Case Study

Doolin Hotel

Company & Country

Doolin Hotel, Clare, Ireland

Start Up/SME, Employees

SME with 120 Employees

Category of Industry

Tourism, Boutique Hotel

Website Address

https://www.hoteldoolin.ie/

CSR Strategy

https://www.hoteldoolin.ie/corporate-and-social-responsibility.html

CSR Ready

green, fair & competitive businesses

Hotel Doolin, is Ireland's first certified carbon-neutral hotel. Hotel Doolin's is a boutique hotel with 17 deluxe bedrooms, a guesthouse, a restaurant, Eco Wedding & Events Barn…and more. The hotel has won numerous awards including the Irish Medium-Sized Green Organisation of the Year 2019/2021 at the Green Awards, the Green Team Sustainability award 2021 and the Chambers Ireland CSR Award 2019.

Benefits of CSR

- Reduced carbon footprint, team-building, raising money for charities close to our hearts, and taking care of the beautiful environment that we are so fortunate to live and work in.
- Carbon neutral. Saves money being green. Reduced costs in terms of energy, water and waste initiatives. We have become carbon neutral.
- Staff Retention and reduce employee turnover. *Our consumption in 2017 was 465 tonnes of carbon compared to a projected 110 tonnes by end of this year* (2019 article)
- Increase in business with support from the community. *'Since sharing their commitment to sustainable practices, the business has grown by thirty per cent.*

'Since sharing our commitment to sustainable practices, the business has grown by thirty percent'

DESCRIPTION AND IMPLEMENTATION OF KEY CSR INITIATIVES

This is the vision of ***Hotel Doolin*** located in Doolin, Co. Clare. In 2013, they launched their Green Team Initiative as a way to become a carbon-neutral hotel. Part of this includes planting trees after every wedding held at the hotel, hosting coastal clean-ups, and growing their own fruits & vegetables. As part of its Green Program, the hotel doesn't sell any plastic bottles on its premises. They also have a CSR Community Program

Hotel Doolin has redesigned the normal hotel practices by contributing positively by innovating their products, processes, and services, which in themselves are thriving from both an economical and an environmental standpoint. They have a published Environmental Management Policy.

They set up their Green Hospitality Program which includes their 3 P's (People, Planet and Profit) and their aims to Reduce, Reuse and Recycle.

They also have the Green Initiatives Program, Eco Barn, Water Efficiency Program and Minimising Traffic.

They also hired a Purchasing and Green Manager and set up an internal Green Team where they roll out training. Examples of actions, use only green electricity, 75% of its produce is from a 30-mile radius, grow their own vegetables in a 50-foot polytunnel.

Hotel Doolin has actions set against all the SDGs (full information here) e.g., SDG 2 monitor food waste and has KPIs in place. SDG 3 have the 'Smiling on the Inside' initiative. SDG 4 Use only green electricity has an A-rated Eco Barn. SDG 13 educate students and new employees to become part of the Hotel Green Team.

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