



Climate Action Programme

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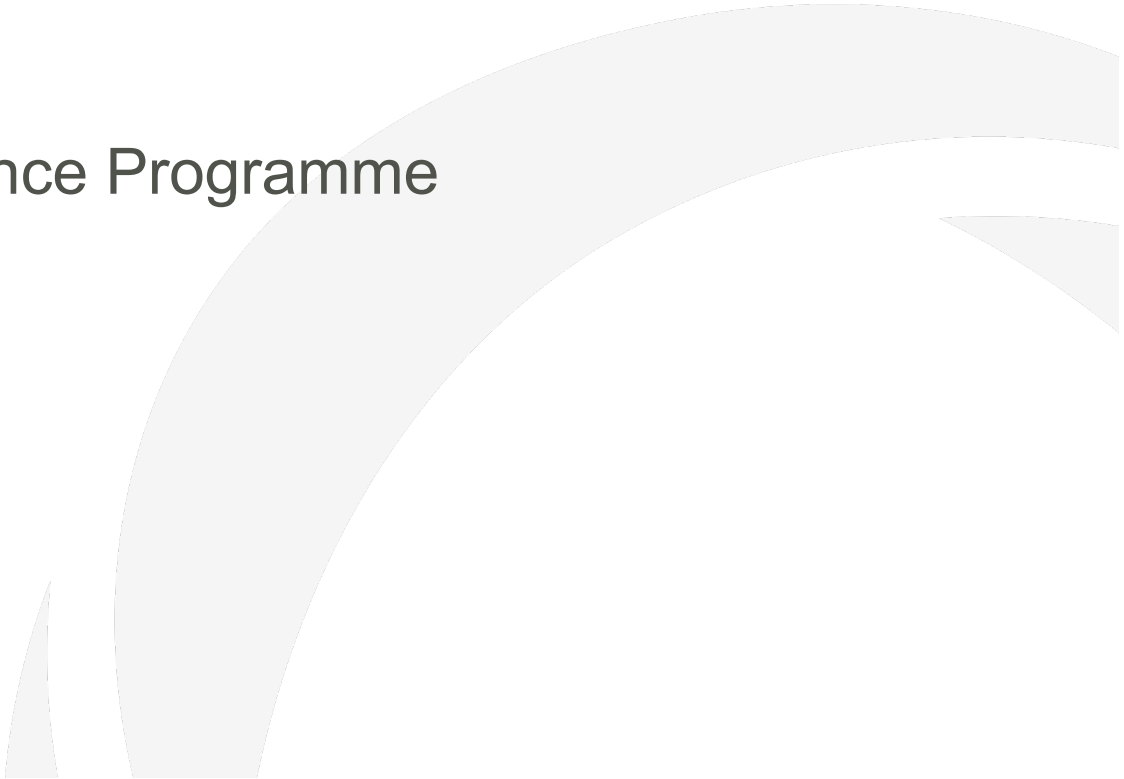
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Overview

1. The Climate Challenge & Impact on Tourism
 2. Climate Action Programme
 3. All-Island Sustainability Assurance Programme
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Ireland's Climate Targets



Ireland has committed to cutting greenhouse gas emissions in half by 2030...

...and to achieving net-zero emissions by 2050.



