



GREEN
MARK.ie
ECO-FRIENDLY
BUSINESS



GREENMark by GreenTravel.ie

Eco-Friendly Business - Approved Business Programme

If you believe that your business operates sustainably and is inherently environmentally responsible but you are not formally certified or a member of a recognised sustainability programme read on – as we have created a programme for Responsible, Environmentally & Sustainable businesses to get recognised for their actions and to enable them to promote their sustainable approach to potential customers.

GreenTravel.ie recognises the challenges facing many businesses and understands that environmental certification or membership of another programme may be too costly at present or does not fit within the business model and so, we have developed an approval model designed to support your business in being able to declare that you operate in a sustainable manner.

In time you may wish to apply for certification and this step can position your business for that decision. However, there is no requirement for you to plan for certification – you will make that decision based on market demands and your business needs.

The **GREENMark Eco-Friendly Business** is a “light” environmental programme that requires you to undertake a number of direct actions that will incorporate sustainability into your day-to-day operation.

All tourism & hospitality businesses that achieve the GREENMark.ie Eco-Friendly Business will be listed within GreenTravel.ie.

We will be asking you to tell us about your business within the following areas;

Being Responsible – why you should be listed within GreenTravel.ie – what makes your business responsible or sustainable? **Vision/Plan** - what is yours?

Marketing/Communication - how do you communicate your actions/vision/plan to customers and employees – and all stakeholders (*Particularly your website information*)

Recycling - what steps are you taking **Energy** – how are you more energy efficient **Water** – How are you more efficient **Waste** – how are you minimising waste **Regulations** – how you are compliant **Leave no Trace** – implementation/Membership **Local Community** – your engagement locally **Biodiversity** – your impact and minimisation and preservations actions.

Not all these areas will be applicable to your business. However, if you are serious about sustainability and have embedded it within your operation answering these questions should be second nature to you.

Our objective is to be as open as we can to businesses that adopt sustainability as a core business concept.



I am interested in achieving the Eco-Friendly Business GREENMark. What do I do next?

Make an Application using the application form enclosed.

We will raise an invoice for your first year's membership which can include direct support from one of our consultants to assist you in completing the questionnaire and implementing the required criteria within your business.

Our consultants will aim to identify opportunities for the business to reduce costs and the businesses environmental impact.

Once you have paid the first year's fee one of our consultants will be appointed to support you if requested and you will commence the Approved Business programme.

What will it cost me?

Option 1 - If you feel that you do not require any on-site support to complete our questionnaire and achieve the GREENMark the Initial fee is €250 (€307.50 incl. VAT) with your 1st Years subscription payable as soon as you achieve the GREENMark.

Option 2 - The initial fee is €595 (€731.85 incl. VAT) which includes an onsite consultant support visit and includes the first 6 months of your GREENMark subscription.

Annual fees are then listed in the pricing schedule.

(Option 2 is only available for businesses with Annual Utility Costs of less than €75,000 per annum. Businesses with spends of over €75,000 who require consultant support should ask for a GreenHospitality.ie GREENStart Package which includes onsite support – www.greenhospitality.ie)



GreenTravel.ie – Annual Pricing Schedule

GREENMark Eco-Friendly Business*

Size of Business	Explanation	GREENMark by GreenTravel.ie
Micro	B&B's and small self-catering operations, Activity providers and smaller attractions, Artisan food producers, artisan craft producers, etc. <i>(Spends less than €10,000 pa on utilities)</i>	€ 95
Small	Guesthouse, Hostel, Restaurant, Pub – Larger self-catering, Activity/Attraction providers, local attractions, etc. <i>(Spends less than €25,000 pa on utilities)</i>	€115
Medium	Larger guesthouses & hostels, self-catering villages and camping sites, large attractions and activity providers and Regional Attractions <i>(Spends less than €50,000 pa)</i>	€195
Large	Large accommodation providers and large attractions – Small Hotels, Hostels, large self-catering and camping sites – Attractions of a National scale, Green Tour Operators, etc. <i>(Spends less than €75,000 pa on utilities)</i>	€295

