



northernireland
tourist board

Going Green

A guide for tourism providers
in Northern Ireland



nitb.com

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Reasons to go Green

Why should I read this guide?

We know that as a tourism business, you're busy. There are breakfasts to be cooked, bookings to be made and customers waiting. Which means no time to plough through endless documents. But we think you need to read this guide. So we've made it a bit like an Ulster Fry – simple, full of value and waffle free.

Three reasons to keep reading

1. Sustainable tourism is making waves.

Did you know that one in three visitors to Northern Ireland would prefer to stay in accommodation with green credentials? Or that a massive 65% are already taking steps to reduce their carbon footprint?¹ Many of your customers care about the environment. By showing them that you care too, you will be well placed to attract new customers and win loyalty from those you already have. If you can action even a few of the tips in this guide and present this in a way that is appealing (see section 8), you will be well placed to tap into this important market segment.

2. This guide can help your business to save money.

There are simple ways to cut your waste costs (section 3) and trim your energy (section 2) and water bills (section 7). This guide includes practical advice and tips from expert bodies such as the Energy Saving Trust and the Waste and Resources Action Programme. You can also find case studies from Northern Ireland tourism businesses which have already put some of this advice into action.

3. The environment can be the catalyst for huge growth in the tourism industry.

Tourism is now worth over £680,000 in annual revenue and supports 40,000 local jobs. With one of the world's most breathtaking coast roads, a mountain range that inspired CS Lewis's 'Narnia' and one of Europe's most beautiful Lakeland regions, it is no wonder that every year millions of visitors come to Northern Ireland from every corner of the globe. Let's keep this place extraordinary.



What is green tourism?

Green tourism is tourism that respects the environment and the local community as well as making good business sense. A green tourism business is as interested in a healthy profit margin as any good business, but it does this in a way that helps - or at the very least doesn't harm - local people and the local environment. It is responsible.

There is no blue print for green tourism. Every tourism business is different and therefore each one will have a different approach to going green. While a guest house might make home grown organic food their focus, a large hotel may be more interested in investing in renewable technologies. What every green tourism business has in common is that they are doing *something* to help the local community or environment.

There are many offshoots of green tourism... sustainable tourism, eco tourism, responsible tourism, ethical tourism, voluntourism. While they all have a slightly different focus, they **share one common principle** – that tourism should respect the host destination.

Why go green?

We only have to look at the shelves in our local supermarket to see that ethical consumerism is big business today. With the heightened awareness of environmental issues, consumers are increasingly showing preferences for products and services that are ethical, responsible or sustainable. With 65% of visitors already taking action to address their own environmental impacts and 25% willing to pay more for products and services that are eco friendly, this is a market that you can't afford to ignore¹. The benefits of going green don't end with accessing this growing market of customers. Many businesses that address their environmental impact also report that they end up saving money.

How to use this guide

This guide is designed to support you through the process of becoming a green business, from writing your environmental policy to attracting your new customers and everything in between. A copy of this guide is available to download at www.nitb.com

1. Say it. Write it. Do it.

First steps to going green

The hardest part of any project is getting started. Two simple steps will get your green tourism project moving.

Write an environmental policy to clearly state what you want to change.

Research has shown that people who write down specific goals are far more likely to achieve them than those who don't. Your environmental policy doesn't need to be highly technical or to cover every aspect of sustainability. Our environmental policy template on the opposite page might help you to get started.

Involve your staff and visitors.

By including staff and customers in the decision making process and listening to any ideas that they might have for going green, they are more likely to feel a sense of ownership and enthusiasm for the project. Display your environmental policy in information packs or in public areas. You could also provide a box on your customer feedback form to find out if your visitors have any suggestions.

Creating an environmental policy helps you to stay clear about what you're doing and how you're going to do it. Here is a template that you can use or adapt to suit your business.

