



**Cliffs of Moher Visitor Experience**  
**Environmental Policy Statement**  
**Objectives and Targets - 2021**

**Education:**

- We educate our team through a series of internal and external training programmes, to enrich their knowledge of our environmental policy, to implement this in the day-to-day practices at the Cliffs of Moher Visitor Experience. We have set out a series of training programmes These will cover all areas of our environmental practices at the cliffs.
- Our signage has universal symbols, to help able the visitor to understand the segregation of rubbish and message of environmental policy when they visit the cliffs.
- Our exhibition and tours raise awareness to our visitors in all areas carbon emissions at the Cliffs of Moher. We do this through displays, screens, pictures, and audio.
- We make ourselves available for outreach programmes to schools and colleges. We participate in Junior achievers. This platform helps us reach out to the younger cohorts with a strong environmental message.
- Our team are also available to third level institutions and will deliver guest lectures and presentations to third-level hospitality and tourism students at the request of any of the institutions.
- We promote our environmental message through our web sites and social media platforms and in every aspect of our daily practices.

**Consistency:**

- In every aspect of our work at the Cliffs of Moher, our team are immersed in the ethos of our mission statement. Our company policies all engage in sustainable practices. We train all our team in the consistent implementation of these policies and procedures. It is in the culture of the Cliffs of Moher Visitor Experience team.

**Measurement:**

- Our team have completed 'Be a green team leader' course delivered by '50 Shades Greener' with has equipped them with an understanding of measuring and reducing of utilities.
- We have also communicated our environmental policy to our tenants to encourage them to follow best practice.

**Energy Management**

- Our air handling and heating requirements come from a renewable energy source in the form of ground source heat pumps and geothermal heat system. Gas is used only in a back-up situation.
- Our electricity supplier is Energeia who provide energy from 100% renewable sources.
- We use energy efficient LED bulbs.
- Gas & Electricity usage are monitored closely, and every effort made to save energy where possible. This includes turning off appliances when not in use and having equipment serviced regularly.
- Our operations team engage in the use of black screens.
- Our Electricity usage target for 2022 is to reduce by 2% per visitor.
- Our gas usage target for 2022 is a reduction of 2%.

**Waste Management**

- Segregated bins are in place for both visitor and team use.
- Our objective is to minimize waste by continually evaluating our operating procedures and ensuring they are as efficient as possible.
- Organic waste is composted where possible and we endeavor to increase our recycling and reduce our land fill.
- 2022 we aim to increase our recycling rate to 60%.



**Cliffs of Moher Visitor Experience**  
**Environmental Policy Statement**  
**Objectives and Targets - 2021**

- Regular litter patrols are conducted by our team as part of the daily duties. Our team are encouraged to pick up any litter they see.
- Our objective is to reduce overall waste to 50 grams per person.
- We work with our suppliers to reduce waste coming on site.
- Compostable packaging and coffee cups & lids are used within the tenant restaurants and café.
- We have introduced reusable coffee cups and water bottles to our team.
- Running in conjunction with issuing reusable water bottles, we installed water fountains made from upcycled material and joined refill.ie. This is to encourage our visitors before they arrive to bring reusable water containers with them.

**Water Management**

**Water**

- Waterless urinals and motion sensor taps in the public toilets reduce water usage.
- Water meters are regularly monitored to help identify any leaks. A building management system is also programmed to send email alerts at any time when excessive water use is detected.
- All main supply of water to the building is turned off at night to ensure no water is wasted.
- Our water target for 2022 is to have water usage is 6.5 liters per visitor.

**Wastewater**

- The Cliffs of Moher has a membrane bio-reactor treatment plant onsite. A monthly report is compiled by the operating company EPS and reviewed by our team. Any issues are dealt with immediately.
- Wastewater is cleaned and can be brought back to the system for use.

**Carbon Emissions**

- We promote sustainable transport to the cliffs through encouraging public transport, offering complimentary tickets to walkers, and cyclists (we also offer a bicycle repair area).
- Our staff are transported to and from work on a shuttle bus service during the summer months and visitors are encouraged to use this transport also ***-Subject to covid-19 restrictions.***
- We have a carpooling scheme for our team where those who carpool together to travel to and from work can gain points which in turn can be traded for fuel vouchers - ***Subject to covid-19 restrictions.***
- The team are encouraged to turn off lights and electrical equipment when not in use. Notices are placed in all common rooms and timers are in place to ensure all electrical devices are only running when necessary.
- Visitors are informed on carbon emissions through screens and information on display in the visitor centre as well as in person from our staff engagement and guided tours.
- Through the measurement of our utilities and projects and implementing a new carbon policy to the company in 2021 we aim to collect data and implement a yearly target to reduce carbon.



