



Cliffs of Moher Visitor Experience
Sustainability Policy
2021

About Us:

The Cliffs of Moher Visitor Experience is committed to the ethos of sustainable tourism and sustainable business, and we strive to reduce any negative impact on the environment or local culture. The Cliffs of Moher are one of Europe's most visited natural attractions. In 2007, a new visitor centre and visitor management programme was launched. Among the objectives of the new operation was the protection and conservation of the Cliffs of Moher. Since Autumn of 2008, a Green Team has been in place and since then, has established a journey in Sustainable Tourism. It focuses on the three main areas of sustainability - Economic viability, Environmental Protection and Social Equity. In conjunction with this, we commit to delivering a world class visitor experience.

Our Mission:

To develop and improve the delivery of a world class visitor experience in a safe, welcoming, and informative manner, while adhering to best practice in the conservation of the Cliffs of Moher and their heritage. To be efficient and effective and to ensure that our customers are cared for within a friendly environment by professional staff who take pride in their workplace and the service that they deliver. During our efforts, we will promote the County Clare tourist product for the economic and social benefit of the local and broader community. We will work closely with the Burren and Cliffs of Moher UNESCO Global Geopark to ensure the future sustainability of the area. 'We are what we repeatedly do. Excellence, then is not an act but a habit'.
ARISTOTLE

Education:

Our exhibition displays, tours, activities, website, and experience on site assist us in raising awareness among our visitors.

We educate our team through a series of internal and external training programmes, to enrich their knowledge of sustainability, built and cultural heritage.

Our team are informed and educated on universal design, access, and information on all aspects of the cliffs.

Our team will be made available to participate in outreach programmes to schools and colleges both locally and nationally.

We promote sustainability through our web sites and social media platforms and in every aspect of our daily practices.

Consistency:

Our mission at the Cliffs of Moher places sustainability at the core of our culture.

Our organisational structure, company objectives, policies, and operating procedures support this mission and ensure we engage in sustainable practices.

Our daily procedures and practices are informed by sustainability.

Our company policies all engage in sustainable practices with the following focused particularly on this:

- Sustainability Policy
- Environmental Policy
- Purchasing Policy
- Energy Use and Efficiency Policy
- Corporate Social Responsibility

Measurement:

We are committed to measuring and achieving a reduction to our utilities annually.

We maintain records of plans, actions, achievements, and adjustments to the above.

We have embraced and managed tourism numbers on site while preserving and conserving the area. 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.

We work with the relevant levitative bodies in measurement and promotion of Sustainability.

Carbon Emissions:

We continually monitor, review and action change of our CO2 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).



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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.*

All lighting throughout the site are LED and our Green Team lead all projects in waste and energy management to reduce the CO2 emissions on site.

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.

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.

Preservation:

As per Natura 2000, we preserve and monitor the natural habitat of the Cliffs of Moher.

We will protect and enhance biodiversity and eco systems throughout the site.

We will spread out the economic wealth to the wider community through our remit to deliver economically for the local area and we do this following the code of practice from the UNESCO Burren and Cliffs of Moher UNESCO Global Geopark.

We will preserve employment in the locality, promote local heritage and purchasing locally.

Our built infrastructure currently takes its design and influences from the natural materials and forms of the area to minimise its impact and footprint on its visually prominent rural landscape setting, we will continue this in all future developments and upgrades.

We will research and develop ways to ensure accessibility and inclusion to all visitors in conjunction with relevant bodies e.g., National Disability Authority.

Minimise the use of mains treated water and promote sustainable water management onsite.

Community Engagement:

We are a part of the UNESCO Global Geopark and work closely with the management in Clare Co. Council in implementing the code of practice.

We are part of the Burren Ecotourism Network, the primary purpose of which, is to focus on Sustainability, Conservation, Culture and Heritage of the area.

We ensure the Cliffs of Moher's relationship and impact on the region and community is positive by participation in external engagement with all relevant stakeholders and working together to achieve mutual goals.

Behaviour:

We will continue to develop, implementing and adjust our projects to future proof the sustainability of the site.

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 our Sustainability Journey...

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

Geraldine Enright, Director.