**BURREN AND CLIFFS OF MOHER**
**UNESCO** Global Geopark

# GEOPARK CODE OF PRACTICE
## FOR SUSTAINABLE TOURISM

# THE "TO DO" LIST

*"So what exactly do I have to do to show that I have implemented The Code?"*

This document lists the actions that you can take in order to adopt the Code. It also lists the evidence you would need to gather to show that you have implemented them.

- Actions highlighted in blue relate to Essential Measures i.e. they must be implemented as a minimum requirement.
- Please submit the evidence requested. This makes the independent evaluation procedure much more efficient and keeps the evaluator happy!
- You are not required to implement all measures at once. The Code enables you to take a journey of continuous improvement, irrespective of your starting point. The Code supports tourism enterprises to progress to ever higher levels of sustainable tourism performance.
- Performance is divided into 5 bands as follows:

| Red | 25% or less | Below minimum Code requirements. Essential Measures not implemented. |
|---|---|---|
| Amber | 26%-50% | Environmental Management System put in place. The journey begins. |
| Green Level 2 | 51%-75% | Good performance with substantial room for improvement. |
| Green Level 1 | 76%-90% | Majority of measures implemented with some room for improvement. |
| Geopark Emerald Award | 91% or higher | Exemplary sustainable tourism operator. |

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United Nations
Educational, Scientific and
Cultural Organization

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The Geopark Code of Practice for Sustainable Tourism was developed as part of the GeoparkLIFE Tourism for Conservation Project.

## Principle 1 Working Together

We collaborate with all stakeholders to collectively develop the UNESCO Global Geopark as a sustainable tourism destination.

| Measure | Action | Evidence |
|---------|--------|----------|
| 1.1 | Join the Burren Ecotourism Network | Upload payment receipt from the B.E.N admin to send payment receipt to all members when payment has been processed. |
| 1.2 | Adopt the UNESCO Global Geopark Code of Practice, create a file where evidence related to the code is kept and available for inspection. | Upload photo of your file with evidence related to completing the Code |
| 1.3 | Participate in at least one of the B.E.N Networking & Referrals event per year | Copy of the attendance sheet from the event or an email from the event organiser confirming participation. |
| 1.4 | Get actively involved in a sub-group, committee or project team in the B.E.N | Upload an email from the sub-group/committee/project chairperson confirming your participation |

## Principle 2 A Cared-for Landscape

We actively participate in conserving our natural and cultural heritage.

| Measure | Action | Evidence |
|---------|--------|----------|
| 2.1 | Arrange for at least one person in your business to complete Leave No Trace (LNT) training in the last 5 years. | Upload Leave No Trace certificate. LNT training to be arranged by the UNESCO Global Geopark. |
| 2.2 | Display the LNT principles on your website and through appropriate displays and documents. | Website URL (directly to the page were LNT principles are displayed) and photo displays. |
| 2.3 | Outdoor activity providers only<br>Promote the LNT Principles during the delivery of your outdoor visitor experience. | Fill in and upload template for outdoor visitor experiences showing how you follow LNT principles (template is in Resource Library) |
| 2.4 | Ensure that your business participates in at least two of the B.E.N Conservation and Advocacy activities every year. | Upload an email from the ConAd administration confirming participation. |

## Principle 3 A Well Understood Heritage

We offer quality information and interpretation to communicate our stories and the unique character of our place to guests.

| Measure | Action | Evidence |
| --- | --- | --- |
| 3.1 | Take steps to improve your team's knowledge of the unique character of the Geopark region. Participate in at least one relevant training or educational event in the coming year that helps keep you updated and informed. | Upload email from course/training organiser confirming participation. See Geopark website for training schedule. |
| 3.2 | Make relevant and accurate interpretative information about the UNESCO Global Geopark available to all visitors on your website and also your premises. Information must include natural, cultural and built heritage. | Upload web links of the exact page where information is displayed and upload photos of the information on display in your premises. |
| 3.3 | Outdoor activity providers only<br>Participate in the UNESCO Global Geopark outdoor guides support programme. | Upload email confirming attendance. |

## Principle 4: Vibrant Communities

We work to ensure that tourism makes a positive social contribution so that it benefits our community as well as our guests. We aim to make our services available to the widest possible audience.

