiovisual equipment and other energy sources.
Materials	Multi-year use of set design, signage systems, decoration and promotional elements.

Our Environmental Objectives

- Increase the share of digital communication every year.
- Progressively reduce the volume of printed materials.
- Increase the share of local partners and suppliers.
- Improve the waste separation system at all events.
- Establish monitoring of key environmental indicators for every major championship.

Performance Indicators (KPIs)

Indicator	Target
Digital communication	≥ 90% of information in digital form
Local suppliers	Year-on-year increase in share
Separately collected waste	100% organised system
Reuse of materials	Annual increase
Measurement of environmental impact	At all major events

08 | SOCIAL PILLAR

“The greatest value of our events is not the venues. It's the people.”

People are at the centre of everything Hiša Plesa does. Every international event brings together dancers, coaches, judges, volunteers, parents, partners, employees and visitors from different countries, cultures and generations. Our responsibility is to create an environment in which every individual feels safe, respected and included.

We believe dance events play an important social role. Beyond sporting results, they forge new friendships, encourage cultural exchange, nurture young talent, and strengthen collaboration between local communities and international organisations. That is why we regard social impact as one of our most important measures of success. Our goal is to build an organisation founded on equal opportunity, respect for diversity, access to information, open communication and the active involvement of all stakeholders. Sustainability is not possible without the people who make it real every day.

Our Areas of Action

Area	Our Approach
Safety	Ensuring a safe environment for all participants and visitors.
Equal Opportunity	Respect for diversity and equal treatment of all participants.
Local Community	Collaboration with municipalities, schools, associations and local providers.
Volunteering	Involving volunteers and developing their skills and experience.
Education	Raising awareness of sustainability and sharing good practice among organisers and participants.
Accessibility	Clear communication and accessible information for all visitors.

Our Social Objectives

- Create a safe and inclusive environment for all participants.
- Strengthen collaboration with local communities and partners.
- Increase the role of volunteers in organising events.
- Encourage cross-cultural collaboration and the exchange of experience.
- Develop a culture of sustainability among employees, partners and visitors.

Performance Indicators (KPIs)

Indicator	Target
Participant satisfaction	≥ 90% positive ratings
Volunteers	Annual increase in involvement
Local partners	Increasing collaboration
Team training	Regular annual delivery
Social projects	At least one new initiative per year

09 | GOVERNANCE

“A responsible organisation is built on trust, transparency and clear decisions.”

Successfully organising international events requires more than high-quality delivery. It requires clearly assigned responsibilities, efficient processes, ethical decision-making and open communication with all stakeholders. Governance is the foundation on which we build long-term stability and trust.

Hiša Plesa is committed to transparent, responsible and lawful business conduct. Our decisions are grounded in expertise, collaboration, and respect for applicable legislation and international standards. We believe that a strong organisational culture has a direct impact on the quality of our events and the organisation's long-term development.

Sustainable governance also means regularly monitoring results, identifying risks, planning finances responsibly, and involving stakeholders in the organisation's development. In doing so, we build a solid foundation for further growth and long-term partnerships.

Our Governance Principles

Principle	What It Means in Practice
Transparency	Clear communication, responsible reporting and accessibility of key information.
Accountability	Clearly defined authority and responsibility, and fact-based decision-making.
Ethics	Fair dealing, respect for rules, and zero tolerance for unethical conduct.
Compliance	Adherence to legislation, regulations and international guidelines.
Risk Management	Identifying risks and preparing preventive measures.
Continuous Improvement	Regular event analysis, internal evaluation and development of organisational processes.

Key Activities

- Annual review of sustainability goals and results achieved.
- Regular monitoring of key performance indicators (KPIs).
- Preparation of improvement action plans after every major event.

- Engagement with stakeholders in shaping future projects.
- Protection of personal data, information security and lawful business conduct.

Performance Indicators (KPIs)

Indicator	Target
Annual event evaluation	100% of major events
Review of sustainability goals	1× per year
Improvement action plans	After every major event
Regulatory compliance	100%
Training of the organisational team	Regular annual delivery

10 | KEY PERFORMANCE INDICATORS (KPIs)

“What we measure, we can improve.”

Sustainable development requires clear goals and regular monitoring of results achieved. That is why Hiša Plesa will track its sustainability activities through a set of key performance indicators (KPIs) that enable an objective assessment of progress and the identification of areas for improvement.

