

Kerry Convention Bureau - Sustainability Policy

Our Approach

At Kerry Convention Bureau, we have established a 'Green Team' to generate more sustainable practices going forward for our organisation. Our approach is to create an actionable sustainability policy to ensure we are having an overall greater benefit to all within our realm of influence.

Kerry Convention Bureau is aware that its business activities impact upon the environment and is committed to ensuring these activities have the least possible detrimental effect.

Our strategy is to continually progress to be a more environmentally friendly business reviewing our mind-set, behaviours, practices and processes to have a business model that protects the environment as far as we are able.

Vision

We provide environmentally sustainable and responsible services for all clients, members and industry partners of Kerry Convention Bureau. As a by-product, we inspire others to think more sustainably in their own lives.

Principles

Our approach is guided by commitments to the following principles: Inspiration, Passion, Respect and Partnership.

Important Issues

Our business faces many challenges and opportunities. Due to their direct impact on us and our stakeholders, we have prioritised the following issues within our sphere of influence that need to be continually addressed:

- In light of COVID19, we will review all operation and practices ensuring we meet and adhere to all public health and safety measures required and review this continually, including updating our Sustainability Policy as required
- Reduce consumption (energy, food, water, paper, plastic and waste) and implement procedures to monitor and measure
- Reduce carbon emissions and participate in a Carbon Offsetting program
- Buy into the circular economy where applicable

While prioritising these issues, our primary goal is to be a successful business. This includes assisting event planners to connect to our membership to deliver unique and memorable travel experiences within our destination. In providing this service, we will minimise environmental impact and positively influence those in our orbit of influence in the process.

A key priority is for Kerry Convention Bureau to adopt the UNWTO definition of sustainable tourism ("Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities").

Culture

- We will involve staff in the implementation of this policy, for greater commitment and improved performance, ensuring the ownership of this effort is solely with the staff of the company
- We will update this policy at least once annually in consultation with staff and other stakeholders where necessary
- We will provide staff with relevant environmental training
- We will work with suppliers, contractors and sub-contractors to improve their environmental performance
- We will use local labour and materials where available to reduce CO2 and help the community

Reporting

Reports for each element of tracking our progress and development will be generated once per annum at minimum. The studying of such, with the direct use of data, will establish the framework of work to be undertaken going forward. These reports will be made available to all staff members and make clear the next steps to be taken after each report.

As part of our reporting process, we will ensure to update our sustainability policy at minimum, once per year, or when applicable, after studying the data at hand.

Purchasing

As per our Green Procurement Policy, we commit to buying products and services produced in a way that minimises social and/or environmental damage and to take the following steps to:

- Reduce packaging as much as possible
- Reuse and recycle all paper where possible
- Buy in bulk to avoid excess waste where possible

Suppliers

We will ensure we offer, where possible, carbon-friendly suppliers and those with sustainability policies.

Limitations

We recognise that Ireland, as an island, has limitations in being sustainable. The high level of carbon emitted in flying is one example currently outside our sphere of influence. We aim to ensure we utilise sustainable and carbon-friendly options wherever available.

UN Sustainable Development Goals to 2030

As part of our strategy, we aim to buy into the United Nations Sustainable Development Goals to 2030, with particular interest in:

- Number 1: No Poverty
- Number 6: Clean Water and Sanitation
- Number 12: Responsible Consumption and Production
- Number 13: Climate Action
- Number 15: Life on Land
- Number 17: Partnership for the Goals

These Sustainable Development Goals will form the basis of our sustainability policy and will be the key elements upon which we will be focusing our attention on, in collaboration with our 'Important Issues'.

Kerry Convention Bureau commits to:

- Complying fully with all relevant legal requirements, codes of practice and regulations
- Assessing the environmental impacts of our operations, continuously seeking to reduce these impacts and improving our resource efficiency through reduction of energy, water use and waste
- Promoting environmental and energy awareness in our employees and suppliers
- Working with our clients to make more environmentally sensitive choices
- Monitoring our progress to ensure ongoing improvements in our environmental performance
- Communicating this policy to stakeholders and public and work with our neighbours to reduce the impact of our operations

Our areas of focus include:

Energy

- Optimising energy efficiency and conservation in all operations by turning off equipment as much as possible
- Reducing the impact of transportation in our business activities by establishing travel hubs
- Purchasing equipment with high energy rating
- Using energy effective bulbs
- Encouraging staff to use bicycles and walk to our office
- Promoting the Tax Saver public transport, which discourages use of private vehicles
- Allowing staff to work remotely from home to avoid unnecessary travel and time waste

Waste

- Actively promoting reduce, reuse and recycling both internally and amongst our suppliers and customers
- Reducing plastic packaging on all our products where feasible
- Minimising waste generation by applying reuse and recycle options where possible
- Choosing sustainable suppliers
- 3 different bins: green, black and brown

Water

- Promoting water conservation in our office
- No water filter in place, tap water for drinking
- No dishwasher, dishes washed by hand

Continuous improvement

- Promoting continuous improvement by setting, monitoring and reviewing our environmental targets and objectives
- Sourcing for green suppliers
- Having a mindset of environmental awareness

Procurement

- Choosing suppliers and contractors that adopt best environmental practices and make this the procurement policy of our company
- Purchasing products and services that have the least environment impact, where this is feasible
- Encouraging suppliers and contractors to implement sustainable environmental systems
- Minimizing the use of hazardous chemicals and solvents
- Using materials, fittings and furnishings from sustainable sources
- Finding cost efficient suppliers by shopping around
- Regularly auditing suppliers for cost savings and environmental impact

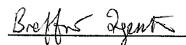
Awareness/Training

- Promoting environmental awareness throughout our business
- Undertaking additional industry training where relevant and available
- Ensure that all employees understand our environmental policy and conform to its standards
- Informing and motivating all our staff and encouraging them to pay an active role in committing to our environmental policy
- Working towards new standards (awards)
- Creating outside awareness for customers and suppliers
- Communicate our policy and efforts to stakeholders

Sustainable Tourism

- Benefiting the local economy where possible though local sourcing of goods and services and the hiring local people
- Being an active member of Killarney Hotels Sustainability Group, Global Destination Sustainability Movement, Sustainable Travel Ireland and Sustainable Events Alliance
- Protecting the natural environment
- Supporting the cultural heritage of those areas in which we operate
- Promoting and encouraging clients to use local suppliers

This sustainability policy is effective from August 2021:



Breffni Ingerton
Chair, Kerry Convention Bureau



Becky Hargrove
Manager, Kerry Convention Bureau