

Mary Mulvey

- Is Ireland Finally Moving into the fast lane of Sustainability at the National , Regional & Local Level after years of no Joint up Alignment in relation to Sustainability .



EARTHCHECK



Sustainability Experience

Appointed Board Tourism Ireland July 2020 –Sept 2022 Chair Board Led Sustainability Subcommittee

Climate Reality Leader 2021

2020 Conscious Travel Anna Pollock –Regenerative Tourism Client Tourism NI

2019 Irish Lead Consultant with Earthcheck Sustainable Tourism Principles

Client -Dept Tourism ,Tourism Ireland ,Fáilte Ireland

2019 Training Abbey Tours Certification , Responsible Tourism Policy ITOA Irish Tour Operators Association

CEO Greenbox 2005-2009 Founder Ecotourism Ireland 2009-2019 ,only recognised standards Ireland by GSTC

Voluntary Rep Global Sustainability Tourism Council 2008-2019

2008 Devised CSR policy Tourism Ireland

Chair Leave no Trace Voluntary

Tourism Boards English Tourism Board Failte Ireland staff 1990®ional board 2006/7

Irish Museum Modern Art /Irish Peatland Conservation Council /Cashel Cultural Festival /Heritage Towns Ireland

Volunteer Chair Community Wetlands Forum



The [World Tourism Organisation](#) (UNWTO) defines sustainable (or “responsible”) tourism as:

“tourism that takes full account of its current and future environmental, social and economic impacts, addressing the needs of visitors, the industry, the environment and communities”.



Irish Tourism

- The Growth Model has been the only one to date at National Policy/Tourism Board policies on the island and financial sustainability the most understood .
- Approx 10 years ago the Vice Model was introduced around Time Wild Atlantic Way but no clear policies or budgets in its development role out either for the local authority , Community , Conservation or Business .
- Tourism has always had real effects on the landscape from Errigal , Croagh Patrick and McKillicuddy Reeks and The Mourne , which over the years have had close to do repairs and today some very innovation models with landowners /local authorities etc and bottom up solutions have been developed .
- Leave no Trace is the outdoor Code on island and provided the leadership in this space . The responsible marketing of visitors to conservation areas and visitors impacts needs to be improved by all our tourist boards on island and tour operators and Destination management organisations

Irish Tourism & Sustainability over the years .

- Tourism Board formed as official Govt Agency 1956

It was very hands on with Archaeologist on staff and very involved in Developing Tidy Towns Competition from its Launch 1958 until 1995 when Dept Environment took it over .

Heritage Towns of Ireland came out of National winners like Cashel , Dalkey, Kinsale , Listowel and Kilkenny .

Volunteer efforts were and continue to be considerable .Today the criteria has broadened from litter collection to , Biodiversity to Climate Change.

2002 Tourism Ireland was set up after 1998 North South Agreement and function is to market island of Ireland

Perspectives on the Sustainability of Irish Tourism Earthcheck Report 2019

- **There was a clear consensus in the trade that Irish Tourism was not sustainable based on UNWTO's definition of sustainable tourism - 90% of those consulted answered that Irish Tourism is not sustainable. Key themes included:**
- A considerable number of respondents mentioned visitor management issues at key attractions as visible and obvious examples of tourism not being sustainable.
- Financial sustainability was the most cited concept of understanding understood amongst the Irish Tourism trade.
- The process of this consultation was the start of a learning journey and in general most respondents indicated their knowledge gaps and lack of understanding of the broader definition of sustainability and principles. Most of the people interviewed had not previously seen the definition used by WTO about sustainability in tourism, however there were strong levels of awareness of high profile sustainability issues in 2019 including climate change, single use plastic and ocean pollution.
- It was evident from the consultation that respondents felt that the level of understanding of sustainable tourism within the sector was extremely low.

