



## CIE Tours Responsible Tourism Policy 2024

*This document will be reviewed yearly.*

### 1) Mission and Vision

- CIE Tours is a leading vacation provider, known for offering authentic travel experiences that appeal to a diversity of travelers, delivered with exceptional quality, impeccable service, and a commitment to responsible tourism.
- We believe in improving the sustainability of our tourism ecosystem and demonstrate respect for the places, people, and environments we serve.

### 2) Sustainable Tourism as Defined by the UN World Tourism Organization (UNWTO)

- At CIE Tours, 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

- Responsible Tourism is a journey of continuous improvement, and we are aware that we have a lot to learn. So far, we have worked on the following responsible tourism related activities.
- Communicate the Responsible Tourism Policy to stakeholders including:
  - Employees
  - Suppliers
  - Tour Drivers & Guides
  - Customers
- Training with tour drivers and guides to better “tell the story” of responsible tourism related elements which currently exist in tour itineraries.
- Work with product teams to identify relevant responsible tourism focused visitor attractions which can be incorporated into tour itineraries.
- Convey the message of activities which CIE Tours is already doing under the responsible tourism heading, e.g. sheep dog trials, rural tourism etc.
- Inclusion of two responsible tourism related questions in the customer feedback questionnaire for 2023 tours with 95% of clients affirming that their guides talked about sustainability in commentary and 81% of clients saying that consequently their attitude was positively changed towards sustainability.
- Develop a climate risk and opportunities framework, reviewable quarterly by the Senior Leadership Team.
- The establishment of an internal Green Team at CIE Tours fosters a culture of responsibility amongst all employees, promotes the embedding of sustainable practices in our work, and through investment in training and senior leadership support, creates a sense of pride in all that we do.
- To support our ambitions, CIE Tours is a signatory of The Glasgow Declaration on Climate Action in Tourism.

#### **4) Measuring and reducing negative environmental impacts**

##### *4a. Energy consumption*

- We commit to measuring our electricity consumption monthly and do the following to reduce consumption:
- Energy saving solutions introduced include the instalment of motion sensor lighting and LED lighting. Further energy saving solutions will be reviewed on a continuous basis.
- Source a minimum of 51% of energy from renewable sources.
- Educate staff on energy saving practices including the switching off of IT equipment when not in use.
- IT equipment review to ensure energy efficient equipment is purchased and use of IT equipment is as energy efficient as possible

##### *4b. Water consumption*

- We commit to measuring our water consumption every 3 months and do the following to reduce consumption:
- Installation of low flow shower heads.
- Installation of dual flush toilets.
- Ongoing installation of aerators.
- Dishwasher is used only when full and on an ecofriendly setting
- Installation of a Quooker Tap supporting reductions in both water and energy consumption.
- Educate staff on water saving practices.

##### *4c. Waste production*

- We commit to measuring our waste consumption monthly and do the following to reduce consumption:
- Improved waste segregation.
- A staff designed 'shared food' initiative to reduce food waste and associated packaging.
- Tour drivers and guides promote sustainable behaviours to support positive energy, water, and waste management amongst clients including the promotion of the Killarney Coffee Cup Project.
- Provision of refillable water bottles to clients to reduce use of plastic water bottles.
- Educate staff on waste saving practices.
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#### **5) Ethical purchasing**

- At CIE Tours we are committed to ethical purchasing. When purchasing goods and services the company is committed to ensuring that ethically sound decisions are made while discouraging unethical behaviour. Our tour directors continuously promote the benefits of shopping locally to guests while on tour, emphasising that quality over quantity is the more sustainable approach.
- Purchasing can be divided into two categories; the purchase of travel goods related to the tours offered and the purchase of office related goods, which are needed in the running of company operations. Regarding the former, CIE Tours measured the carbon footprint of its own company operations, its tour product, and airline tickets sold, for the year 2022. Seeing where emissions come from within the tour product ensures CIE Tours understands the 'as is' situation and can, via collaboration, work with its supplier network to implement best practice to support the reduction in emissions associated with the purchase of travel goods.
- CIE Tours is committed to developing a best practice office procurement policy regarding the purchase of office related goods.

#### **6) Carbon management**

- In partnership with TerraVerde, a sustainability consultancy for travel and tourism, CIE Tours undertook, for the first time, the calculation of its carbon emissions for the year 2022 within the company's own operations, the tours it provided, and the flights taken by its guests, both sold and not sold by CIE Tours. This has laid the foundation to establish specific carbon reduction targets addressing Scope 1, 2, and 3 emissions.

- 50% reduction in carbon emissions from corporate emissions on a 2022 baseline year by 2030.
  - 50% reduction in carbon emissions from land arrangements on a 2022 baseline year by 2030.
  - 25% reduction in carbon emissions from aviation on a 2022 baseline year by 2030.
- To support decarbonisation efforts, CIE Tours in partnership with TerraVerde, have commenced a pilot supplier programme that aims to collaborate and support its suppliers with their decarbonisation journeys and their ability to collect and report relevant data to CIE Tours. The suppliers participating in this pilot programme represent the aviation, ground transportation, accommodation, and visitor attraction industries that CIE Tours relies upon. This work includes the use of Hydrotreated Vegetable Oil (HVO) on an Ireland based scheduled tour since June 2024.
  - Regarding unavoidable emissions, CIE Tours, in 2024, is researching and assessing projects that could be supported through the creation of a compensation fund to act as an offsetting measure with the goal to have selected projects by the end of 2024.

**7) Responsible marketing**

- We commit ourselves to communicating where we are on our journey, outlining the improvements made and areas that still need to be addressed, as well as outlining our future plans and goals, to be supported by evidenced information. While acknowledging the continued need to produce printed materials, we aim to mitigate the impact through responsible choices.
- Our annual brochure is printed on FSC (Forest Stewardship Council) certified paper that has been harvested in a way that is socially and environmentally responsible. The certification process ensures that forests are managed in a way that reduces their environmental impact, and that landowners and manufacturers use responsible forestry practices.
- Additionally, we continue to make increased use of digital communications wherever possible to reduce the need for such printed materials. CIE Tours, in collaboration with its network of suppliers, will collate and share examples of sustainability best practice, with the aim of informing customers of all sustainability efforts as well as inspiring other suppliers within its network to undertake sustainability practices.

**8) Social responsibility**

- CIE Tours supports people of all backgrounds to join their team and fosters a culture of responsibility through employee training and awareness of the principles of responsible tourism. In 2024, CIE Tours is working on the creation of a compensation fund that aims to support causes and organisations located in areas that are visited by guests on CIE Tours.

**9) Supporting Biodiversity & Conservation**

- We support and conserve Irish biodiversity by supporting projects and organisations that effectively minimise negative environmental or community impacts from tourism. By engaging our guests with rural Ireland and its activities is a positive, we also acknowledge that this can potentially harm biodiversity in those areas visited. To help us in this regard, we have signed up to the All-Ireland Pollinator Plan.

Signed by:



Managing Director

17th July 2024

Date



Head of Sustainability

17th July 2024

Date