

CLIMATE ACTION
FOCUS AREASENERGY
SUPPLY

HEATING

CARBON
OFFSETTINGREVIEW OF PROCESS
AND BEHAVIOUR

CASE STUDY

HOTEL DOOLIN

ABOUT US

Hotel Doolin is a 17 bedroom boutique hotel located in the North Clare village of Doolin on the Wild Atlantic Way. In 2019, it became the first hotel in Ireland to achieve carbon-neutral certification, and was named Ireland's Overall Green Business of the Year at the National Green Awards 2022. Hotel Doolin is certified through the Green Hospitality Programme and was awarded the Carbon Neutral12 GREENMark in 2019.

“ We set ourselves the target of becoming carbon neutral and created a 5-year Energy Efficiency Plan which culminated in Hotel Doolin becoming Ireland's first certified carbon-neutral hotel in 2019. ”

Áine Martin, HR & Green Manager,
Hotel Doolin

Journey to carbon neutral certification

GETTING STARTED

"When the Hotel Doolin Green Team was established in 2012, one of its main objectives was to reduce the hotel's carbon footprint. It was logical to create subgroups to match this objective: Energy, Water, Waste and Green Purchasing. Each of these subgroups has been meeting regularly since that time, setting targets, taking actions, reporting on outcomes and then starting

the process all over again! In 2017, we set ourselves the target of becoming carbon neutral and created a 5-year Energy Efficiency Plan which culminated in Hotel Doolin becoming Ireland's first certified carbon-neutral hotel in 2019."

Áine Martin,
HR & Green Manager,
Hotel Doolin



In other areas...

Hotel Doolin's Glas restaurant has a policy of serving food sourced from within a 50km radius. All local suppliers are listed on the menu and a map shows diners where they are located and where their food has physically come from. The hotel also grows produce for their menus in its on-site polytunnel. The hotel is an active member of the Burren Ecotourism Network. Team members participate in beach clean-ups, village clean-ups and work with the local Tidy Towns committee. Monthly wellness and team-building events are organized, often in collaboration with other local businesses for example a charity fund-raising event or a hike.



INHOUSE PRODUCE
GROWN IN POLYTUNNEL

ACTIVELY REDUCING THE CARBON FOOTPRINT

In 2012, Hotel Doolin's carbon footprint was recorded as 207 tonnes of carbon per year, based on 67,000 guests and food covers. In 2021, the carbon footprint had reduced to 30 tonnes per year (Scope 1 and 2 emissions), based

on 185,000 guests and food covers. Carbon emissions that cannot be eliminated or reduced further are offset through planting native trees locally.

Here are the key steps in that journey:



5 STEPS TOWARDS CARBON NEUTRALITY

1. Switch to a green electricity supplier 2017

Costs:	No additional cost
Carbon reduction:	100% on electricity
Payback time:	Immediate

2. Switch heating from oil to air-to-water system 2018

Costs:	No capital costs. System is leased from the supplier for a contracted length of time with the option to buy it if/when the hotel would like to. The system runs off green electricity and the electricity cost is covered by the supplier.
Reduced oil consumption:	68% year 1
Reduced energy costs:	20% annually
Carbon reduction:	Oil had accounted for 18% of the hotel's overall energy requirement. Now just 3% of the hotel's energy came from oil, saving the equivalent of 32 tonnes of CO ₂ per year.

3. Switch to BioLPG 2021

Costs:	Marginal increase in price
Carbon reduction:	104 tonnes forecast for 2022.

4. Process and behavioural change projects 2014 +

To support the carbon neutral journey, a host of projects design to modify behaviour or create process efficiencies were undertaken. Examples include:

- ✓ Staff training on portion sizes, waste segregation and switching off equipment
- ✓ Installing aerators in showers and hippo bags in cisterns
- ✓ Changing all bulbs to LED
- ✓ Changing lunch service from carvery style to à la carte (resulting in a 28% decrease in food waste per food cover).
- ✓ Purchasing energy efficient equipment