Climate Law

- Under the Climate Action and Low Carbon Development Amendment Act 2021, and 2024 with annexes Ireland is now on a legally binding path to Net-Zero emissions no later than 2050, and to a 51% reduction in emissions by the end of this decade. The Act provides the framework for Ireland to meet its international and EU climate commitments and to become a leader in addressing climate change.
- The Climate Action Plan 2021 /2024 sets out a clear pathway to reach these targets outlining measures to be taken in each sector.
- Climate Advisory Council and Statutory Just Transition Commission established in 2024

Synergies are needed for Tourism Sustainability

Summary

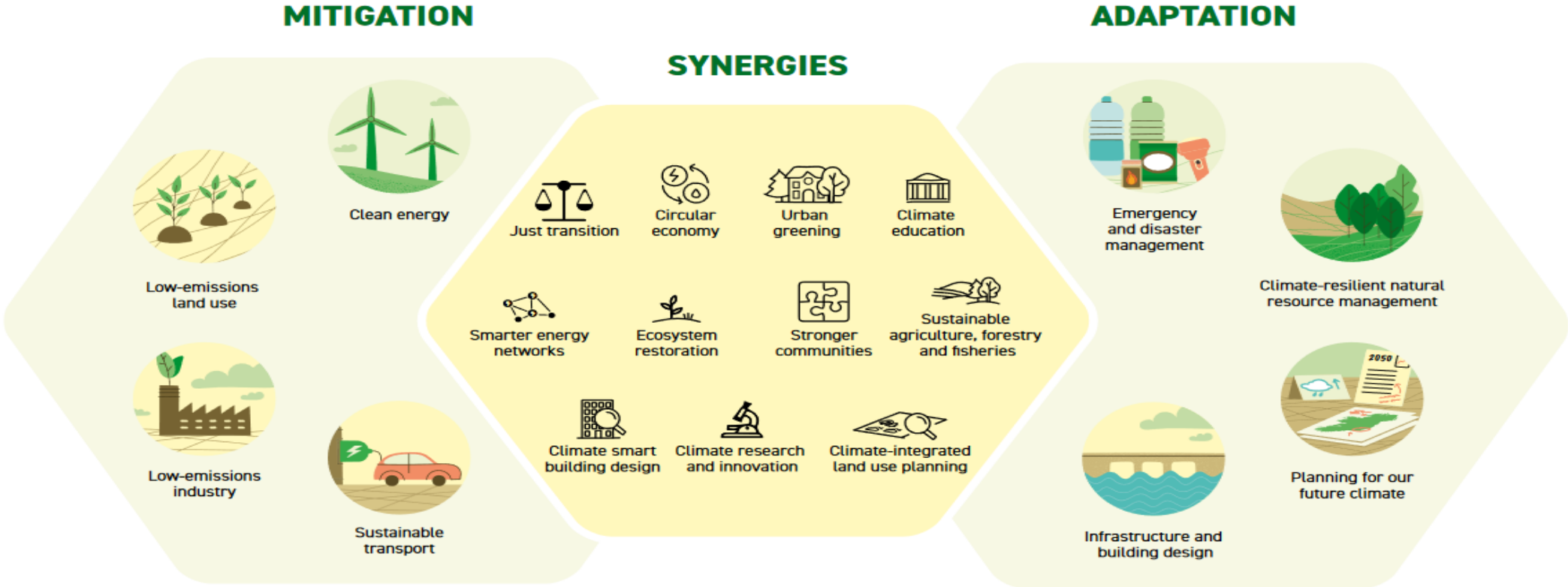


Figure ES-1 Opportunities for synergies and co-benefits from integrated adaptation and mitigation actions. Source: Adapted from New South Wales Government.^[1]

