



***Visit Cork Sustainability
Performance Report
2020 - 2021***

Report Background:

This report is based on the KPIs originally outlined for 2020/2021 in the Visit Cork Sustainability Strategy 2020 – 2023 which 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 strategy also aims to assist in achieving the [UN's Sustainable Development Goals](#) (SDGs), these being:



With particular focus being given to these four:



Social Sustainability KPIs:

Area	SMART Objective	KPI	2020-2021 Performance
1. Culture	Involve all Visit Cork staff are in the creation and ongoing implementation of the Visit Cork Sustainability Strategy and Policy.	Conduct a yearly review of this strategy involving the input of all Visit Cork staff.	Completed
		Ensure all new and existing staff are informed of their role in achieving the goals of this strategy.	Completed
2. Community Engagement	Promote local businesses and initiatives that support social innovation and development of local sustainable products and services.	Organise a yearly 'Green Awards' which incentivises local businesses to improve their sustainable performance.	Completed through online Visit Cork Green Awards

	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.	Completed through sustainability project with MTU students and SMART tourism project with Italian Students
3. 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.	Completed through 'Being Innovative and Learning to Adapt' series on Cork Convention Bureau website.
4. 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.	Completed through the inclusion of CSR activities in RFPs

<p>5. Visitor Experience</p>	<p>Provide reliable, up to date and easy to access information on health and safety protocols to visitors.</p>	<p>Ensure information on the latest relevant health and safety measures is easily accessible through the Visit Cork websites.</p>	<p>Not Complete, this is something we are still looking to impliment</p>
	<p>Provide reliable, up to date and easy to access information attractions, transport lines, hotels and venues that supports visitors with accessibility challenges.</p>	<p>Ensure information on visitor accessibility is easily accessible through the Visit Cork websites.</p>	<p>Complete through Visit Cork Accessibility Guide</p>

Environmental Sustainability KPIs:

Area	SMART Objective	KPI	2020-2021 Performance
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.	In progress (expected to be completed in September 2021)
	Attain third-party sustainable destination certification for Cork Tourism.	Ensure Cork Tourism possesses active third-party sustainable destination certification.	Not completed, after further research it was found not to be feasible for a destination of Cork's size
2. Cork Airport	Support Cork Airport in its goal to become to become net zero for their carbon emissions by 2050 at the latest.	Publicise Cork Airport's progress towards achieving this goal.	In progress with Cork Airport's updated target of 2025

3. Meeting and Event Organisers / Attendees	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.	Completed
	Highlight local restaurants and caterers who have third party sustainability certification to clients.	Ensure information on local restaurants and caterers who have third party sustainability certification is included in all RFP responses and sales information.	In progress, no RFPs have looked as specific restaurants so far in 2021.
	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.	Completed through Visit Cork websites and RFP information

	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.	Completed through the inclusion of CSR activities in RFPs
	Offer a carbon offsetting programme to event organisers.	Ensure all event organisers are offered a carbon offsetting programme.	Not complete, this is something we are still hoping to develop
	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.	Complete through supporting the 50 Shades Greener programme
4. Reporting	Measure, monitor and report on environmental performance within Cork events and tourism.	Provide information on environmental performance within Cork events and tourism through the Visit Cork websites.	Not complete, still looking at ways we can do this

5. 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.	Completed through CCB Member Hotels 3rd Party Sustainability Certification Programme
		Year on year increase in Cork Convention Bureau member businesses having 3rd party sustainability certification.	Completed through CCB Member Hotels 3rd Party Sustainability Certification Programme
	Support one destination wide policy, initiative or programme that specifically targets hotels with a goal to increase reducing, reusing, recycling and reporting on resources.	Promote one such policy, initiative or programme through Visit Cork's websites, social media channels and other communication channels.	In progress, information being made available through CCB website

Support one destination wide policy, initiative or programme that specifically targets restaurants and caterers with a goal to increase reducing, reusing, recycling and reporting on resources.	Promote one such policy, initiative or programme through Visit Cork's websites, social media channels and other communication channels.	In progress, information being made available through CCB website
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.	In progress, information being made available through CCB website
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.	Completed through CCB Member Hotels 3rd Party Sustainability Certification Programme and promoting 50 Shades Greener Programme

<p>6. Visitor Experience</p>	<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>	<p>Completed and available through dedicated sustainability page on CCB website</p>
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Economic Sustainability KPIs:

Area	SMART Objective	KPI	2020-2021 Performance
1. Meeting and Event Organisers	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.	Completed by promoting cost saving programmes
2. 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.	Completed through yearly review

3. Reporting	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.	Complete through industry survey
4. Trade Partners	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.	Completed by promoting cost saving programmes