

Polasaí Inbhuanaithe / Sustainability Policy 2022 - 2023

“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”. – UNWTO

ÁR MISEAN

Faoi ionspioráid thírdhreacha, theanga agus chultúir, tá ár bhfiontar sóisialta fréamhaithe sa phobal. Cuireann muid turasóireacht inbhuanaithe chun tosaigh ar leithinis Fhánada ar bhonn domhanda chun tairbhe don phobal áitiúil.

Inspired by our landscape, language and culture, our social enterprise is rooted in the community. We promote sustainable tourism at Fanad Lighthouse globally, to benefit our community locally.

Ár bhFís / Our Vision

In the setting of Fanad Lighthouse, we are constantly reminded of the fragility of our environment and our responsibilities to protect the ecosystem. We are committed to Slow Tourism to minimise our impact and the impact of our guests on this beautiful place. We encourage visitors to stay longer, to take time to gain a deeper understanding of the surroundings, to engage with the wider community and the culture that we offer.

Aidhmeanna / Aims:

- to ensure that our business is a positive economic, social and environmental force in Fanad, Donegal and Ireland
- to reduce our carbon footprint and consider the environmental impact in every area of our enterprise
- to promote good employment practices for paid and unpaid team members
- to educate, inspire and enable both visitors and locals to work with us to protect the natural world around us.
- to ensure that our retail products are sustainably sourced and promote local artists and craftworkers.
- to communicate our commitment to Sustainable Tourism on all platforms

Our intention is to share our vision for sustainability with our various stakeholders and our visitors. We hope to inspire our team of board members, employees and volunteers to develop and maintain momentum on this journey.

Foireann Glas / Green Team

Our ‘Foireann Glas’ (green team) consists of 1 member from each cost centre or aspect of our business: Tours, Accommodation, Craft-shop/Café, Maintenance and Administration.

This team is coordinated by the manager. On the ground An Foireann Glas:

- Undertakes regular audits on each area of the business to identify potential areas of concern

- Creates and circulates information regarding sustainability to the entire staff of the business. This also includes organising official training activities/days.
- Liaises with other stakeholders - clients/suppliers/community etc. to identify sustainability issues and plan to work together to overcome same. This interaction is ongoing and continuously informative.
- Reviews work and direction on a regular basis.

Continuous Improvement Sustainability is a journey of continuous improvement, and we are committed to continuously improving our efforts. Our business is a member of Sustainable Travel Ireland and of Leave no Trace and we are active in Clean Coasts locally.

We commit to motivating our entire team to continually improve by:

- involving the whole team in implementing new practices
- engaging the whole team in reviewing practices
- with the support of other organisations, designing / establishing systems that aid the overall sustainability of the company.

We maintain momentum by having dedicated areas of responsibility and by keeping sustainability as a permanent agenda item for staff and board meetings.

Measuring and reducing negative impacts

Energy consumption

We commit to measuring our electricity consumption every month and aim to do the following to reduce consumption:

- Improve insulation in our 200 year old houses in the coming year
- Switching off items not in use
- Communicate efforts to guests to inspire energy conservation
- Reduce travel costs by bulk buying, zoom meetings

Water consumption

We commit to regularly conducting leak tests and measuring our water usage and do the following to reduce water consumption:

- Maintain water butts to collect rainwater for watering plants, dog bowls etc
- Install aerators and other measures
- Communicate efforts to guests to inspire water conservation

Waste production

We are continually endeavouring to reduce waste by the following:

- Buying in bulk
- Using cleaning materials that reuse the bottles
- No plastic bottles
- Promoting sustainable messaging to educate visitors
- Only printing if needed / double side paper
- Maintaining recycling signage/facilities
- Maintaining compost bins in café and houses

- Measuring our waste production

Ethical Purchasing Supply Chain Influence and Purchasing Policy

As far as possible we commit to responsible purchasing in all aspects of business and to make our suppliers aware of our intentions. We are particularly focused on supporting small local producers, makers and suppliers who contribute to the local community and who use local materials and methods.

Reducing our Carbon Footprint

We are committed to measuring, monitoring and reducing our carbon footprint. As a sustainably conscious, not-for-profit social enterprise, we are doing everything we can to ensure our business develops sustainably and to play our part in reaching the international carbon emissions goals. Over the coming years, we will re-invest into the site to make necessary improvements, such as upgrading energy systems, improving insulation, installing sensors. We will undertake continuous research in order to keep improving. We will also continue to lobby for facilities and services in our area that currently are lacking, such as electric car charging points and commercial composting, which would be positive social changes for the wider region.

Responsible sustainability marketing

We know we can't always get things right first time. We therefore commit to honestly communicating where we are on our journey and our improvements.

- Clear, honest, informative, educational, no greenwashing!
- Choose messages that can inspire and encourage
- Promote our suppliers/craftspeople/partners who embrace sustainable practices
- Promote the community/culture
- Promote the SAC/SPA/pNHA to encourage visitors to respect our pristine coastal environment
- Good research before publishing
- Promote others in our region to share the sustainability message

Education & Communication

Sustainability is a core element of our education programme which includes workshops for children, talks and workshops for the general public and Citizen Science projects.

We communicate our Sustainable Tourism journey on all platforms and hope that by sharing our story we will inspire others to embrace Slow, Sustainable Tourism. Our learning is also ongoing and by sharing we can also learn.

The more we know, the more we will do and as we know more, we will do more.

Social responsibility

We are aware that tourism activities can have a negative impact on local communities. We support our community by:

- Providing community employment
- Creating a year-round space for community – meetings, café, shop

- Engaging with and participating in local groups; Fanad Active, Clean Coasts, Gaeltacht Bheo Fhánada.
- Promoting Gaeltacht Fhánada and the culture of the area through our active commitment to the usage and visibility of the Irish language
- Creating and contributing to local festivals and events; Shine a Light, Fright at the Light, Féile Fhánada
- Maintaining an important heritage building/local landmark
- Responsible marketing that respects the lifestyle and privacy of local people
- Promoting local businesses eg Adventure one, Eco-Atlantic Adventures, restaurants, etc (especially those with shared values)
- Partnerships with local artists and craftspeople

Customer Satisfaction

Customer satisfaction is extremely important to us. We are committed to engaging our customers on this journey. Our policy is published on our website. We invite observations, suggestions and comment on our policy and its implementation, via social media and on-site visitor comments.

Review

This policy will be reviewed on an annual basis. Short-term goals are reviewed and new goals added as opportunities emerge.

Next Review: Samhain 2023