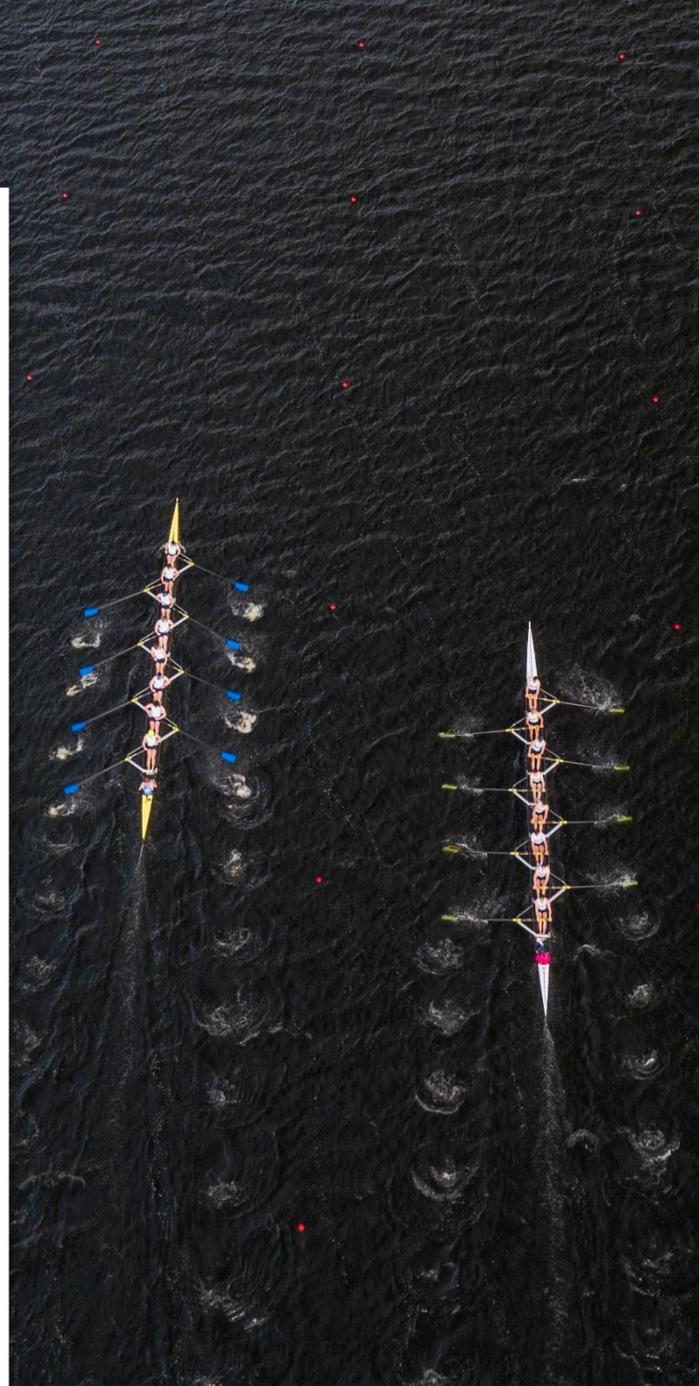


Visit Cork Sustainability Strategy 2020 - 2023

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.

Last Updated: 12/08/2021



Strategy Background:

The Visit Cork Sustainability Strategy 2020 – 2023 aligns with the goals of the following:

<p>Cork City Development Plan 2015-2021</p>	<p>Cork County Development Plan 2014</p>	<p>Cork County Council Climate Adaptation Strategy 2019-2024</p>	<p>Cork City Council Climate Change Adaptation Strategy 2019 – 2024</p>
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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:

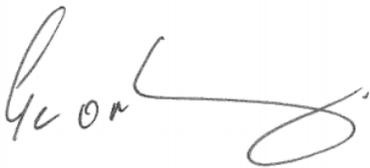


Visit Cork will ensure these goals are adhered to throughout this Sustainability Strategy by linking each objective of the strategy to at least one of the above UN SDGs.

The creation of this Strategy 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 strategy also has Senior Executive Support as seen in the below signatures:



Gerard O'Mahoney
Chairman, Visit Cork

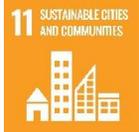


Seamus Heaney
Head of Visit Cork

Social Sustainability Strategy:

As Ireland’s largest indigenous industry, the tourism sector has a responsibility to act ethically and drive social innovation. Visit Cork is committed to leveraging its position as Cork’s official tourism body to achieve socially sustainable outcomes through the following objectives:

Impact Objective	KPI	Action Plan	Related UN SDG
1. Build a Culture focused on Sustainability within Visit Cork	Ensure all Visit Cork staff are involved 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.	
		Ensure all new and existing staff are informed of their role in achieving the goals of this strategy.	
2. Engage with local businesses and institutions on sustainability	Promote local tourism 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.	 

