



greenhospitality.ie
clár féile glaise

James Hogan

Sponsored By:



Partners in Sustainability:



Clean Technology Centre



- Focus on Waste Prevention
 - Majority of work EPA funded, including Green Hospitality Programme.

Ireland – the Green Island



Attractions

- Fishing
- Golf
- Horse Racing
- Walking
- Poets and Singers
- Guinness

Getting There?





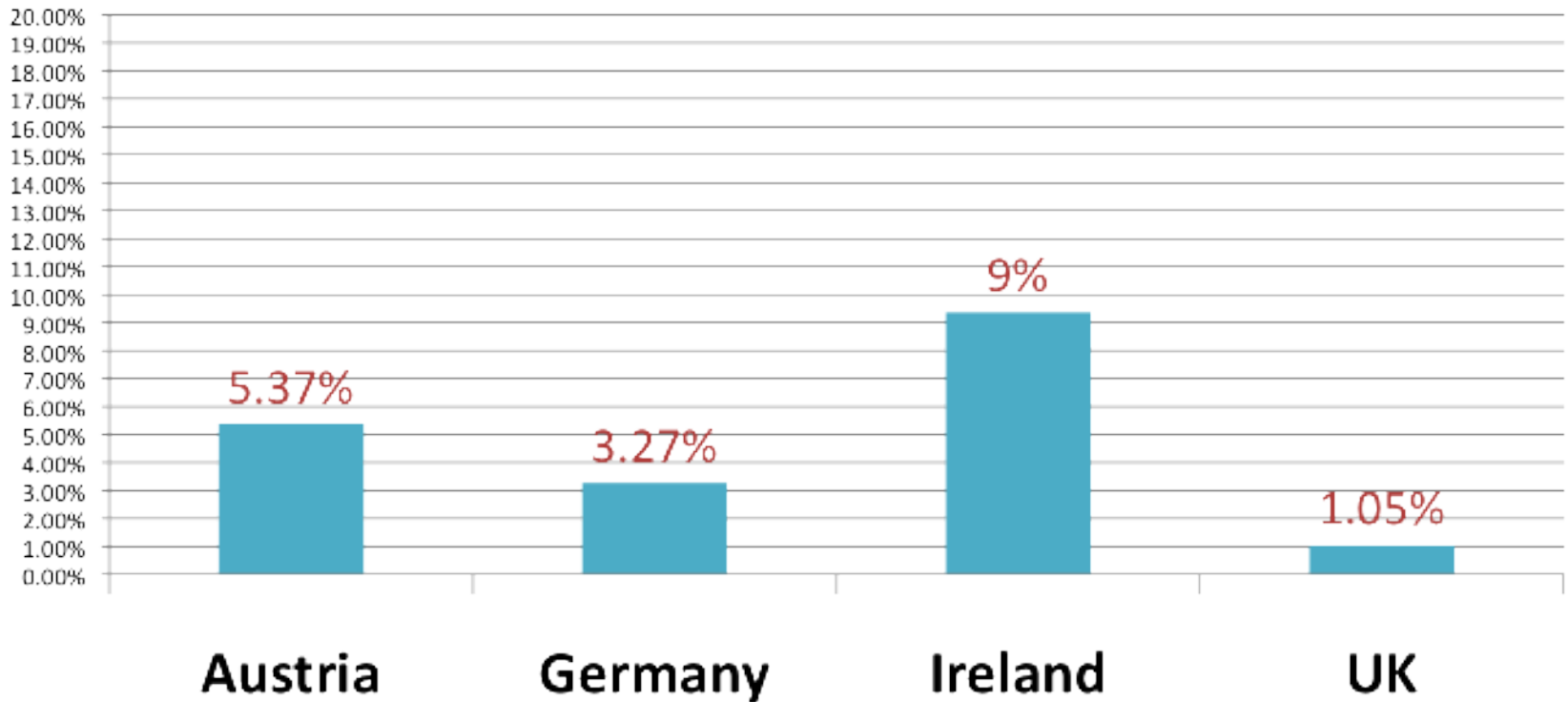
Green Hospitality Programme

- Started in Cork in 2004
- Started as a Regional Award Scheme for hotels.
- In 2008 received funding from EPA under NWPP.
- This allowed for roll out of national certification scheme for all hospitality sectors.
- Developed based on other European schemes

