

Dublin's MICE industry suppliers



Making it Happen

display their CSR credentials

Dublin was recently awarded the title Fairtrade capital city following a two year campaign to attain the coveted status.

City council staff, retailers, schools and universities joined the city's campaign and around 120 shops and 60 catering outlets across the capital have signed up to sell Fairtrade products. Fairtrade is a growing worldwide movement that promotes the payment of a fair price for products from developing countries in a bid to fight poverty and inequality.

Some of Dublin's best known conference and banqueting venues such as Trinity College Dublin, the Royal Dublin Society (RDS) and the Guinness Storehouse are leading the way in terms of CSR approaches. Not only was Trinity College awarded with a Certificate of Fairtrade College Status in late 2006, it is also one of four Dublin based universities which has been working with the Convention Bureau since 2005 to reduce energy consumption resulting in total savings from energy management activities over three years exceeding ?1million and 6,200 tonnes of greenhouse gas. Trinity College also runs an annual Green Week celebrating nature and providing a forum for staff and students to share ideas on how to protect the environment within and outside college. One of the innovative measures introduced by the Royal Dublin Society RDS is the installation of a woodchip burner to heat part of the building with leading wood energy technology, helping Dublin's largest conference venue reduce its carbon footprint and minimize energy costs.

The Guinness Storehouse Greening Project involves assessing each department on the three key areas of energy consumption, waste management and recycling practices with a view to reducing waste outputs by 16%, increasing levels of recycling by a further 13% and reducing energy consumption by 10.5% in 2008. The venue's environmental team has already successfully raised ?1500 for the development of a new roof garden at the Robert Emmet Community Project which provides educational, sports and support groups for all members of the local community and volunteers from the Guinness Storehouse will commence work on the roof garden in March 2008.

Hotels were among the first suppliers in the meetings sector to develop comprehensive environmental policies. Dublin hotels across all classifications such as the 5 star Four Seasons Hotel, the Westin and the K Club properties, the 4 star Gresham Hotel and the 3 star Jurys Inn Christchurch implement extensive recycling, energy saving and purchasing measures which benefit their clients, the hotels themselves and the environment as a whole. In the intensely competitive PCO and DMC sector, companies are also realising the potential competitive advantage that lies with being a forerunner in the area of CSR development. Ovation Ireland has implemented environmental measures internally in the areas of recycling, purchasing, energy saving and the introduction of natural greenery into the office. They have also established a Green Team with a representative from each department giving their input into how to introduce CSR measures into forthcoming meetings and activities enabling them to provide comprehensive sustainability consulting and green event management to their clients.

For more information on how Ovation Ireland can help apply best CSR practice to your next incentive trip in Ireland please contact:

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