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OCT 2023-OCT 2024  
IRELAND

# Crowne Plaza Dublin | Blanchardstown Sustainability Policy 2024 to 2026





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## 1. Organization Ethos

Crowne Plaza Dublin | Blanchardstown strives to become a sustainable tourism destination that addresses the needs of our guests, our property, and the environment.

Sustainability is a journey of continuous improvement, and we recognize there is much to learn. We are committed to this journey and will endeavour to achieve our goals and targets, continuing to evolve in the future. Currently, we are focused on providing our guests with sustainable alternatives to protect the environment and enhance their experience.

### Our Aims

#### What?

- Achieve carbon neutrality by 2030.
- Transition to 100% renewable energy by 2027.
- Implement a zero-waste-to-landfill policy by the end of 2026, incorporating advanced recycling and composting systems.
- Develop an urban garden by 2025 to support local biodiversity and provide fresh produce for our kitchens.
- Introduce sustainable water management practices, including rainwater harvesting and water recycling systems, by 2026.
- Comply with Sustainable Tourism Networks and follow their guidelines – Working with them closely to ensure we meet their certification criteria.
- Crowne Plaza Blanchardstown has a 0 single plastic use policy, and it is already in place.
- Transition to 100% paperless –where, we currently why have made the transitions below
  - Human Resources – 100% paperless
  - Kitchen – 100% paperless
  - Bar 70% - paperless

#### Why?

- To lead in sustainability and set a benchmark for others in Ireland.
- To make a significant positive impact on the environment, reducing our carbon footprint and conserving natural resources.
- To inspire other businesses to adopt similar practices, fostering a broader culture of environmental responsibility.
- To meet increasing guest demand for eco-friendly accommodations and services, enhancing our competitive edge and reputation.
- To contribute to global sustainability goals and support the well-being of future generations.

#### How?

- Investing in renewable energy projects and technologies, such as solar panels and wind turbines.
- Enhancing waste management systems and partnering with waste-to-energy facilities to ensure no waste goes to landfill.
- Conducting regular sustainability training and workshops for all employees to ensure everyone is knowledgeable and engaged.
- Establishing the “Sustainable Team Leaders” to oversee sustainability initiatives, track progress, and identify new opportunities for improvement.
- Collaborating with local communities and environmental organizations to promote sustainability beyond our property.
- Utilizing smart technology to monitor and reduce energy and water consumption across the hotel.

- Crowne Plaza Blanchardstown is within a wide range of activities, as the area is considered a transport HUB.
- Ensure we have continuous audits with Sustainable Networks.

## 2. UNWTO Definition

At Crowne Plaza Blanchardstown, we believe that:

*“Sustainable tourism is tourism that takes full account of its current and future economic, social, and environmental impacts while addressing the needs of visitors, the industry, the environment, and host communities” (UNWTO, n.d.).*

### What?

Fully integrate sustainable tourism practices into all operations, tailored to the unique context of Ireland. These practices include:

1. **Employing environmentally friendly practices:** Emphasize reducing waste, reusing materials, and recycling, with a special focus on reducing single-use plastics and promoting circular economy principles.
2. **Protecting cultural and natural heritage:** Engage in activities such as promoting the restoring historic Irish buildings, preserving local biodiversity, and protecting endangered species like the red squirrel and the Atlantic salmon.
3. **Providing tangible social and economic benefits for local communities:** Support initiatives that uphold the rights of local populations, offer fair wages, and contribute to community projects. Promote local Irish artisans, products, and services to enhance the socio-economic fabric of the region.
4. **Staying in eco-friendly accommodations:** Implement green building standards and certifications, such Sustainable Travel Network, to ensure our accommodations are energy-efficient and environmentally responsible.
5. **Making optimal use of environmental resources:** Focus on sustainable water management practices, energy efficiency, and the conservation of natural landscapes like the Burren and the Cliffs of Moher, also the River Shannon & Liffey
6. **Taking public transportation:** Encourage the use of Ireland’s extensive public transportation network, including buses (BUS CONNECTS), DART, LUAS, and bicycles, to reduce carbon emissions.
7. **Respecting the culture of local communities:** Promote and respect Irish culture, traditions, and language, ensuring that tourism enriches rather than disrupts local ways of life.

