

CLIMATE ACTION PROGRAMME

**EMPOWERING YOUR
BUSINESS TO BECOME
MORE SUSTAINABLE**



What is the Climate Action Programme?

The tourism sector is highly vulnerable to the impacts of climate change. However, it also plays a part in generating greenhouse gas emissions, the main drivers of global warming. That's why we need to take action – not just for our resilience but to protect and enhance the reputation of our industry.

Tackling climate change is one of the biggest challenges and opportunities facing tourism businesses today. With rising costs impacting the sector, reducing your carbon emissions is a smart way to save money and boost your reputation as a sustainable tourism business.

The Climate Action Programme will provide hands-on support and investment advice for tourism businesses aiming to become more sustainable. Whether you are just taking your first steps or looking to build on progress already made, the Programme will help you drive real change for your business in line with Ireland's target to achieve net zero emissions by the year 2050.

HOW THE CLIMATE ACTION PROGRAMME WORKS?

The Programme is delivered by Fáilte Ireland and an expert team of sustainability advisors who will mentor and guide businesses over a three-year period. A dedicated Advisor will assess your business's existing baseline data and will develop a tailored action plan to reduce your carbon emissions and improve your business's overall sustainability credentials.

In line with government targets, the Programme will focus on reducing carbon emissions and saving money, along with broader areas like energy and waste management, water consumption, renewables and biodiversity.

Businesses with strong potential to reduce emissions will receive additional support from a Sustainable Energy Authority of Ireland (SEAI) expert, guiding you on decarbonisation and unlocking funding opportunities to achieve your targets.

BENEFITS OF JOINING THE PROGRAMME

- ✓ Cut costs through reduced consumption and improved efficiency
- ✓ Get ongoing expert Advisor support and resources
- ✓ Boost your brand's image and reputation
- ✓ Lower emissions to meet national targets
- ✓ Upskill your team with bespoke training
- ✓ Get help navigating this complex area for your business

HOW DO I GET INVOLVED?

As demand for this Programme is expected to be high, businesses are recommended to sign up early to avoid disappointment.

Where demand for the Programme exceeds capacity, priority will be given to businesses that have demonstrated the highest level of ambition for decarbonisation.

Click the button below to express your interest in the Climate Action Programme.

[Register now](#)

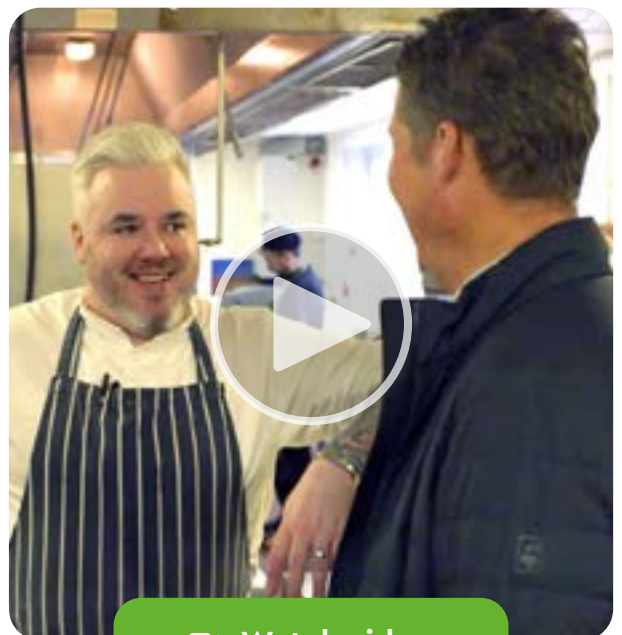


Your Climate Action Plan

As the face of visitor experiences in Ireland, tourism businesses have a unique opportunity to be leaders in sustainability. But where to start? Wondering what to do after switching to LED lights or conducting an energy audit? Perhaps you've installed solar panels but are grappling with food waste issues. Knowing the next steps to take can be challenging!

The Climate Action Programme offers expert guidance to help you transform your business into a sustainability leader.

The Programme offers a comprehensive support framework focused on helping you to reduce your carbon emissions, save money and enhance your business's reputation.



 Watch video



What's in it for me?

Participating in this Programme provides you with a dedicated Advisor for step-by-step support, helping you cut costs and contribute to national targets, boosting the overall reputation of Ireland's tourism sector.

The Climate Action Programme is customised for your business's specific needs, from assessing your current situation to setting and achieving ambitious targets with a tailored roadmap.

