

Summary Information

Submission Date: 14th Jan, 2022
Evaluation Completion Date: 13th Feb, 2022

Member Score

Measures Answered: 28/28
Created: 05th October 2021
Last modified: 14th January 2022
Overall Performance: 27/28, 96%
Geopark Emerald Award

Evaluator Score

Measures Answered: 28/28
Date: 13th February 2022
Overall Performance: 28/28, 100%
Geopark Emerald Award

Evaluator Overall Comments

Member has answered Yes for 27/28 questions. Evaluator 28/28. Final score is 100% This is a fantastic submission for first time members and well deserved of the Emerald Green Award. The evaluators would like to note that every performance measure had the correct evidence uploaded. All questions were answered clearly and with evidence attached. For first time members of the network, the member has a fantastic grasp of what it means to be part of this ecotourism group. They have provided solid evidence for every section of the submission. Additionally, they have an excellent example of a clear and transparent EAP that has taken the time to look at each section of the submission and add an action after reviewing that is timebound and has a person attached. They have also ensured that they have added quantifiable figures for reductions in their waste, energy and water. The evaluator has made notes after each section of areas where it was felt an additional action could be added, but overall the member has an excellent understanding of measuring, monitoring and reducing their sustainability baselines. They are clearly active members of the BEN group who participate in clean ups and other BEN activities and courses/training. They also seek out additional training and courses from other organisations and have an evident love for the Burren and their locality. They are active in their local community group in Lisdoonvarna and contribute to the local sports team etc. The member has attended several training sessions organised by BEN including recently for LNT training on the 28th of November. They also have added wanting to attend further training courses when the opportunity presents itself in their EAP. Their website is a fantastic source of information for the visitor in terms of the Burren, the Geopark and BEN. They also have great information on sustainable options even offering to pick up clients in their electric car. Their decision to choose planting native Irish trees in their own locality is also commendable as local environmental projects would always be preferable than those abroad to support or to try and offset any carbon from the business.

Principle 1) 1. Working Together			
We collaborate with all stakeholders to collectively develop the Geopark as a sustainable tourism destination.			
Evaluator Comments on implementation of this principle overall		Member answered Yes for 4/4 questions, evaluator the same. The evaluator is satisfied that they have paid their fees to date, and that they have an up-to-date COP folder on site. They are new members but have provided evidence of their commitment to being active members in the network and attend training and various open nights as they are organised as well as being members of sub-group Burren Food Trail. Very good compliance of this Principle.	
CoP Measure	Member Response	Evaluator Response	Evaluator Comments
1.1 - Our business is a fully-paid up member or partner of the Burren Ecotourism Network (the B.E.N.).	Yes	Yes	BEN member has confirmed and provided evidence that they are paid up to date.
1.2 - Adopt and implement the UNESCO Global Geopark Code of Practice for Sustainable Tourism and keep all evidence in a folder.	Yes	Yes	BEN member has provided a picture of their COP folder.
1.3 - We participated in 1 or more B.E.N. Networking & Referrals event in the last year.	Yes	Yes	Member has provided sufficient document evidence in the form of emails confirming their wish to attend a mentoring session in October 2021 which as per their notes, became a networking event. They also put themselves forward for a Networking event which was then cancelled due to lack of attendance.
1.4 -	Yes	Yes	Both BEN member and evaluator have



A representative of our business is an active member of at least one sub-group, committee or project team in the B.E.N..

answered Yes. member has provided evidence of their participation in the Burren Food Trail subgroup in 2021.

Principle 2) 2. A Cared-for Landscape

We actively participate in conserving our natural and cultural heritage.

Evaluator Comments on implementation of this principle overall	The member has answered yes for 3/3 questions, evaluator the same. They have recently received LNT training They have provided a link on their website to the LNT principles as well as listing them on their green page – supplementary evidence was provided of leaflets and tote bags on site. They have taken part in several BEN events/activities this year in the form of clean ups and have provided ample evidence of such. A really good evidence based submission of this principle.
---	---

CoP Measure	Member Response	Evaluator Response	Evaluator Comments
2.1 - At least one person in our business has completed Leave No Trace training in the last 5 years.	Yes	Yes	They provided photographic evidence of LNT training attended by them in November 2021.
2.2 - Leave No Trace principles are promoted on our website and through appropriate displays and documents.	Yes	Yes	BEN member has provided a link to their green page on their website – which has an excellent list of their missions and aims and achievements to date. There is a picture of the LNT principles on the website page also.
2.4 - Our business participated in at least two of the annual B.E.N. conservation and advocacy activities (i.e. Adopt-a-Hedgerow, Meitheal and/or Burren Food Fayre) in the last year.	Yes	Yes	They have provided multiple photographic evidence of their attendance at local beach clean ups organised by BEN for Bishop’s quater and and Fanore beach and Tidy Town organised events as well as emails confirming their attendance in 2021.