### Why?

- To ensure tourism benefits the environment, economy, and local communities, fostering a sustainable future for Ireland. Sustainable tourism helps preserve Ireland’s rich cultural heritage and natural beauty, ensuring they can be enjoyed by future generations. By promoting sustainable practices, we contribute to the local economy, support community development, and set a positive example for the global tourism industry.

### How?

- **Collaborate with local communities on sustainable tourism projects:** Work with local councils such as Fingal County Council, NGOs in the area, businesses, and community groups to develop and implement projects that enhance sustainability and benefit the local population in Blanchardstown.
- **Regularly assess and mitigate any negative impacts of tourism:** Conduct thorough environmental and social impact assessments, implement measures to minimize negative effects, and continuously monitor and improve our practices.



### 3. Continuous Improvement

At Crowne Plaza Blanchardstown, Continuous Improvement refers to our persistent effort to enhance our sustainable tourism practices. This involves regularly evaluating and refining our operations, services, and processes to increase efficiency, reduce environmental impact, and improve the overall experience for our guests. By embracing a mind-set of ongoing development, we aim to continuously advance our sustainability goals and adapt to new challenges and opportunities.

#### What?

- Achieve sustainability certifications such as Sustainable Travel Networks within three years. Comply with their audits on a bi-monthly basis.
- Set and review annual sustainability targets.

#### Why?

- To validate and enhance our sustainability efforts.
- To continuously strive for excellence in sustainability.

#### How?

- Engage third-party auditors to assess sustainability practices.
- Encourage employee innovation and reward successful sustainability initiatives.

### 4. Measuring and Reducing Negative Impacts

#### 4A. Energy Consumption

Energy Consumption at Crowne Plaza Blanchardstown refers to the amount of energy used across our facilities and operations, including electricity, heating, cooling, and water heating. It encompasses the energy required to provide a comfortable and efficient environment for our guests while minimizing our environmental impact. Our goal is to manage and optimize energy consumption through efficiency measures, renewable energy adoption, and sustainable practices, contributing to our commitment to environmental sustainability and reducing our carbon footprint.

#### What?

- Reduce energy consumption by 20% over the next three years, with a phased approach:
  - 2024: 5% reduction
  - 2025: Additional 7.5% reduction
  - 2026: Final 7.5% reduction

#### Why?

- To significantly cut down on energy use and related emissions, aligning with our goal of achieving carbon neutrality by 2030. By reducing our carbon footprint, we contribute to global climate change mitigation efforts and demonstrate leadership in sustainability.

#### How?

- **Implement Advanced Energy-Saving Technologies:** Introduce cutting-edge technologies such as smart HVAC systems, energy-efficient appliances, and occupancy sensors to optimize energy use and reduce wastage. As well as upgrading equipment to A++ Rated.
- **Optimize Building Management Systems (BMS):** Upgrade and fine-tune BMS to monitor and control energy consumption in real-time, ensuring efficient operation of heating, ventilation, lighting, and other systems.
- **Upgrade Lighting to LED Bulbs and Install PIR Sensors:** Replace conventional lightbulbs with energy-efficient LED bulbs rated A++ across all facilities. Install Passive Infrared (PIR) sensors to automatically adjust lighting based on occupancy, further reducing energy waste.
- **Energy Audits and Monitoring:** Conduct regular energy audits to identify areas for improvement and monitor energy usage patterns. Implement data-driven strategies to optimize energy efficiency continuously.

- **Employee and Guest Engagement:** Educate and involve employees and guests in energy-saving practices through awareness campaigns, encouraging them to contribute to reducing energy consumption.
- **Measures currently in place:** Bedroom electricity power saving units in place. Offices and conferences rooms have in place automatic shutdown on computers and lights. AC units – Have automatic shutdown every 4 hours.
- **Partnerships and Certifications:** Collaborate with energy providers and seek certifications like ISO 50001 for energy management systems to ensure adherence to international standards and best practices.
- **Carbon Neutrality Goal:** Work towards becoming carbon neutral by 2030 by offsetting remaining emissions through verified carbon credits from reputable projects, ensuring transparency and accountability in our sustainability efforts.

