



AN IHG® HOTEL

# Crowne Plaza & Holiday Inn Express, Dublin Airport Sustainability Policy 2023-2024

## 1. Organization Ethos

At the Crowne Plaza and the Holiday Inn Express Dublin Airport we are committed to provide the best hospitality experience in the market whilst protecting the environment for future generations and to operate the hotel complex in the most eco-friendly way possible

### We aim to:

- Be a responsible company by having a sustainability policy in place
- Help protect our environment for future generations
- Reduce carbon emissions
- Conserve energy
- Use local produce (Ireland) and in season products, buy Irish & locally sourced produce where possible
- Reduce energy consumption
- Adopt a 0-single-use-plastic policy in our hotel where possible
- Reduce, Reuse, Recycle policy to be promoted among all stakeholders
- Strive for continuous improvement through setting objectives, targets & KPI's
- Ensure a Green team is in place in our hotel.
- Communicate & promote environmental awareness among all our team members
- Educate our team on conservation of resources and energy and to ensure that they have the knowledge required to continually evolve our sustainability policy, which informs our mission to run the complex in the most eco-friendly way possible
- Become more involved in the local community
- Comply with all applicable environmental Legislation

## 2. UNWTO Definition

- At the Crowne Plaza and the Holiday Inn Express Dublin Airport, 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.)*. We therefore aim to reduce our negative effects and increase our positive impacts.

### 3. Continuous Improvement

- We aren't perfect yet, but we are committed to continuously improving our efforts. At the Crowne Plaza and the Holiday Inn Express Dublin Airport, we are on a journey & we will endeavor to achieve our goals and targets and continue to evolve in the future.
- Sustainability is a journey of continuous improvement, and we are aware that we have a lot to learn. So far, we are focusing on being able to present our guests with sustainable alternatives for protecting the environment that will further enhance their experience. We also focus on building awareness and training our teams with regards to environmental protection.

### 4. Measuring and Reducing Negative Impacts

#### 4. A. Energy Consumption

We commit to measuring our electricity consumption every week and do the following to reduce consumption by 5% over 12 months

- Switch off appliances when not in use
- Use of renewable electricity supplier
- Educate all team members on the conservation of energy & ensure that all appliances are switched off when not in use Purchase new appliances with highest efficiency rating when old appliances are being replaced.
- Air conditioning timed to operate during working hours only.
- Reviewing PIR sensors for all areas of the hotel ensure energy is not wasted in lighting



- Commit to measuring electricity consumption every week and do the following to *reduce* consumption by 5%

- Use smart building controls through BMS lowering electricity and gas consumption
- Implement sub metering of energy & to become part of the energy management hub where possible.
- Introduce E bike station at the hotel
- Install E Chargers
- Electric bus in operation at the At the Crowne Plaza and the Holiday Inn Express Dublin Airport
- Replace old equipment with energy efficient equipment  
Timeframe: Within 12 months

#### 4. B. Water Consumption

We commit to *measuring* our water consumption every week and to do the following to *reduce* consumption:

- Implement a Reduce, re-use, re-educate water policy
- Provide written material on how to conserve water in the hotel for guests & team members
- Target of under 416 litres per guest night in all hotels.
- Implement the use of tools to minimize the quantities of water used in toilet flushes, taps, showers etc. such as:
- Use of “2.5l Hippo Bags” for toilet cisterns
- Dual Flush on all Bedroom Toilets
- Review & change public Bathroom taps to low flow sensor taps
- Push bar hand wash basins installed
- Continue to conserve linen through linen re-use program
- Encourage the use of water dispensers. When and where bottled water is requested, adequate volumes are presented.
- Expanding the reuse linen alternative to base covers and spandex covers
- Implement Recycled glass water bottles into all meeting rooms
- Reduce the use of single on off plastic bottles in meeting rooms
- Continue to conserve linen through our linen reuse program.