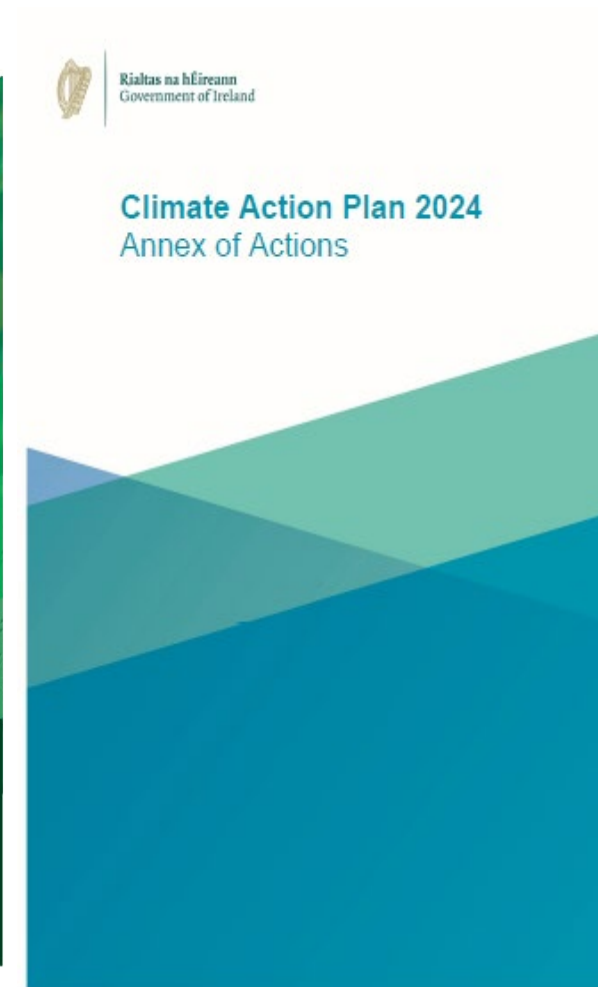
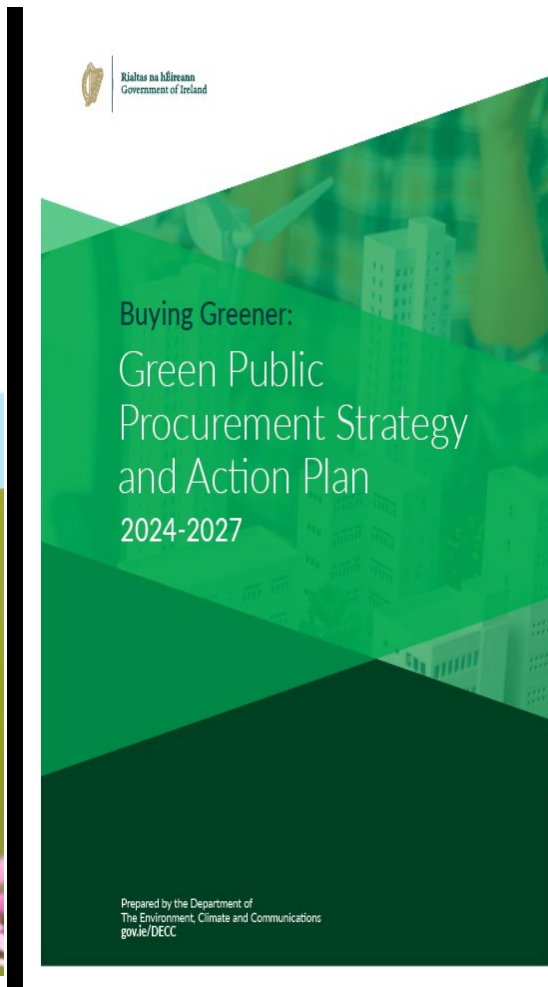
Progress in Embracing Sustainability

- Leadership was the most common word used in consultation as why things are started and are driven forwards in organisation. It is now timely for the tourism industry to embrace sustainability. There was a strong consensus from consultees that the industry has no choice but to embrace more sustainable practices or risk reputation damage.
- It was agreed by all the timing was now, and it should be a high priority to embed sustainability in Irish Tourism.
- There was considerable evidence of industry embracing sustainability themselves despite the lack of strong leadership.
- 100% response rate in favour of sustainability being incorporated into the Irish tourism brand.
- Over 1/3 surveyed of 60 asked for information sustainable advise /guides .
- The time is now to move into fast lane of sustainability Irish Tourism .