5. Carbon offsetting 2018 onwards

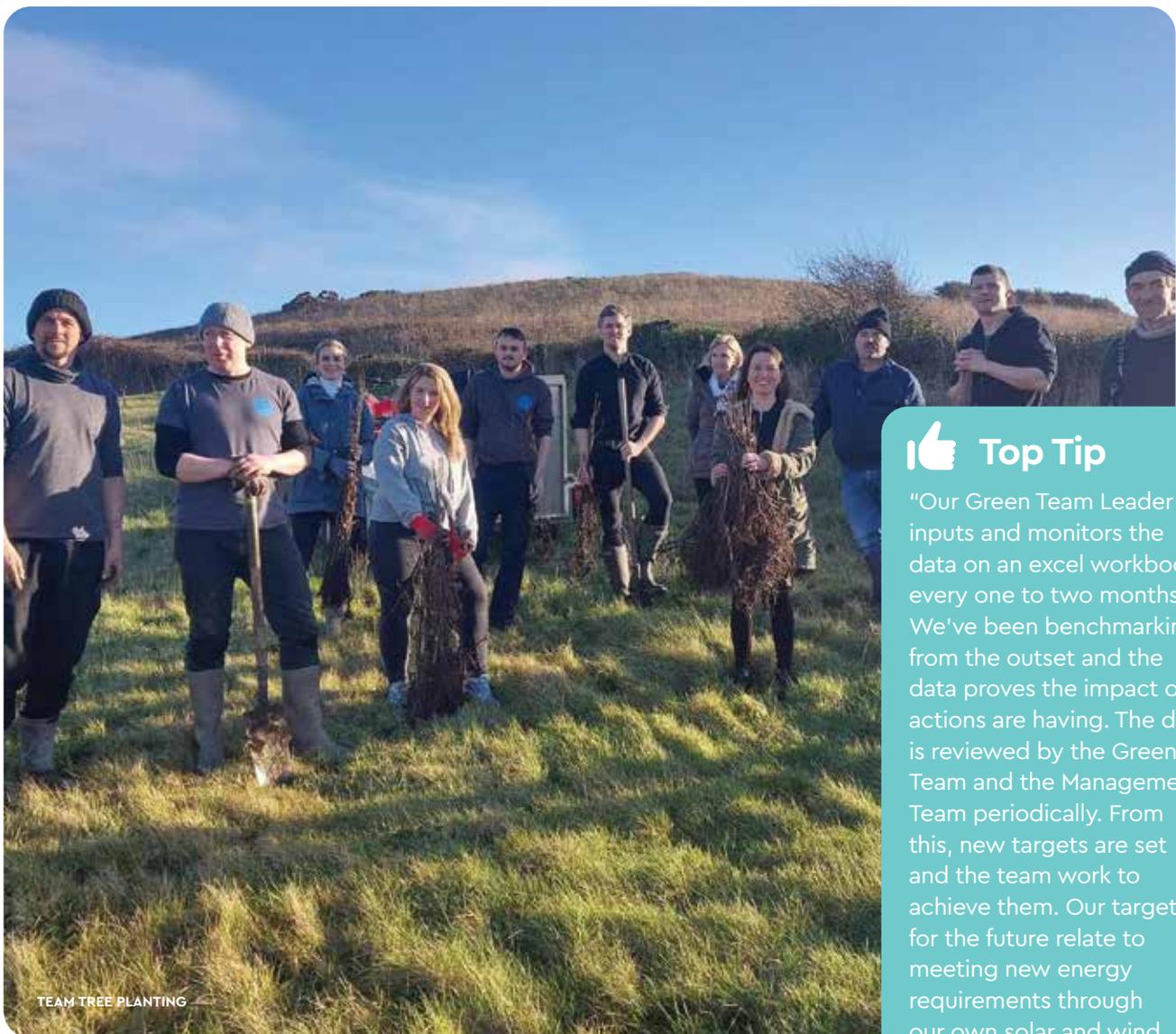
From 2018 to date, Hotel Doolin has partnered with local charity Hometree to plant over 2,770 native trees locally and on site, each one offsetting one tonne of carbon in its lifetime. Hotel Doolin is committed to planting ten native

trees locally for every wedding that takes place. Regular team tree planting days are organised internally between the hotel and Hometree. Wedding couples are even invited to come along to plant trees donated from their wedding.



“ We've been benchmarking from the outset and the data proves the impact our actions are having. The data is reviewed by the Green Team and the Management Team periodically. ”

Áine Martin, HR & Green Manager, Hotel Doolin



👍 Top Tip

“Our Green Team Leader inputs and monitors the data on an excel workbook every one to two months. We've been benchmarking from the outset and the data proves the impact our actions are having. The data is reviewed by the Green Team and the Management Team periodically. From this, new targets are set and the team work to achieve them. Our targets for the future relate to meeting new energy requirements through our own solar and wind resources, composting food waste, eliminating disposables and printing, and enhancing our on-site biodiversity.”

Áine Martin,
HR & Green Manager,
Hotel Doolin

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)