Environmental Policy Template

[Insert business name] is committed to protecting the environment and supporting the local community. We will strive to:

Minimise our energy use by:

- Looking for AA rated appliances
- Switching off lights and electrical equipment
- Monitoring our energy consumption

Send less waste to landfill by:

- Purchasing re-usable cutlery and napkins
- Composting food waste
- Recycling glass, paper, cardboard and plastics

Minimise our water use by:

- Installing water saving devices
- Encouraging our staff and customers to conserve water

Purchase sustainable products wherever possible by:

- Looking for phosphate free cleaning products
- Avoiding chemical fertilisers and pesticides
- Purchasing organic, Fair Trade and FSC products when possible

Support our local community by:

- Buying local produce
- Telling our customers about local farmers markets
- Displaying local arts and crafts

Encourage sustainable transport by:

- Displaying information on public transport
- Providing secure cycle storage and information on cycle hire
- Joining the 'Walkers Welcome' scheme
- Offering incentives to visitors who leave the car behind

[Insert business name] will review our performance regularly and try to keep improving.

Signed _____

[Manager / Owner]

2. Goodbye standby

Get switched on about energy

Did you know that around 12% of your energy bill is standby power? Or that up to 40% is hot water? The good news is that there are cheap and easy ways to cut your energy spend and your CO₂ emissions in one fell swoop.



Insulate! Up to 35% heat is lost through the roof and windows. The Energy Saving Trust recommends at least 10 inches of loft insulation.



Install a water efficient showerhead. This could save £75 a year on water heating.



Invest in low energy light bulbs. The upfront cost is greater, but these last up to 10 times longer and use a third of the energy.



Switch devices off at the wall instead of leaving them on standby.



Turn the temperature down by just 1 degree. This equates to an 8% saving. The ideal night time temperature is just 16 degrees.

Case study

Tory Bush Cottages, Down

Tory Bush Cottages is a community of traditional self catering cottages in the heart of the Mourne Area of Outstanding Natural Beauty. Beneath the traditional exterior is a cutting edge approach to energy. Owner David Maginn first got involved in sustainability when he participated in a local green tourism project led by the Mourne Heritage Trust. He has used a series of innovative techniques to improve the energy efficiency of his business focusing primarily on one unit – the Eco Loft. Reducing heat loss has been a focus. David uses local sheep's wool insulation, a natural and effective insulator. The Eco Loft runs on renewable energy with a solar powered water heater and wood pellet boiler. Due to the success of the wood pellet boiler in the Eco Loft, David has now converted the rest of the cottages to wood pellet heating using a district heating scheme which pumps the heat underground. The Eco Loft is advertised in 'Green Traveller', a website and magazine dedicated to the green tourism market. David says, "Customers who have stayed in the Eco Loft are coming back year after year. They tend to be people with a real interest in taking care of our environment."



Top 5 electricity guzzlers (per Kwh)

- Tumble dryer
- Washing machine
- Fridge freezer
- Dishwasher
- Electric hob



3. Reduce. Reuse. Recycle.

Rethink your waste

The Waste and Resources Action Programme (WRAP) estimates that in 2012, UK hotels wasted around £318 million on food waste alone. 40% of food wasted is carbohydrates including potatoes, bread, pasta and rice. The true cost of waste isn't just about disposal costs - we also have to consider the cost of buying, transporting, storing and cooking items that end up in the bin or down the drain. Coupled with this, we are physically running out of space for landfill. We need to radically rethink our approach to waste. The good news is that WRAP - having finished rummaging through our bins - has come up with some simple ways to tackle waste.



Book a waste audit to better understand where your waste is coming from and how to reduce it. See the further resources section.



Rethink your portion size. If 40% of wasted food is carbohydrates, are you serving too much?



Offer “doggy bags” (“Les Restes” in French!) to customers. Check out the Love Food, Hate Waste hygiene advice on “doggy bags”.



Keep your fridge at 5 degrees or cooler to maximize food lifetimes.



Compost your kitchen waste and create clearly labelled recycling stations at prominent locations.

Case study

City Hotel, Derry~Londonderry

The City Hotel - a 158 bedroom 4 Star city centre hotel - managed to reduce its waste so dramatically between 2006 and 2012 that it is now saving £11,000 a year. So how did they do that? Clare Campbell, Guest Services Manager at the City Hotel says, "In 2006 we were sending 150 tonnes to landfill. We joined the Green Tourism Business Scheme, and they encouraged us to think about reducing waste by examining what we were bringing into the hotel. We did this by looking at the products to see if we could find alternatives which contained less waste and could be recycled." Provision of easy to follow recycling systems, composting of kitchen waste and staff training have led to a culture change. By 2012, waste sent to landfill had fallen to only 50 tonnes. The hotel has received a Gold Zero Waste Award and signed up to a voluntary waste management initiative – the Hospitality and Food Services Agreement.