Sustainable Tourism Policy - slow coming since 2019 !

- Green Minister will leave poor Sustainability legacy in Tourism , Framework in place Draft was ready last year , Consultation had 161 responses , will have strong focus embedding sustainability –Environmental , Economic and societal .
- Arts Council has developed a great one , 6 months consultation .
- Fáilte Ireland appointed Climate Action Team and resources 3 staff and MOU Sustainable Energy Ireland 2023.
- Tourism Ireland has committed to value added tourism and higher revenue per head while looking at lower carbon footprint long haul marketing except USA . No fulltime staff resource
- Creative Ireland has developed great projects to communicate Climate Awareness , a first for arts agencies copied globally .

Irish Governance now in place





Only Global Tourism Standards have been ignored since 2008





EcoTourism Ireland

2012 Criteria Recognised By GSTC
First twelve countries in the world

Label Developed in 2009 –based
on work of Greenbox 2005-9

In association with



Advisory
with



Three sets of GSTC

[GSTC Industry Criteria](#)

This set of Criteria relates to the sustainable management of private-sector travel industry, focusing currently on Hotels and Tour Operators.

GSTC Destination Criteria

**GSTC MICE Criteria for
Venues, Event Organizers, and Events & Exhibitions**

Destination Certification GSTC Standards .



EARTHCHECK

DUBLIN CITY COUNCIL

Destination Sustainability Certification with EarthCheck



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council



9 - 15 September 2024
DUBLIN CLIMATE ACTION WEEK



EUROPEAN CAPITAL OF SMART TOURISM
SmartTourismCapital.eu DUBLIN 2024



COMHAIRLE CONTAE AN CHLÁIR
CLARE COUNTY COUNCIL

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County Clare Aims To Become Ireland's First Certified Sustainable Destination

3 October 2023

Tourism leaders across County Clare have joined forces to achieve Ireland's first Global Sustainable Tourism Council (GSTC) Destination Certification.



STAIRCASE TO SUSTAINABILITY: OUR HOSTELS

We want hostels, irrespective of their resources, to have access to straightforward criteria that enable them to make more sustainable choices when managing their properties.



GSTC CERTIFICATION OF SUSTAINABLE TOURISM



GSTC DESTINATION



GSTC HOTEL

The Italian Accreditation Body

Choosing quality

Technical circular DC N° 43/2023 – Provisions for the accreditation scheme GSTC Industry Criteria for Hotel and Tour Operators

	Reference	Approval Date
	Circular DC	17 Oct 2023

VIREO WORLDWIDE



VIREO SUDIROL



VIREO ASIA PACIFIC



VIREO CARIBBEAN



VIREO UNITED KINGDOM

**“Europe goes
green”**

**EU Ecolabel
for tourist
accommodation
services**



**EU regions will implement the EU Flower
Eu Commission Pilot proj**

Voluntary Sustainable Assurance scheme

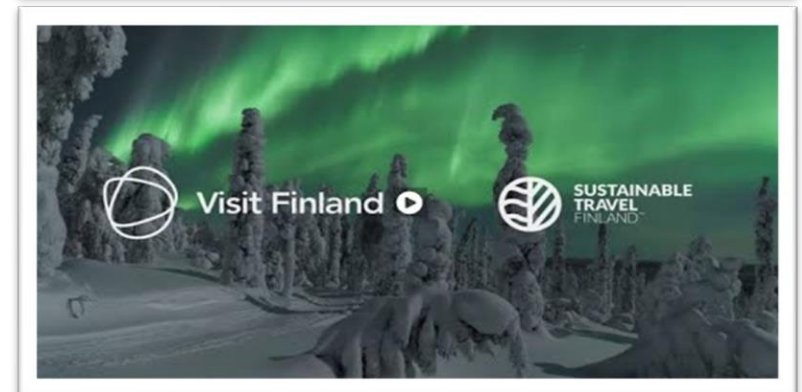
Why now?