#### 4B. Water Consumption

Water Consumption at Crowne Plaza Blanchardstown refers to the amount of water used within our facilities for various purposes, including guest accommodations, food and beverage services, landscaping, and operational needs. We are committed to managing our water consumption responsibly by implementing efficient water management practices, such as water-saving technologies, leak detection systems, and guest education initiatives on water conservation. Our goal is to minimize water usage, preserve local water resources, and enhance environmental sustainability while maintaining high standards of guest comfort and service.

##### What?

- Reduce water consumption by 30% within two years, with a phased approach:
  - Year 1: 15% reduction
  - Year 2: Additional 15% reduction

##### Why?

- To conserve vital water resources, enhance sustainability efforts, and reduce operational costs associated with water usage.

##### How?

- **State-of-the-Art Water-Saving Fixtures and Systems:** state-of-the-art water-saving fixtures such as low-flow faucets, showerheads, and toilets throughout the hotel. These fixtures are designed to minimize water usage without compromising guest comfort.
- **Greywater Recycling Systems:** Implement greywater recycling systems to capture and treat wastewater from sinks, showers, and laundry facilities. Recycled greywater can be reused for irrigation of landscaping and other non-potable uses, reducing demand on freshwater sources.
- **Smart Water Metering:** Utilize advanced water metering technology to monitor and analyse water consumption patterns in real-time. This data helps identify areas of high usage and potential leaks, allowing for prompt intervention and optimization of water usage.
- **Smart Flow Systems:** Implement smart flow systems that dynamically adjust water flow rates based on occupancy and usage patterns. These systems optimize water delivery while maintaining operational efficiency and guest satisfaction.
- **Employee and Guest Education:** Conduct training programs and awareness campaigns for employees and guests on water conservation practices and the importance of reducing water consumption. Encourage responsible water use behaviours throughout the hotel.
- **Partnerships and Certifications:** Collaborate with water management experts and seek certifications like Sustainable Travel Networks to ensure adherence to industry standards and best practices in water conservation.
- **Monitoring and Reporting:** Regularly monitor and report on water consumption metrics, setting benchmarks and targets for continuous improvement. Engage stakeholders in transparent reporting on progress towards water reduction goals.



## 4C. Waste Production

Waste Production at Crowne Plaza Blanchardstown refers to the generation of waste materials from our daily operations, including food waste, packaging, paper, and other discarded items. We are dedicated to managing our waste responsibly by implementing strategies to minimize waste generation, maximize recycling and composting efforts, and reduce our overall environmental footprint. Our goal is to implement efficient waste management practices, collaborate with local recycling facilities, and engage guests and employees in sustainable practices to achieve significant reductions in waste production and contribute positively to environmental conservation efforts.

### What?

- Achieve a 50% reduction in waste production within 3 years, with a focus on implementing sustainable practices:
  - Year 1: Implement initiatives to reduce waste by 15%
  - Year 2: Further reduce waste by an additional 18%
  - Year 3: Further reduce waste by an additional 22%

### Why?

- To minimize environmental impact by reducing waste sent to landfills, conserving natural resources, and promoting a circular economy where materials are reused, recycled, or composted to maximize resource efficiency.

### How?

- **Comprehensive Composting and Recycling Programs:** Establish and expand composting facilities to convert food waste into nutrient-rich compost for use in the hotel's garden and landscaping. Implement robust recycling programs for paper, plastics, glass, and other recyclable materials throughout the hotel.
- **Collaboration with Suppliers:** Work closely with suppliers to minimize packaging waste by opting for sustainable packaging materials and promoting reusable packaging options. Encourage suppliers to adopt circular economy principles by facilitating the return and reuse of packaging materials.
- **Circular Economy Initiatives:** Embrace circular economy principles by designing products and services with the intent of minimizing waste generation and maximizing the lifespan of materials through reuse, refurbishment, and recycling. Partner with local businesses and organizations to explore opportunities for closed-loop systems and resource recovery initiatives.
- **Employee and Guest Engagement:** Educate and empower employees and guests on waste reduction practices, including proper sorting of recyclables and participation in composting programs. Promote a culture of sustainability and responsible consumption throughout the hotel.
- **Monitoring and Reporting:** Implement robust waste tracking and reporting systems to monitor progress towards waste reduction targets. Regularly assess and analyse waste streams to identify opportunities for further improvement and innovation in waste management practices.
- **Certifications and Recognition:** Pursue certifications such as Zero Waste certification or recognition from sustainability organizations to validate achievements in waste reduction and circular economy practices.