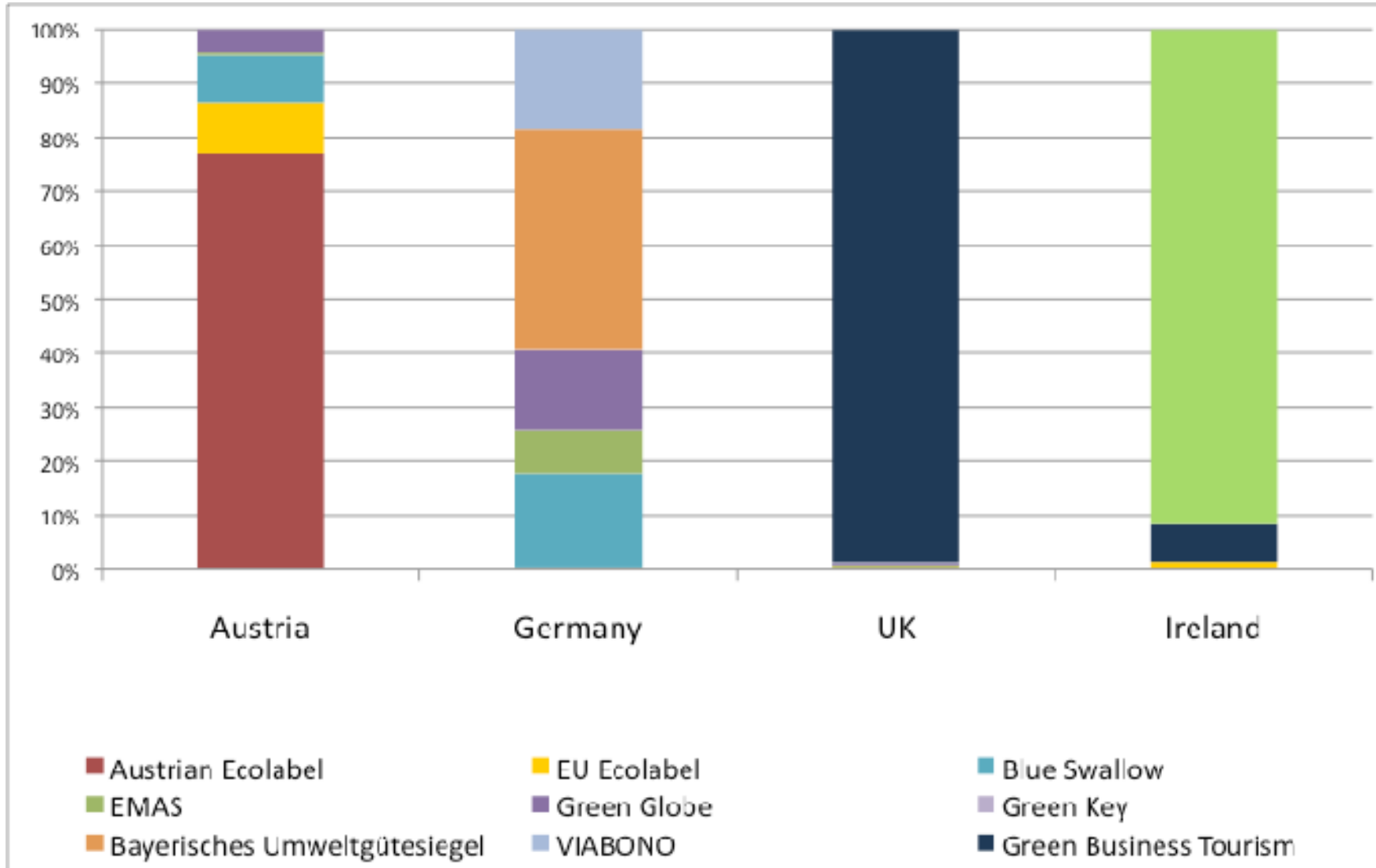


% Hotels Certified-2012

Environmentally Certified hotels



Certification schemes



Possible Factors for Green Hospitality Programme Success

- Ireland has gone from 0% certified hotels to 9 % from 2005 to 2011 .
- I will suggest some factors which have allowed this to occur.