- The three tourism agencies are already firmly committed to supporting sustainable tourism through existing and emerging tourism strategies.
- Both governments, respectively, are committed to reducing carbon emissions but the need to reduce tourism's impact is now urgent.
- Across the island, less than circa 5% of tourism businesses participate in recognised sustainable tourism certification programmes – the need for dedicated pathways to help businesses to become more sustainable is now essential but also represents a major growth opportunity.
- Our competitors, particularly in Europe, are taking action which leaves us vulnerable to reputational damage, while also impacting our competitive positioning.
- EU-led regulations are becoming tougher on nations (carbon reduction targets) and on businesses (ESG & draft Green Claims Directive) – initially the focus is on larger businesses, but inevitably will have implications for all businesses.



What options were considered?

1. Creation of a new all-island certification programme.
2. A white-label solution – developing a new all-island certification programme, based off the science and expertise of an existing programme.
3. Leave it to the market and businesses to decide.
4. **The umbrella model – a framework that incorporates existing certification solutions, adding national recognition.**



Green Claims Directive March 2023



Circular economy:
New criteria to enable
sustainable choices
and protect consumers
and companies from
greenwashing



22 March 2023
#EUGreenDeal

The Commission is proposing **new rules to stop companies from making misleading claims about environmental merits** of their products and services and allow consumers to **make informed environmental choices**.

Greenwashing: a problem for EU consumers



of green claims on products and services make **vague, misleading or unfounded** information

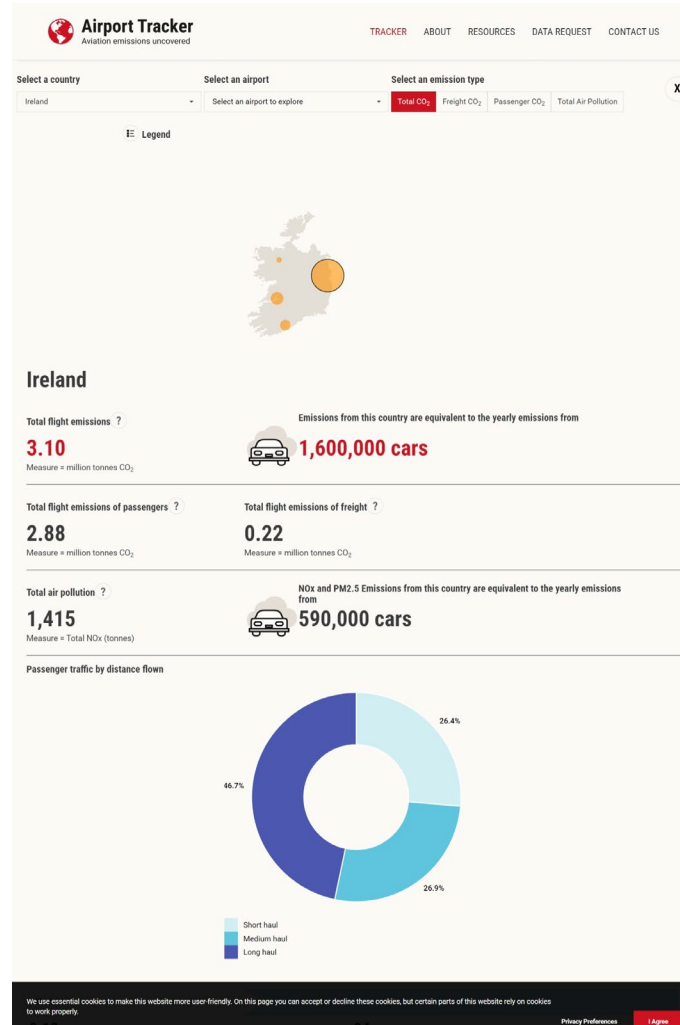
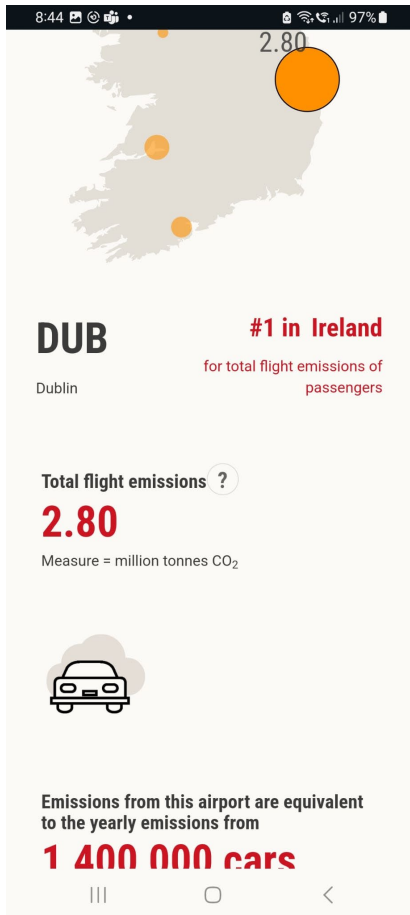