The Hospitality & Food Services Agreement (HaFSA)

If you're interested in reducing your waste and would like a structured approach to doing this, consider signing up to WRAP's UK wide voluntary agreement. Hospitality businesses who have already signed up include Jury's Inns, Radisson, Travelodge, Holiday Inn Express and Days Inn. Signatories receive a free resource pack.

www.wrap.org.uk

4. Think Local

Local spuds, tasty grub

Your potatoes might be better travelled than you are. The average vegetable travels around 1500 miles before it reaches your plate. With every purchase we make that isn't local, money slowly leaks out of our community. In contrast, local food supports local families and builds strong, vibrant communities. Here are some simple actions you can take to make a positive contribution to your community.

Did you know?

Local food is better for you. The shorter the time between the farm and your table, the less likely it is that nutrients will be lost from fresh food.

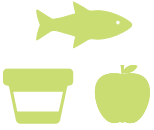
Visitors want to experience local flavours in food and drink and opportunities to buy local authentic arts and crafts.

Comber Early Spuds – prized for their earthy flavor and soft skin - have been granted European Protected Status. It's an elite group of high quality European products

including Parma ham, Champagne wine and Stilton cheese. Armagh Bramley Apples and Lough Neagh Eels also have this status.

In 2013, Belfast was named one of six UK Sustainable Food Cities.

95% of fruit and 50% of vegetables eaten in the UK are imported. You can find information on local vegetable growers in the Food NI Producers Guide.



Serve up local, seasonal produce like Clondeboye Yoghurt, Glenarm Organic Salmon or Armagh Cider. Visit www.nigoodfood.com to find local suppliers.



Use local farmers markets and farm shops like St George's Market Belfast or the Causeway Speciality Market. Tell your visitors about them.



Actively support other local businesses and initiatives. Advertise local events on your website or email the details before visitors arrive.



Leave a few local essentials for your guests with information on where they can buy more or consider selling locally sourced packed lunches or picnic hampers.



Use local art and crafts in your business to give it a Northern Ireland stamp of authenticity.



5. Be Nice to Bikes

Get moving on green transport

With four national trail centres and world class downhill routes at Rostrevor, Northern Ireland is well and truly on the map as a destination for mountain biking, as well as leisure cycling. With more than 13 annual walking festivals, we also draw walking and hiking enthusiasts from all over the world. Cyclists and walkers are important markets for Northern Ireland. They also have very specific requirements. By being biking and hiking friendly, you will increase your appeal to these key markets as well as supporting sustainable transport.

Did you know?

Rostrevor boasts Northern Ireland's first purpose built downhill trails and is believed by many to be the top spot for mountain biking in Ireland.

There are more than 13 walking festivals and over 35 Cycle Sportives in Northern Ireland every year.

The Mourne Food Cycle Trail is Northern Ireland's first food tour by bike. It also offers electric bikes.

Northern Ireland has one of Europe's best networks of electric car charging posts.
www.ecarni.com



Cyclists love their bikes. Secure onsite cycle storage is the key concern for cyclists when on holiday. Offer safe lock up facilities in a clean, clear space.



Cyclists and walkers often prefer to eat on the go. Consider offering healthy, high energy packed lunches.



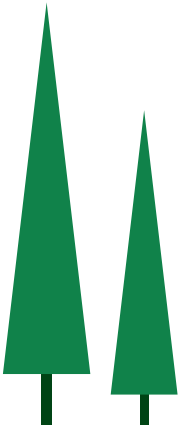
Providing 'Spares and Repairs' is a simple and cheap goodwill gesture towards cyclists. Invest in a cycle repair kit (costing as little as £5) and provide a dedicated space for maintenance.



Give a warm welcome to walkers and cyclists by joining the 'Walker's Welcome' or 'Cyclist's Welcome' schemes.



Encourage your customers to leave the car at home by offering pickups, discounts for those who arrive without the car and providing up to date public transport information.



6. Go Wild for Nature

How well do you know your local birds?

Northern Ireland is crammed with cracking wildlife. From the majestic Minke Whales passing Torr Head, to comedy antics at the Rathlin Island puffin colony, there are endless opportunities for visitors to enjoy our incredible natural environment. With nearly one million visits a year to zoos and nature reserves, wildlife tourism is clearly a popular activity in Northern Ireland. We have highlighted a few easy ways to appeal to the wildlife lover in your customer and maybe attract a few new ones.



