

What Gear are you in?

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Linking your business with sustainable travel



Behavioural change is the



Green-Schools Performance 2014

A BIG THANK to all 3,830 Schools in Ireland participating in the Green-Schools Programme. These are the results of your work during the last school year [2013-2014]. Well done to all. You are making a REAL difference.

Waste to Landfill Reduced by 46%

Reduction of 7.65kg of waste per participant per year

Combined reduction from all participants 5,100 tonnes

2,260

That the same mass as 2,260 hippos & 6 Hamsters!



Electricity

17,682,652 units of electricity saved

That amount of electricity will make 716 million cups of tea and coffee



Oil

2.08 million litres of heating oil saved



That amount of oil will heat 230,000 homes for a day.

Water

384 million litres of drinking water conserved
Enough water to supply County Kilkenny for 4 weeks or have 4.8 million showers or 1.5 million baths!



Over 12,000 more students walking to school everyday



25,000 less cars on the school run everyday



School Travel

Over 10,000 more students cycling to school everyday

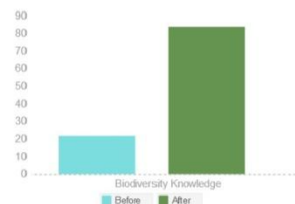


1.3 million litres of transport fuel saved

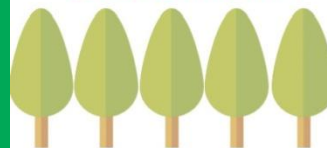
That's enough fuel to go to the moon and back 32 times and then go around the earth 9.5 times.

Biodiversity

Increase in knowledge of biodiversity from 22% to 84%



2,500 trees planted by schools in 2014



Global Citizenship - Litter & Waste

Further decrease in waste by 27%

Increase in awareness of fair trade

Direct financial savings to schools for 2013-2014 school year



Over €8,000,000

All of the above saved 35,000 tonnes of carbon dioxide, 5,000 tonnes of methane and 65 tonnes of carbon monoxide. This is equivalent to taking 7,000 cars off the road every year for the next 30 years!

www.greenschoolsireland.org

<http://www.greenschoolsireland.org/seven-steps.90.html>

Working Partnership:



- Initial Meeting with Carol Gleeson of Cliffs of Moher and Burren Geopark to work with the Burren Ecotourism Network (B.E.N.):

B.E.N. is a network of tourism enterprises with the objective of establishing the Burren as a premier internationally-recognised sustainable tourism region ensuring the future economic and social growth and sustainable development of its communities, environment and heritage. It seeks to support continued training, mentoring and accreditation in sustainable tourism for its members and for businesses interested in joining the Network.

- First things first: Research and gather information on all sustainable travel options in the Burren and work on the new Burren geopark app and www.burren.ie and Launch of app!

<http://www.burren.ie/getting-here/download-the-app/>



Meet the members of B.E.N:



- I Facilitated 4 Workshops on sustainable travel as part of the code of practise for all business in the network attended by all 47 of the members covering:
- Why care about Sustainable transport promotion
- What are the options near their places of business and how to communicate that to your customers
- Look at the possibilities not the obstacles- The burren is already best seen on foot or by bike!
- How to encourage use of Sustainable Transport to your business
- What do they know about those options already?- i did up a questionnaire?



Findings from Questionnaire:



The majority of tourism operators:

- Did not know how much a bus would cost or how often they go near their business
 - The majority did not know that there are 9 public bike parking places in the Burren and did not have bike parking facilities
 - Had not cycled a bike in more than a Year
 - Said that their attitude to promotion of sustainable travel had changed as a result of the workshop
 - Would ALL be willing to offer a discount to visitors who came by more sustainable methods of transport
 - Wanted more workshops in Sustainable Travel. Eg. Cycle training, DIY bike parking, unique united commitment to sustainable travel promotion
- “If you want to promote it you got to believe in it!”.....R n G

Outcomes of Workshop:



- Members attended my community bike fixing workshops
- Members took part in community cycles in their area
- They attended cycle for your supper
- They helped me organise bike week events and attended the launch of it
- They set up a sub group of the network just to look at sustainable travel!