Legislation



Developing Ireland as a Sustainable Destination



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Destination Sustainability

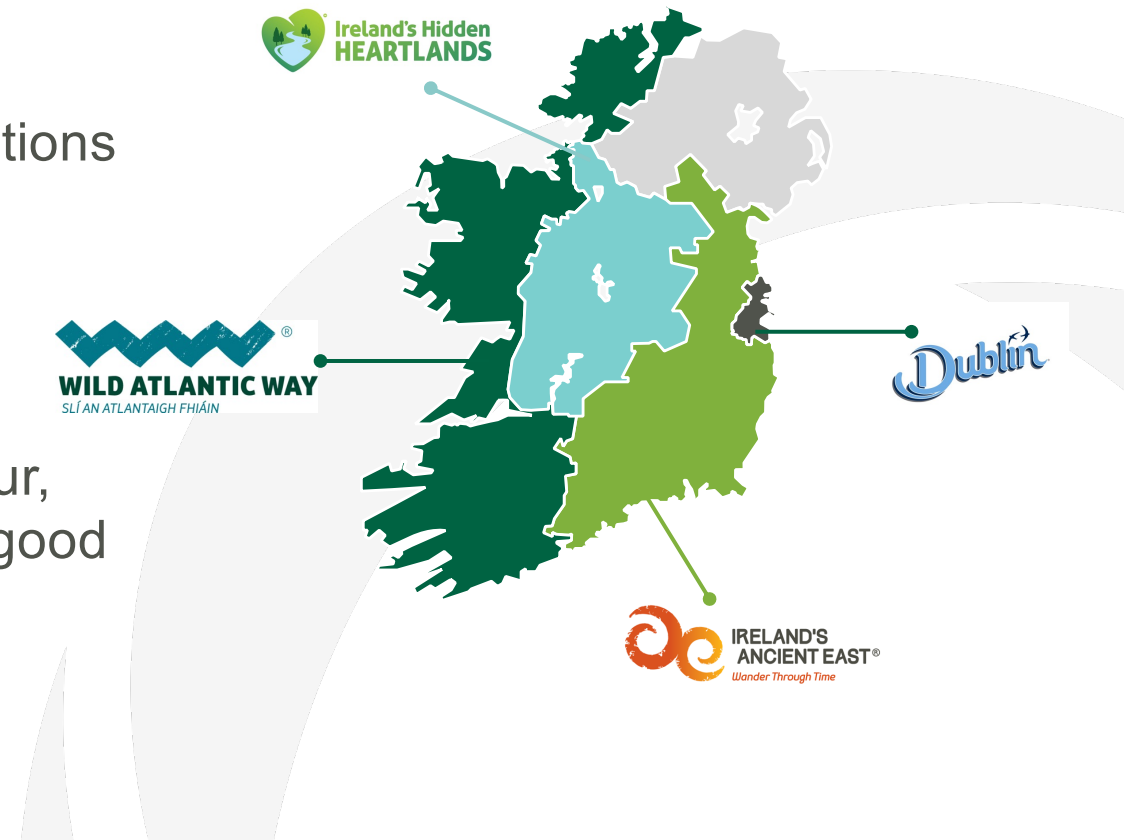


Regional Sustainability Measures

- International Indicators
- Benchmarking International Destinations

Environmental Monitoring: All 4 Regional brands

- To gather information (visitor behaviour, movement, path and trail conditions, good and bad practice at sites etc.)



