



# O'Connell Marketing

## **O'Connell Marketing Sustainability Policy 2025**

This document will be reviewed in Q1 2026

## 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 Network to continually learn and improve our efforts. We're committed to continuous improvement, increasing positive environmental and social impacts every step of the way

### **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. Energy supplied by SSE Airtricity, our energy provider, is from 100% renewable sources.

#### **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
- Recycling our Re-Turn cans and bottles at our local supermarket

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 Irish-made products as much as possible including **All Real Nutrition** protein bars and **SiSú** kombucha and juices.
- Bulk buying coffee pods for our machine and recycling them in the correct manner.
- Through **Taste Wexford** & Taste Kilkenny, 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. We are committed to offsetting our emissions by choosing **South Pole's Rimba Raya Biodiversity Reserve project** as our offsetting scheme for 2024.

## 7. Responsible sustainability marketing

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. It is available to view on our website. We also actively encourage our clients to get involved in initiatives, workshops and to put themselves forward for sustainability certifications to review their operations and look at how they can reduce their environmental impact. We are aware of the dangers of greenwashing and commit to communicate our efforts honestly

## 8. Social responsibility

O'Connell Marketing understands the importance of supporting the local community which we have done through many of our client projects.

Where possible, we limit our impact on the local environment through our campaigns, launches, festivals, events and other marketing activities. We emphasise the importance of this by introducing it as a key pillar in our marketing plans. For example, our destination campaigns include messaging about leaving no trace, taking public transport or carpooling and other small choices visitors can make to lessen their impact on visiting the locality.

Our charity is **Seal Rescue Ireland** in their efforts to rescue sick and injured seals from all over Ireland, rehabilitate them and release them back into their natural habitat. As well as their excellent rehabilitation efforts, they also plant trees to support the reforestation of Ireland, arrange beach clean-ups to keep our coastline clean and carry out extensive education programmes to raise awareness about marine conservation in the local community. This aligns with our ethos and our own efforts to leave no trace to protect our woodlands, waterways and other natural spaces. Our support of Seal Rescue Ireland is monetary as we sponsored a kennel to house rescued seals.

## 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.

Our office space and garden space is minimal, however we have planted over 50 native copper birch trees and we have 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.

Our support of Wolfgang Reforest commenced on 1st March 2024.

**Signed:** 5/5/2025

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