| Measure | Action | Evidence |
| --- | --- | --- |
| 4.1 | Support and contribute to at least one community project or event each year. | Photographs of activity, receipts of donations or email from project/event organisers.<br>Community projects are not for profit and focused on the well being of the community as a whole. |
| 4.2 | Consult the National Disability Authority's Centre for Excellence in Universal Design on how to communicate verbally and signed, written and digital. Look up as well the design of public spaces and buildings so that persons of any age, size, ability or disability can access, understand and use. Complete Universal Design Review. | Upload the completed Universal Design Review (template in Resource Library) |
| 4.3 | Make at least one improvement to either your verbal & written communication or access to premises. | Photo evidence of before and after. |

# Principle 5 Strengthened Livelihoods

We contribute to the local economy by maintaining and supporting local employment, by sourcing services and produce locally wherever possible, and by engaging with other businesses in promoting our region as a sustainable tourism destination.

| Measure | Action | Evidence |
|---|---|---|
| 5.1 | Our business provides employment in the UNESCO Global Geopark region. | Fill in your employee data tables every year under My Profile/Employment on your Code of Practice (COP). |
| 5.2 | Review your suppliers of produce and services and establish the percentage of local suppliers used in your business. Set targets for increasing local suppliers in future. | Upload the completed Suppliers Review template (in Resource Library) |
| 5.3 | Provide information on local businesses, attractions and activities to guests through your website and/or displays in premises | Upload photos of displays or posters of events plus url of relevant page on website link. |
| 5.4 | Display the B.E.N Logo and UNESCO Global Geopark Logo plus information and links to their respective websites. | Upload the web link to the page on your website as evidence. |
| 5.5 | Provide up-to-date content for www.burren.ie | Upload link to business profile on www.burren.ie |
| 5.6 | Actively contribute to at least two of the activities that make up the B.E.N marketing strategy | Upload email from BEN confirming participation. |

## Principle 6a Resource Efficiency

We have effective systems for monitoring and adequately managing our waste, water, wastewater, energy, travel impact and purchases.

| Measure | Action | Evidence |
|---|---|---|
| 6a.1 | Providers with premises<br>Measure and record the amount of energy, water and waste in your business each year | Fill in the online consumption data tables on COP |
| 6a.2 | Providers with premises<br>Review energy, water and waste at your business every year and outline a set of actions to reduce them annually | Record in Environmental Action Plan the activities to ensure reductions. |
| 6a.3 | Providers with premises only<br>Set up a wastewater maintenance schedule | Upload your wastewater maintenance schedule or proof of external company involvement on maintenance of the same (eg. Receipts or maintenance schedule). |
| 6a.4 | Transport and activity providers only<br>Measure and record the amount of fuel used in your business annually (if activity provider record fuel used to get to and from the activity) | Fill in online consumption data tables on COP |
| 6a.5 | Transport and activity providers only<br>Set targets for improvement in relation to overall fuel efficiency | Outline targets and include in your Environmental Action Plan once COP is completed |
| 6a.6 | Review your annual purchases, find out the percentage of locally-grown, locally-sourced, fair-trade, organic, recycled and eco-friendly products that your business purchases annually | Upload the completed Green Purchasing Review (in ResourceLIbrary) Include targets for improvement in your Environmental Action Plan. |
| 6a.7 | Set targets to optimise the amount of locally-grown, locally-sourced, fair-trade, organic, recycled and eco-friendly products that your business purchases annually. | Include targets for improvement in your Environmental Action Plan. |
| 6a.8 | Display information regarding sustainable transport options in the UNESCO Global Geopark region on your website and your premises for your guests and your staff. | Upload web Link to exact page and photo evidence of displays on premises. |
| 6a.9 | Volunteer or donate to a carbon offset project or local environmental project every year | Proof of donation or photo evidence of involvement in a project. |

## Principle 6b Environmental Management – Policy & Planning

We are guided by our Environmental Policy and we work to an Environmental Action Plan, which includes actions and targets for improvement that are reviewed annually.

| Measure | Action | Evidence |
|---------|--------|----------|
| 6b.1 | Write an Environmental Policy that includes clear objectives. | Upload your Environmental Policy |
| 6b.2 | Display your Environmental Policy on your website and premises to ensure visitors and staff can access it. If you have no premises web link is sufficient. | Photo evidence of Environmental Policy displayed at premises and web link to page where it is displayed. |
| 6b.3 | Once evidence of performance is completed the system will generate your Environmental Action Plan. Make sure to edit this plan and make sure that all actions are time bound, with a person responsible to complete them and with comments as to how you will achieve the action in the next 2 years. | Edited Environmental Action Plan |
| 6b.4 | Upload your previous submission Environmental Action Plan and make sure it is completed with the progress achieved for all performance measures. | Upload previous Environmental Action Plan |