
Visit Cork Sustainability Policy:

Last Updated: 26/05/22

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:

<p>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.</p>	<p>2. Commitment: this policy is created and implemented with a commitment to continue improving and developing Cork's Tourism offering.</p>
<p>3. Cooperation: this policy is created and implemented through cooperation with Visit Cork's various stakeholders and the wider tourism industry.</p>	<p>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.</p>

Alignment:

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

<p>Cork City Development Plan 2022-2028</p>	<p>Cork County Development Plan 2022-2028</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 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 SMART Goals set out in the Visit Cork Sustainability Strategy, which includes a number of key objectives listed below:

No.	Objective
1.	Build a Culture focused on Sustainability within Visit Cork
2.	Engage with local businesses and institutions on sustainable initiatives
3.	Report on sustainability issues within the Cork tourism industry
4.	Assist Meeting and Event Organisers in leveraging their event to make a positive impact locally
5.	Assist Meeting and Event Organisers in running events in a more sustainable fashion
6.	Enhance the experience of Cork for visitors with accessibility challenges
7.	Protect and build social cohesion in the Cork Tourism Industry
8.	Report on Environmental Sustainability issues within Cork tourism industry
9.	Engage with Visit Cork Trade Partners on Environmental Sustainability Issues
10.	Advise and make use of sustainable cost saving measures relevant to Tourism

Within the Strategy these objectives have been divided into sections focusing on social, environmental and economic factors. By combining the objectives with linked indicators, targets and action plans we create the Visit Cork's Sustainability SMART Goals, which can be viewed in full [HERE](#).

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	Actions	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 within 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 avoid the use of single-use plastics wherever possible	
	Aim to only buy recycled and recyclable paper products where possible	
Water	Aim to minimise the use of water by ensuring that dishwashing is only done with full loads	
	Ensure leaks are checked for regularly and dealt with quickly	
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	

Visit Cork Sustainable Event Checklist:

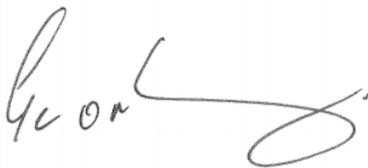
Visit Cork also aims to operate as sustainably as possible when hosting its own events and therefore has set out the below Sustainable Event Checklist to assess the sustainable performance of potential event venues:

Number	Requirement	Achieved
1.	Relatively close to all event attendees starting location	
2.	Accessible via public transport	
3.	Information on public transport options is made readily available to attendees	
4.	Bicycle facilities are available	
5.	Attendees are invited to participate in efforts to reduce environmental impact (e.g. recycling)	
6.	Employs natural light wherever possible	
7.	Offers video conferencing facilities to allow remote access to the event	
8.	Supports responsible purchasing and promotes the use of local and organic products	
9.	Has adopted an appropriate environmental management system	
10.	Has relevant Third Party Sustainability Certification	

The creation of this Policy 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
- Niamh Crowley – Sales and Marketing Intern
- 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