
Visit Cork Sustainability Policy:

Last Updated: 12/08/21

Mission Statement:

Visit Cork acknowledges its responsibility as Cork’s official tourism body to encourage, develop and establish sustainable practices in its own operations and in Cork tourism as a whole. We aim to have Cork recognised as a leader in social, environmental and economic sustainability for both business and leisure tourism.

This will be achieved through the Visit Cork Sustainability Strategy which is a vision and action plan for increasing sustainability throughout Cork tourism and events by working with the industry to produce and develop more sustainable outcomes. The goals of this strategy are reflected in the below Visit Cork Sustainability Policy.

Policy Principles:

1. Care: this policy is created and implemented with care for the various elements of the Cork Tourism Industry and of the Cork region as a whole.	2. Commitment: this policy is created and implemented with a commitment to continue improving and developing Cork’s Tourism offering.
3. Cooperation: this policy is created and implemented through cooperation with Visit Cork’s various stakeholders and the wider tourism industry.	4. Courage: this policy is created and implemented with courage to challenge the current way of doing things and creativity as to how they can be improved.

Alignment:

The Visit Cork Sustainability Policy aligns with the goals of the following:

Cork City Development Plan 2015-2021	Cork County Development Plan 2014	Cork County Council Climate Adaptation Strategy 2019-2024	Cork City Council Climate Change Adaptation Strategy 2019 – 2024
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In addition, the policy also aims to assist in achieving the [UN's Sustainable Development Goals](#) (SDGs), these being:













With particular focus being given to these four:












Visit Cork Sustainability Strategy:






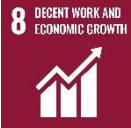


The Visit Cork Sustainability Policy aims to achieve the goals set out in the Visit Cork Sustainability Strategy, which are:

Area	SMART Objective	KPI	Related UN SDG
1. Accreditation	Attain third-party sustainability certification for Visit Cork's own events and office operations.	Ensure Visit Cork possesses active third-party sustainability certification for events and office operations.	
2. Culture	Involve all Visit Cork staff in the creation and ongoing implementation of the Visit Cork Sustainability Strategy and Policy.	Conduct a yearly review of the Visit Cork Sustainability Strategy involving the input of all Visit Cork staff.	
		Ensure all new and existing staff are informed of their role in achieving the goals of this strategy.	








3. Community Engagement	Promote local businesses and initiatives that support social innovation and development of local sustainable products and services.	Organise a yearly Visit Cork 'Green Award' which incentivises local businesses to improve their sustainable performance.	 
	Support Cork's Universities, Colleges and Hospitality Schools in integrating sustainability into their event management and tourism curriculum	Collaborate with at least one Cork University, College or Hospitality School per year on a project which will help advance social innovation in Cork Tourism.	  
4. Operations	Ensure Visit Cork implements all relevant sustainable cost saving measures.	Conduct a yearly review of Visit Cork's operations involving all relevant stakeholders aimed at implementing all relevant sustainable cost saving measures.	 

5. Meeting and Event Organisers	Provide clients with ideas and resources to support local community social causes and projects.	Provide all meeting and event organisers with ideas and resources to support local social community causes and projects.	  
	Provide information about the destination's sustainability strategy, performance, features, suppliers and best practice in RFP responses and sales information.	Ensure information about the destination's sustainability strategy, performance, features, suppliers and best practice in all RFP responses and sales information.	
	Promote the use of soft mobility forms of transport (ie walking, public transport, bicycles) to event organisers and participants.	Ensure all event organisers and participants are made aware of the soft mobility forms of transport available.	 

	Provide clients with ideas and resources to support local community environmental causes and projects.	Provide all meeting and event organisers with ideas and resources to support local community environmental causes and projects.	
	Offer a carbon offsetting programme to event organisers.	Ensure all event organisers are offered a carbon offsetting programme.	
	Organise/support yearly sustainability training for Cork meeting and event organisers.	Ensure that all Cork meeting and event organisers are given access to sustainability training either organised or supported by Visit Cork.	  

