



## **Carbon Smart – *GREENMark by GreenTravel.ie***

### **Carbon Reduction Programme** **for the Irish Tourism & Hospitality Sector**

#### **Objective: To implement a policy to reduce carbon emissions**

The programme was created to enable the Irish Tourism & Hospitality support the international requirement for businesses to reduce their carbon emission intensity as one part of the objective to keep Global Warming below 2°C

Carbon Emissions have been identified as the single greatest cause of Global Warming and every nation, citizen and business enterprise have their part to play. Tourism & Hospitality businesses have their part to play directly, and as part of a global supply chain.

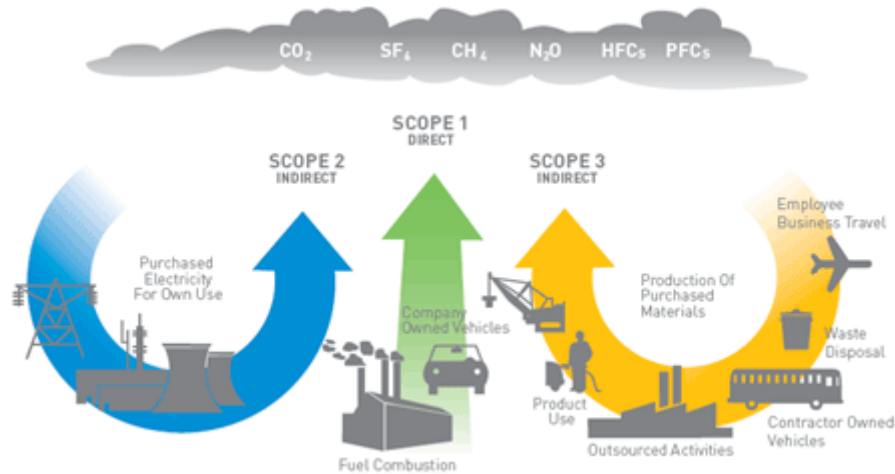
Each business will set a base year from which they will measure and report on their performance and develop a Carbon Reduction Plan which will be reviewed and updated annually.

The focus will be on Scope 1 & 2 emissions which each business has direct control over. (See over)

The target for Ireland is to reduce carbon emissions by 20% below 2005 levels by 2020 and this is projected to be increased to 40% by 2030. This is a major challenge for Ireland requiring every sector to actively engage.

As well as being “The right thing to do” engaged businesses will benefit from avoiding increased Carbon Taxes and other expected legislative changes and will secure competitive advantage.

## Carbon Emissions Explanation



Source: UN Environment – Life Cycle Initiative

A total product carbon footprint is a measure of the direct and indirect [greenhouse gas \(GHG\) emissions](#) associated with all activities in the product's life cycle. Products are both goods and services. Such a carbon footprint can be calculated by performing (according to international standards) a LCA that concentrates on GHG emissions that have an effect on climate change. The [World Resources Institute \(WRI\)](#) and the [World Business Council for Sustainable Development \(WBCSD\)](#) have partnered to develop The [Greenhouse Gas Protocol](#): A Corporate Accounting and Reporting Standard. The framework gives business and organizations an internationally accepted methodology to help quantify and report the GHG emissions associated with their operations. Businesses often have multiple objectives in developing such an inventory, but a primary objective is frequently to support the identification of GHG emission reduction opportunities. The accounting framework looks at both direct (Scope 1) and indirect emissions (Scopes 2 and 3), which are explained further below:

**Scope 1** – Direct GHG emissions – these occur from sources that are owned or controlled by the company, for example emissions from combustion in owned or controlled boilers, furnaces, vehicles, etc. or emissions from chemical production in owned or controlled process equipment.

**Scope 2** – Electricity and heat indirect GHG emissions – this accounts for GHG emissions from the generation of purchased electricity and heat consumed by the company. Purchased electricity is defined as electricity that is purchased or otherwise brought into the organizational boundary of the company. Scope 2 emissions physically occur at the facility where the electricity is generated.

**Scope 3** – Other indirect GHG emissions – this is a reporting category that allows for the treatment of all other indirect emissions. Scope 3 emissions are a consequence of the activities of the company, but occur from sources not owned or controlled by the company. Some examples of Scope 3 activities are the extraction and production of purchased materials, the transportation of purchased fuels and the use of sold goods and services.