## 5. Supporting Biodiversity

At Crowne Plaza Blanchardstown, Supporting Biodiversity means actively promoting and preserving the diverse range of species and ecosystems in and around our property. We are committed to protecting local wildlife, conserving natural habitats, and implementing practices that enhance the ecological health and resilience of our surroundings. By supporting biodiversity, we aim to contribute to the sustainability of natural resources and the overall well-being of the environment, ensuring that both current and future generations can enjoy Ireland's rich natural heritage.

### What?

- Develop an urban garden by 2025 to support local biodiversity and provide fresh produce for our kitchens.
- Partner with conservation organizations to protect local ecosystems.

**Why?**

- To enhance local biodiversity and create a sustainable environment.

**How?**

- Dedicate a portion of the hotel grounds to native plants and wildlife habitats.
- Regularly organize and participate in local conservation efforts.

## 6. Ethical Purchasing

At Crowne Plaza Blanchardstown, Ethical Purchasing means making procurement decisions that prioritize fairness, sustainability, and social responsibility. We carefully select products and services that are produced ethically, ensuring respect for human rights & labour rights, and adherence to high environmental standards. By engaging in ethical purchasing, we support suppliers and businesses that practice fair trade, use sustainable materials, & work to minimize their environmental footprint, thereby aligning our operations with our commitment to sustainable tourism and responsible business practices.

**What?**

- Ensure 100% of our purchases are ethical and sustainable within three years, with a priority on sourcing Irish products.

**Why?**

- To support fair trade, reduce environmental impact, promote sustainability, and bolster the local economy by prioritizing Irish suppliers.

**How?**

- Develop and implement a rigorous supplier assessment program within the next six months to evaluate the ethical and sustainability credentials of current and potential suppliers.
- Prioritize suppliers with strong sustainability credentials and a commitment to ethical practices, focusing on those based in Ireland.
- Establish partnerships with local Irish producers and businesses to source high-quality, sustainable products.
- Monitor progress and review supplier performance annually to ensure compliance and continuous improvement.

## 7. Carbon Management

At Crowne Plaza Blanchardstown, Carbon Management means systematically measuring, reducing, and offsetting our carbon dioxide (CO<sub>2</sub>) and other greenhouse gas (GHG) emissions. Our approach includes implementing strategies to minimize energy consumption, improve energy efficiency, adopt renewable energy sources, and offset remaining emissions through activities like reforestation and purchasing carbon credits. By managing our carbon footprint, we aim to reduce our impact on climate change and contribute to a more sustainable future.

**What?**

- Within the next five years, achieve a 50% reduction in our carbon footprint, aiming to become carbon neutral by 2030.

**Why?**

- To significantly contribute to global climate change mitigation efforts and align with sustainable travel networks in Ireland. Becoming carbon neutral by 2030 demonstrates our commitment to environmental responsibility and transparency.

**How?**

1. **Energy Efficiency Improvements:** Implement energy-saving measures such as LED lighting upgrades, HVAC system optimizations, and energy-efficient appliances.



2. **Renewable Energy Adoption:** Transition to 100% renewable energy sources for our operations by installing solar panels, utilizing wind energy, and exploring other renewable technologies.
3. **Waste Reduction and Recycling:** Enhance waste management practices to reduce landfill waste, increase recycling rates, and minimize waste generation through sustainable procurement and packaging strategies.
4. **Transportation and Mobility:** Promote sustainable transportation options for guests and staff, such as electric vehicle charging stations, shuttle services, and incentives for public transportation use.
5. **Carbon Offsetting:** Offset remaining emissions by investing in verified carbon offset projects, such as reforestation initiatives or renewable energy projects, ensuring they meet international standards and contribute to additional environmental benefits.
6. **Measurement and Reporting:** Regularly measure and report on carbon emissions using recognized protocols and standards, ensuring transparency and accountability in our carbon management efforts.
7. **Employee Engagement and Education:** Conduct training programs and awareness campaigns to educate employees about sustainability practices and encourage their active participation in reducing carbon emissions.



