



## **Cliffs of Moher Experience** **Sustainability Policy** **2024**

### **About Us:**

The Cliffs of Moher Experience is committed to the ethos of sustainable tourism and 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:**

Delivering world class experiences in a safe, accessible, authentic, and welcoming environment. Champion best practice in managing for sustainability and conservation of the Cliffs of Moher, our environment, our culture, and heritage, while protecting the status of The Burren and Cliffs of Moher UNESCO Global Geopark. Collaborate with stakeholders to contribute to the development of a prosperous, vibrant local community and economy for future generations.

### **Conservation:**

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 Burren and Cliffs of Moher UNESCO Global Geopark.

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

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

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

We will minimise the use of mains treated water to promote sustainable water management onsite.

### **Carbon emissions:**

We continually monitor, review and action change to our CO2 emissions.

We promote sustainable transport to the cliffs through encouraging public transport and offering complimentary tickets to walkers, and cyclists (we also offer a free bicycle repair area).

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.

We have a project team working towards installation of Solar PV Panels and investigating the viability of an air to water system.

### **Community Engagement:**

We are situated within the Burren and Cliffs of Moher UNESCO Global Geopark and work closely with the management in Clare Co. Council in implementing the code of practice.

We are a member 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.

We collaborate with sustainability initiatives being co-ordinated by industry representatives and organisations such as the Local Authority, Failte Ireland and the Association of Visitor Experiences and Attractions.



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### Education:

Our exhibition displays, tours, activities, website, social media channels, audio guide & app 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, disability awareness, and information on all aspects of the cliffs.

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

We promote sustainability on our web sites, social media platforms, audio guide & app and in every aspect of our daily practices.

### Behaviour:

We will continue to develop by implementing and adjusting 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...

### Consistency:

Our mission at the Cliffs of Moher Experience places sustainability at the core of our culture and sustainability remains one of the company's key objectives.

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
- Corporate Social Responsibility

### Measurement:

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

We maintain records of plans, actions, achievements, and adjustments to the above, in a balanced scorecard reporting mechanism using key performance indicators.

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

We work with the relevant legislative bodies in measurement and promotion of sustainability.

**Geraldine Enright**

**General Manager – Clare Tourism North West**