Know your local area. Take time out to enjoy your own area so that you can give your customers first hand knowledge.



Support wildlife by installing nesting boxes, bird baths etc. Check out the Ulster Wildlife Trust's beginner's wildlife gardening guides.



Get involved in (or organise) a cleanup effort in your local area. Keep Northern Ireland Beautiful's 'Big Spring Clean' has events across Northern Ireland.



Sponsor a local environmental charity or make a visitor payback scheme available.



Display the 'Leave No Trace' principles to encourage your customers to respect local wildlife.

Case study

Belle Isle Estate, Fermanagh

Situated on the northern tip of Upper Lough Erne, Belle Isle Estate comprises a 17th century castle accommodating up to 16 guests and self catering courtyard apartments and cottages. The estate has been designated a Special Area of Conservation and, as stewards of the island's 470 acres, the owners do everything they can to make a positive contribution to the local environment through their daily activities. An extensive tree planting program has been undertaken on the estate and a sightings record has been established to monitor animals such as otters and badgers. Walking guides for the estate have also been produced, including one for children with information about the local flora and fauna. Organic waste from the cookery school is composted and used as a natural fertilizer in the gardens.



Did you know?

Urban birds get up later than rural birds. BTO Garden Bird Watchers discovered this after observing a range of garden birds².

The RSPB has over 1 million members!

24 cetacean species such as whales, dolphins and porpoises have been recorded in Irish waters – 28% of the total species in the world³.

33% of NI domestic tourists and 15% ROI tourists to NI would be interested in whale watching³.

Earth's largest animal is the endangered Blue Whale. Its heart is the size of a Volkswagen Beetle.

Wildlife tourism is worth £65 million to the Scottish economy and creates the equivalent of 2,760 full time jobs.

7. Be a Drip Free Zone

Don't let profits leak out

You could be paying more for water than you need to. By reducing the amount of water your business uses, you can lower both your water and sewerage costs. Invest NI estimates that you could save up to 30% of your water costs through simple, low cost actions.

For example, fixing a leak from a single cold water tap could save you up to £900 per year. In addition, suppliers and customers are increasingly environmentally conscious, demanding that businesses use natural resources sustainably.



Install a cistern displacement device - such as a HIPPO bag. These are available free of charge from NI Water and displace a litre of water with every flush.



Communicate the importance of water efficiency to your employees and customers. Display NI Water's Dirty Dozen' poster which explains what can and can't be flushed.



Reduce water usage by up to 70% by fitting aerators on taps and showerheads. For around £5 per tap they produce the same flow.



Check regularly for leaks from pipes (especially in cold weather) and monitor meter readings and bills regularly to identify unusual patterns.



Where possible, use water butts to harvest rain water.

Case study



Jury's Inn, Belfast

Jury's Inn Belfast is a 190 bedroom hotel located in Belfast City Centre. The Jury's Hotel Chain throughout the UK and Ireland is firmly committed to environmental sustainability with group membership of Green Tourism. Since joining the scheme, the hotel has made significant savings on its water use. "One of the first actions we took was to install water saving aerators on our taps and showerheads," said Michael Harbinson, Food and Beverages Manager. "That one action has really made an impact not only on our water consumption but also on our energy bills because the more water we used, the more we were heating." The hotel has also installed a rainwater harvesting system and has introduced a policy of phosphate free cleaning materials. Jury's Belfast is one of only two hotels in Northern Ireland to have been awarded the prestigious Green Tourism Gold Award.

Did you know?

On average, a person uses 150 litres of water per day, a third of which goes straight down the drain

A bath uses 80 litres of water. In five minutes, a standard shower uses 35 litres and a power shower uses 90 litres

About 30% of water used in the UK is through toilet flushing.



8. Buy Right.

Ethical. Organic. Easy.

One of the most important statements you can make about your commitment to the environment is the way that you choose to spend your money. We all make choices when we are buying products and services, be it food, cleaning products or crockery. By paying attention to the ethical and environmental credentials of our suppliers and service providers we are influencing the supply chain.



Wherever possible, source local services and products.



Cut down on packaging – avoid small plastic packages and containers.



Choose environmentally friendly paper. Post Consumer Waste paper is made from paper that has been used before and is preferable to Pre Consumer Waste (made from off cuts).



