



# Environmental Management Policy Objectives & Targets 2019

*“We recognise that our business has an important role to play in protecting and enhancing the environment for future generations and to help secure the long-term sustainability of the Tourism Industry”*

## The Farmyard Environmental Policy in Practice

01.11.2019 (reviewed annually)

### Working Together

What we do

- ☑ Our Business is a fully paid up member of the Burren Ecotourism Network (B.E.N.).
- ☑ We have adopted and implemented the Burren and Cliffs of Moher Geopark Code of Practice for sustainable tourism.
- ☑ We attend Network training and capacity building events.
- ☑ We actively network with and make referrals to other businesses and attend networking events.
- ☑ We are active members of the Conservation and advocacy group.

### A Cared for Landscape

What we do

- ☑ One of our Staff have completed the Leave no Trace Training and are now scheduled for re-certification.
- ☑ Leave no trace principles are promoted on our website, displays and documents.
- ☑ We participate in all the B.E.N. conservation events and activities each year in particular the Adopt a Hedgerow where we clean 3 miles of local road sides once a year.
- ☑ We have created a nature reserve with paths through protected rocklands and rough land habitats and we take steps to encourage wildlife.
- ☑ We arrange the planting of indigenous trees each year.
- ☑ We monitor and remove invasive species in particular Ivy from our Ash trees.
- ☑ Have set up the Farmyard Woodland Project - a Carbon offsetting scheme.
- ☑ Are the proud possessors of a mature pond habitat with newts and other indigenous species.
- ☑ Are members of Seed Savers and maintain a large organic fruit/vegetable garden and with a pond for our Mini-beasts.

### A Well-understood Heritage

What we do

- ☑ We keep up to date with culture and heritage information and developments in the region.
- ☑ We educate our team with a view to promoting aspects of our local heritage to guests and where relevant integrating heritage into our visitors experience.
- ☑ On booking guests are made aware of Burren heritage information on [burrengeopark.ie](http://burrengeopark.ie) [burren.ie](http://burren.ie) and our own website.

☒ Maps, brochures, leaflets, posters etc of Geopark activities/initiatives and the associated activities of the Burren Ecotourism Network are displayed in our entrance foyer, links made to these from our website and guests are informed of events taking place during their time at the Farmyard.

## **Vibrant Communities**

What we do

- ☒ We promote local community events, festivals, produce and attractions as part of our visitor's experience.
- ☒ We offer our help with local conservation events/biodiversity surveying – e.g. litter pick up, invasive species removal.
- ☒ We review our verbal and written communications to ensure ease of understanding to all groups ensuring universal access.
- ☒ We review our premises with the aim of making it accessible and safe to as many diverse groups as possible.
- ☒ We have attended Universal Access Training and communicate the principles to our team members.
- ☒ Our premises including Farm trails are open to all - local residents as well as visitors and guests.

## **Strengthening Livelihoods**

What we do

- ☒ We engage local musicians as instructors for traditional Irish Music Workshops, local dancers for traditional dance workshops, local trainers and holistic practitioners for holistic workshops and local cooks for our kitchen.
- ☒ We source services, supplies and produce locally where possible and economical viable.
- ☒ We support and enhance local pubs/hotels/guest houses, restaurants and actively promote local attractions.
- ☒ We offer our help with local conservation events/biodiversity surveying – e.g. litter pick up, invasive species removal.

## **Sustainable Tourism Management**

What we do

### **Transport sustainability in practice**

We are committed to taking what steps we can to reduce travelling energy waste and create guest awareness bearing in mind that transport in the West of Ireland is not the most eco friendly.

#### **Good practices**

- ☒ Guests are given information on sustainable transport options on our website.
- ☒ Information on sustainable transport options are displayed for guests during their visit.
- ☒ Guests are made aware of opportunities to offset their carbon footprint.
- ☒ Combine car trips for shopping, pick-ups and other business.
- ☒ Encourage car or small bus sharing amongst customers when booking

### **Energy conservation in practice**

Our aim is to reduce our energy requirements by monitoring and taking steps to stop energy waste.

#### **Good practices**

- ☒ Electricity is supplied by Airtricity (79% sustainable sources).
- ☒ Low energy bulbs.
- ☒ Timer and heating management - Have thermostats on all radiators.
- ☒ Insulation – have double glazed windows throughout and cavity wall insulation.
- ☒ Premises have solar panels, wood burning stoves and thick insulation.
- ☒ Carbon offset programme – The Farmyard Woodland Project
- ☒ Guest awareness – Environmental Policy on website and in the Reception,
- ☒ Staff awareness of switching off electrical equipment at source when not in use.

