



Environmental Policy Statement

I am a soft tourism product in that I travel with those who have hired or own their own cars, acting as a guide. I also offer eco bikes for those who wish to travel thus, in collaboration with another member of the network. My activities support a sensitive approach to nature and actively encourage participants to connect with nature on a deeper level, thereby engendering respect for the environment. I aim to create experiences that will have a long-term effect on my guests, so they will adopt a positive attitude toward nature.

Working Together

I collaborate with all stakeholders to collectively develop the Geopark as a sustainable tourism destination.

- *I attend as much training and networking events as possible throughout the year as well as participating with sub groups formed from Burren Eco Tourism Network.
e.g Adopt an Hedgerow and Health and Wellness groups*

A cared-for landscape

We actively participate in conserving our natural and cultural heritage.

- *I take part on clean ups, and the Adopt a hedgerow scheme.*
- *I promote the Leave No Trace principles on my tours and **display the logo on my website.***

A well-understood heritage

I offer quality information/interpretation of a spiritual nature that explains the unique character of the region to guests.

- *I like to keep up to date with trends in heritage education and activities by regularly attending heritage events in the west of Ireland as well as in the Burren. These cover the history, green policies, archaeology, geology, flora and fauna of the Burren and beyond. I am particularly interested in community led projects.*
- *I have written many books on the topic of the Burren heritage including the Burren Trails an itinerary guide from many destinations in the Burren region.*
- *I also was the secretary of my local heritage group for some years.*

Vibrant Communities

I work to ensure that tourism makes a positive social contribution so that it benefits our community as well as our guests.

- *I can direct enquiries for places to stay to the BEN website.*

- *I collaborate with other members to develop products that promote the Burren
e.g. I offer Heritage Week walks with picnics prepared by producers in the Burren Food Trail*

Strengthened Livelihoods

I contribute to the local economy by maintaining and supporting local employment, by sourcing services and produce locally wherever possible, and by engaging with other businesses in promoting our region as a sustainable tourism destination. *I use local cafes and shops when I travel with my guests so they can enjoy the wealth of choice in food and products available to them in the region. I am constantly looking for opportunities to collaborate with other providers in the region, whether they are members of BEN or not.*

Sustainable tourism management

I work to an Environmental Action Plan, which includes targets for improvement that are reviewed annually.

1. Transport sustainability: I am committed to taking what steps I 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.

- Guests are given information on sustainable transport options on the website.
- Guests are given information on opportunities to offset their carbon footprint on the website too
- If I am leading a larger group walk or tour I arrange for car pooling for the guests and let them know this will occur in advance.
- Website displays a link to e-car charging points in the region

Energy Conservation

- Low energy bulbs.
- All electrical equipment switched off when not in use including lighting
- Have thermostats on all radiators. In addition, rooms within house are thermostatically controlled
- Insulation – have triple glazed windows throughout and cavity wall insulation.
- Wood burning stove in living room.

Waste practices

- Recycling of waste food
- Reusing glass jars and plastic containers for food.
- Use natural well water
- Sewerage tank regularly inspected
- Use locally produced environmentally friendly hand soap in all washrooms.
- Use ecological bleaching and cleaning ingredients from UK/ Ireland

- Only buy local and organic veg
 - Where economical we purchase locally and use local organic market gardens.
 - Envelopes are made of recycled paper
- Responsible Marketing
- Use using predominately internet and email promotion activities i.e. website, facebook, LinkedIn, web advertising, links, message boards and forums.
 - Aim to use recycled paper for leaflets, flyers and posters and recycle, reuse and reduce materials to a minimum.
 - Our website has an Eco information section, a Carbon offsetting scheme and displays our Environment policy
 - Our website is tightly monitored to help adjust our targeting practices.

In the future I aim to work toward helping create a sustainable transport system in the Burren, making it a prime example of green tourism destinations in the world.