



ACTION B1 – UPDATE

25th November 2013

1.	New Businesses engaged in GeoparkLIFE Code of Practice Training	<p>27 enterprises have commenced the training programme and the approximate breakdown by category is :</p> <ul style="list-style-type: none"> - Accommodation: 10 - Activity & Adventure: 8 - Food: 4 - Visitor Centre: 2 - Art Studio: 2 - Wellness: 1 <p>This weighting by category is welcome as it strengthens the overall profile of the Network.</p> <p>There is a wide geographical spread across the Geopark region.</p>
2.	Sustainability Training (Code of Practice) Programme	<p>The 27 enterprises have commenced the Code of Practice Training Programme on 15th October and will conclude mid January 2014. To date, workshops have been delivered on the areas of Water and Wastewater management, Energy Management and Climate Change, and Waste Management. Templates for measuring and monitoring have been developed and businesses have started the task of establishing their baseline figure. These workshops have been co-ordinated by the Environmental Section of Clare County Council and have drawn on the resources and expertise of a number of relevant agencies.</p> <p>We are actively seeking the feedback of the enterprises to help shape and further refine the programme for this and future groups.</p> <p>There is now a focus on compiling the training materials into a folder/manual/workbook and to establishing the best means of recording, collating and tracking business performance in these areas.</p> <p>Focus also on the method of oversight and mentoring that the Geopark should adopt in supporting businesses on their sustainability journey.</p>
3.	Leave No Trace Partnership	<p>As part of the Sustainability Training Programme, all enterprises will complete Leave No Trace Awareness Training, with 4 training days being provided in the coming weeks.</p> <p>Through GeoparkLIFE, the Burren & Cliffs of Moher Geopark has reached a formal partnership with Leave No Trace Ireland for 2013 and 2014, with both organisations piloting an approach for partnership at destination level. Through this agreement, a Leave No Trace Master Trainer programme will be offered in the Springtime, through which we will be able to</p>

		develop our own training panel for further groups.
4.	Interpreting the Geopark for Visitors Workshop	The Code of Practice Training provides for a half-day workshop for tourism providers to equip them with the knowledge and language to competently communicate the Geopark Region to visitors. While the expertise and knowledge exists within the EU LIFE Partners group, the task now is to 'pull out' this information, convert it into a training workshop and communicate it in visitor-friendly language. Would like viewpoints of partners on the base way of approaching this. The workshops are scheduled to be delivered in early January 2014.
5.	Burren Food Trail & Burren Weekly Food Series	A formal evaluation of last year's Food Trail and Food Experience has been completed. The branding and trail will be developed again for the 2014 season, with an emphasis on creating stronger links to the accommodation providers and activity providers, as well as with local festivals and events. This is being facilitated by GeoparkLIFE.
6.	Burren Activity & Adventure Story	Seeking to replicate the approach to food product development used in 2013, a group of outdoor activity and adventure providers are meeting with a view to collating and promoting a destination story for the Geopark region. This is being facilitated by GeoparkLIFE.
7.	Social Media Strategy Development	As part of Fáilte Ireland's training support to Geopark LIFE, the Burren Ecotourism Network is availing of tailored training and facilitation aimed at developing a Network Social Media Strategy that will enable the membership to maximise its social media impact. We will therefore be offering training on how to implement a tailor-made strategy (as opposed to 'standard' training that teaches businesses how to use social media for their own purposes).
8.	European Tourism Indicator System	First progress report as part of the pilot for the European Tourism Indicator System has been submitted. We are now commencing the task of analysing Visitor Surveys from 2013. Enterprise Survey will be conducted in early December 2013. Would like to include a detailed presentation on the European Tourism Indicator System to the EU Life partners at a future meeting.
9.	Best Destination for Responsible Tourism Award	The Burren & Cliffs of Moher Geopark was shortlisted for this award in 2013. We will apply for this and other awards over the course of the GeoparkLIFE programme, making greater use of measurable achievements in future applications.