Results:

I encouraged members of B.E.N.
To organise events:
Eg. Foraging cycle
Cycle with local school and supply refreshments
Bike week launch
D.I.Y. Bike parking
Discounts and info available on websites
e.g. <http://www.st-tola.ie/irishcheese/ecotourism>

e.g.
<http://wildkitchen.ie/sustainable-travel/>

e.g.
<http://www.kilshannyhouse.ie/burren-ecotourism>



North Clare events for bike week

TUESDAY JUNE 17TH: FORAGING CYCLE with foraging and plant identification expert Oonagh O'Dwyer of www.wildkitchen.ie and cycle trainer Róisín Ní Gháirbhith of An Taisce Green-Schools.

Meeting at Inagh Church car park at 11am, bikes provided. Brief cycle training and rules of the road followed by a cycle through beautiful back roads to **St Tola's Goat Farm**, foraging on route. Picnic on arrival at St Tola's with goats cheese and foraged food. Cost €10 - bikes can be hired for free on the day if you don't have your own. Call 087 6877890 to book a place.

SATURDAY JUNE 21ST: FREE BIKE REPAIR WORKSHOP.

Back by popular demand - free bike fixing at the Teach Ceol, Ennistymon : 2.30pm to 5.30pm.

SUNDAY JUNE 22ND: A SOLSTICE COMMUNITY CYCLE.

7km long. Meet at the church car park, Lahinch Road, Ennistymon, at 12pm and cycle along the new cycle path to Lahinch to enjoy some light refreshments before returning back along the same route.

SUNDAY JUNE 22ND: CYCLE FOR YOUR SUPPER!

3 course meal in 3 villages - 5pm starters in Byrnes Restaurant, Ennistymon - main course in Randaddy's Lahinch - dessert provided by Fabiola's in Egan's, Liscannor.
Cost including 3 courses €20. Booking essential to give restaurants numbers - phone 087 0531324.

Further info:
Róisín 0870531324 An Taisce's Green-Schools

'No such thing as bad weather, just bad clothing' so leave the car if it's not too far!



Bikeweek.ie
14th-22nd June 2014

www.greenschoolsireland.org

smartertravel.com



It takes only 15 minutes to get from Ennistymon to Lahinch or from Lahinch to Ennistymon by bike!!

WHY CYCLE?

- It is free.
- It gets you fit.
- It's fun.
- We have a new cycle lane.
- You get fresh air.
- You don't pollute.
- It makes you feel happy.

The future:

A sustainable Travel group was set up by the members of B.E.N. as a direct result of the workshops.

I facilitated a meeting with them to help them coordinate future workshops around their Code of Practise for Sustainable transport:
Upcoming events:

1. Cycle training for members
2. DIY Bike Parking
3. Free Cup of Tea if you Cycle to Me campaign/logo/launch
4. Bike Week events organised by members- funding secured
5. Every member is putting cycle times to their business from the nearest village
6. New maps will have cycling times from village to village



Some ideas for you:



- Down load the app to see what's on it, check out www.burren.ie
- Look up www.greenschoolsireland.org to see the 7 step methodology that leads to change
- Contact a Green-School near you and organise an event with them during bike week.....- contact your Local authority with regards to funding
- Offer discounts on your site and information on how to get to you by public transport
- Let people know you are Green Travel friendly eg how short a cycle it is to your business (1km = 4 minutes)? Do you have bike parking? Will you collect from a bus stop? Do you offer discounts for visitors who use sustainable travel to get to you? Is there a carpooling option or link for people to use?
- Target Green tourism websites/blogs/social media groups at home and abroad to let them know about all you to do to encourage and welcome Greener Tourists
- Come up with a collective promotion to your area for eco-tourists

Go raibh maith agaibh



Thanks to James Chilton for having the idea of this type of conference and for giving a platform to Responsible Tourism. Not only is important we care and vital to the planet this is exactly the type of tourism expect and deserve when they come to this fabulous island