Choose ethical and organic products. Look for Fair Trade, FSC or Soil Association Organic labels.



Choose natural cleaning products that are free from toxic chemicals.

Case study

Anna's House, Down

Anna's House is a luxury organic Bed & Breakfast set in a tranquil lakeside location in County Down. The owners' commitment to a natural, organic lifestyle has become one of the stand out features of the business, and one that brings customers back time after time. Anna's House – named one of Europe's best boutique places to stay by the Sunday Times travel magazine - is passionate about food, using organic, local ingredients. "We aim to serve only organic food and recently signed the Soil Association's Organic Catering Code of Practice," says owner Anna Johnson. "We have committed ourselves to serving at least 75% organic food at any one time and always give local produce priority." The B&B - which has also volunteered to spot inspections by the Soil Association - is decorated with organic paint and cleaning products are environmentally friendly. With Red Magazine calling Anna's House one of Britain's Best Kept Secrets, it's clear that luxury and organic is a winning combination!



Did you know?

The Fair Trade label provides an assurance that the product has been purchased from farmers for a fair price and produced under decent working conditions in the developing world.

The Soil Association 'Organic' Certification means that 95% of the ingredients including water are natural and chemical free.

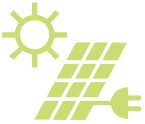
FSC stands for Forest Stewardship Council. FSC certified paper and products are made from wood that originated in sustainably managed forests.



9. Build it in

Future-proof your business

With the cost of oil and gas on the rise, many businesses are turning towards passive design and renewable technologies to meet their energy needs. Building sustainable features into your business from the outset makes sense as it reduces reliance on traditional fuels and can give you standout. Here are some sustainable design techniques that may be worth considering if you are starting your project from scratch or are interested in investing in a low energy future.



During the planning phase, place the longer dimension of the building facing south, allowing for passive solar heat gain in the winter.



During the design phase, prioritize good insulation and ventilation. Locate the water heater close to where water is used and avoid glass north-facing walls.



Make use of rain water by installing a rainwater catchment system.



Include solar water heaters, photovoltaic panels and geothermal features or design in a way that allows for future installation of renewable energy features.



Consider incorporating solar-tube lighting to allow natural light into interior rooms.

Case study

Hemp Cottage, Down

Hemp Cottage - a two bedroom self catering unit ten minutes from Strangford Lough – offers eco holiday living in contemporary accommodation. The cottage – designed and built by local architects Rachel Bevan and Tom Woolley – was designed to optimize the use of natural light and features a locally sourced timber frame, hemp lime walls, natural insulation materials and a green roof. “Our customers seem to really enjoy the natural aspects of the design and the fact that we have done something different.” The relaxing, natural ambience is completed by an organic herb and vegetable garden, a wood burning stove and a view of the orchard.



Did you know?

The Giant's Causeway Visitor Centre has no air conditioning plant or boiler. Instead the low carbon building uses thermal storage and a heat exchanger.

The Carbon Trust administers an interest free loan scheme for energy efficient projects, funded by Invest NI. www.carbontrust.com

10. Reap the Awards

Call the experts

Now that you've put the work into going green, it's time you got some credit for it. Membership of a sustainable tourism certification programme such as 'Green Tourism'¹⁶ makes it easy for your customers to know that you are committed to the environment. It also provides a supported approach to going green from the beginning. 'Green Tourism' is one of the world's most highly rated green certification schemes. With around 2000 members in the UK and Ireland, it is also the largest scheme of its kind in Europe. Many members report significant savings on energy costs and waste bills thanks to the advice and support available. A green award can also help you to tap into of a growing market of consumers who are seeking out businesses which are environmentally and socially aware. Here are Green Tourism's top five tips:



Turn thermostats on radiators down by just one degree - research indicates that the ideal night time temperature is just 16 degrees⁴.



Fit taps and showerheads with water saving aerators to reduce flow, leading to hot water savings.



Buy from local producers and let your visitors know that you do.



Start composting your vegetable waste and use it in your garden.



Invest in a plug in meter to monitor consumption of your appliances.

