



Galway

Sustainability Policy 2021 -2024

A framework for a greener Galway

Our Vision

Is to deliver and market Galway as a destination for international business events. We want the events held here to be planned and delivered with sustainability at the forefront we have all the right ingredients in Galway for a successful and memorable event.

Our Commitment

Making Galway a sustainable destination for international business events is a key goal for the Galway Convention Bureau (GCB). We recognise that many International Associations and Companies want to host events in-line with recognised sustainability standards. GCB is committed to making Galway internationally recognised as sustainable city for business events. We want to grow tourism sustainably while protecting our natural resources.

Aligning with the United Nations Sustainability Development Goals

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

The 17 SDGs are integrated—they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability.



Galway Convention Bureau wants to set out a framework for our ambitions, targets and actions aligning with the UN SDGs for a greener Galway. In addition to this the Galway Convention Bureau Sustainability strategy framework aligns with our :

Galway City Council Tourism Strategy

Galway City Council Climate and Adaption Strategy

Western Regional Enterprise Plan

Galway City Council Development Plan

Galway County Council Development Plan

Our Sustainability Goals and SMART Objectives

Social, Economic

1. SMART Objective - We want to extend our season and broaden the reach of our destination into areas not yet explored by our visitors, developing activities and attractions such as greenways and blueways off the beaten track, creating employment in rural areas and sustainable tourism with access for all.

Action – Step one to tender for a feasibility study on the various routes and realise the potential of our green and blueways. Tender to be released September 2021

KPI – Measurement of the number of jobs created upon developing a greenway or blueway.

Related UN SDG 8, 17

Social

2. SMART Objective - One of the strategic priorities in the city's tourism strategy is to guide develop and provide sustainable world class tourism experiences.

Action - Access funding and investment from various sources.

KPI –Measure and report on value of funding obtained for the city each year.

Related UN SDG 9

Social

3. SMART Objective - Galway Convention Bureau will promote local businesses and initiatives that support social innovation and development of local sustainable products and services.

Action - Promote via our social media platforms, ezines and on our website where appropriate.

KPI - Our analytic report will be able to measure engagement from our audiences.

Related UN SDG 11

Social, Environmental

4. SMART Objective - Provide clients with ideas and resources to support local community social causes and projects through our Corporate Social Responsibility Programmes. Our CSR programmes cover social and environmental issues in Galway.

Action - Create awareness campaign on our social media platforms and website, send ezines to potential buyers, request opportunity to do destination presentation with Familiarisation trips coming in to Galway with buyers educating them on the types of CSR activities that can be done in Galway

KPI -measured through our analytics with the awareness campaign and reporting on how many of our business events avail of the programme and how many times we can present the programme to buyers,

Related UN SDG11

Environmental

1. SMART Objective - Continue to develop our 3rd party accreditation grant programme in order to have our hotel bedstock certified and accredited in Galway. Reporting on percent accredited at the end of each year.

Action – Galway Convention Bureau to fund programme to hotels in Galway where they can avail of a 3rd party accreditation. Programme to be facilitated by Green Hospitality

KPI We aim to have 70% of our bedstock accredited by 2023.

Related UN SDG13

Social

2. SMART Objective - Accessibility of our destination, provide reliable, up to date and easy to access information on attractions, transport lines, hotels and venues that supports visitors with accessibility challenges.

Action- Upload information on to our website and in our marketing material and bid books and communicate this to event organisers so they are made aware of this information.

KPI – check ceo report on city development plan re regards mobility recommendatrimon

Related UN SDG 10

3. SMART Objective - Organise and support annual sustainability training for Galway Convention Bureau member businesses.

KPI -Training will be free of charge for members. This will be done in person or virtually. Regular ezines on the latest sustainability news, resources or events that will help expand our memberships knowledge and expertise on sustainability

Related UN SDG 12

Economic

SMART Objective - Tourism is a very important industry for the local economy and communities of Galway. 12-14% of businesses in Galway are involved in tourism and the sector accounts for 10-12% of employment in the city (ITIC, 2015). The actions prioritised in this strategy aim to support and develop visitor experiences, increase visitor dwell time, extend the shoulder season and increase revenue throughout the city, within a framework of environmental management and respecting local communities.

KPI - The target for the Strategy is to achieve a 20% increase in visitors (on current figures) by 2025 and a 25% increase in tourism revenue by 2025. SMART Objective – Measure, monitor and report on the economic performance within Galway business tourism and events.

KPI - Galway Convention Bureau will conduct annual review and analysis on the objectives set out. Consulting with all stakeholders involved on the progress made. Additionally the

economic performance of Galway business tourism will be updated at the end of each year on the convention bureau website.

Related UN SDG 8,9,11

Stakeholders: Local Authorities; Leader companies; LEOs; Fáilte Ireland; Industry

Signed

A handwritten signature in black ink, appearing to read "Rose Finn". The signature is written in a cursive, flowing style.

Rose Finn
General Manager
Galway Convention Bureau