Timeframe: Within 12 months

#### 4. C. Waste Production

We commit to *measuring* our waste consumption every month and do the following to *reduce* consumption:

- Constantly monitoring the use of disposable products within outlets and gradual reduce use of these products by replacing them with non-disposable alternatives (for example cups, cutlery, packaging, bottles and fuel containers)
- Actively encouraging guests to adhere to recycling policies, by providing and correct labelling of bins in all guest bedrooms and within the outlets.

- Daily briefings of operational teams (for example location of recycling

areas, colour codes for different types of waste, recycling procedures and targets)

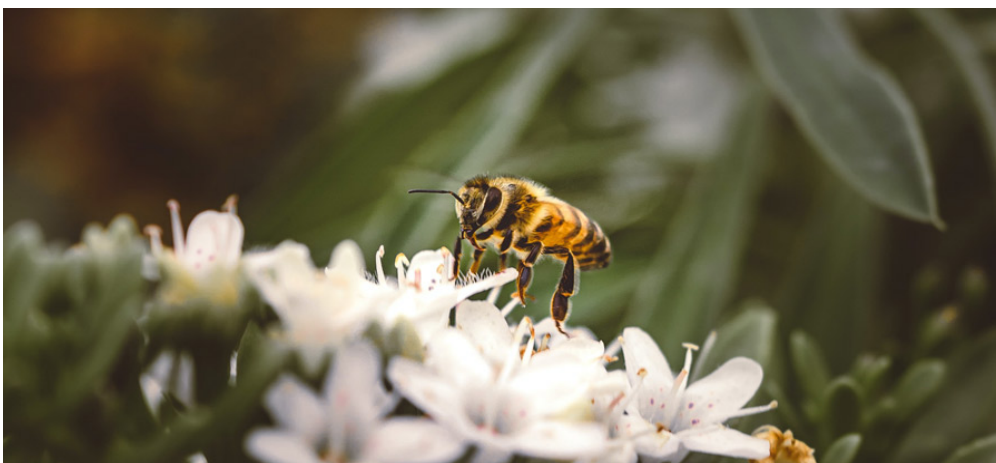
- Use of bulk buys instead of individual packed goods
- Evaluate all purchases (pre cycling) & ensure items delivered in reusable packaging/containers where possible
- Establishing Recycling facilities for all our guests
- Improving our food waste management system
- Ensuring Reduce, Reuse and Recycle policy is in place
- Minimizing waste generation by applying reduce, reuse, recycle options where possible
- Focusing on the reduction of food waste, food composting and increase locally sourced seasonal products
- Committed to a No Print policy wherever possible
- Educate our team members in all properties on recycling best practices & on food waste
- Partnering with Panda for our waste disposal. Panda are fully committed to the 'zero-landfill' mission
- All paper waste removed by our partner "Shred It" is reused to make another product.
- Increase percentage of waste recycled by 3% over the year
- Change to bulk guest toiletries savings tonnes of plastic each year
- Use water dispensers and refillable bottles in Conference and Event Hotels
- Cleaning agents are selected based on low environmental impact from Ecolab

Timeframe: Within 12 months

## 5. Supporting Biodiversity

To protect and conserve our local biodiversity we:

- Become part of Crann and work with them on tree planting projects
- Plant trees in conjunction with our corporate guests & local schools
- Use only Ecolab chemicals used in our hotel which protect biodiversity



- Support and conserve Irish biodiversity by joining the All-Ireland

Pollinator Plan and looking to implement the following activities:

- By identifying and protecting existing areas in our outdoor space that are already good for pollinators
- Reducing the frequency of mowing allowing wildflowers (food) to flower among the longer grass. We will mow 1/3 of all grassy areas under a pollinator friendly regimen.
- Area for flower meadow identified outside the hotel replacing the old pitch and putt.
- Take actions to ensure we have flowers blooming that can provide food for pollinators from March all the way through October.
- Provide nesting habitats as in addition to food, pollinators need safe places to live. Bird boxes installed in the tree outside the hotel.
- Reduce use of pesticides which can be harmful to pollinators.
- We will raise awareness and spread the word about pollinators and the actions we can take to help them by sourcing Irish – grown ingredients and ask our suppliers if the farmers they use are or will support the pollinator plan and promote the guidelines to relevant suppliers, contractors, and our own team in the hotel.