### ***Benefits to Businesses Adopting a Carbon Reduction Programme***

- It shows a commitment to supporting national and global targets to minimise the impact of Climate Change
- It supports the desire of many customers wish to have a lower environmental impact when travelling
- It supports the aspirations and ideals of multiple generations of employees, present and future, to work for a responsible company
- It assists the business in reducing costs be using less energy and helps avoid the impact of increasing energy taxes
- It enables a business to promote their product/service to like-minded companies who are also working to minimise their carbon emissions – competitive advantage.
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There are many hotel and hospitality businesses around the world that are already setting targets and implementing low Carbon Policies - Hilton, NH Hotel, Melia, Premier Inn, Radisson Blu, Hyatt etc.

This programme enables individual hotels adopt similar policies and gives access to a body of knowledge and support that can help them achieve their goals.

### ***We will have 2 levels of Carbon Smart;***

- Member – started the programme
- Achieved – to recognise those who have implemented and achieved their targets

***Who can Apply?*** - This programme is open to any Tourism and Hospitality Business in Ireland. There are discounts available for businesses that are members of the Green Hospitality Programme.



## **Key parts to this programme;**

***The Carbon Smart Pledge*** – Businesses sign up to the programme and commit to implementing it over a defined period – A rolling 5 year commitment.

***Benchmarking.*** The business must benchmark their carbon emissions (Scope 1 & 2) and adopt KPI's that will be used to measure their performance over time – a base year will be adopted that reflects when the business started their carbon reduction programme. (A business will be able to go back up to 3 years) GREENMark will work with the business to identify the relevant KPI's that will be reported on.

***Carbon Emissions Certificate*** – GREENMark will issue the business with their base year Carbon Emissions certificate (and intervening years if applicable)

***Target Setting*** – Each business must set a 5-year target that is at least in alignment with current national goals. Each business should initially set a 5% annual reduction in intensity from their base year. The business target must be agreed with GREENMark by GreenTravel.ie and must also reflect changing requirements set by national governments.

Members are encouraged to exceed the base targets where possible

***Carbon Reduction Plan*** – What actions will the business implement to achieve this reduction. These could be a series of smaller initiatives or a couple of very large initiatives.

***Documentation*** – Each business must retain all energy consumption records along with their benchmark data in an easily accessible format to enable GREENMark to review them.



**Annual Reporting** - Each year the business must produce a Carbon Reduction report and review and update their 5-year plan and targets. Any changes must be identified and explained

All reports and key documents must be published online to enable stakeholders review them and is a clear statement of transparency and openness.

Stakeholders should be invited to comment and make suggestions to the business as to how they could implement other actions to support their carbon reduction commitments.

**Continuing the work** – Having implemented the carbon reduction programme within their business each member will support GREENMark in encouraging suppliers to also benchmark and calculate their product/service carbon footprint which would allow Scope 3 emissions to be calculated.



## **Cost**

**Initial Programme setup** - Benchmarking, KPI's, Carbon Certificate, Target setting

€1,500 per property

€1,250 per property for GHP Members

€950 for GHP GREENSave Annual Package Members

## **Annual Membership**

€950 per property

€750 per property for GHP Members

€500 for GHP GREENSave Annual Package Members



## **Programme Administration**

The Carbon Smart GREENMark by GreenTravel.ie will be administered by GreenTravel.ie.

Membership will be managed online and all members are required to abide by the conditions and standards.

## **Promotion**

All Carbon Smart businesses will be listed in the Carbon Smart register in the GreenTravel.ie website. Where Plastic Smart members are also listed as Responsible Businesses they will be identified on the GreenTravel.ie map and a Carbon Smart logo put on their listing page.

Each Carbon Smart business will receive a Window Sticker and copy of the Carbon Smart Logo to promote their commitment and achievement.

## **Other Resources**

### ***Supplier Listing***

GreenTravel.ie will work with members and others to identify suppliers who can provide alternative products or services that will assist members in achieving the Carbon Smart standard.

Information on these will be found in the GreenTravel.ie website or in the GreenHospitality.ie Green Supplier website.

***Other Resources*** – where available these will be identified through the GreenTravel.ie website



# APPLICATION FORM

We wish to become a member of the Carbon Smart GREENMark by GreenTravel.ie programme.

<b>Company Name</b>	
<b>Type of Business</b>	
<b>Is your business already a GreenHospitality.ie member and your fees up-to-date?</b>	
<b>Address</b>	
<b>Email</b>	
<b>Telephone</b>	
<b>Contact Name</b>	
<b>Position</b>	
<b>Personal Email address</b>	
<b>Signature</b>	<hr/>
<b>Date</b>	

Please complete this form and send it to GreenTravel.ie, Eastgate Village, Little Island, Cork. T45A363 or email it to [info@greentravel.ie](mailto:info@greentravel.ie)