## 9. Responsible Sustainability Marketing

Responsible Sustainability Marketing at Crowne Plaza Blanchardstown involves ethically and transparently communicating our commitment to sustainable practices, initiatives, and offerings to our guests and stakeholders. It means accurately portraying our efforts to reduce environmental impact, support local communities, and promote responsible tourism, without exaggeration or misleading claims. By engaging in responsible sustainability marketing, we aim to build trust with our guests, showcase our genuine dedication to sustainability, and empower informed choices that contribute positively to environmental conservation and social responsibility.

### What?

- Ensure 100% transparency in all sustainability communications.

### Why?

- To build trust with stakeholders and avoid greenwashing.

### How?

- Publish detailed annual sustainability reports.
- Use third-party verification for all sustainability claims. **Implement regular audits.**

## 10. Stakeholder Engagement

Stakeholder Engagement at Crowne Plaza Blanchardstown refers to the proactive and collaborative approach of involving all relevant parties, including guests, employees, local communities, suppliers, and regulatory bodies, in our sustainability initiatives and decision-making processes. It entails listening to their perspectives, gathering feedback, and incorporating their input to ensure our sustainability strategies align with their expectations and contribute positively to their interests and concerns. By fostering open communication and meaningful interactions with stakeholders, we aim to build trust, strengthen relationships, and collectively advance towards our sustainability goal

**What?**

- Foster a culture of sustainability among all stakeholders.

**Why?**

- To ensure broad support and participation in sustainability initiatives.

**How?**

- Regularly engage stakeholders through surveys, meetings, and collaborative projects.
- Encourage guests to participate in sustainability programs and initiatives.

## 11. Corporate Social Responsibility

**What?**

- Increase community investment and support by 50% over the next three years.

**Why?**

- To enhance social well-being and strengthen community ties.

**How?**

- Expand partnerships with local charities and social enterprises.
- Increase volunteer opportunities for staff and guests. **Through our “Sustainability Team”**
- Membership of the Local Tidy Towns (Blanchardstown)
- Working with “Feed the Homeless” Finglas, Volunteering & Donating once a quarter
- Random Acts of Kindness Days, volunteering with Local Nursing Homes once a quarter
- Random Acts of Kindness Days, raising money for Pieta House once a quarter

## 12. Further Guiding Principles

**What?**

Lead the industry in human rights, anti-bribery, Fairtrade practices, tax evasion prevention, and ethical business conduct.

**Why?**

To uphold the highest standards of ethics, integrity, and responsibility within our operations and interactions with stakeholders.

**How?**

- **Policy Framework:** Maintain robust policies on tax evasion prevention, a comprehensive code of ethics, human rights protection, and corruption and anti-bribery measures. These policies outline clear guidelines and expectations for all employees and stakeholders.
- **Regular Review and Updates:** Conduct regular reviews of policies to ensure they align with current laws, industry standards, and ethical best practices. Update policies as needed to address emerging issues and feedback from stakeholders.
- **Training and Support:** Provide ongoing training and support programs to educate employees on ethical practices, human rights considerations, anti-bribery measures, and Fairtrade principles. Empower employees to identify and address ethical challenges effectively.



- **Compliance and Monitoring:** Implement stringent compliance measures to monitor adherence to policies and ethical standards across all levels of the organization. Regular audits and assessments help ensure compliance and identify areas for improvement.
- **Stakeholder Engagement:** Engage with stakeholders, including employees, guests, suppliers, and local communities, to promote transparency and gather feedback on ethical practices. Foster a culture of accountability and ethical leadership throughout the organization.

## Implementation Timeline

### Year 1:

- Conduct baseline assessments for energy, water, waste, and carbon footprint.
- Initiate training programs and establish the “Sustainable Team Leaders”
- Start implementing water-saving fixtures and energy-efficient appliances.

### Year 2:

- Achieve initial reduction targets for energy and water consumption.
- Introduce comprehensive waste management and composting programs.
- Partner with local conservation organizations for biodiversity projects.

### Year 3:

- Obtain sustainability certifications (Sustainable Tourism Network)
- Achieve significant milestones in waste reduction and ethical purchasing.
- Enhance stakeholder engagement through regular updates and collaborative projects.

### Year 4-5:

- Strive towards carbon neutrality and zero-waste goals.
- Regularly review and adjust targets based on progress and new opportunities.
- Publish annual sustainability reports with third-party verification. Implement both an internal audit and external.