Reason 1 Multi Level Factor 1 Certification *Multi-level certification*

- Bronze, Silver , Gold and Platinum Award Levels



Factor 2 - Assistance

- Marriage of - Resource efficiency programme/ Certification programme
 - ✧ GHP provide assistance on how to achieve certification
 - ✧ GHP provide assistance with Resource efficiency

Factor 2

- Advice includes
 - Regional workshops
 - On site visits
 - Website tools and templates
 - Case studies
 - Benchmarking

Factor 3- Public funding

- GHP – Public/Private Partnership
- Funding – Public/Private
 - EPA/Natioal Waste Prevention Prograne – since 2008 – 66% funding
 - Members/other



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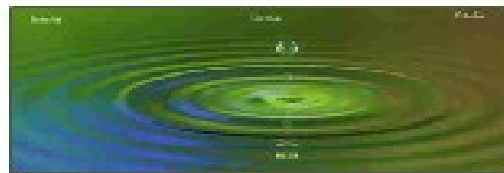


Partners in Sustainability:

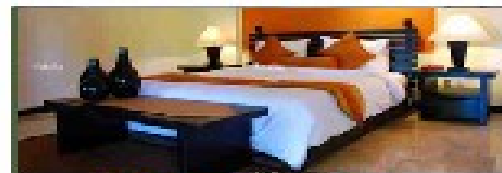


How To Reduce Waste, Save Money & Benefit the Environment

WASTE PREVENTION PROGRAMMES



Cleaner Greener Production Programme



Green Hospitality

This is a short summary sentence to go here, introducing the resource and its areas of focus.



Green Business

Improving resource efficiency through reducing the wastage of materials, consumables, water and energy.



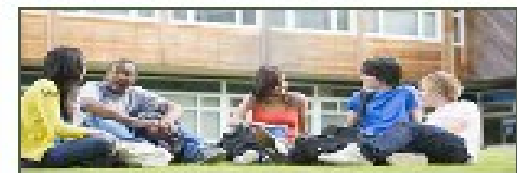
Green Home

A programme focused on waste, energy, water and travel associated with the household and home.