Case study

Bay Cottage, Antrim

Bay Cottage – a family run B&B overlooking Lough Neagh – joined Green Tourism in 2011 as part of an initiative by Antrim Borough Council. It received a Silver Award as a result of its genuine and effective approach to sustainability. “Breakfast is prepared using local produce including our own free range eggs and pork from the rare breed pigs we raise during the summer months,” says Elizabeth McBride, owner of Bay Cottage. “We find that our customers enjoy knowing that much of their breakfast is produced onsite.” With support from Green Tourism, Bay Cottage has also introduced an effective system for separating, recycling and composting waste and has begun to promote events and attractions such as the owl sanctuary nearby, which helps to support the local community. “The advice and support available from Green Tourism has been a very useful touchstone in this process and has given us the confidence to explore new ways to make our business more sustainable.” Elizabeth has recently installed a wood pellet boiler and domestic wind turbine.

Green Tourism Gold Award winners City Hotel Derry and Jury’s Inn are featured on page 11 and 19.



Did you know?

Areas as well as businesses can get green awards. The Mourne AONB was the first area in the UK to be awarded the European Charter for Sustainable Tourism in Protected Areas. The Causeway Coast and Glens has also been awarded the Charter.

When visitors to Northern Ireland were asked whether a green award for sustainability makes tourist accommodation more appealing, 73% said that it would⁵.

Women, the under 34s and visitors from Europe were most likely to find a green award appealing.

11. Tell the World

Green and proud

If you're already working hard to be more sustainable, it's time to let your customers know. They may not come to you just because you are green, but there are ways of communicating your green credentials in a way that will really appeal to visitors.

Case study

Orchard Acre Farm, Fermanagh

Orchard Acre Farm is an award winning Eco Tourism Farm, set in a tranquil riverside location in the Fermanagh Lakelands. The family-run farm produces a range of artisan foods and offers a year round programme of Boutique Food Events, Farmhouse Cookery Classes, 'Grow your own' courses and traditional willow craft workshops. "At Orchard Acre Farm, sustainability is both a vibrant visitor experience and a solid way of farming life," says Teresa O'Hare who runs the farm with her husband Hugh. "We love good food, it's at the core of everything we do here, from our monthly Irish music sessions to our December Green Santa Sundays!" Thanks to its unique offer and focus on good food, the farm - which can provide activities for individuals, couples and groups - is fast becoming the "must do" secret destination for alternative hen parties, families and tour groups looking for something different.





Make sustainability visitor centred. Inviting people to, 'Taste our home made raspberry jam' or to 'Enjoy our hot solar shower' is more appealing than a company policy document.



Apply for awards and prizes such as the NI Tourism Awards, the Coast Care Awards (for coastal volunteer groups) and the Green Tourism Gold Star Awards (for Green Tourism members). If you win, ask your local paper to cover the story.



No one can do everything. Being green, like everything else, requires a Unique Selling Point. Focus on the aspects of sustainability that you are confident about such as locally-sourced food or cycling rather than trying to cover all bases.



Target niche markets by advertising in specialist publications such as 'Green Traveller'. If you have a green certification, communicate the logo on all of your promotional materials.



Work with and promote other sustainable businesses in your local area. In turn, they are more likely to promote and support your business.



If you have green credentials, mention this on your website. You may want to make your Environmental Policy available online.

Further Resources

Invest NI offers a wide portfolio of support for Northern Ireland businesses with resource spend of over £30k per annum. A free audit can identify and prioritise projects to reduce the cost of water, energy, materials and waste. Up to five days of further support may also be available to help with project implementation.

Invest NI also provides Industrial Symbiosis services which helps to match excess resource in one business - like waste, transport, storage, skills, production capacity or energy - with another where it could be profitably used.

www.investni.com

nibusinessinfo.co.uk is a web resource providing practical advice for businesses including tips on environmental management.

www.nibusinessinfo.co.uk

A number of Councils in Northern Ireland operate Resource Efficiency Programmes which provide support to businesses and individuals. Ask your local council for details of specific support and projects.