Principle 3) 3. A Well-understood Heritage

We offer quality information and interpretation to communicate our stories and the unique character of our place to guests.			
Evaluator Comments on implementation of this principle overall			
CoP Measure	Member Response	Evaluator Response	Evaluator Comments
<p>Evaluator Comments on implementation of this principle overall</p>		<p>The member answered Yes to 2/2, the evaluator the same. They are clearly very committed to promoting and protecting the Burren region and have provided sufficient evidence of this. They also have put themselves forward for extra information and training on the region by BEN but also other organisers e.g. an taisce and Burren Beo.</p>	
<p>3.1 -</p> <p>Take steps to improve your teams knowledge of the unique character of the Geopark region. Team members participate in at least one relevant training or educational event per year that helps keep us updated and informed.</p>	<p>Yes</p>	<p>Yes</p>	<p>BEN member has answered Yes for this - evaluator the same – they have provided evidence of their own attendance at the ‘Burren Rocks’ online talk organised by the Geopark as well as watching ‘Heart of Stone’ documentary and attending the Burren Winterage Festival organised by Burren Beo. They also availed of Clean Coasts course ‘Explore your shore’ organised by an taisce. It is recommended that they avail of upcoming training sessions with Eamon Doyle as per their EAP which includes this as an action to be completed by year end 2022.</p>
<p>3.2 -</p> <p>We give our visitors relevant and accurate interpretive information about the Geopark on your website and also your premises. Information must include Natural, Cultural and Built Heritage.</p>		<p>Yes</p>	<p>They have noted that they would like to improve and added this to their EAP ‘to keep extending their info database and keep info up to date’. They note that their website includes a ‘Short introduction to the Burren’ and they have provided multiple photos of the books, maps and information that they make available to their guests about the Burren, activities, businesses and information.</p>

Principle 4) 4. Vibrant Communities			
We work to ensure that tourism makes a positive social contribution so that it benefits our community as well as our guests.			
Evaluator Comments on implementation of this principle overall		The member has answered Yes to 3/3 questions as has the evaluator. They have provided necessary evidence both photographic and written in the form of their Universal Access review template. They have included reasonable actions in their EAP related to this section of the submission and have made great strides in terms of communication with their visitors through having options for multiple languages.	
CoP Measure	Member Response	Evaluator Response	Evaluator Comments
4.1 - Our business supported and contributed to at least one community project or event last year.	Yes	Yes	They have provided multiple pictures and emails as evidence of their involvement in their locality and support both financial and as volunteers for Lisdoonvarna Failte, the local sports team as well as being leaders of the local scouts.
4.2 - A member of our team has attended Universal Access training to learn about written communication, verbal communication and access to premises. We have completed a review of universal access at our premises.		Yes	The BEN member has uploaded their Universal Review Template and so it is clear to the evaluator what systems they currently have in place, what can be changed and what can't and they have also added this to their EAP and have noted they want to improve. Their commitment to revision of communications on their website, social media and written communication is clear along with looking at way they can make their building more accessible.
4.3 - Using the Universal Access review of		Yes	BEN member has provided photographic evidence of sample breakfast menus in Dutch and French. They confirm they

your business, make at least one improvement to your verbal and written communication and access to premises.

also provide them in Spanish and Italian. They have also noted in their EAP that they would like to improve access within their guest bedrooms and will review and implement changes by mid march 2023 as per their EAP.

Principle 5) 5. Strengthened Livelihoods

We 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.