Timeframe: Within 12 months

## 6. Ethical purchasing

At the Crowne Plaza and the Holiday Inn Express Dublin Airport, we want to establish a baseline of what we are doing:

- When purchasing goods, we ensure that we favour Irish sourced products where possible
- We commit to reducing, reusing & recycling packaging
- Buy products in bulk reusable containers/packaging where possible to reduce the amount of packaging & energy used in deliveries.
- Contact suppliers to review current list & establish what items may be substituted for an Ecolabel product where possible.

We are committed to:

- Developing joint success stories with our strategic suppliers that have the most direct impact on our operations and with whom we spend the most
- Ensure that the suppliers we use comply to our sustainability policies by qualifying them in line the policies we have set out
- Implementing paperless IT system for procurement & billing

We commit to purchase products:

- Which are manufactured without materials which are hazardous to human health and the environment
- Which emit fewer irritating or toxic substances during installation or use
- Which are manufactured without slave labour or low-cost labour
- Which were produced in a safe and secure working environment
- With improved recyclability, high recyclable content, reduced packaging, and greater durability
- Which are reusable, avoiding disposable products

- With optimum energy efficiency
- Which result in reduced water consumption

## 7. Carbon Management

We commit to start measuring & reducing our carbon footprint & locating an offset partner within the next 12 months, while working on developing a reduction plan.

- We will utilize the government developed Climate Toolkit 4 Business (CT4B) to establish our carbon footprint.
- We use energy efficient light bulbs
- Digital conferencing for internal meetings where possible
- Conservation of water
- Recycle waste
- Reduce, Reuse, Recycle policy in place
- Educate our team members in our hotel on reducing our carbon footprint.
- Research information on potential carbon offsetting partners.
- Linen reuse program, cutting down linen changes further.
- Green team in place in our hotel

Timeframe: Within 12 months



## 8. Meeting & Events

We aim at limiting the environmental impact of our meetings and events by following meeting & event guidelines in all properties.

We are aware that travelling to meetings and events has a large impact on the environment, we therefore commit to online internal meetings where possible.

- Adopt a 0-single use plastic policy where possible in our conference centre
- Participate in Cycle to Work Scheme
- Electric vehicle chargers
- Electric bus used for conference guests in the Crowne Plaza Dublin Airport
- Share sustainability policy with Conference Bookers.

Timeframe: Within 12 months

## 9. Responsible Sustainability Marketing

We know we can't always get things right the first time. We therefore commit to honestly communicating where we are on our journey and our improvements.

We commit to:

- Educate our team on the sustainability policy & where we are on the journey
- Educate team members on the risk of green washing
- Ensure that the marketing message is honest & accurate
- Implement marketing guidelines

## 10. Stakeholder Engagement

Our stakeholders, such as our customers, team members, community, and suppliers *are important to us, we aim to welcome their views by ensuring that we have an open-door policy for communication where everyone has the opportunity to raise their concerns and share their ideas on an ongoing basis.*

- We will utilize the following methods of communication:
  - Site inspections
  - Social media
  - Customer feedback surveys
  - Online meetings

Timeframe: Within 12 months

## 11. Social Responsibility

We support our local community in Northwood Park, the wider Northside of Dublin and in the areas where our hotels are located by committing to getting involved in local community events like community beach clean ups & Crann tree planting programs.

- We participate in monthly Northwood Park litter picks.
- We are taking part in IHG Giving for Good Month where we fundraise for chosen charity.
- We organize a free lunch and bingo event for our local nursing home TLC

Timeframe: Within 12 months

## 12. Further Guiding Principles

Further guiding principles we adhere to are:

- Tifco Human Rights Policy
- Tifco Anti-Bribery & Corruption policy
- Ecolabel – The sourcing & purchase of Ecolabel products where possible