The STEM Project which is part financed by the European Union's INTERREG IVA Cross Border Programme, is a Sustainable Business Networking project helping businesses identify cost savings in their energy, waste and water through adopting the principles of good environmental management. **www.stemproject.com**

The Carbon Trust administers an interest free loan scheme for energy efficient projects, funded by Invest NI.

www.carbontrust.co.uk

Green Tourism – also known as the Green Tourism Business Scheme is a green certification scheme validated by the International Centre for Responsible Tourism on behalf of Visit England, Visit Wales and NITB. **www.green-tourism.com**

The Energy Saving Trust offers advice and support on energy related matters to the domestic sector.

www.energysavingtrust.org.uk

WRAP (Waste and Resources Action Programme) offers advice and support on how to manage waste. It encourages businesses to prevent landfill waste by efficient resource use, maximising re-use and increasing recycling streams.

www.wrap.org.uk

Love Food, Hate Waste has a wealth of information on how to better manage your food waste including recipes, hints and tips and portion planning.

www.ni.lovefoodhatewaste.com

Food NI provides a single promotional voice for Northern Ireland's food and drink. Their Food Producers Guide and website provide valuable information on local producers and suppliers. www.goodfoodni.com

The NI Water website provides information and advice about reducing water use. Download the 'Dirty Dozen' poster and request a free HIPPO bag. www.niwater.com

Keep Northern Ireland Beautiful organises the Big Spring Clean - Northern Ireland's largest clean up. Community groups, individuals, sports associations, businesses, councils and schools are invited to clean up their local areas. Keep Northern Ireland Beautiful provides clean up kits to registered groups. www.keeppnorthernirelandbeautiful.org

Cycle NI provides a definitive guide to cycling in Northern Ireland including information on routes, events, courses, short breaks, itineraries and cycle hire. www.cycleni.com

Walk NI provides a definitive guide to walking and hiking in Northern Ireland, including information on routes, events, accommodation. www.walkni.com

Translink is Northern Ireland's integrated bus and rail public transport company. The website includes a journey planner, timetables, special offers and information on tours. www.translink.co.uk

The Ulster Wildlife Trust is Northern Ireland's largest local conservation charity. It manages a number of nature reserves, provides opportunities for volunteering and has a number of guides available for download including a beginner's guide to wildlife gardening. www.ulsterwildlife.org

The RSPB NI hosts wildlife events and manages a number of nature reserves including the Rathlin Island Seabird Centre. www.rspb.org.uk/northernireland

The Wildfowl & Wetlands Trust (WWT) is one of the world's largest and most respected wetland conservation organisations. It manages the Castle Espie Nature Reserve and organises events such as the BTO Garden Birdwatch. www.wwt.org.uk

Sustainable Northern Ireland assists district councils, the community and voluntary sector, central government departments and agencies, non departmental public bodies, the business sector and the public in understanding, promoting and encouraging the adoption of sustainable principles in all aspects of our lives. www.sustainableni.org

Thank you...

to the businesses and organisations that provided information for this guide

Anna's House
www.annashouse.com

Bay Cottage B&B
www.baycottageireland.com

Belle Isle Estate, Fermanagh
www.belleisle-estate.com

Causeway Coast and Glens
Heritage Trust
www.ccght.org

City Hotel, Derry
www.cityhotelderry.com

DOE
www.doeni.gov.uk

Energy Saving Trust, NI
www.energysavingtrust.org.uk/northernireland

Food NI
www.goodfoodni.com

Green Tourism
www.green-tourism.com

International Centre for
Responsible Tourism
www.icrtourism.org

Invest NI
www.investni.com

Jury's Inn, Belfast
www.jurysinns.com/hotels/belfast

Leave no Trace Ireland
www.leavenotraceireland.org

Mourne Heritage Trust
www.mournelive.com

NI Environment Agency
www.doeni.gov.uk/niea

Orchard Acre Farm
www.orchardacrefarm.co.uk

Rachel Bevan Architects
www.bevanarchitects.com

Keep Northern Ireland Beautiful
www.keepnorthernirelandbeautiful.org

Tory Bush Cottages
www.torybush.com

Ulster Wildlife Trust
www.ulsterwildlife.org

WRAP NI
www.wrapni.org.uk

1. Ref. Mintel / Toluna (2010)
2. Ref. British Trust for Ornithology
3. Ref. Mintel (2010)
4. Ref. Sustainable Tourism for Dummies, Sustainable Tourism Partnership (2009)
5. Ref. NITB Visitor Attitudes Survey (2009)
6. Ref. Green Tourism has been validated By the International Centre for Responsible Tourism on behalf of NITB, Visit England and Visit Wales. Other validated schemes (at time of printing) are BS8901 certified by SGS (developed specifically for the events industry), and the Peak District Environmental Quality Mark.

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