Evaluator Comments on implementation of this principle overall		BEN member answered yes for 6/6 questions – evaluator the same. They have provided evidence via their website of BEN and the Geopark logos and links to both. They have also attended marketing meetings and provided evidence of same. The member has provided ample evidence at each step of their commitment to promoting BEN via their own website, leaflets, social media and also designing hoodys that display the logo. Their website clearly highlights both BEN and the GEOpark with links to each page. They have also provided their supplier review document and have an impressive total of 84% products purchased locally.	
CoP Measure	Member Response	Evaluator Response	Evaluator Comments
5.1 - Our business provides employment in our region.	Yes	Yes	Evaluator has answered yes as it is clear the business employs people when needed as they have supplied evidence of their HR policies. However, this measure asks members to complete the Employment Data tables under My Profile/Employment, even if the business is not hiring extra staff, the owners that work at the business count as employed people and those figures need to be added to the Employment tables.
5.2 - Our business supports employment in our region by buying produce and services from local providers, producers and retailers. We have performed a review of our suppliers to establish the % of local suppliers and set targets for improvement in the future.	Yes	Yes	BEN member has uploaded their review of suppliers and currently stands at an impressive 84% for local suppliers. The rest are national and this is something they could add to their EAP as a quantifiable target that they would like to increase e.g. 5% with an explanation of how they will achieve this.

<p>5.3 -</p> <p>Our business provides information on local businesses, products, services, attractions and activities to guests through our website and/or displayed information.</p>	<p>Yes</p>	<p>Yes</p>	<p>Both BEN member and evaluator have answered yes. Their provided website link very clearly lists activities available locally to the guest and promotes the Burren and surrounding area and activity suppliers are clearly recommended. Pictures also provided of the various information available to guests including maps, books etc.</p>
<p>5.4 -</p> <p>My website displays the B.E.N./ and UNESCO Global Geopark logos plus information and links to their respective websites.</p>	<p>Yes</p>	<p>Yes</p>	<p>BEN member has logos for both BEN and Geopark at the header of website page for 'environment' which is very clear. Both logos are hyperlinked and bring you to the appropriate pages.</p>
<p>5.5 -</p> <p>We provide up-to-date content for www.burren.ie.</p>	<p>Yes</p>	<p>Yes</p>	<p>Clear information on the burren.ie website – link provided</p>
<p>5.6 -</p> <p>We actively contribute to at least two of the activities that make up the B.E.N. marketing strategy.</p>	<p>Yes</p>	<p>Yes</p>	<p>Member has provided evidence of their attendance for an online zoom marketing subgroup meeting – along with photographs of their display of tote bags, Burren Geopark plaque outside their front door so visible to guests, all logos displayed clearly on website and have designed a hoody with the BEN logo included. Also share facebook posts related to marketing of BEN and feature BEN video on their website.</p>

Principle 6a) 6a. Resource Efficiency

We have effective systems for monitoring and adequately managing our waste, water, wastewater and energy.

Evaluator Comments on implementation of this principle overall		<p>BEN Member has answered Yes to 6/6, evaluator the same. They have completed their consumption data tables to date – only area missing was food waste in 2021 but as per their EAP – they are going to start weighing their food waste going forward so as they can measure and create a baseline from which they will strive to reduce. They have completed the green supplier review template but have two differing documents – evaluator recommends combining both documents in order to get a total number of suppliers and once they have a figure for local suppliers and to include quantifiable targets e.g. increase by 5% and give examples of how they will achieve this. The BEN member clearly highlights sustainable travel to and around their business and has included evidence of an electric car charge point. They also have committed to planting native Irish trees on land near their home for the next 5 years which is a commendable environmental project to work on. Overall, this member has demonstrated a clear commitment to protecting their local environment and becoming more resource efficient.</p>	
CoP Measure	Member Response	Evaluator Response	Evaluator Comments
6.a.1 - Measure and record the amount of energy, water and waste in your business.	Yes	Yes	The member has filled out the data for each utility used until 2021. However it should be added to their EAP to complete the food waste figure – if they are composting this should be noted in future submissions and recommend to weight the waste before going out to compost to continue to monitor and measure their food waste production and ensure it is reducing over time – this action has been added to their EAP and important that member has done this as they are business who serves food.
6.a.3 -		Yes	BEN member has provided evidence of their wastewater maintenance schedule