	<p>Support Cork’s Universities, Colleges and Hospitality Schools in integrating sustainability into their event management and tourism curriculum</p>	<p>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.</p>	  
<p>3. Report on Social Sustainability issues within Cork tourism industry especially those relating to the Covid-19 pandemic.</p>	<p>Measure, monitor and report on social performance within Cork events and tourism on a yearly basis.</p>	<p>Provide information on social performance within Cork events and tourism through the Visit Cork websites.</p>	 
<p>4. Offer Meeting and Event Organisers the chance to support local causes</p>	<p>Provide clients with ideas and resources to support local community social causes and projects.</p>	<p>Provide all meeting and event organisers with ideas and resources to support local social community causes and projects.</p>	  

5. Enhance the Visitor Experience in Cork	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.	
6. Protect and build social cohesion in the Cork Tourism Industry throughout the Covid-19 pandemic.	Enable Visit Cork industry partners to connect with one another during periods where in person meetings are prohibited.	Provide regular online forums for the industry which can be used to share information or network.	  

Environmental Sustainability Strategy:

As an Island nation which is predominately accessible by air, it is of paramount importance to the Irish tourism industry to continue on the journey to becoming a global sustainable destination. Visit Cork is committed to leveraging its position as Cork’s official tourism body to achieve environmentally sustainable outcomes through the following objectives:

Impact Objective	KPI	Action Plan	Related UN SDG
1. Ensure Visit Cork has up to date third party Sustainability 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. Assist Meeting and Event Organisers / Attendees in running events in a sustainable fashion	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.	

<p>Promote the use of soft mobility forms of transport (ie walking, public transport, bicycles) to event organisers and participants.</p>	<p>Ensure all event organisers and participants are made aware of the soft mobility forms of transport available.</p>	 
<p>Provide clients with ideas and resources to support local community environmental causes and projects.</p>	<p>Provide all meeting and event organisers with ideas and resources to support local community environmental causes and projects.</p>	
<p>Offer a carbon offsetting programme to event organisers.</p>	<p>Ensure all event organisers are offered a carbon offsetting programme.</p>	
<p>Organise/support yearly sustainability training for Cork meeting and event organisers.</p>	<p>Ensure that all Cork meeting and event organisers are given access to sustainability training either organised or supported by Visit Cork.</p>	  

<p>3. Report on Environmental Sustainability issues within Cork tourism industry especially those relating to the Covid-19 pandemic.</p>	<p>Measure, monitor and report on environmental performance within Cork events and tourism.</p>	<p>Provide information on environmental performance within Cork events and tourism through the Visit Cork websites.</p>	 
<p>4. Engage with Visit Cork Trade Partners on Environmental Sustainability Issues</p>	<p>Ensure all Cork Convention Bureau member businesses have a formal written sustainability policy and if applicable 3rd party sustainability certification.</p>	<p>Year on year increase in Cork Convention Bureau member businesses having a formal written sustainability policy.</p>	 
		<p>Year on year increase in Cork Convention Bureau member businesses having 3rd party sustainability certification.</p>	 

	<p>Organise/support yearly sustainability training for Cork Convention Bureau member businesses.</p>	<p>Ensure that all Cork Convention Bureau member businesses are given access to sustainability training either organised or supported by Visit Cork.</p>	  
<p>5. Enhance the Visitor Experience in Cork</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>	 

Economic Sustainability Strategy:

As Cork’s official tourism body, Visit Cork is committed to leveraging its position to achieve economic sustainable outcomes throughout Cork tourism through the following objectives:

Impact Objective	KPI	Action Plan	Related UN SDG
<p>1. Advise Meeting and Event Organisers on sustainable cost saving measures</p>	<p>Ensure all Cork Meeting and Event Organisers are made aware of all relevant sustainable cost saving practices.</p>	<p>Provide information to all Cork Meeting and Event Organisers on available relevant sustainable cost saving practices.</p>	 
<p>2. Make use of all available cost saving measures in Visit Cork’s own Operations</p>	<p>Ensure Visit Cork implements all relevant sustainable cost saving measures.</p>	<p>Conduct a yearly review of Visit Cork’s operations involving all relevant stakeholders aimed at implementing all relevant sustainable cost saving measures.</p>	 

<p>3. Report on Economic Sustainability issues within Cork tourism industry especially those relating to the Covid-19 pandemic.</p>	<p>Measure, monitor and report on economic performance within Cork events and tourism.</p>	<p>Provide information on economic performance within Cork events and tourism through the Visit Cork websites.</p>	
<p>4. Engage with Visit Cork Trade Partners on Economic Sustainability Issues</p>	<p>Ensure all Cork Tourism Businesses are made aware of all relevant sustainable cost saving practices.</p>	<p>Provide yearly updates to Cork Tourism Businesses on available relevant sustainable cost saving practices.</p>	