- ☑☑ Energy use is monitored and usage displayed as graphs on noticeboard. Each year targets are set for reduction.
- ☑☑ Have requested an SEAI Energy Mentor and will had an energy audit.
- ☑☑ Keep up-to-date with sustainable energy sources and energy conservation developments.

## **Waste practices**

Our mantra is “Reduce, Reuse, Repair, Recycle” and we are working towards creating minimum waste.

### **Good practices**

- ☑ Buying in bulk where possible and practical – so reducing packaging.
- ☑ Reusing glass jars for jam making, paper by making scrap paper pads and double sided printing, cardboard for garden mulch, plastic containers for growing seedlings, broken crockery for slug defence.
- ☑ Recycling paper/cardboard, plastic, glass, cans/tins, printer cartridges.
- ☑ Recycled toilet paper with awareness signs.
- ☑ Making jam from surplus fruit, freezing/preserving surplus vegetable produce, drying surplus herbs.
- ☑ Our raw kitchen waste is converted into compost and cooked kitchen waste into a wormery to provide worms for the garden and compost heap.
- ☑ Responsible disposal of batteries.
- ☑ Responsible disposal of low energy bulbs.
- ☑ Encourage guests to separate rubbish.
- ☑☑ Monitor refuse and recycled waste weight and set targets for reduction each year.

## **Water conservation practice (inc Sewage/grey water treatment)**

Water is a drilled well. Our aim is reduce our water usage by putting a metre in place, taking steps to stop waste and increasing our use of grey water.

### **Good practices**

- ☑ Guest awareness of water conservation – signs in all bathrooms.
- ☑ Monitor use on a monthly basis and display results as a graph on noticeboard. Each year targets are set for reduction.
- ☑

## **Green Purchasing in practice**

Minimising adverse environmental impacts affects all spending decisions. All our cleaning products are environmentally friendly and where possible food is organic and sourced locally.

### **Good practices**

1. Grow organic produce, make own organic bread and jam.
2. 60% of food products purchased are organic/locally grown.
3. Where economical we purchase locally and use local organic market gardens.
4. Cheese supplied by a local producer.
5. Bulk purchasing – most purchases are delivered in bulk – cuts down on packaging and delivery
6. Use recycled office products – paper, envelopes, ink cartridges.
9. Use where practical draft and double sided print setting.
10. Buy energy efficient electrical items when purchasing new products.

## **Responsible Marketing**

### **Good practices**

1. We are aware of green washing practices and are mindful of creating honest marketing campaigns.
2. We have a policy of using predominately internet and email promotion activities i.e. website, facebook, LinkedIn, web advertising, links, message boards and forums.
3. We use recycled paper for leaflets, flyers and posters and recycle, reuse and reduce materials to a minimum.
4. Our marketing is highly targeted to our client group.
5. Our website has an Eco information section, a Carbon offsetting scheme and displays our Environment policy.
6. Our website is tightly monitored to help adjust our targeting practices.

## Visitor Satisfaction, Feedback and Reporting

### Good practices

1. We have a Visitors Book available for visitors to comment on their experience.
2. We receive a great deal of complementary "Thank You" letters and emails.

## MAJOR TARGETS & OBJECTIVES

### ENERGY

Reduce oil consumption from .11 to .10 litres per person from Jan to Dec 2020 – Was .13 in 2016 – Baseline Data 2018

Reduce Electricity consumption from 1.61 kwh per person to 1.51 from Jan to Dec 2020 – Baseline data 2018

Maintain timber purchasing from .24 to .24 kg per person from Jan to Dec 2020 – Baseline data 2018

### WATER

To put in place a system to accurately measure water usage using a metre commencing Jan 2020 with baseline data to compare 2020 to 2021.

To monitor and record regularly wastewater and ensure no pump has to be re-placed in calendar year 2020.

### WASTE

To reduce the landfill waste from .09 to .08 kg per person for 2020 – Baseline data 2018 (Was .13 in 2016)

To reduce the recycling waste from .04kg to .03kg per person for 2020 – Baseline data 2018 (Was .07 in 2016)

### GREEN PURCHASING

To complete a green purchasing survey price comparison by end of 2020. Commit to purchase 2 regular green items for 2020.

### COMMUNITY SOCIAL RESPONSIBILITY

To engage in a local "Clean Up" at least once a year with local community groups

To communicate bi-annually our performance & achievements through our social media and website

To attract 50 people by end of 2020 using sustainable transport methods.