



***Visit Cork Sustainability
Performance Report
2021 – 2022***

30/05/22

Report Background:

This report is based on the SMART Goals originally outlined for 2021/2022 in the Visit Cork Sustainability Strategy, which includes a number of key objectives 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 KPIs and action plans we create the Visit Cork's Sustainability SMART Goals. This report outlines Visit Cork's progress in achieving the goals included in the strategy for the period of 2021/2022 which can be viewed in full [HERE](#).

Report Alignment:

This report is based on the objectives originally outlined for 2021/2022 in the Visit Cork Sustainability Strategy 2020 – 2023 which 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>
----------------------------------------------------	------------------------------------------------------	-------------------------------------------------------------------------	--------------------------------------------------------------------------------

In addition, the strategy also aims to assist in achieving the [UN’s Sustainable Development Goals](#) (SDGs), these being:


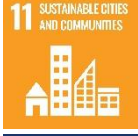








With particular focus being given to these four:








Progress on Social Sustainability KPIs:






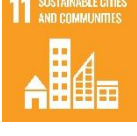


KPI	Action Plan	Performance 21 – 22	Related UN SDG
1. Ensure all Visit Cork staff are involved in the creation and ongoing implementation of the Visit Cork Sustainability Strategy and Policy	Conduct a yearly review of this strategy involving the input of all Visit Cork staff	Completed through yearly internal review meeting on 19/04/22	
	Ensure all new and existing staff are informed of their role in achieving the goals of this strategy	Completed through yearly internal review meeting on 19/04/22	
2. 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	Awarded on 7/12/21 to Cork International Hotel: https://www.corkconventionbureau.com/visit-cork-green-award-2021/	 
3. 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	In progress with Smart Tourism research project being completed by Sales and Marketing Intern Niamh Crowley	  
4. Measure, monitor and report on social performance within Cork events and tourism on a yearly basis	Provide information on social performance within Cork events and tourism through the Visit Cork websites	In progress with Survey sent to Cork Tourism Industry on 30/05/22: https://forms.gle/b2H6adKw8vc5u7PF7	 








<p>5. 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>	<p>Completed through information being inclusion in Visit Cork proposals and websites: https://www.corkconventionbureau.com/sustainability/cork-csr-activities/ https://drive.google.com/file/d/1PcsYSH2GtoWeu2OIA18kE6XSABNS8TMP/view?usp=sharing</p>	  
<p>6. 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>Completed through the Fáilte Ireland COVID-19 Safety Charter: https://purecork.ie/plan-your-trip/blog/2020/october/tourism-business-covid-safety-charter</p>	
<p>7. 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>Completed through the Visit Cork Accessibility Guide: https://www.corkconventionbureau.com/wp-content/uploads/2022/04/Visit-Cork-Accessibility-Guide-1.pdf</p>	
<p>8. Enable Visit Cork industry partners to connect with one another during periods where in person meetings are prohibited</p>	<p>Provide regular online forums for the industry which can be used to share information or network</p>	<p>Completed through the Visit Cork Familiarisation Sessions: https://www.corkconventionbureau.com/visit-cork-familiarisation-sessions/</p>	  

Progress on Environmental Sustainability



KPIs:

KPI	Action Plan	Performance 21 – 22	Related UN SDG
1. 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 through GreenMark programme	 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
2. 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	Section included in meeting proposals: https://drive.google.com/file/d/1PcsYSH2GtoWeu2OIA18kE6XSABNS8TMP/view?usp=sharing	 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
3. 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 social media, websites and proposals: https://www.corkconventionbureau.com/wp-content/uploads/2022/04/Visit-Cork-Accessibility-Guide-1.pdf	 11 SUSTAINABLE CITIES AND COMMUNITIES  13 CLIMATE ACTION
4. 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 inclusion in Visit Cork proposals and websites: https://www.corkconventionbureau.com/sustainability/cork-csr-activities/ https://drive.google.com/file/d/1PcsYSH2GtoWeu2OIA18kE6XSABNS8TMP/view?usp=sharing	 11 SUSTAINABLE CITIES AND COMMUNITIES

