



**Going GREEN has been rewarding....**

**Sandymount Hotel's Green leader Ann McCabe talks about becoming Europe's Leading Green Hotel and putting Ireland firmly on the international map of sustainable hotel practices**

For a small, independent, family run establishment in the coastal village of Sandymount in Dublin, never did we dream that we could compete on an international stage against some of the world's most renowned hotels and resorts. From the ICE Hotel in Sweden and the famous Vila Vita Parc in Portugal to the luxurious Hotel Metropole Monte-Carlo in Cannes, Sandymount Hotel beat this stiff competition to become three-time winner of 'Europe's Leading Green Hotel' at the prestigious World Travel Awards. An incredible achievement, positioning the hotel as a 'green' leader in an elite category of environmentally friendly hotels worldwide.

In an age where the environment has truly become an emotive topic and as consumers become more and more sensitive to environmental issues, the demand for green products and services continues to grow. In many industries, and hospitality, there is a lot of pressure for hotels to go green and be more environmentally friendly and all these efforts are just the beginning of a movement to change the way we do things for the betterment of the environment, whilst also reducing costs and attracting a new 'millennial' guest.

At Sandymount Hotel, we are truly honoured to play our part in protecting the Earth and we have come a long way since we first became more environmentally aware, continually progressing our sustainable approaches to ensure that we are improving and minimising any negative effect our procedures and systems have on the environment, whilst also offering an exceptional hospitality experience. We are thankfully in a position now whereby through research and experience we have become very knowledgeable in this space and are using this new-found green understanding to assist other hotels as they begin or continue their green journey, many of whom have approached us directly asking advice and re-confirming our position as a European leader in this space.

Our dedicated in-house green team have been tremendous. We have invested time and resources into ensuring we are researching, instilling and choosing the BEST efficiencies and initiatives to help us achieve our green goals. One of the key focuses of green technology is resource efficiency and through our sustainable approaches we have instilled new measures including, but not limited to:



reduced our water consumption by 20%, 95% of the hotel's waste is recycled, we only use biodegradable compostable cups, lids and 100% eco-friendly straws, plus for the last two years we have recycled soap and toiletries discarded in the hotel every day through the global 'Clean the World' programme, which is set to change by year end as we will be introducing more eco-friendly, recyclable and bio-degradable products. We are also involved with many local and international initiatives such as buying local, using rechargeable batteries and recycling old books, avoiding food waste, recycling components of mattresses, recycling old computers to Africa plus we offer rewards and incentives to guests who help the hotel to take a 'greener' approach i.e. if guests opt-out of housekeeping, we reward them with a €5 voucher for our Line Out Bar.

As TD Noel Rock said recently, there is an opportunity for Ireland to be a European leader in this area, a position Sandymount Hotel has been trending in for quite some time and we are happy to assist our industry colleagues by lending advice and support etc on practices and initiatives in a bid to encourage Irish hotels, guesthouses and B&B's to adopt a greener approach and support us in our mission to reduce our carbon footprint.

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