of claims have **no supporting evidence**



Consumer trust in green claims is **extremely low**

Sustainable Tourism and Cap Numbers Dublin airport



Transatlantic Shannon Stopover

Our History

The concept of Global Duty Free was born at Shannon Airport in 1947. And for over 75 years ARI has continued to blaze a trail across the globe.



BUNRATTY CASTLE & FOLK PARK



CRAGGAUNOWEN CASTLE

Explore Craggaunowen Castle, the 16th



KNAPPOGUE CASTLE

Tucked away in the rolling hills of Quin in



Panel discussion:

‘Can tourism grow and carbon reduce?’

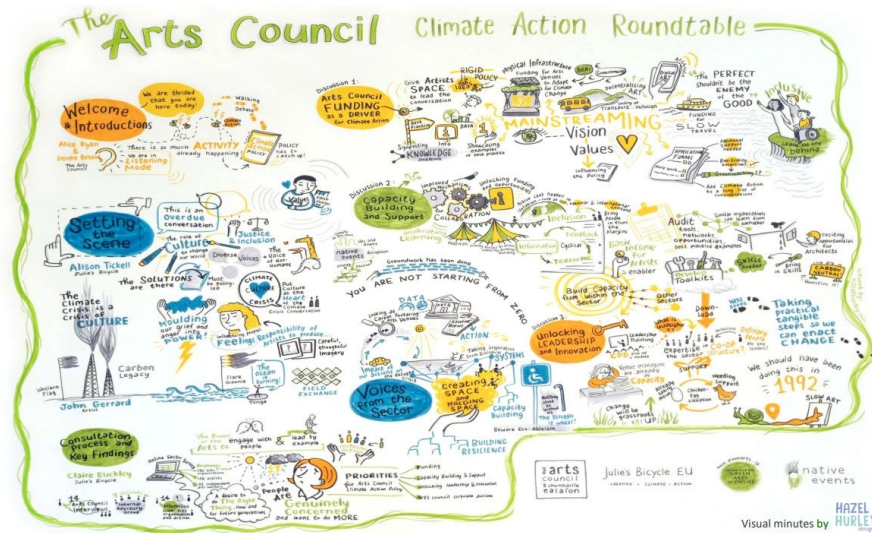
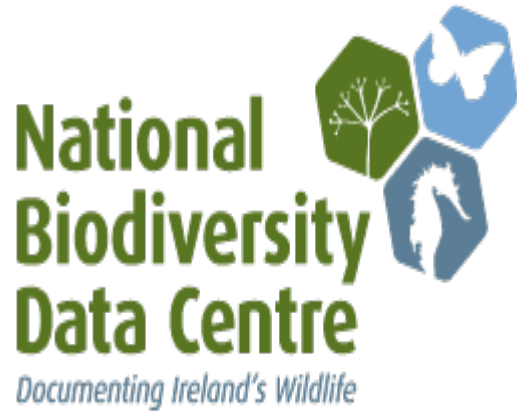
Kenny Jacobs (daa) and Donal Moriarty (Aer Lingus)

‘The Dublin Airport passenger cap: a threat to Irish tourism?’

