

Shannon Region Conference and Sports Bureau Sustainability Policy

MISSION STATEMENT

Our goal is to improve awareness and drive the adoption of sustainable practices in the tourism and events sector of The Shannon Region.

THE IMPORTANCE OF ENVIRONMENTAL & CULTURAL ISSUES TO OUR BUSINESS

The Shannon Region Conference and Sports Bureau is aware that its business activities impact upon the environment however we are committed to play a greater role in helping to make the region greener. Our Keep it Green Initiatives include practical suggestions along with a handy event checklist that conference organisers can adopt when planning a meeting in the Shannon Region. These initiatives identify ways in which conference organisers can run a more sustainable conference.

EMPLOYEE ENGAGEMENT

We recognise that change needs to be companywide and staff engagement is key. As a result, we have a 'Green Team' to generate more sustainable practices for our organisation. We will involve all staff in the implementation of our sustainability policy and will provide them with relevant training. We will also work with our stakeholders to improve their environmental performance.

CODE OF PRACTICE

We aim to highlight best practice and promote responsible business tourism by providing easy access to information and guidelines.

PROCUREMENT POLICY

Our Green Procurement Policy is a process where we seek to source goods, services or works with a reduced environmental impact. We endeavour to minimise the environmental 'footprints' of our procurement activities by purchasing products and services with minimal environmental impacts while offering high quality products and services at competitive prices.

REVIEW

The Shannon Region Conference & Sports Bureau is the official events bureau for Ireland's Shannon Region and as a result one of our main business objectives is to provide impartial guidance to ensure a memorable event that exceeds all expectations. In doing this we will aim to minimise the environmental impact and seek to influence and inspire our clients to think more sustainably. In light of COVID19, we will review our operations to ensure we meet and adhere to all public health and safety measures required and continually review this as the situation progresses.

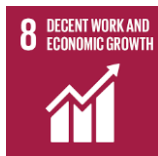
We will update our policy at least once annually in consultation with staff and other stakeholders where necessary.

CONTINUOUS IMPROVEMENT

We will aim for continuous improvement by setting, monitoring and reviewing our objectives and targets. We will work with our stakeholders to improve their environmental performance.



The Shannon Region Conference and Sports Bureau is aligned with the following [UN Sustainable Development Goals to 2030](#):



8 DECENT WORK AND ECONOMIC GROWTH
We will encourage conference organisers and delegates to buy from and work with sustainable companies who are equal opportunity employers and we will also ensure, where possible, we offer carbon friendly suppliers and those with sustainability policies. We will share our toolkit to running Green Meetings and Events with all conference organisers and will measure the success through the post conference surveys with the aim to have over 80% of all respondents to have delivered sustainable conference activity by 2023.



11 SUSTAINABLE CITIES AND COMMUNITIES
The Conference and Sports Bureau is working to promote cycling, walking and public transport to all delegates coming to the region. We will encourage this through social media, the conference website and our own website. We will encourage over 10 city-wide conferences per year to offer active events, eg Fun Run.



12 RESPONSIBLE CONSUMPTION AND PRODUCTION
We promote the regions Green hotels on our website by listing those who have a Green Certification to demonstrate their commitment to sustainable business practices. The goal is to have 70% of hotels and venues with a green award by 2023.



We will continue with our efforts of encouraging conference organisers and delegates to participate in The Wild Atlantic Way Coastal Clean Up Project.



We will continue to invest in land restoration through our Wild Flower and Tree Planting initiative to help reduce the carbon footprint of business activities in the region.

Other areas we intend to focus on include:

Waste Management

- We will actively promote Reduce-Reuse-Recycle for event materials and communications both internally and amongst our suppliers and customers
- Reduce packaging where feasible on all our products
- Minimise waste generation by applying reuse and recycle options where possible
- Choose sustainable suppliers

Energy

- Ensure all equipment is turned off when not needed
- Use energy effective bulbs
- Allow staff to work remotely where feasible to avoid unnecessary travel

Water

- Promote water conservation in our office

Local Supply

- Choosing local suppliers that adopt best environmental practices
- Encouraging suppliers to implement sustainable environmental systems
- Where feasible purchasing products and services that have the least environmental impact
- Using materials from sustainable sources

Sustainable Tourism

- Local sourcing of goods and services and hiring local people
- Protecting the natural environment
- Promoting and encouraging clients to use local suppliers

Karen Brosnahan
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