Indicators will be monitored on both a per-event and an annual basis. The purpose of measurement is not simply reporting, but supporting decision-making, enabling more effective planning of future activities, and ensuring transparent communication with partners, sponsors and other stakeholders.

The KPI system we are establishing will enable comparability between events, long-term tracking of trends, and the development of concrete action plans for the ongoing advancement of sustainable management.

Overview of Key Indicators

Area	Indicator	Monitoring Method	Target
Environment	Share of digital communication	Post-event	> 90%
Environment	Separate waste collection	Post-event	100% organised
Environment	Share of local suppliers	Annual	Year-on-year growth
Social	Participant satisfaction	Survey	> 90%
Social	Number of volunteers	Post-event	Annual growth
Social	Number of local partners	Annual	Increasing collaboration
Governance	Event evaluation	Post-event	100% of major events
Governance	Review of sustainability goals	Annual	1× per year
Governance	Action plans delivered	Post-event	100%

How We Will Use KPIs

- Compare results across individual events.
- Identify the areas with the greatest potential for improvement.
- Prepare annual sustainability reports.
- Provide partners with transparent information on progress achieved.
- Shape new sustainability goals based on the results.

11 | ACTION PLAN

“Sustainability becomes reality only when ideas are turned into action.”

Hiša Plesa's sustainability strategy sets out the long-term direction, while the action plan defines the concrete steps for putting it into practice. This document will serve as an operational tool for planning activities, tracking progress and regularly evaluating results achieved.

The action plan is based on the principle of continuous improvement (Plan – Do – Check – Act). After every major event, we will analyse the results achieved, review our performance indicators, and prepare measures for the period ahead. In this way, sustainability will become an integral part of every organisational process.

We will prioritise measures with the greatest positive impact on the environment, society and the organisation, while also ensuring their feasibility, measurability and long-term sustainability.

Action Plan 2026–2030

Area	Measure	Deadline	Owner	Success Indicator
Digitalisation	Transition to digital information, registration and materials	2026	Organisational team	≥90% digital information
Waste	Establishment of a unified separation system at all events	2026	EventManager	System in place at all major events
Local partnerships	Increased collaboration with local providers	2027	Management	Annual growth in share
Education	Team training on sustainable practices	Every year	Management	Annual training delivered
KPI measurement	Establishment of unified post-event reporting	2026	Sustainability coordinator	100% of major events
Communication	Publication of the annual sustainability report	Every year	Management	1 report per year

- Planning sustainability goals ahead of the event.
- Implementing measures during organisation and delivery.
- Measuring results and gathering feedback.
- Analysing KPIs achieved and preparing improvements.
- Updating the action plan for the next period.

Closing Commitment

Hiša Plesa is committed to embedding sustainability principles into every future project under the I Feel Dance brand. This document is a living framework, one that we will regularly update, refine and adapt to new challenges, opportunities and the evolving landscape of international dance events.

12 | UN SUSTAINABLE DEVELOPMENT GOALS (SDGs)

“Global goals become real through local action.”

Hiša Plesa aligns its sustainability strategy with the United Nations 2030 Agenda. The Sustainable Development Goals (SDGs) provide a global framework for responsible action, which we use to guide the planning and evaluation of our projects.

While, as an organiser of international dance events, we cannot directly influence every goal, responsible management allows us to make a meaningful contribution in the areas where our impact is greatest — health, education, equal opportunity, sustainable tourism, responsible consumption and partnerships.

Our aim is for every future project under the I Feel Dance brand to contribute to positive social, economic and environmental outcomes.

SDG	Goal	Hiša Plesa's Contribution
3	Good Health and Well-Being	Promoting an active lifestyle through dance.
4	Quality Education	Training, knowledge transfer and awareness-raising.
5	Gender Equality	Equal opportunity for all participants.
8	Decent Work and Economic Growth	Sports tourism and collaboration with the local economy.
11	Sustainable Cities and Communities	Partnerships with municipalities and local communities.
12	Responsible Consumption and Production	Digitalisation, reduced waste, reuse.
13	Climate Action	Reducing the environmental footprint of events.
17	Partnerships for the Goals	Collaboration with IDO, municipalities, sponsors and other partners.

Our Commitment

In all future projects, we will use the Sustainable Development Goals as a reference framework for decision-making, priority-setting and results monitoring.

13 | CONTRIBUTION TO THE LOCAL COMMUNITY

“The most successful event is one that leaves a positive impact long after the competition ends.”