Tourism Sustainability Regional /Local

- Local Authorities now have up to 3 dedicated Climate Action Officers at County Level , and most a dedicated Biodiversity officer .
- Just Transition being administered By Fáilte Ireland €76 million in counties affected by closure of peat harvesting and power stations who burnt it . Most Grants in pilot project went to other Irish agencies and Govt bodies poor community consultation in general .
- No lessons learned by other EU projects or cross border work funding sustainability
- Poor flexible training delivery for most staff and little networking with NGOs etc

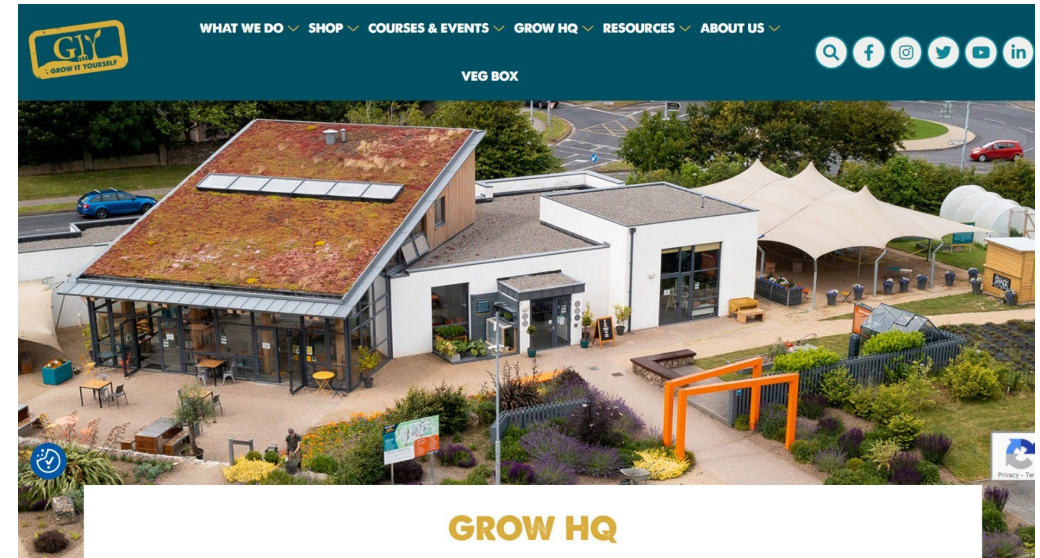
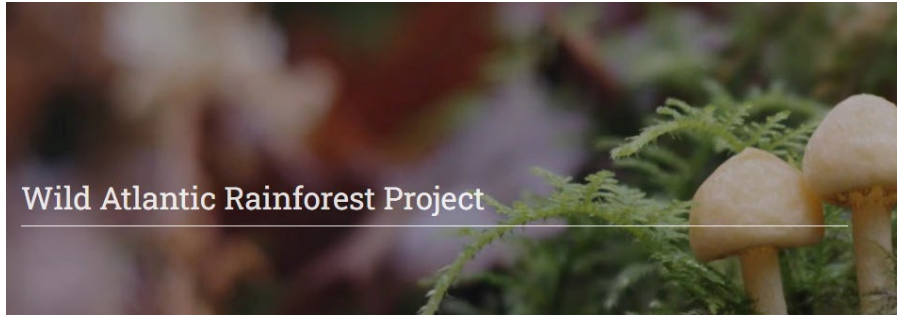
What Tourism agencies Ignore In Ireland



Local Authority Biodiversity Officer Programme

Local Authority Biodiversity Officers work at city and county level collecting data on biodiversity, carrying out conservation projects, developing policy, providing advice and information and raising awareness.

