



## **Cliffs of Moher Experience**

### **Environmental Policy Statement**

#### **Objectives and Targets - 2025**

##### **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.
- We promote responsible behaviour while visiting the site to ensure visitor and staff safety and protection of the habitats.
- We operate a No Drone Zone at the Cliffs of Moher Experience.
- The team at the cliffs enhance biodiversity and eco systems throughout the site by monitoring and rewilding the common areas, guided by specialist advice.
- We are actively participating in the national pollinator plan to encourage biodiversity.
- Our 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.
- Visitor flow is managed to discourage visitors from entering protected areas. We are committed to environmental conservation and education.
- 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.
- We attend local litter picks and clean ups arranged by local conservation groups and the Burren Ecotourism network.
- Members of our team have completed Leave No Trace training and promote the objectives of this to our visitors and each other.
- We engage the services of specialist companies to monitor and count the birds in the colony at the Cliffs of Moher.
- In conjunction with the Burren and Cliffs of Moher UNESCO Global Geopark, we will educate our staff in the interpretation of the landscape and culture of the Geopark region and follow the Code of Practice.
- We continue to review and investigate improvements or additions to our site that can have a positive effect on reducing or carbon emissions, enhancing the biodiversity of the site and protecting the site for future generations.
- Capital and remedial works are carried out, outside of bird nesting season.
- Vehicular access to the Cliff edge is prohibited except for dedicated work vehicles or emergency services.
- All Dogs must be kept on a lease to avoid stressing birds or wildlife on site.
- Refuse bins have been removed from the Cliff edge area, to limit scavenging.
- Under our busking policy, Amplification will not be permitted as same is inappropriate to the site and is prohibited under the provisions of the Wildlife Act.

##### **Carbon Emissions**

- We launched the Burren & Cliffs Explorer Shuttle Bus service in May 2025. This is a free service offering bus connectivity with several of the towns and villages of North Clare and to the Cliffs of Moher. Visitors and locals are encouraged to leave their cars behind and hop on the bus, offering a very sustainable way to travel around the area.
- We also promote sustainable transport to the cliffs through encouraging public transport and offering complimentary tickets to walkers, and cyclists (we also offer a bicycle repair area).
- 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.
- We encourage all stationary vehicles to power down when onsite.
- We measure and monitor our Carbon Footprint using industry recognised calculators.



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##### **Community Engagement:**

- With the launch of the Burren & Cliffs Explorer, we are regularly engaging with our local stakeholders in spreading the word of the service and its benefits to the local community.
- We will adhere to the Burren and Cliffs of Moher UNESCO Global Geopark Code of Practice for Sustainable Tourism and ensure we aim to improve each year in relation to the activities we undertake under each principle.
- We will maintain our membership of the Burren Ecotourism Network and ensure to actively participate in its sub-groups.
- We will make the Cliffs of Moher Experience site available for the local community and its projects and events.
- We will use the assets of the Cliffs of Moher Experience to promote the county and its crafts, accommodation, food and beverage and tourism related businesses as well as its Culture, History, Heritage, and Tradition.

##### **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 Experience. We have set out a series of training programmes and these will cover all areas of our environmental practices at the cliffs.
- Our signage has universal symbols, to help our visitors to understand the segregation of rubbish and the environmental policy message when they visit the cliffs.
- Our exhibition and tours raise awareness to our visitors in all areas of sustainability and carbon emissions at the Cliffs of Moher. We do this through displays, screens, pictures, and audio.
- We promote our environmental message through our web sites and social media platforms, as well as our audio guide & app and in every aspect of our daily practices.
- Our team actively participate in outreach programmes to primary and secondary schools and third level colleges both locally and nationally.
- We collaborate with the Burren and Cliffs of Moher UNESCO Global Geopark in the development and promotion of the online course 'Ambassadors Guide to the Burren and Cliffs of Moher UNESCO Global Geopark' to educate drivers & guides entering the region and staff of businesses in the region on key information on UNESCO, the Burren, the Cliffs of Moher, the Burren Ecotourism Network and Leave no trace.
- We continue to host birdwatchers and promote birdwatching during birdwatching week.

##### **Behaviour:**

- We will continue to develop projects to future proof the conservation and environmental protection of the Cliffs of Moher and the wider area.
- We will continue to calculate and monitor our Carbon Footprint and from this investigate and implement more effective carbon emissions reduction practices.
- We will continue to ensure our impact on the local community is positive.
- 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.
- We will continue to attend and participate in Energy Management and Sustainability Conferences, Workshops and Action Groups.
- We will introduce and action a Habitats Management Plan for the site.



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##### **Consistency:**

- Our company Vision and Mission Statements encompass our sustainability and environmental protection ethos. Sustainability is one of company's three business objectives and the goals and actions under each of these are reviewed regularly. 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 Experience team.

##### **Measurement:**

- Members of our team have completed 'Be a green team leader' course delivered by '50 Shades Greener' which has equipped them with an understanding of measuring and reducing of utilities.
- We have also communicated our environmental and sustainability policies to our staff and tenants to encourage them to follow best practice.
- We attend and participate in Local Authority Energy Management Meetings.
- We maintain records of plans, actions, achievements, and adjustments our energy and water usage, in a balanced scorecard reporting mechanism using key performance indicators.

##### **Energy Management**

- Our air handling and heating /cooling requirements are provided by a Geothermal system (Ground Source Heat Pump). LPG Gas is used only in a back-up situation.
- Our electricity supplier is Energia, 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 as well as time clocks on equipment where possible.
- Our Electricity usage target for 2025 is 0.39KW/h per visitor.
- Our gas usage target for 2025 is 0.01 m3 per visitor.

##### **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.
- Waste usage and targets are reviewed regularly.
- Organic waste is composted where possible and we endeavor to increase our recycling and reduce our land fill.
- Our recycled waste target for 2025 is 70%.
- Our objective is to reduce overall waste to 61 grams per visitor.
- Compostable packaging and coffee cups & lids are used within the tenant restaurants and café.
- We provide reusable coffee cups and water bottles to staff.
- 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 and refill them during their visit.
- We would like to delve more into the area of the circular economy and to upcycle material or repurpose.

##### **Water Management**

###### **Water**

- Waterless urinals and motion sensor taps in the public toilets reduce water usage.
- We have measured the flow rate on all our taps and reduced this where necessary.
- Water usage is monitored to help identify any leaks. The building management system is programmed to send email alerts 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 2025 is 5.4 liters per visitor.



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#### **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.
- We are investigating the possibility of introducing a source of spring water on site to the grey water system for use in toilets.

#### **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 contractors 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 will engage in the circular economy as much as possible when purchasing.
- 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.
- Our website, app & audio guide, and digital marketing plan that will promote sustainability and environmental awareness. The APP has replaced thousands of printed paper leaflets.

Our "Green Team" is comprised of staff from all workgroups and businesses operating at the Cliffs of Moher 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.***

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**Geraldine Enright, General Manager**