



Action B1 Work Programme

25th November 2013

DP= Direct Personnel EE = External Experts

ACTION B1 Tourism Enterprises	Resources	Budgets
<p><u>Improving environmental impact</u> Training Seminars on energy, waste and water management Developing Environmental Action Plan/setting targets Investigating Certification systems</p> <p><u>Improving Economic Impact</u> Training Seminars Setting targets on reducing overheads Networking, Packaging, Marketing & Promotion Has business been strengthened as a result?</p> <p><u>Resource Planning</u> Training seminars on Business planning, environmental policy, conservation plan, sourcing funding Number of businesses preparing new business plans integrating environmental actions</p> <p><u>Implementation</u> Number of enterprises undertaking new activity as a result of the programme.</p> <p><u>Report & Evaluation</u> Actions evaluated on the basis of both environmental and economic objectives</p> <p><u>Tool Kit</u> For best practice in training and development of environmental and economic planning and implementation for tourism enterprises</p>	<p>FI (EE) Co-Ordination of Training, Networking & Marketing</p> <p>FI (DP)/ CCC (DP)/GSI (DP) Expert support in training</p> <p>FI (EE)/CCC (DP)Expert support in evaluating targets/Action plans</p> <p>FI (DP)Expert support in business planning</p> <p>FI (EE)/ CCC (DP)Expert support in reporting & evaluation</p> <p>FI (EE)/CCC (DP) in developing tool kit.</p>	<p><u>Failte Ireland</u> Direct Personnel 184,000 External Experts 205,000 Travel & Subsistence 6,000 Materials for training 4,000 Materials for tourism promotion 32,400 Overhead 1,000</p> <p><u>Clare County Council</u> Direct Personnel 25,000 T & S 14,000</p>
<p>ACTION C Monitoring Impact of Project Actions (Incorporating ETIS programme)</p>	<p>Resources</p>	<p>Budgets (for B1)</p>
<p><u>Tourism Enterprises</u> Establish baseline information, indicators to measure impacts, surveys on participants expectations, experience, objectives and outcomes</p>	<p>FI (EE) / CCC (DP) Expert support in monitoring, survey & analysis</p>	<p><u>CCC</u> Direct Personnel: 25,000 T&S 3,000</p>

<p><u>Socio-Economic Impacts</u> Establish and utilise social and economic indicators to measure impacts on employment, visitor numbers, social awareness of project, public enthusiasm, stimulation of other activities, success of conservation programme.</p> <p><u>Policy Evaluation</u> Measure the impact of the project on policy, stakeholder practice and other initiatives.</p>		<p><u>FI</u> <u>Transfer Budget</u></p> <p><u>UCD</u> <u>Transfer budget</u></p>
<p>ACTION D: Communication & Dissemination</p>	<p>Resources Required</p>	<p>Overall Budget</p>
<p><u>Web site</u></p> <p><u>Targeted Communications</u> (Conferences, seminars, media updates, schools participation, stakeholder participation)</p> <p><u>Information Boards</u></p>	<p>CCC (DP) & (EE)Co-Ordination of Communications</p> <p>FI (EE) Support in developing and delivering conference themes</p> <p>FI (EE)Expert support in web design, design of media</p> <p>CCC Equipment & consumables</p>	<p><u>CCC</u> Direct Personnel 47,500 External Experts 75,000 T&S 20,800 Equipment 15,000 Consumables 50,000</p> <p><u>FI</u> External Experts: 50,000</p>