Lots Of Areas Of Leadership By Social Enterprises



OUR PROJECT | VISITOR CENTRE | OLD IRISH GOAT SOCIETY | CONSERVATION GRAZING | MEDIA



ReFarm has raised over €1 mil to fund nature-positive actions on Irish farms and to fund a research program

programme, and is grateful to the following seed funders:

- RWE Ireland
- John Paul Construction
- CIE Tour Operators
- Community Foundation Ireland
- Trinity Business School



Project Partners



SLOWDOWN

Home

News & events

Policy Instruments

Contacts

SLOWDOWN

Promotion of slow tourism for sustainable, local and regional economic development and well-being



SOCIAL

Culture and sustainable tourism



What will this project change

The **SLOWDOWN** project will drive positive changes by promoting sustainable tourism, benefiting the environment, local communities, and tourists alike. It will:

- **Reduce over-tourism** and lessen its environmental impact.
- **Improve regional policies** to better support sustainable tourism.
- **Enhance organizational capacity** through collaboration and learning.
- **Boost local economies** by creating opportunities for small businesses and communities.
- **Provide tourists** with more meaningful, immersive experiences that encourage responsible travel.

These changes will lead to a more balanced, sustainable tourism model that benefits both people and the environment



Courses I recommend in Sustainability

English Français Deutsch Español Português

Art of Hosting

AND HARVESTING CONVERSATIONS THAT MATTER

HOME WHAT IS IT? HOW DOES IT WORK? ▾ IN PRACTICE ▾ TRAININGS ▾ RESOURCES ▾ CONNECT ▾



What is it?

The Art of Hosting is an approach to leadership that scales up from the personal to the systemic using personal practice, dialogue, facilitation and the co-creation of innovation to address complex challenges.

[LEARN MORE >](#)

Watch

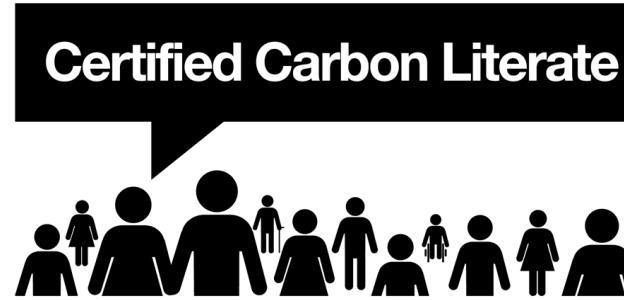
Participate



The Climate
Reality Project



TM



- **Carbon Literacy:**

“An awareness of the carbon dioxide costs and impacts of everyday activities, and the ability and motivation to reduce emissions, on an individual, community and organisational basis.”

ATU - Europe's First Sustainable Tourism Observatory by UNWTO



New Online Masters Sustainable Tourism
And multi options for Cert in sustainable
Event Management .



sustainableSpeakers.org



- **Cultivating sustainability champions through communication and leadership training, shaping confident voices for a brighter future.**
- Our **MISSION** is to create a safe and supportive space for speakers of all abilities to practice and grow their public speaking skills, increasing self-confidence and enabling them to speak to their communities, colleagues, and corporations to bring about real change.

ecotourism handbook



for Ireland





- The world may have no more than six years to act on climate change before it is into a “tipping point” where “nature may turn against us”, former president Mary Robinson has warned.(June2024)
- Global temperature increases have “tipped above 1.5 degrees a few times this year”, she said.
- Probably in that six years “the coral reef will disappear. It’s very likely also that the Arctic ice will entirely melt and change the whole system of the Gulf Stream and everything else that’s affecting us because they’re very connected – the Arctic and the Antarctic.
- “And the permafrost will melt and throw up both carbon and methane. And methane is more dangerous. And there’s a great deal of methane beneath the permafrost.”
- Yesterday Oct 25th 2024 , 44 of the world’s leading climate scientists wrote an open letter about collapse of the Atlantic Ocean’s circulation (AMOC)