**Cliffs of Moher Visitor Experience**  
**Environmental Policy Statement**  
**Objectives and Targets - 2021**

**Preservation:**

**Conservation**

- The Cliffs of Moher are a Special Protected Area (SPA) under Irish & EU legislation. This includes the area beyond our site boundaries as well as the cliff face.
- The team at the cliffs enhance biodiversity and eco systems throughout the site by use of monitoring and re seeding any areas that may get damaged.
- We are actively participating in the national pollinator plan to encourage biodiversity.
- Visitor Management Plan focuses on redistribution of visitors across the day and year to reduce the pressure on the site, prebooked early and late visits are encouraged to spread the numbers and ensure overnight stays in the Burren and Cliffs of Moher UNESCO Global Geopark.
- Visitor flow is managed to discourage visitors from entering protected areas. We are committed to environmental conservation and education. In 2020 we investigated the return of natural plants and carrying out our own in-house ecology survey.
- All our team have completed Leave No Trace training and promote the objectives of this to our visitors.
- We are members of the conservation advocacy group and heavily involve ourselves in the conservation of the local area.
- We work with Birdwatch Ireland to closely monitor and count the bird colony at the cliffs.
- Continue to host Cliffs of Moher Seabirds Festival
- In conjunction with the UNESCO Burren and Cliffs of Moher Global Geopark, we will educate our staff in the interpretation of the landscape and culture of the Geopark region.
- In 2016 we introduced a stop on any additional day tour licences from the major cities. New applications will only be considered when they meet the criteria of
  1. Offering an overnight in their package
  2. Visiting another Fee-Paying Attraction or Experience
  3. Visiting outside of Peak times 11am-4pm

**Green Purchasing:**

- All purchasing requests for tender, or quotation will include a request for environmental sustainability. Where scoring criteria are in place this is also included as a scored criterion.
- We continually measure the percentage of local suppliers/ maintenance associated with the cliffs.
- We measure our annual spend with local and fair-trade providers with a view to increasing the percentage spend on an annual basis.
- We engage tenants' operations on our sustainability and environmental goals and objectives, particularly focused on using local food, craft, and design suppliers, and reducing waste.
- We are implementing a new website and app and digital marketing plan that will promote sustainability and environmental awareness. The goal is that the APP will replace the thousands of printed paper leaflets.

**Community Engagement:**

- We are a UNESCO Global Geopark and work closely with the managers at Clare County Council. During the covid-19 crises we worked with Clare County Council with operating the Clare Covid Response Helpline.



## Cliffs of Moher Visitor Experience

### Environmental Policy Statement

#### Objectives and Targets - 2021

- We are a member of the Burren Ecotourism Network (B.E.N) committed to sustainable tourism in the area. We engage in different projects in areas such as Marketing the Region, Conservation, Culture and Heritage, and the Environment.
- As one of the most popular visitor attractions in the west of Ireland, we are committed to promoting other attractions and local businesses in the area. We will not issue new licenses to the Cliffs of Moher Visitor Experience unless they will stop at another fee-paying attraction or hospitality center.
- We fundraise for nominated local and national charities each year.
- We are a major employer of local people in the community directly employing 50 staff on a year-round basis and further seasonal staff. The center (including tenant operations) provides direct employment for over 100 staff during peak season.

#### Behaviour:

- We will continue to develop projects to future proof the Environment of the Cliffs of Moher conservation and the wider remit.
- We will continue to investigate and implement more effective carbon emissions reduction practices.
- We will continue to promote and enhance the health and wellbeing of our team at work and in everyday life.
- We will continue to ensure our impact on the local community is positive.
- We will continue to promote the region's future economic sustainability through employment and purchasing.
- We will continue to work in collaboration with the relevant statutory and non-statutory bodies.
- We will continue to monitor and set targets on utilities and waste management.

Our enthusiastic and committed "Green Team" is comprised of staff from all workgroups and businesses operating at the Cliffs of Moher Visitor Experience and meets regularly to action initiatives and review results.

**Suggestions on how we can continue our efforts are welcomed from all visitors. Any member of our team can be contacted with feedback.**

A handwritten signature in blue ink, appearing to read "Geraldine Enright", written over a horizontal line.

Geraldine Enright, Director