Green Communities

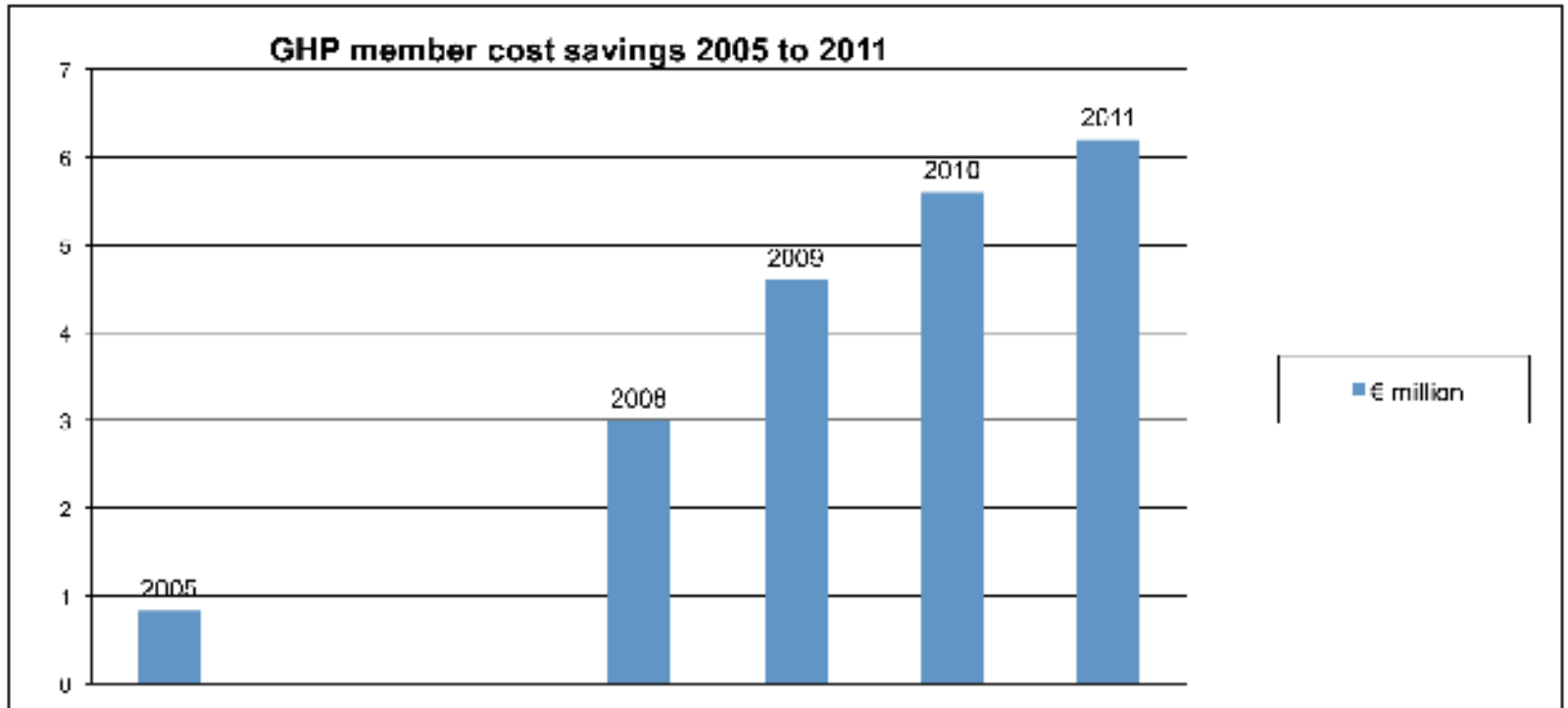
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