Here are some of the advantages and what you can expect from the Programme:

- ✓ **Reduced costs:** Save on energy, water and waste.
- ✓ **Expert guidance:** Continuous support from a dedicated expert Advisor.

- ✓ **Sustainability analysis:** Evaluate and refine your current sustainability strategy and targets.
- ✓ **Tailored action plan:** Create a 3-year SMART (Simple, Measurable, Actionable, Relevant and Time Bound) action plan with expert guidance.
- ✓ **Marketing boost:** Leverage increased exposure and marketing resources from Fáilte Ireland.
- ✓ **Greater funding opportunities:** Get easier access to grants and low-interest loans suitable for tourism businesses.
- ✓ **Enhanced reputation:** Boost your business's reputation and competitiveness which will improve your bottom line.

The Climate Action Program across the country to

Here are some of

“ Working with the Climate Action Team and our expert Advisor has revolutionised the way we look at our Sustainability and Energy Management Systems. The support has been excellent, the level of expertise second to none. ”

Daniel Cross
General Manager
Radisson Blu Hotel & Spa, Co. Sligo



“ Our expert Advisor's initial visit and review of the property gave us excellent insights into future investment, energy saving potential and expert guidance. The Programme has been excellent in bringing our team together with a clear pathway towards our carbon reduction goals. ”

Garrett Power
General Manager
Muckross Park Hotel & Spa, Co. Kerry



Programme has helped businesses become more sustainable

of their success stories



“ The Hillgrove Hotel has suffered historically from a lack of investment in boilers, plant and equipment. Our expert Advisor insights into effective investment have given us a roadmap to move forward with focused upgrading which will deliver significant energy savings. **”**

Andrew Walker
General Manager
Hillgrove Hotel, Co. Monaghan



“ Joining the Climate Action Programme has given our hotel a significant boost in terms of our climate strategy. The Programme has galvanised the hotel team and focused us on a clear pathway to move our sustainability and climate strategy forward. **”**

Una Clifford,
Deputy General Manager,
The Fairways Hotel, Co. Louth



“ Our partnership with Fáilte Ireland has delivered insights and huge potential savings across our business. We received significant support from an independent expert Advisor. We are now working on plans and initiatives across all properties to drive energy savings, maximise investment opportunity and deliver emission reductions. **”**

Chris Austin
Group Director of Operations
iNua Hospitality / Cliste Hospitality, Co. Cork



Who is eligible to apply?

- ✓ Applicants must have a demonstrable tourist product or experience, targeting domestic and/or international visitors (for example, but not limited to, one or more of the following: the ability to provide services through multilingual channels, proactively targeting both the international and domestic markets, alignment with one of Fáilte Ireland's regional brands i.e. Dublin, Ireland's Ancient East, Ireland's Hidden Heartlands, Wild Atlantic Way).
- ✓ Applicants must have a tourism business with an owned or leased building.
- ✓ Applicants must spend at least €10,000 on energy (exclusive of transport energy costs) per year at the site.
- ✓ Applicants must be established and registered for tax, and tax cleared in the Republic of Ireland.
- ✓ If the applicant is an Irish Based Inbound Agent, it must operate as a Republic of Ireland based inbound tour operator, DMC or PCO who package, sell and market the Republic of Ireland's tourism product overseas.
- ✓ If the applicant is an accommodation provider, they must be Registered or Approved under Fáilte Ireland's National Quality Assurance Framework (NQAF) at the time of application:
 - 1) The following businesses must be registered with Fáilte Ireland as Statutory Accommodation Providers:
 - Hotels
 - Guest Houses
 - Holiday Hostels
 - Youth Hostels
 - Caravan and Camping Parks
 - Self-catering (registered under a prescribed term)
 - Holiday Camps
 - 2) The following businesses must be approved by Fáilte Ireland as Non Statutory Accommodation Providers:
 - B&Bs
 - Historic Houses
 - Self-catering (individual properties)
 - Fáilte Ireland's Welcome Standard*

*With the exception of (I) Welcome Standard Approved Marinas and (II) Welcome Standard Approved Campus Accommodation, which are not eligible for funding under this scheme.

READY TO BECOME A CLIMATE ACTION LEADER?

Register now



www.failteireland.ie

Please note: this content is provided for information purposes only and whilst every effort has been made to ensure accuracy, Fáilte Ireland makes no representation or warranty, express or implied, as to its accuracy, completeness or suitability, or in relation to third party intellectual property rights in or to any part of the content.

©FÁILTE IRELAND 2024

