Shannon Region Conference and Sports Bureau Sustainability Policy

Vision

To promote The Shannon Region as a world class destination for International Business Tourism. 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 region.
We want sustainability to be the forefront of the industry and at the heart of what we do and continue to build on our existing credentials to further support the region in achieving its sustainable objectives.

We are committed to:

- Complying with all relevant national and international environmental and sustainability agreements and policies and supporting the UN Sustainable Development Goals.
- Assessing the environmental impacts of our operations, seeking to reduce these impacts and improve our resource efficiency through the reduction of energy, water use and waste.
- Promoting environmental and energy awareness in our employees through participation and training.
- Monitoring our progress to ensure on-going improvements in our environmental performance.
- Making our members, stakeholders, clients and suppliers aware of our sustainability policy, and encouraging them to adopt sustainable management practices.

We are committed to:

Energy

- Optimising energy efficiency and conservation in all operations, where possible.
- Controlling and managing energy efficiency in our business and promoting energy efficiency.
- Reducing the impact of transportation in our business activities.
- Using a Cloud Based data system to conserve energy.
- Ensuring all equipment is turned off and not just in standby mode when not needed.
- Using energy effective bulbs.

We are committed to:

Waste

- Actively promoting reduce, reuse and recycling both internally and amongst our members, clients and suppliers.
- Minimising waste generation by applying reuse and recycle options where possible.
- We have implemented a ‘Do Not Print’ policy and staff do not have access to a printer.
- Business cards and other promotional materials we produce are embedded with wildflower seeds that can be planted after use.
- Ensuring when exhibiting at tradeshows and promotional events, that all booths, exhibitions stands, and signage are made from sustainable materials and are reused and recycled.

We are committed to:

Water

Promoting water conservation in our office and among our member venues.

Using tap water for drinking.

Encouraging our member venues to make water fountains available.

Encouraging event planners and organisers to encourage attendees to bring their own water bottles to refill during events.

Continuous Improvement

- Developing specific objectives and improvement goals to continually improve our environmental performance.
- Setting objectives and targets for continuous improvement.
- Measuring and reviewing our performance regularly and communicating our results.
- On-going performance improvement in minimising environmental impacts of our business.

Ethical Purchasing

As per our Green Procurement Policy 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. We endeavour to purchase locally produced products that have been produced within 50km of our business premises. All client gifts are sourced locally and are sustainable. Gifts include Palm Free hand soap and local craft art that uses pebbles from the beach for sustainable art as gifts for conference speakers.

Carbon Offsetting

At the Shannon Region Conference and Sports Bureau, we are committed to reducing our carbon footprint as much as possible and allow staff to work remotely where feasible to avoid unnecessary travel. We are committed to offsetting the remainder with a trusted partner. We are currently working with Home Tree to offset our emissions.

Awareness / Training

Encouraging environmental awareness among our members, stakeholders, clients and employees through appropriate communication and training programmes.

Promoting environmental awareness throughout our business.

Ensuring that all employees understand our environmental policy and conform to its standards where practically possible.

Ongoing / continuous training of all staff in environmental related issues.

Ensuring we have access to environmental related material and provide training to assist in the continuous professional development in this area.

The Shannon Region Conference and Sports Bureau will review this Policy annually and publicly promote it to all members, stakeholders, clients and employees.

This sustainability policy was last reviewed in April 2026

Caoimhe Moloney

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Manager, Shannon Region Conference and Sports Bureau
April 1st, 2026