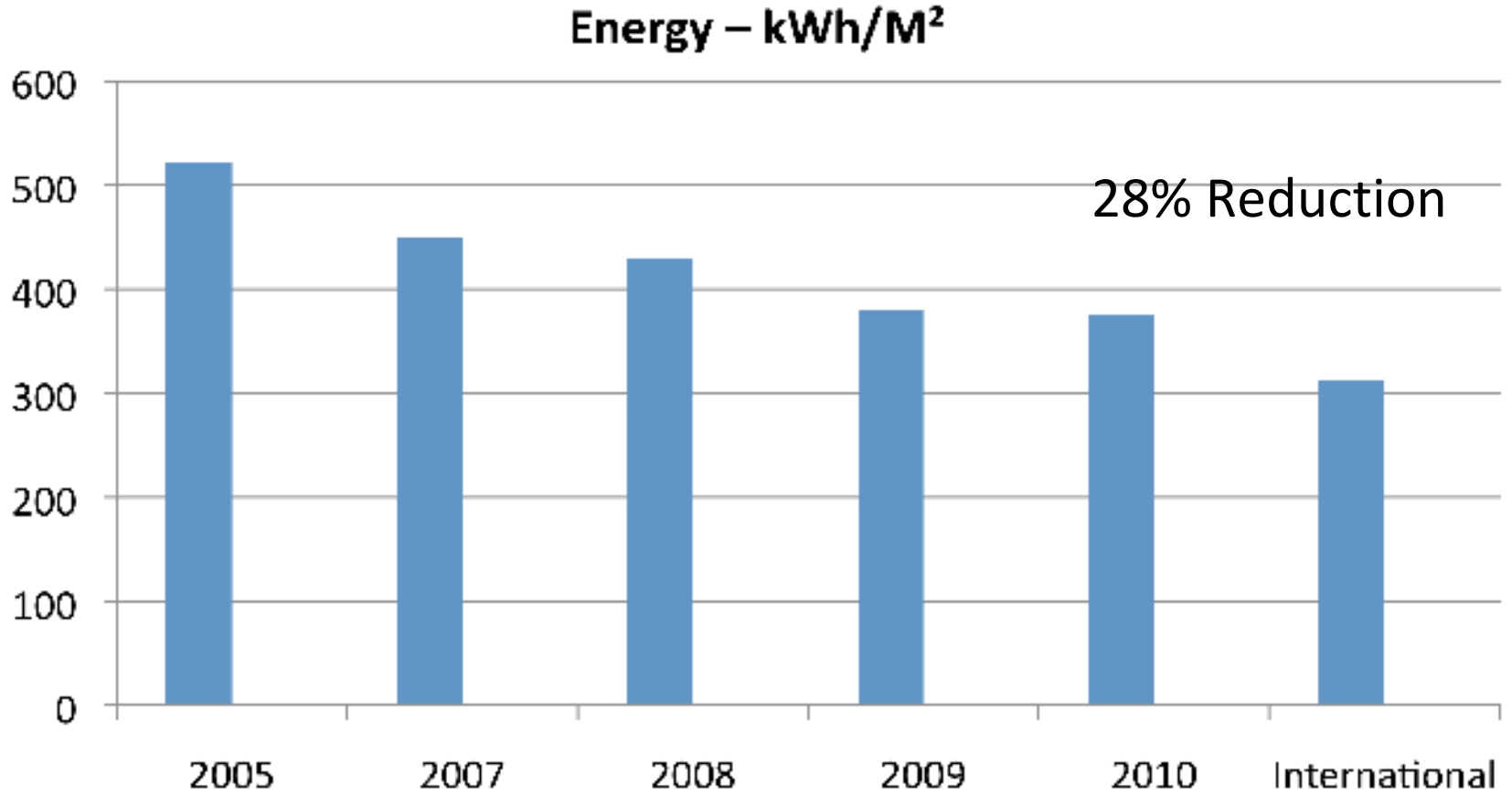
Green School & Campus

