



CLIMATE ACTION FOCUS AREAS

-  WASTE
MANAGEMENT
-  STANDARDS &
CERTIFICATION
-  BIODIVERSITY

CASE STUDY

CROKE PARK

ABOUT US

Croke Park Stadium is home to Ireland's largest sporting and cultural organisation, the Gaelic Athletic Association, and is located close to Dublin City Centre. With a capacity of 82,300, it hosts a wide range of games, events, meetings and concerts each year. It has a popular museum and offers stadium tours. Croke Park was the first stadium in Ireland and Great Britain to be certified in both ISO14001 (Environmental Management) and ISO 20121 (Sustainable Event Management).

“ An early ambitious goal which we set for ourselves was to have zero waste to landfill by 2020. We set that goal in 2008 and, by measuring and controlling waste, we achieved it ahead of schedule in 2014. ”

Shauna Conroy, Business Development
Executive, Croke Park

Smashing sustainability goals

GETTING STARTED

"Setting goals is central to our sustainability journey. An early ambitious goal which we set for ourselves was to have zero waste to landfill by 2020. We set that goal in 2008 and, by measuring and controlling waste, we achieved it ahead of schedule in 2014. This instilled a great sense of

pride in the team and motivated us to keep stretching ourselves in this area. It also attracted new business for us, especially for concerts and events."

Shauna Conroy,
Business Development Executive,
Croke Park



In other areas...

An overall Building Management System (BMS) installed in 2009 helps monitor energy and water efficiency throughout the stadium, and monthly meetings are held to review same. Sensor-activated lighting has been installed and electricity usage is timed to correspond to event needs. Management work closely with contractors to uphold site rules regarding sustainability. For catering, local suppliers are used and the provenance of the food is communicated on menus. Croke Park has two off-site polytunnels for growing produce used by the resident chef. It also has an off-site bee farm from which little pots of honey are produced and used in the menus.



CROKE PARK STADIUM, DUBLIN

COMMITTING TO THE SUSTAINABILITY JOURNEY

The Croke Park sustainability journey started in 2008 with the launch of a Green Waste Management Programme along with a carbon reduction initiative.

The journey is now managed by the Environmental Sustainability and Safety Management Group, comprising representatives from all departments.



REDUCING SINGLE-USE WASTE AT MEETINGS AND EVENTS

- ✔ All event organisers are offered the option of a paperless meeting.
- ✔ Stationery is provided but is not automatically placed at each delegate seat. Instead, it is available at a convenient central table. This usually means that only those delegates who really need the stationery avail of it.
- ✔ All notepads are made of recyclable materials and pens are made from recycled cardboard. Logos on these items make delegates aware of this.
- ✔ Still and sparkling water in glass bottles, which is bottled in-house, is provided.
- ✔ Any single use cups and containers are 100% compostable.
- ✔ Bins clearly communicate which items go in each bin.

COMMITMENT TO CERTIFICATION

Croke Park was the very first stadium in Ireland and Great Britain to obtain the Standard ISO 14001:2015 Environmental Management Systems. It went on

to secure ISO 20121 for Sustainable Event Management, and the stadium is currently striving towards securing ISO 50001 in Energy Management.



“ The ISO process provides a great framework for our internal journey. Our international corporate clients are also reassured of our best practices in this area. ”

Shauna Conroy, Business Development Executive, Croke Park



CHAMPIONING BIODIVERSITY IN THE CITY

Croke Park is a member of the All-Ireland Pollinator Plan and actively promotes and encourages the activation of new wildlife projects. A large variety of bird nest boxes and bee bricks have been installed. The stadium has attracted blue tits, sparrows, swifts, bats,

many species of bee, as well as peregrine falcons which have been spotted regularly using the height advantage of the stadium to look for a meal. Extensive planting of native trees, shrubs, and flowers has taken place in parallel with car park extension projects.



CROKE PARK STADIUM, DUBLIN

Top Tip

"Make climate action fun and get the conversation started. Ensure it is integrated in all areas of the business. You need buy-in from all departments. Start with your staff and get them to drive the message home. It is important to have a leader who is interested and passionate in sustainability and who can drive the momentum of the Green Team."

Shauna Conroy,
Business Development
Executive,
Croke Park

About climate action

This case study is part of Fáilte Ireland's suite of climate action business supports, helping tourism and hospitality businesses on their climate action journey.

Find out more at [Climate action \(Failteireland.ie\)](https://www.failteireland.ie)