	Ensure all Cork Meeting and Event Organisers are made aware of all relevant sustainable cost saving practices.	Provide information to all Cork Meeting and Event Organisers on available relevant sustainable cost saving practices.	 
6. Reporting	Measure, monitor and report on social performance within Cork events and tourism.	Provide information on social performance within Cork events and tourism through the Visit Cork websites.	 
	Measure, monitor and report on social performance within Cork events and tourism.	Provide information on social performance within Cork events and tourism through the Visit Cork websites.	
	Measure, monitor and report on economic performance within Cork events and tourism.	Provide information on economic performance within Cork events and tourism through the Visit Cork websites.	  

7. Trade Partners	Ensure all Cork Convention Bureau member businesses have a formal written sustainability policy and if applicable 3rd party sustainability certification.	Year on year increase in Cork Convention Bureau member businesses having a formal written sustainability policy.	 
		Year on year increase in Cork Convention Bureau member businesses having 3rd party sustainability certification.	 
	Support one programme promoting and supporting restaurants and caterers with a commitment to sustainable food.	Promote one such policy, initiative or programme through Visit Cork's websites, social media channels and other communication channels.	 

	Organise/support yearly sustainability training for Cork Convention Bureau member businesses.	Ensure that all Cork Convention Bureau member businesses are given access to sustainability training either organised or supported by Visit Cork.	  
	Ensure all Cork Tourism Businesses are made aware of all relevant sustainable cost saving practices.	Provide yearly updates to Cork Tourism Businesses on available relevant sustainable cost saving practices.	 
8. Visitor Experience	Provide reliable, up to date and easy to access information on health and safety protocols to visitors.	Ensure information on the latest relevant health and safety measures is easily accessible through the Visit Cork websites.	
	Provide reliable, up to date and easy to access information attractions, transport lines, hotels and venues that supports visitors with accessibility challenges.	Ensure information on visitor accessibility is easily accessible through the Visit Cork websites.	

	<p>Provide information about the destination's sustainable events and tourism strategy, performance, and initiatives.</p>	<p>Ensure information about the destination's sustainable events and tourism strategy, performance, and initiatives is available through the Visit Cork websites.</p>	<div> <div> 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE  </div> <div> 11 SUSTAINABLE CITIES AND COMMUNITIES  </div> </div>
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Visit Cork Procurement Policy:

Visit Cork is committed to promoting green procurement, in alignment with the Visit Cork Sustainability Strategy and the wider UN SDGs. This involves implementing the following actions:

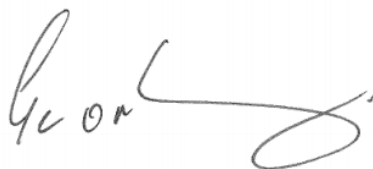
Area	SMART Objective	Related UN SDG
Energy	Use Cloud Based data system to conserve energy	 
	Ensure all non-essential electronic items are switched off when not in use	 
General	Comply and Adhere to local, national and international laws and regulations in relation to Land, Property, Construction, Built Environment, Health & Safety, Water, Waste, Wastewater & FOGS, Gas & F-Gas, Fire, Environmental, and Energy	
Suppliers	Whenever quality and price allow, use only local suppliers, in order to limit Visit Cork's carbon footprint	 
Waste	Aim to only use reusable bottles, cups and mugs withing the office	

	Aim to reduce the use of paper as much as possible	
	Aim to reduce the use of packaging as much as possible	
	Aim to only buy recycled and recyclable paper products where possible	
	Aim to reuse and recycle all paper where possible	
Trade Shows and Promotional Events	Ensure when exhibiting at trade-shows and promotional events, that all booths, exhibitions stands and signage are all made from sustainable materials, reused and recycled.	

The creation of this Policy also involved widespread consultation and buy in from our industry partners/stakeholders. This includes the board of Visit Cork, Cork City Council, Cork County Council, Cork Chamber, Cork Airport authority, Cork branch of The Irish Hotels Federation, Fáilte Ireland and other relevant industry stakeholders. These industry partners/stakeholders have agreed to assist Visit Cork in achieving the goals of this strategy, which will be implemented by the Visit Cork sustainability team containing:

- Seamus Heaney – Head of Visit Cork
- Evelyn O’Sullivan – Manager of Cork Convention Bureau
- Anne Cahill - Trade Liaison
- Jeremy Murray - Lead Conversion Assistant and Sustainability Manager

Finally, this policy also has Senior Executive Support as seen in the below signatures:



Gerard O'Mahoney
Chairman, Visit Cork



Seamus Heaney
Head of Visit Cork