



# GreenHospitality.ie

## Information Guide

### Green Supplier Recognised Supplier Directory & Promotion

*Our directory enables businesses with “Green” products or services to engage directly with GreenHospitality.ie, its members, clients and contact database.*





## **GreenHospitality.ie is the Hospitality, Travel & Tourism Resource for Sustainable and Responsible Tourism in Ireland. (GHP.ie)**

GHP.ie's objective is to support the Irish Hospitality sectors drive to minimise its costs by pricing and using energy wisely, selecting the correct equipment and controls to manage the use of energy and water and to prevent waste, wherever possible, and correctly separate and dispose of waste streams.

GHP.ie also offers an internationally recognised environmental certification programme which is the only Irish developed certification standard for the whole hospitality sector.

Business can avail of any of the GHP.ie Services, or combinations, depending on what their immediate requirements are, or can join up to our membership programme which provides for a more medium term engagement which can also lead to achieving certification

### **Our Services include;**

#### **GREENTrack**

This is our benchmarking programme where businesses initially benchmark their energy, waste and water for a specified year and then monitor their consumption on a monthly basis. GREENTrack provides an online approach to this process with regular feedback.

#### **GREENStart**

This is our initial consulting service which provides an on-site visit designed to identify specific cost saving opportunities within energy, water and waste. This service includes initial benchmarking to identify the current business's performance. (This service will include specific analysis of a properties opportunities relating to GHP.ie Business Package Recognised Suppliers)

#### **GREENSave**

This service follows on from the GREENStart service and is a bespoke programme for each business with defined projected deliverables. These would consist of cost savings focused on energy, water and waste, employee awareness, green marketing, certification advice & support. GREENSave could also include GREENTrack and would focus on the support GHP.ie Business Recognised Suppliers could deliver.

#### **Websites & Promotion**

[www.greenhospitality.ie](http://www.greenhospitality.ie) is our general website with full details of our services and certification programme, including list of members. It also has an eCommerce online shop through which suppliers can sell products/services or special offers. We send out regular newsletters to our database of over 4,000 hospitality professionals. We also operate a consumer website [www.greentravel.ie](http://www.greentravel.ie) which lists all responsible hospitality and tourism businesses in Ireland.



# GREERENHOSPITALITY.IE WEBSITE

## RECOGNISED SUPPLIER ENGAGEMENT

### Join the GreenHospitality.ie Green Supplier Directory

- ***Does your product or service assist businesses in reducing their Energy, Water or Waste Costs?***
- ***Does your product assist businesses in achieving their Sustainability, Environmental or Corporate Social Responsibility Targets and Objectives?***
- ***Do you want to promote your “Green” product/service to over 4,000 Irish Tourism & Hospitality sector employees?***
- ***Do you want your product/service to be amongst the first recommended by GHP.ie to its members and clients?***
- ***Do you want to sell your product/service through our eCommerce website?***

***If your answer is YES*** – then you should get listed on the GHP.ie Website as a Recognised Supplier – from only €250 per annum.

If your business is a supplier to the Hospitality & Tourism industry and you supply sustainable products or services that can assist businesses to reduce their impact on the environment, support their Corporate Social Responsibility objectives or other sustainable or responsible objective, you may wish to promote your product or service through GreenHospitality.ie, in our Green Supplier Directory on our website and through further engagement with GHP.ie

### ***What will a Listing in the Green Directory deliver to your business?***

- Aligns your product or service with GreenHospitality.ie
- Enables you to improve the marketing of your product or service to GHP.ie Members – 200+
- Be part of a Directory promoted regularly to the GHP.ie Database of **4,000+** Hospitality Professionals
- Includes an initial introduction to the GHP.ie Database through the GHP.ie Newsletter
- Business Members receive a bespoke promotional email
- Use of the GHP.ie Recognised Supplier Logo
- Has first offer to engage in GHP.ie Activities with members, etc.
- Business suppliers can engage in further partnership opportunities.



## Green Supplier Directory - Marketing Packages - Costs

Supplier Marketing Packages	Standard	Business
	€250	€750
GHP.ie Website – Supplier Listing with Special Offer	Yes	Yes
EnviroShop.ie Listing	Yes	Yes
Use of GHP.ie Recognised Supplier Logo	Yes	Yes
Introduction to GHP.ie Database	Yes	Yes
Product Offer in the GHP.ie Online Shop	Yes	Yes
Promotional email to GHP.ie database		Yes
Case Study on GHP.ie Website		Yes
Further Partnership Opportunities		Yes

### EnviroShop.ie Listing

- This is a general supplier listing website

### Use of GHP.ie Recognised Supplier Logo

- Be seen to be aligned to GreenHospitality.ie as a supplier

### Introduction to GHP.ie Database

- Inclusion within a regular GHP.ie newsletter sent out to GHP.ie database of 4,000+ hospitality professionals

### Product Offer in Inline Shop

- Suppliers can sell items, services or provide free samples via our online shop

### Promotional Email

- Each Business package supplier can send a promotional email annually to the GHP.ie database of over 4,000+ hospitality professionals.

### Case Study on GHP.ie Website

- Business package suppliers can provide GHP.ie with a Case Study showing how their product/service has assisted an Irish company in reducing their environmental impact/costs. (GHP.ie Conditions apply)

### Further Partnership Opportunities

- Business package suppliers have a number of further opportunities to be promoted directly to GHP.ie members and other clients – especially through our GREENSave and GREENStart programmes. Discuss these directly with us.



# Green Supplier Listing Enquiry

## We are interested in the following:

(Please tick the Listing, Package, etc. you are interested in- complete the Company Details and email this form back to [Maurice@greenhospitality.ie](mailto:Maurice@greenhospitality.ie) - we will contact you following receipt)

Website Green Directory Listing - Standard

Website Green Directory Listing – Business

Engage more closely with GreenHospitality.ie

eCommerce – we are interested in listing a product/service

## Company Details: (Please print all information)

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ email: \_\_\_\_\_

Website: \_\_\_\_\_

Name of Executive: \_\_\_\_\_

Email: \_\_\_\_\_

Brief description of product/service: \_\_\_\_\_

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