

Our Commitments

Climate Action Plan

Climate change is one of the defining challenges of our time — one that design will play a critical role in addressing. At 3daysofdesign, we recognise our responsibility to reduce our climate impact and to contribute to limiting global warming to 1.5°C.

We have therefore developed a climate action plan that defines how we will work to address our greenhouse gas emissions and improve our climate performance over time.

Our climate commitment

Our climate action plan sets the overall direction for how we reduce our climate impact across our operations, ways of working, and value chain. It focuses on the areas where we have impact and where we actually have the ability to influence change.

The priority actions were defined through employee workshops involving all teams, ensuring that the plan reflects how we work in practice and where change is realistic. The targets are developed using the SMART framework, meaning they are specific, measurable, achievable, relevant, and time-bound, allowing us to track progress and improve over time.

To turn our commitment into practice, we work with the following targets:

1. Reducing Short-Distance Air Travel for Invited VIP Guests

Target: *By 2029, at least 70% of invited VIP guests travelling from Stockholm, and other cities within a comparable distance of Copenhagen, will arrive by train or bus instead of flying, unless no reasonable alternative exists.*

Why this matters: Travel is one of the largest sources of emissions connected to the festival. While we cannot control how all visitors travel, we do have influence over invited guests. For shorter distances, train- and bus travel are realistic alternatives to flying and can help reduce emissions. By encouraging and prioritising lower-impact travel options, we aim to reduce the climate impact associated with guest travel while continuing to bring together international voices.

How it happens: Responsibility for implementing this action is assigned to the VIP team lead, who will brief relevant employees and ensure that transport bookings follow internal guidelines prioritising train and bus travel over short-distance flights.

Travel arrangements will be coordinated in dialogue with VIP guests to ensure that their needs are met within the framework of the company's sustainability commitment.

Progress will be monitored annually based on invited VIP guest travel data, and the results will be presented at the yearly review following each festival.

2. Lowering the Carbon Footprint of Our Website

Target: By 2029, reduce the estimated carbon footprint per page view of the 3daysofdesign website by 30% compared to a 2025 baseline.

Why this matters: Digital platforms also have a climate impact. Every page view requires energy from data centres, networks, and user devices. As a platform with a strong online presence, we see it as part of our responsibility to reduce this impact. By optimising images and content, reducing excess content, and reviewing the energy requirements of our hosting setup, we aim to lower the energy required to run our website.

How it happens: First steps include conducting an audit of the website's current carbon impact, a review of where data transfer can be reduced, and an assessment of shifting to a hosting provider using primarily renewable energy. These tasks will be led by our IT team and with input regarding the website's user experience from our Communications team.

Progress will be measured annually using website carbon impact assessment tools.

3. Reducing Virgin Plastic in the Exhibitor Kit

Target: By the 2029 festival, reduce the use of virgin plastic products in the physical materials we provide to exhibitors by 80% compared to the 2025 baseline.

Why this matters: The materials we use for the festival matter. Virgin plastic requires significant resources to produce and often becomes waste after limited use. By replacing virgin plastic with recycled, reusable, or alternative materials and removing unnecessary single-use items, we aim to reduce our overall material use.

How it happens: The Back Office team is responsible for the materials used during the festival. There is potential to hire a dedicated person to focus specifically on this area with time allocated to research and implement more sustainable alternatives. The work will take place in ongoing collaboration with the Communications team to align with visual identity and theme requirements, and with the District Management team to ensure that wayfinding and exhibitor needs are met.

Material use will be reviewed each year based on purchase history to track developments and identify opportunities for improvement.

Continuous improvement

We understand that climate action is an ongoing process. Our climate action plan is reviewed and updated at least every three years to ensure that it remains relevant and aligned with best practices and evolving knowledge.

The plan is approved by our highest governing body and reviewed regularly. Through this process we aim to strengthen our approach over time and avoid unintended negative impacts on nature or people.

Human Rights Commitment

At 3daysofdesign, we are committed to respecting human rights across our organisation. We recognise our responsibility to treat people fairly and with dignity, to provide safe and non-discriminatory working conditions, to avoid causing harm, and to take responsibility for how our activities affect people.

Our commitment is guided by internationally recognised standards, including the **UN Guiding Principles on Business and Human Rights**, the **Universal Declaration of Human Rights**, and the **International Labour Organization's (ILO) Declaration on Fundamental Principles and Rights at Work**. Together, these frameworks set out what it means for businesses to respect human rights in practice.

This means that we:

- respect people's right to be heard and represented at work
- do not accept forced labour or modern slavery in any form
- do not accept child labour
- work to ensure equal treatment and non-discrimination
- aim to provide safe, fair, and respectful working conditions

This commitment applies to our own organisation and guides how we work with employees, collaborators, partners, and other stakeholders. As a platform hosting independent brands and exhibitors, we do not assume responsibility for the individual business activities of participating companies. However, we expect participating brands and partners to respect the law and uphold human rights principles in their own operations.

Community Engagement

3daysofdesign is not directly engaged in lobbying or political advocacy. Instead, we focus on engaging directly with our community through the festival's events, exhibitions, and press coverage. During the festival, we invite visitors, partners, and participants to share their perspectives through surveys and other feedback, helping us understand our community better and continue developing 3daysofdesign together. daysofdesign is not directly engaged in lobbying or political advocacy. Instead, we focus on engaging directly with our community through the festival's events, exhibitions, and press coverage. During the festival, we invite visitors, partners, and participants to share their perspectives through surveys and other feedback, helping us understand our community better and continue developing 3daysofdesign together.