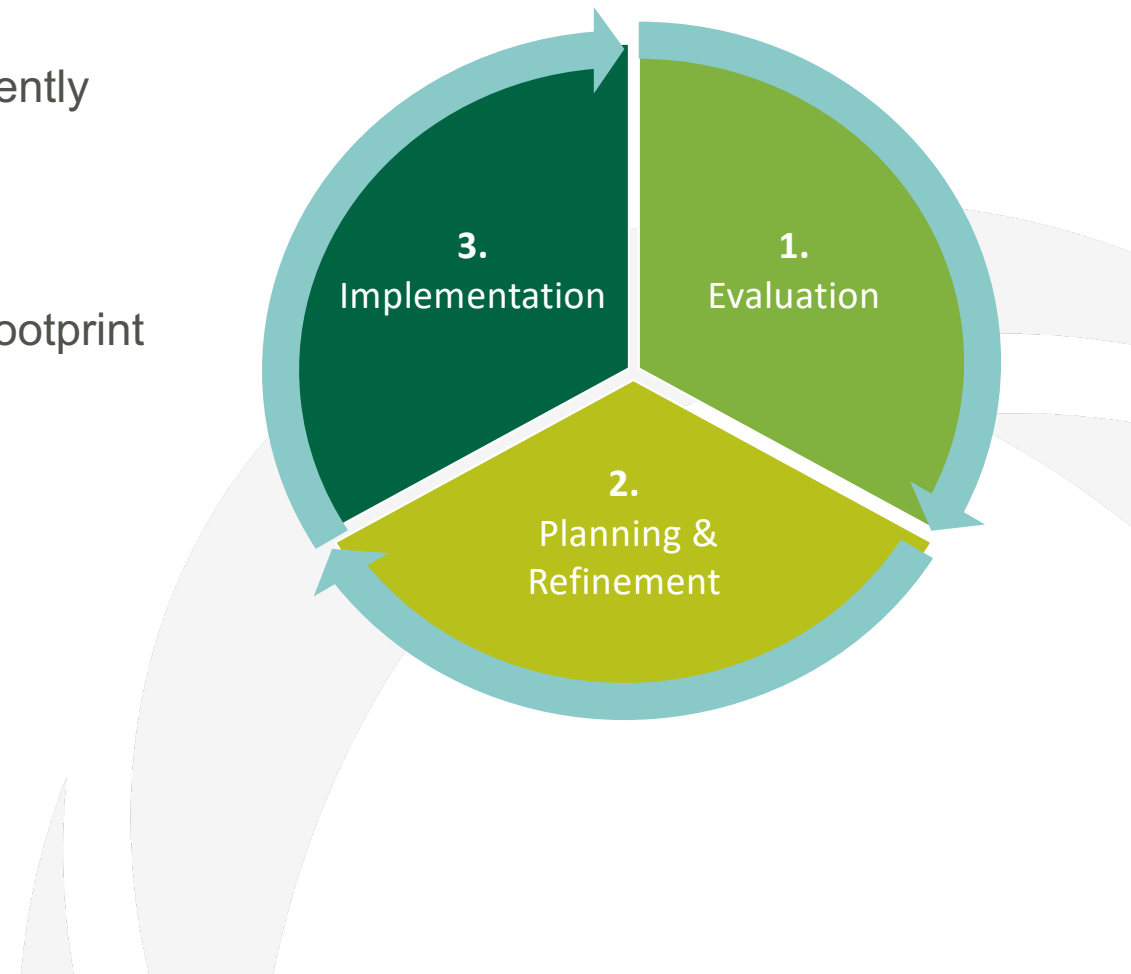
Climate Action Programme



Three-step Programme



- **Step 1:** Evaluate where your business is currently at and gain high-level commitment
- **Step 2:** Develop a bespoke plan, designed to meet your needs and to reduce your carbon footprint
- **Step 3:** Implement the Plan
 - Assign roles and responsibilities
 - Clear priorities and actions
 - Ongoing monitoring and measurement



One Stop Shop



- Dedicated Advisor Support tailored to your business' needs i.e. a Partner
- Supporting your business across the entire journey from:
 - Initial evaluation and benchmarking
 - Identification of development areas
 - Target prioritisation to deliver greatest impact
 - Capability audit of your team to address development needs
 - Review access to available funding
 - Ongoing review, monitoring and refinement

SEAI Partnership – From Audit to Action



Tourism a key priority

SEAI will triple number of tourism businesses supported

Dedicated Audit to Action process developed to simplify access to grants and capital funding



Tried & Tested



- Approach piloted with 14 hotels
- Bespoke advisor in place gathering key data and insights
- Independent advice reassuring and empowering
- Partnership with SEAI streamlines existing process
- Implementation of robust targets with tangible results

30%


SMEs can save up to 30% on their energy bills by implementing simple, cost-effective energy efficiency measures.

10%

Businesses can make savings of 10% on their energy bills through simple measures with little or no capital cost.



Business Benefits

- **Save Money**
 - **Save Resources**
 - **Retain Staff**
 - **Enhance Reputation**
 - **Win Business**
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All-Island Sustainability Assurance Programme



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Marketing



- Developed in partnership with FI, TNI, & TI.
- Alleviate confusion across different standards/certifications in the market.
- Independent expert advisory panel deployed to rank and score certification providers against set criteria.



Next Steps & Our Ask of You



- Express your interest : log onto www.failteireland.ie/climateactionprogramme
- Make the Commitment and join the programme
- Work with us to make Ireland one of the most sustainable destinations in the world



**Thanks for
listening**



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