Set up a wastewater maintenance schedule.			and has added to their EAP as an action – to improve schedule where possible by end of this year.
6.a.6 - Record and review the percentage of your business purchases which are locally-sourced, fair-trade, organic, recycled and eco-friendly.	Yes	Yes	BEN Member has uploaded the completed review – however differs to the review slightly that they uploaded in principle 5 – recommend combining both reviews to get a clearer picture and percentage of suppliers to then make quantifiable targets for increasing local suppliers this year.
6.a.7 - Set targets to optimise the amount of locally-grown, locally-sourced, fair-trade, organic, recycled and eco-friendly products that your business purchases annually.		Yes	Evaluator has answered yes – however there is currently no quantifiable % target on their EAP. As per previous evaluator comments – it is advised that the administrator add their two supplier reviews together to get the actual % of local vs national vs international and share this through an updated green purchasing policy that they can add to their EP. Their website already highlights that they make their own home baked goods etc. Could also list their suppliers on their purchasing policy and set a %target to increase suppliers this year and how to achieve this.
6.a.8 - Display information on sustainable transport options in the UNESCO Global Geopark on your website and your premises for your guest and your staff.		Yes	where they offer solutions to getting to them sustainably including link to burren.ie 'travel around the Burren' page which includes bus timetables, cycle hire etc. They also have an electric car charge point and offer to pick guests up in this if they arrive on public

			<p>transport. Pictures of maps of the Burren for walking etc. are provided also as evidence and they note that they have timetables etc. Of buses available to guests. They have also included in their EAP two actions to improve visibility of sustainable transport options – first on site and also an attachment to booking confirmation email.</p>
<p>6.a.9 - Participate, contribute or donate to a carbon offset or environmental project</p>	<p>Yes</p>	<p>Yes</p>	<p>The business has committed to planting 10 – 15 Irish native trees themselves over the next 5 years as they do not want to contribute to carbon offsetting projects outside of Ireland understandably. They have provided an invoice from an Irish native tree company of their purchase as evidence of such. They choose eco-friendly Irish toilet paper ARCHIE AND LIZZIE – for every roll of toilet paper bought – a tree is planted by edenproject.org</p>

Principle 6b) 6b. Sustainable Environmental Management (Policy & Planning)

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

Evaluator Comments on implementation of this principle overall

The BEN member has answered Yes to 3 out 4 questions but the evaluator 3/4. Overall, this is an excellent COP submission that truly stands out to the evaluator as a member of BEN who is extremely committed to ecotourism and all that the embodies. They have provided evidence were requested for every single section of this submission. They have upskilled in terms of knowledge on the Burren and their local area through BEN and also other avenues. They are creating baseline figures for resource efficiency and have set quantifiable targets from which they have set transparent actions to reduce these figures.

CoP Measure	Member Response	Evaluator Response	Evaluator Comments
6.b.1 - Write an Environmental Policy includes objectives.		Yes	EP has been uploaded and an action on their EAP to review and update with targets where possible – they have noted that this is their first year joining so they have just created baseline figures.
6.b.2 - Display your Environmental Policy on your website and premises to ensure visitors and staff can access it.(If you have no premises web link is sufficient)	Yes	Yes	Photo uploaded of their display in a visible area for guests of their EP. They have also included a direct link to the EP on the website.
6.b.3 - Once evidence of performance is completed the system will generate your Action Plan, ensure to edit this plan and that all actions are time bound, with a person responsible to complete them and with comments as to how you will achieve the action in the next 2 years.	Yes	Yes	Excellent EAP. Clearly thought-out actions based on the submission and they are timebound, realistic and have a person assigned to complete them.

<p>6.b.4 -</p> <p>Upload your previous submission Action Plan and ensure it is completed with the progress achieved for all performance measures.</p>	<p>No</p>	<p>Yes</p>	<p>Member answered No, evaluator answered YES. This is the BEN member's first submission, so they do not have a previous EAP to submit. They have made a note on their current EAP to monitor their action plan monthly and begin establishing their baselines from which to reduce. Evaluator has had to answer YES to this PM because the principle of it is to demonstrate an understanding of the need to have an environmental action plan that is time bound and with clear targets for improvement as a working document. This member has clearly achieved this on their submission, it is outstanding to see their future action plan in such a detail, with comments added to each action and clear measurable targets.</p>
---	-----------	------------	--