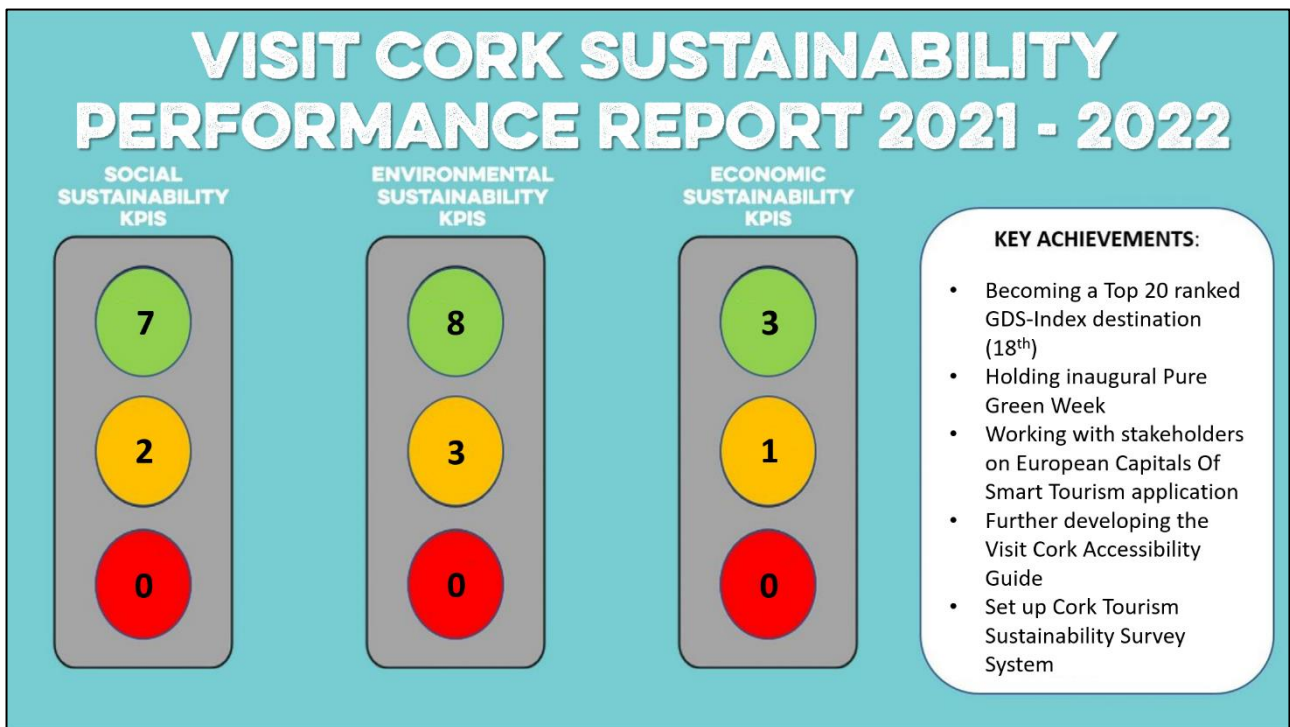
<p>5. Offer a carbon offsetting programme to event organisers</p>	<p>Ensure all event organisers are offered a carbon offsetting programme</p>	<p>Completed through inclusion in Visit Cork proposals and websites: https://www.corkconventionbureau.com/sustainability/cork-csr-activities/ https://www.corkconventionbureau.com/sustainability/making-your-event-more-sustainable/</p>	
<p>6. 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>Completed through Smart Tourism Workshop on 24/05/22 and support for training courses through Visit Cork social media, websites and proposals</p>	  
<p>7. 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>In progress with Survey sent to Cork Tourism Industry on 30/05/22: https://forms.gle/b2H6adKw8vc5u7PF7</p>	 
<p>8. 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>Awaiting results of Survey sent to Cork Tourism Industry on 30/05/22: https://forms.gle/b2H6adKw8vc5u7PF7</p>	 

	<p>Year on year increase in Cork Convention Bureau member businesses having 3rd party sustainability certification.</p>	<p>Completed with increase from 58% in 2021 to 69% in 2022:</p> <p>https://www.corkconventionbureau.com/3rd-party-sustainability-certification-programme/</p>	 
<p>9. Organise/support yearly sustainability training for Cork Convention Bureau member businesses</p>	<p>Ensure that all Cork Convention Bureau member businesses given access to sustainability training either organised or supported by Visit Cork</p>	<p>Completed through Smart Tourism Workshop on 24/05/22, CCB Member 3rd Party Certification programme and support for training courses through Visit Cork social media, websites and proposals:</p> <p>https://www.corkconventionbureau.com/3rd-party-sustainability-certification-programme/</p>	  
<p>10. 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 through the Visit Cork Sustainability section on the CCB website, which is also accessible on purecork.ie:</p> <p>https://www.corkconventionbureau.com/sustainability/</p>	 

Progress on Economic Sustainability KPIs:

KPI	Action Plan	Performance 21 – 22	Related UN SDG
1. 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 through the inclusion of the GDS-Index Regenerative Event Checklist in in Visit Cork proposals and websites: https://www.corkconventionbureau.com/sustainability/cork-csr-activities/ https://drive.google.com/file/d/1PcsYSH2GtoWeu2OIA18kE6XSABNS8TMP/view?usp=sharing	 
2. 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 internal review meeting on 19/04/22	 
3. 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	In progress with Survey sent to Cork Tourism Industry on 30/05/22: https://forms.gle/b2H6adKw8vc5u7PF7	 
4. 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 through yearly sustainability newsletter sent on 30/05/22: https://mailchi.mp/visitcork/sustainability-update-08-15691367	 

Report Summary:



Yearly Comparison:

