



Shannon Region
CONFERENCE & SPORTS BUREAU
IRELAND

Shannon Region Sustainability Strategy 2023 – 2026



**Fáilte
Ireland**

Introduction

The Shannon Region Conference & Sports Bureau is a public-private partnership and the official events bureau for Ireland's Shannon Region.

The concept behind the bureau was to establish a public private partnership where competitors could work cooperatively to win valuable high impact Meetings, Incentives, Conferences and Events '**MICE**' business through sustainable business practices.

Mission Statement

We want to build on our existing credentials to further support the region in achieving its sustainable objectives. Our goal is to improve awareness and drive the adoption of the United Nation's Sustainable Development Goals in the tourism and events sector of The Shannon Region.



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The Sustainability Strategy aligns with the following:

County Clare Tourism Strategy 2030	Clare County Council Climate Change Adaptation Strategy 2019 – 2024	Limerick City and County Council Climate Change Adaptation Strategy 2019 – 2024	Limerick Tourism Development Strategy 2019 – 2023
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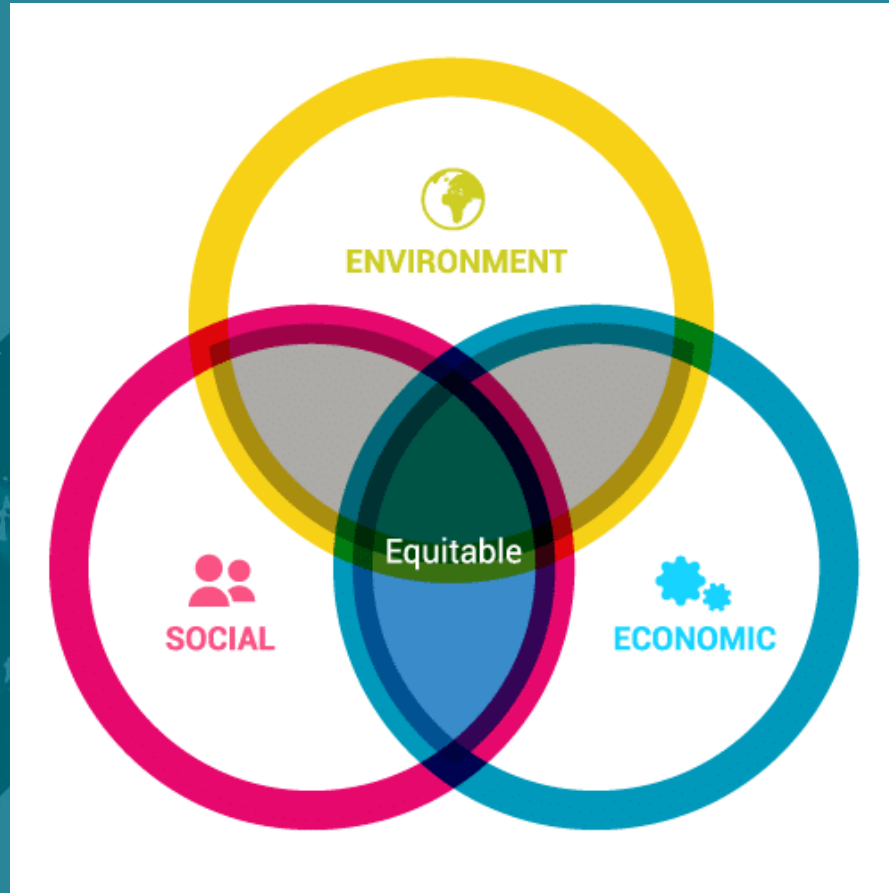
The strategy is also aligned to the United Nation's Sustainable Development Goals



SUSTAINABLE DEVELOPMENT GOALS



Pillars of Sustainability



Environmental Goals and Indicators

Goal 1	Goal 2	Goal 3
Increase the number of our member businesses that have a 3rd party sustainability certification.	Develop a programme to financially incentivise event participants to use public transport.	Improved measurement, monitoring and reporting.
70% of member hotels to have a 3 rd party accreditation by 2024.	Engage with Bus Eireann the state-owned company that runs bus services across all major towns and cities in Ireland on the implementation of such a programme.	Currently the majority of environmental, economic and social data is only collated on a national level.
Organise an annual sustainability workshop for members.	Have discounted public transport available for all conferences and events with over 1000 attendees by 2024.	Engage with the council and the EPA to have all data collected regionally by the end of 2025.

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Social Goals and Indicators

Goal 1	Goal 2	Goal 3
Reduce food waste generated by our member hotels.	Improved communication and knowledge transfer with visitors.	Collate and deliver reliable, up to date and easy to access information that supports visitors with accessibility challenges.
Conduct a food waste audit of hotels in partnership with Savour Food (a food waste reduction initiative for businesses).	Establish an impact and legacy programme in partnership with Fáilte Ireland.	Conduct an accessibility audit of all bureau members with the European Network for Accessible Tourism.
30% decrease in the amount of food waste produced by member hotels by the end of 2024.	Provide visitors with ideas and resources to support local social, environmental, and economic causes and projects through the development of the Impact and Legacy Programme and have this available on our website by the end of 2023.	Develop an accessibility guide for the Shannon Region and have this available on our website by year end 2024.

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Economic Goals and Indicators

Goal 1	Goal 2	Goal 3
Strengthen the economic growth of the local community.	Measure, monitor and report on economic performance within the bureau.	Extend the tourism season and seasonality in tourism.
Evaluate our current procurement policy.	SRCSB to create a reporting dashboard on economic performance.	Conduct a research project with the assistance of ATU Sligo to examine current trends.
By the end of 2023 we will only use local suppliers for products and services and client gifts will be locally produced products sourced within the region.	Information on economic performance to be available on our website by the end of 2023.	Develop a plan to help drive the extension of the tourism season and the dispersion of tourists across all parts of the region by 2025.

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A detailed action plan outlining how we plan to achieve each environmental, social and economic objective is available on request.

Strategy Background

The creation of this Strategy involved widespread consultation and buy in from our industry partners and stakeholders. This includes the board of directors of The Shannon Region Conference and Sports Bureau and members of the bureau including: The Irish Hotels Federations, Shannon Airport, Shannon Heritage, Thomond Park Stadium, Limerick City and County Council, Clare County Council, Limerick Chamber, University of Limerick, Limerick Institute of Technology and Mary Immaculate College.

A series of workshops over a 4-month period were undertaken to draw on the expectations and ambitions of the wider trade membership. The board of directors of the Bureau and the Fáilte Ireland Business Tourism Team were involved at every stage as the plan progressed.

Extensive desk and web research including alignment with existing strategies and action plans played a key role in the finalisation of this roadmap. Strategic Plans for Agencies like Failte Ireland, IDA, Shannon Group, Enterprise Ireland, Clare County Council, Limerick City and County Councils were checked to ensure the business tourism message is working in tandem with what is already out in the international marketplace representative of the Shannon region brand.

The goals of this strategy will be implemented by The Shannon Region Conference and Sports Bureau team with the assistance of our industry partners and stakeholders.

Conclusion

Who was involved in creating the strategy:

- Shannon Region Conference and Sports Bureau
- Clare County Council
- Limerick City and County Council
- Shannon Airport
- Irish Hotels Federation
- Failte Ireland

This strategy will be reviewed annually



Karen Brosnahan
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Bureau