

## Shannon Region Conference and Sports Bureau

### Sustainability Progress Report 2021

The Shannon Region Conference and Sports Bureau strategy is aligned to the United Nation's Sustainable Development Goals (SDGs) with particular focus being given to the following:



**Goal 2.** Currently, an estimated one third of all food produced for human consumption is wasted. In Ireland, we generate approximately 1 million tonnes of food waste every year.

**Update 2021:** To educate our members on how to reduce their food waste costs we have partnered with Savour Food (a food waste reduction initiative for businesses) to provide Less Food Waste More Profit Training for all our member businesses.

**Goal 4.** Engage with local institutions to support them in integrating sustainability into their tourism and event management curriculum.

**Update 2021:** SRCBSB collaborated with The Technological University of the Shannon (TUS) on a specific project where students were invited to work in groups and develop an impactful sustainable event of their choice based on music, sports, live, arts or cultural events. Students were then tasked with designing an event that the group believed could be used to deliver a sustainable message to the public or a specific target audience. The winning concept was to create workshops that showcase the skill of recycling used glass bottles into drinking

glasses and the group behind the winning concept elected to work with the restaurant Spitjacks located on Bedford Row and run a demonstration where the public could arrive by public transport, reducing carbon emissions, and take part in the demonstration. The event was an informative showcase on new methods of recycling showing economic and decorative benefits for the public and showcasing the restaurant promoting sustainable practices. The SRCSB sponsored the event.

**Goal 11.** Promote the use of soft mobility forms of transport (walking, cycling and public transport) to all delegates attending conferences in the region.

**Update 2021:** SRCSB has continued to promote walking, cycling and public transport to all delegates coming to the region through social media, the conference websites and the SRCSB website.

**Goal 13.** Increase the number of our member businesses that have a 3rd party sustainability certification.

**Update 2021:** SRCSB ensures that all free training being offered to industry is shared with our membership, via regular email updates and through our social media channels. Specific training, we have encouraged our members to participate in includes the Fifty Shades Greener programme to 'green' the Hospitality & Tourism industry. To date 43% of hotels in Clare and 33% of hotels in Limerick have a 3rd party sustainability certification, this is an increase of 9% compared to last year.

**Goal 14 and 15.** Continue with our efforts of encouraging conference organisers and delegates to participate in our carbon offsetting programmes.

**Update 2021:** SRCSB has partnered with both the University of Limerick and The Technological University of the Shannon and will encourage at least 10 conferences per year held on either campus to participate in a carbon offsetting programme.