Hiša Plesa believes that international dance events matter not only to the dance community, but also represent significant development potential for the local area. Every championship brings competitors, coaches, judges, companions and visitors to the host destination, who make use of local accommodation, hospitality, retail, transport and other services.

By organising events, we contribute to the development of sports tourism, raise Slovenia's international profile, and create new opportunities for collaboration among municipalities, public institutions, businesses and associations. In planning our events, we strive to involve local providers and build long-term partnerships.

We pay particular attention to involving volunteers, young people and local organisations. In doing so, we create not only successful events, but also new skills, experience and a sense of belonging within the community.

Our goal is for every international event to contribute to the development of its host destination, strengthen its international profile, and leave lasting positive effects behind.

Areas of Impact

Area	Hiša Plesa's Contribution
Sports Tourism	Increased number of visitors and overnight stays.
Local Economy	Collaboration with accommodation providers, hospitality businesses, transport operators and other suppliers.
Promotion of Slovenia	International visibility for destinations through dance events.
Community	Involvement of volunteers, associations and local organisations.
Young People	Opportunities to learn, collaborate and develop new skills.
Partnerships	Long-term collaboration with municipalities, tourism organisations and public institutions.

Our Goals

- Promote the development of sports tourism in Slovenia.
- Increase collaboration with local partners and providers.
- Generate long-term economic and social impact for host destinations.
- Strengthen volunteering and the involvement of young people.
- Present Slovenia as a high-quality, sustainable destination for international events.

14 | PARTNERSHIPS

“Sustainable development is built on trust, collaboration and long-term partnerships.”

Hiša Plesa builds its growth on close collaboration with domestic and international partners. We believe that the greatest results come from combining the knowledge, experience and resources of different organisations, working together to create high-quality events with lasting positive impact.

For us, partnerships are not merely business arrangements but strategic relationships grounded in transparency, shared values and accountability. This approach enables the development of new projects, greater international visibility, and the organisation's sustainable growth.

We pay particular attention to collaboration with local communities, public institutions, tourism organisations, sponsors and international sports federations. Together, we create events that contribute to the development of dance, sports tourism and the promotion of Slovenia.

Key Partner Groups

Partner	Role
IDO – International Dance Organization	International development of dance; organisation of European and World Championships.
Municipalities and public institutions	Support in delivering events and developing the local environment.
Tourism organisations	Promotion of destinations and development of sports tourism.
Sponsors and donors	Financial, material and promotional support for projects.
Local suppliers	Sustainable supply of products and services.
Media	Promotion of events and the sharing of positive stories.
Volunteers and associations	Support in delivering events and engaging the local community.

Our Partnership Principles

- We build long-term, transparent relationships.
- We choose partners who share our sustainability values.

- We encourage local collaboration wherever possible.
- Together, we create measurable social, economic and environmental impact.
- We regularly evaluate our partnerships and look for opportunities for further development.

15 | RISK MANAGEMENT

“A responsible organisation does not eliminate risk – it prepares for it in advance.”

Organising international dance events involves a range of operational, safety, financial and organisational risks. Hiša Plesa addresses risk systematically, building it into the planning of every project, with the aim of ensuring safe, high-quality and responsible event delivery.

Risk management is based on identifying potential risks, assessing their impact, preparing preventive measures, and regularly monitoring their effectiveness. This approach strengthens organisational resilience and builds trust among participants, partners and local communities.

We pay particular attention to areas where risk could affect people's safety, the uninterrupted delivery of events, or the organisation's reputation.

Key Risk Areas

Area	Potential Risk	Preventive Measures
Participant safety	Injuries or emergencies	Safety protocols, trained staff, collaboration with emergency services.
Organisation	Supplier cancellations or delays	Backup suppliers, time buffers and contingency plans.
Financial operations	Unexpected costs	Financial planning, budget monitoring and a reserve fund.
Information security	Data loss or misuse	Personal data protection, restricted access and backups.
Organisational reputation	Negative media coverage	Transparent communication and a crisis communication plan.
Environmental risks	Improper waste handling or resource use	KPI monitoring, environmental protocols and collaboration with local partners.

Our Approach

- Regularly updating the risk assessment ahead of every major event.
- Clearly defined responsibilities for members of the organisational team.
- Training staff and volunteers to respond to emergencies.
- Collaboration with local institutions, emergency services and medical teams.
- Post-event analysis and updating of preventive measures.