



Sustainable  
Travel Ireland

## Sustainability Policy

# O'Connell Marketing

O'Connell Marketing Sustainability Policy 2023

This document will be reviewed in January 2024

## 1. Our vision, mission & company ethos

O'Connell Marketing is aware that its business activities impact upon the environment and we are committed to alleviating those negative impacts as part of our mission and vision for our company for the future.

O'Connell Marketing's purpose is to deliver creative, results-driven marketing, with a positive approachable attitude. Our values are the guiding principles for all activities undertaken by the company with passion for and experience in the tourism, hospitality and agri-food industries.

We are committed to work to the best of our capability for a sustainable future, empowering each client to take action with a strong social, economical and environmental influence to lead a positive impact on our climate, the industry, community and the customers at the end of the chain.

Our ethos is to conduct business with our clients that drive:

**Results** - We are a results driven agency. We think strategically and are always honest in delivering results to our clients.

**Flexibility** - Plans change and that's okay. We are adaptable and versatile as a team. We pride ourselves in being able to pivot on projects.

**Collaboration** - Collaboration and teamwork are key to our success. As an integrated agency, our clients are an extension of our team.

**Positivity** - We are optimistic and always look on the bright side. There is nothing we can't do.

## 2. UNWTO definition

At O'Connell Marketing, 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

Sustainability is a journey of continuous improvement and we are aware that we have much to learn on this journey. As an agency, we are committed to assisting and leading our clients in a sustainable direction towards a greener future. We will regularly review tips and guides from Sustainable Travel Ireland to continually learn and improve our efforts.

### 4. Measuring and reducing negative impacts

#### 4a. Energy consumption

We commit to measuring our electricity consumption every 3 months and will continue to do the following to reduce consumption:

- Unplugging appliances when not in use
- Using natural sunlight rather than lights where possible
- Using energy efficient LED light bulbs
- Utilising natural ventilation in our office space where possible
- Regularly ensuring our office appliances are energy efficient
- Reducing plug loads and turning computers off entirely when not in use
- Sourcing our energy from a renewable energy supplier
- Keeping doors and windows shut on colder days to maximise the efficiency of our heaters

We will also commit to reducing our energy consumption by 6% across 12 months.

#### 4b. Water consumption

We commit to measuring our water consumption bi-monthly and continue to do the following to reduce our water consumption:

- Saving water by turning taps off when not in use
- Encouraging our team to take reusable water bottles
- Washing in bulk during kitchen duties
- Regularly monitoring the water system for leaks

A new measure that we will implement to reduce our water consumption is the installation of a cistern bag in the office bathroom and aerator fixtures on all taps in the office. This will help us to achieve our target of reducing our water consumption by 7% across 12 months.

#### 4c. Waste production

We commit to measuring our waste consumption quarterly and we will continue to do the following to reduce our consumption:

- Avoiding using single-use materials
- Recycling materials wherever possible
- Separating waste into the appropriate bins
- Using biodegradable bin liners
- Using EU Ecolabel paper products
- Bulk buying office supplies
- Disposing of electrical goods at our local specialised recycling centre

We will implement a 'do not print' policy and note it on our email signatures to encourage our clients to reduce their own waste paper. We will introduce a waste separation system in our office space so that we can appropriately separate food waste from recyclable materials. We will also work towards a zero single-use policy and increase our recycling rate by 10% within the next 12 months.

#### 5. Ethical purchasing

At O'Connell Marketing, we are committed to ethical purchasing by doing the following:

- Using Ecolabel and Cradle to Cradle certified green cleaning products in our office.
- Stocking our office with sustainable local or Irish-made products as much as possible including [All Real Nutrition](#) protein bars and [SiSú](#) kombucha and juices.
- Supporting local food producers with sustainable practices, such as organic produce from [Gorse Farm](#) just 3km from our office.
- Through [Taste Wexford](#), we have worked with Slow Food Ireland and align our purchasing to support its members.
- Reviewing our clients sustainable practices in order to collaborate on making the environment of the client industry cleaner and greener.
- Encouraging clients to use sustainable suppliers during shopping and purchase decisions.
- Recommending digital marketing options instead of print for promotional activities.
- Assisting clients in making sustainable choices wherever possible.

## 6. Carbon management

We aim to reduce our carbon footprint by 2% every quarter through reduced work-related travel. With the majority of our client meetings taking place online and in-person meetings generally occurring on a bi-monthly basis, our travel requirements have decreased significantly. For international travel, we will offset our emissions with the airline if they offer this service.

We will encourage our team to utilise public transport or carpool with colleagues to off-site meetings and events wherever suitable to reduce our transport emissions. We will continue to consciously choose the most efficient route, seek out accommodation that prioritises sustainability and offset our emissions from travelling abroad. We already monitor team mileage for off-site events, so we will use these figures to determine the level of emissions we should be offsetting on a quarterly basis.

Our steps towards energy, waste and water management will all contribute to our overall goal of reducing our carbon footprint.

## 7. Responsible sustainability marketing

We know we can't always get things right the first time. We know that it is important to communicate our efforts, where we are on our journey and our improvements in an honest way. As part of this, we have written a responsible sustainability marketing policy that outlines our green mission statement, sustainability efforts, suppliers who align with our sustainability values and how we will use our position as an agency to influence our team, clients and third parties to consider more sustainable ways of doing our work. To support this, we offer to provide our clients with a sustainability tourism policy free of charge for their destination.

## 8. Social responsibility

O'Connell Marketing supports our local community by volunteering with Bunclody Tidy Towns and supporting the initiatives around our destination marketing clients that celebrate green initiatives in their regions and local areas.

We are also proud to sponsor the rescue and rehabilitation work carried out by Seal Rescue Ireland - Ireland's only seal sanctuary. As well as their rescue and release programme, Seal Rescue Ireland also plant trees to

support reforestation in Ireland and host training sessions in the local community to teach others about environmental protection.

The ethos of both of these organisations align with our key focus areas of social responsibility.

## 9. Supporting Biodiversity & Conservation

We support and conserve Irish biodiversity by studying the [All-Ireland Pollinator Plan](#) framework and educating our team about the best ways to help our pollinators survive and maintain a thriving life. We are committed to adding hanging baskets with native wildflowers to the office and garden space to encourage the bee population, reducing hedge and lawn cutting and supporting biodiversity projects.

As our office space is minimal, we will become a subscriber of [Wolfgang Reforest](#) to plant native Irish trees and support their work in reforesting Ireland and supporting biodiversity. A monthly subscription helps to plant a tree, meaning that OCM will support the planting of 12 trees annually. Wolfgang Reforest estimates that '12 trees planted will sequester 1 person's annual carbon emissions over their lifetime' ([more](#)). This means that in less than 5 years, OCM will have planted enough trees to offset the emissions of all team members on-site in our office. This also supports our overall goal of reducing our carbon footprint.

Signed: 1/9/2023



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