A minimum initial registration fee of €250 is payable for all new businesses. Annual fees are due once the GREENMark is awarded

****(Pricing is based on total annual utility costs for the previous year before joining GT.ie. (The total cost of your Energy, water and waste – excluding Destinations and Tour Operators)***

(Businesses that spend more than €75,000 pa on utilities should contact us to discuss serious cost saving opportunities)

An initial registration fee is payable for all GREENMark applications. (see previous page)

VAT @ 23% will be added
the GREENMark..

Prices are for one year's listing and are payable annually to retain



GreenTravel.ie

Ireland's Responsible Tourism Business Website

GreenTravel.ie is a “Green” consumer website promoting the travel, tourism and hospitality sector to visitors in Ireland – International & Domestic.

GreenTravel.ie is supported by **GreenHospitality.ie**, Ireland’s national resource for Resource Efficiency, Responsible & Sustainable Tourism and the only nationally developed Environmental Certification Programme for the whole tourism sector.

GreenTravel.ie is supported by **Fáilte Ireland** and **Tourism Ireland**. It is the reference site for Green Tourism for **DISCOVERIreland.ie**.

Booking Engine: **GreenTravel.ie** contains access to 2 Booking Engines for hotels and accommodation providers - (**Booking.com and IrelandHotels.com**). Access to these is included within the listing fee (where relevant). Other businesses can embed a booking engine link for a supplementary annual fee – your own or a third-party site (Restaurants, attractions, etc.)

Travel, Tourism and Hospitality Businesses that wish to be listed on the **GreenTravel.ie** website must be operating in a responsible and sustainable manner. There are two ways for businesses to achieve a listing;

- Belong to one of the **GreenTravel.ie** recognised Responsible or Sustainability Programmes
- Become a **GREENMark** by GreenTravel.ie Approved business

Promotion

GreenTravel.ie will be promoted through social media and at events across Ireland where sufficient support from listed businesses members is achieved. All funds received will be used to manage and promote GreenTravel.ie

Fáilte Ireland Registration. *Where a national registration scheme is in place only those businesses that are registered can be listed in GreenTravel.ie*



Promotion and Marketing - Vouchers

GreenTravel.ie has a limited promotional budget and we ask listed members to provide us with a voucher that can be used as marketing collateral within general media, social media, events, etc. to promote GreenTravel.ie

Businesses that provide vouchers will be recognised

Terms & Conditions

- Companies must provide GT.ie with required marketing information
- Payment of the annual fee must be made within 30 days of its due date.
- Each business will commit to operating their business in an environmentally and responsible manner.
- Conditions may vary from time to time and will be noted on the GT.ie website.

GreenTravel.ie reserves the absolute right to refuse any business a listing and to remove any business listed if GreenTravel.ie considers the business is not providing or delivering a sustainable or environmentally beneficial product/service. By applying for a listing companies fully accept GreenTravel.ie's terms and conditions and any changes GreenTravel.ie may make to those Terms & Conditions at any time. Businesses may ask for their product/service to be removed from GreenTravel.ie at any time – no refunds are possible.

All GreenTravel.ie listed businesses will be required to pay annual subscription fees online through the www.greenhospitality.ie ecommerce shop – formal VAT receipts will be issued to all.



APPLICATION FORM

I wish to Achieve the GREENMark Eco-friendly Business by GreenTravel.ie

Business Name: _____

Type of Business: (See website categories) _____

Last Year's Total Utility Costs (Energy, Water & Waste) € _____

Number of Employees: *FT or FTE* _____

Your Name: _____

Your Position: _____

Your Email: _____

Your Website: _____

Signature: _____

Date: _____

Tel: _____

Please complete this form and return it to us and we will start the registration process.