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Factor 4 – Proven cost savings for hotels

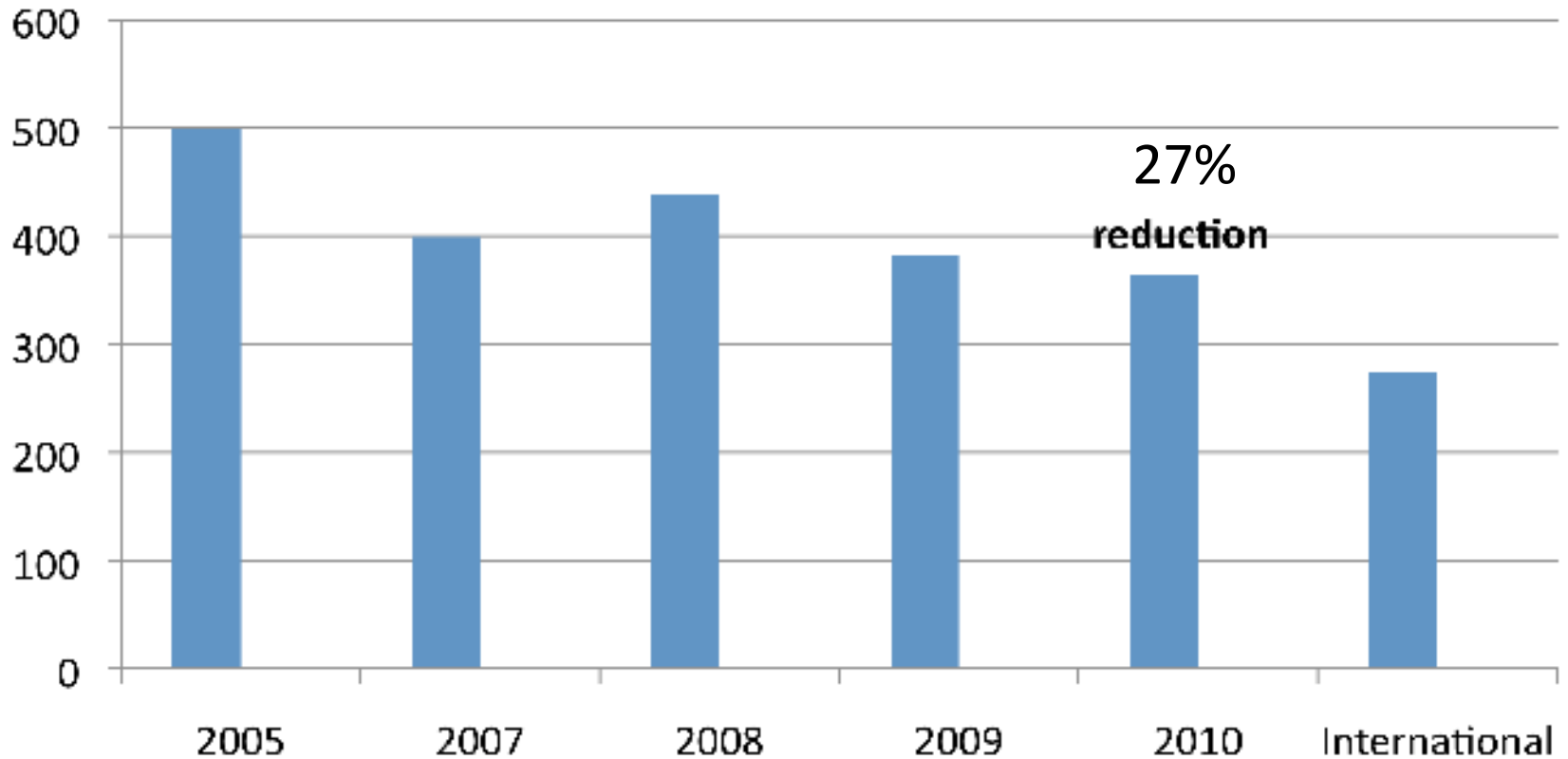


Hotel – Energy Benchmarks



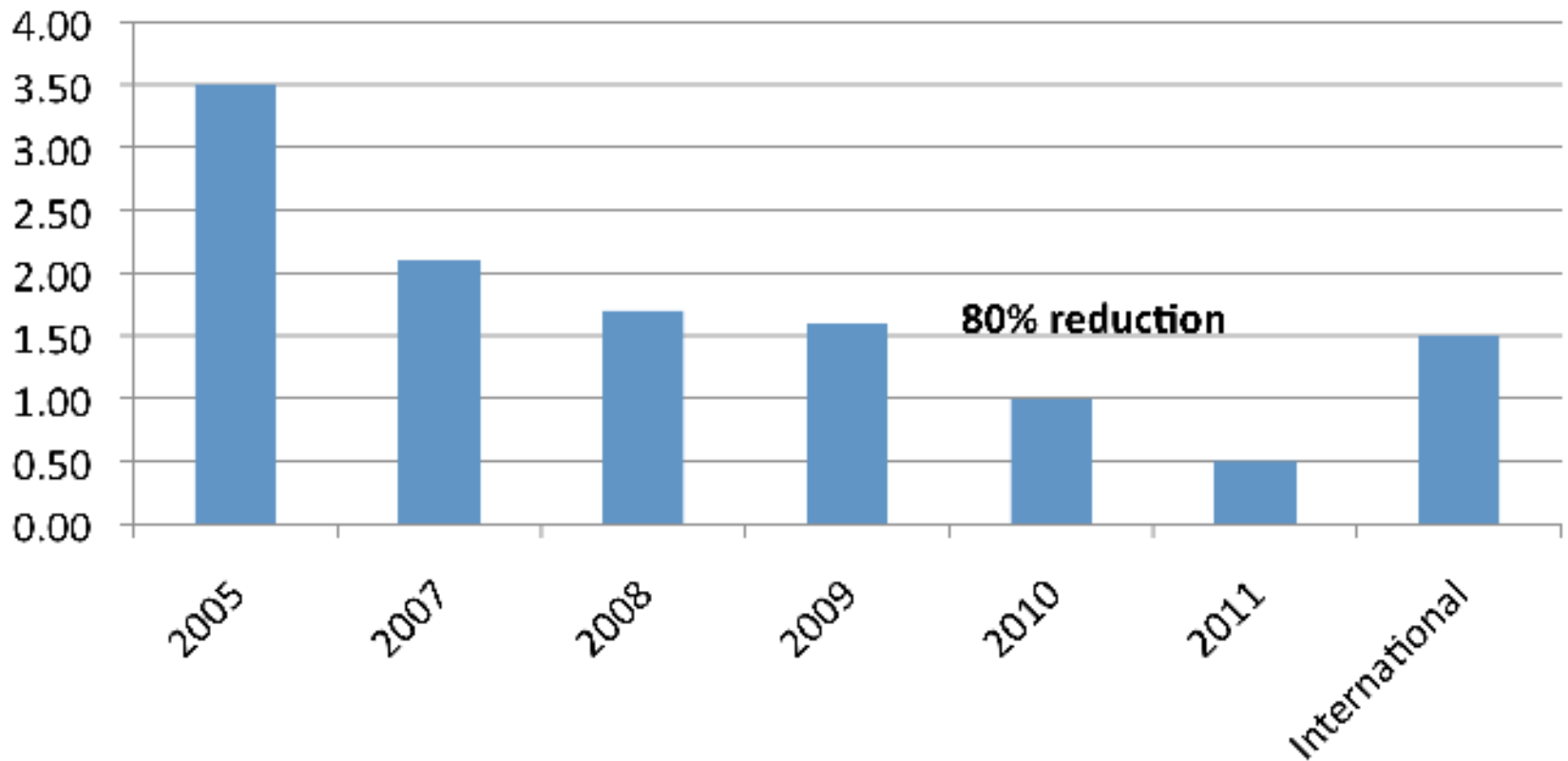
Hotel – Water Benchmarks

Water – Lt/Sleeper



Hotel Waste Benchmarks

Kg/Landfill Waste/Sleeper



Sample of Hotel Savings

Member	Annual Saving	Area
Castlecourt Hotel , Mayo	€80,000	Landfill waste
Clarion Hotel, Dublin	€90,000	Landfill waste
Stillorgan Park Hotel	€65,000	Water leaks
Radisson Blu, Cork	€70,000	Energy Mang.
Mariott Druids Glen,Wicklowl	€100,000	CHP
Tullamore Court Hotel	€135,000	Fuel switch/ CHP

Marketing and Promotion

- Promotion of brand essential for survival
- Promotion includes: Award ceremonies, national conference, regional workshops monthly, newsletter, trade magazines
- Merchandising





Acceptance by National Stakeholders

- Irish Hotel Federation
- National Tourism Authority
- Local Government Authorities
- Chambers of commerce

Acceptance by International Stakeholders

- VISIT
- Booking engines such as Expedia, Travelocity, DER Tours
- UK Tourism Authority

GHP factors



External drivers for certification

- **Rising Utility Costs!**

- Legislation

 - ✧ Waste- Carbon Tax

- Market Edge

 - ✧ Green Procurement

 - ✧ Customer demands

 - ✧ Protecting the environment

Challenges to future success

- Austerity!
 - ✧ Staff Time-costs
- Continued funding/ sponsorship
- Poor leadership in sector
- Simplification of certification process for smaller businesses (restaurants ..etc)

Thank you !



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