

# Meitheal Sustainability Policy

2024 -2026



**Fáilte  
Ireland**





# Meitheal Sustainability Policy

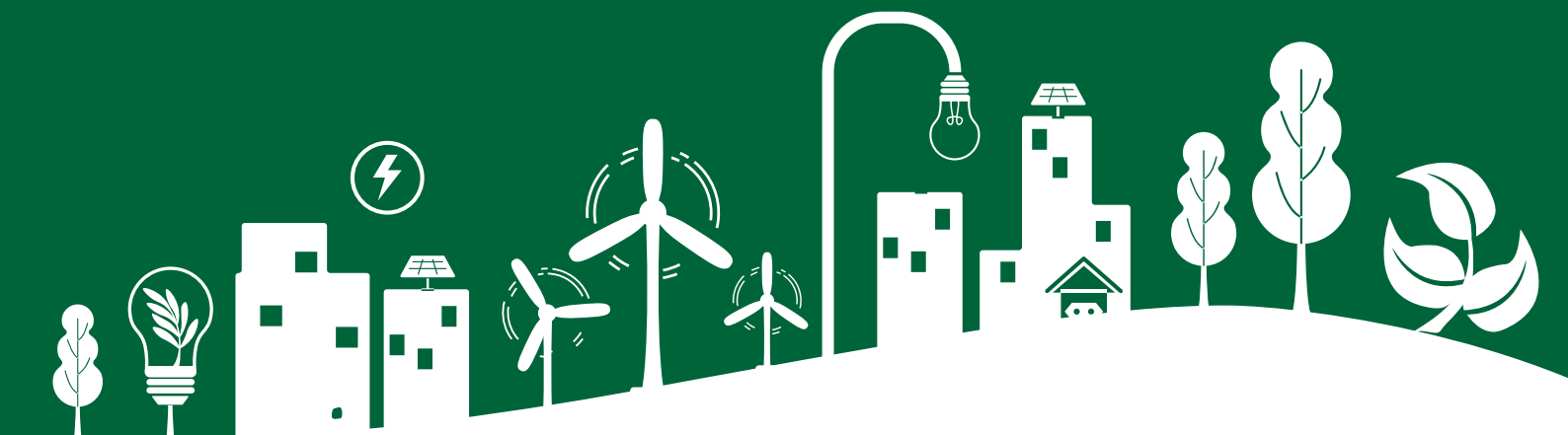
## 2024 -2026

At Fáilte Ireland, we recognise that the future of Ireland's tourism sector depends on our collective commitment to sustainability. As custodians of the environment and stewards of Ireland's global reputation as a leading destination for Business Events, we are taking proactive steps to embed sustainable practices into each event that is hosted in Ireland.

Meitheal is the largest and most important trade event in Ireland for the Irish tourism industry. The two day face-to-face event is hosted by Fáilte Ireland in collaboration with Tourism Ireland. It provides the Irish tourism industry a platform to sell the best of Ireland to overseas tourism buyers from more than 20 countries, with over 10,000 appointments conducted over the course of the event.

By adopting a 'Sustainability Policy' for Meitheal, Fáilte Ireland's flagship global trade fair, we aim to lead by example and support event organisers, venues, and suppliers in creating events that minimise the environmental footprint while maximising the positive handprint. The latter entails increasing the positive contributions towards sustainability and well-being.

This policy is applied on a phased approach from 2024-2026, implementing our key learnings from 2024 with the aim to progressively improve on our annual benchmarks.



# Strategic 'Sustainability Policy' for Meitheal

To quote Fáilte Ireland's 2023 Annual report:

*“ Environmental sustainability must be at the heart of the development of tourism in Ireland. It is considered that sustainability is intertwined with all our strategic pillars and all our work must be delivered with sustainability in mind. ”*



Hence, our 'Meitheal Sustainability Policy' recognises the importance of embedding sustainable practices into each stage of the planning process, which we are confident will align with the proposed 'Business Events Strategy 2030' and with the 'National Tourism Policy Framework 2025-2030'. The latter outlines *"Sustainable tourism is grounded in the three pillars of Environmental, Economic and Social sustainability"*, and these three focus areas are reflected throughout our policy commitments for Meitheal.

Fáilte Ireland is committed to incorporating Economic, Social and Governance (ESG) criteria into our procurement processes. In addition, waste reduction measures, green certifications and community partnerships are examples of initiatives that enable the creation of events that leave a lasting positive legacy. Our ambition for Meitheal is that it will become the most sustainable business event of its kind in Ireland over the course of the following years.

Together, we can ensure that Ireland remains not just a destination of choice, but a destination for conscientious behaviour in business events worldwide.

*Paul Kelly*

Paul Kelly  
CEO Fáilte Ireland



# Our Commitments

## Meitheal 2024 -2026

As a government appointed Sustainable Development Goal (SDG) Ambassador, Fáilte Ireland contributes to the promotion, awareness-raising and implementation of the SDGs on local, regional and national levels.

Within the UN Sustainable Development Goals (SDGs), many of the focus areas are relevant to tourism, including safeguarding cultural and natural heritage, and reducing degradation of natural habitats. As part of our Business Events Strategy 2030, our policy has a core focus on the below goals.



### 8 DECENT WORK AND ECONOMIC GROWTH

Foster business events that promote entrepreneurship, innovation, and economic development, to create opportunities for decent work and sustainable economic growth in Ireland.



### 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Focus on hosting business events that encourage collaboration, knowledge sharing, and technological advancements that will contribute to building resilient infrastructure and promote inclusive and sustainable industrialisation.



### 10 REDUCED INEQUALITIES

Promote inclusive participation, knowledge exchange, diversity, economic empowerment, and policy advocacy. Business events provide platforms for individuals from diverse backgrounds to engage, learn, and collaborate, empowering marginalised groups and advocating for policies that promote social equity and justice.



### 11 SUSTAINABLE CITIES AND COMMUNITIES

Strive to showcase sustainable practices in urban planning, transport, and resource management, through business events, thereby supporting the development of sustainable cities and communities in Ireland.



### 12 RESPONSIBLE CONSUMPTION AND PRODUCT

Support business events in Ireland through various initiatives aimed at promoting sustainable practices in event planning, execution, and management. These events often emphasise reducing waste, conserving resources, and adopting eco-friendly alternatives.



### 13 CLIMATE ACTION

Commit to reducing the environmental footprint of business events by implementing measures to encourage low carbon solutions, such as waste reduction and promoting sustainable practices amongst industry, attendees and stakeholders.



### 17 PARTNERSHIPS FOR THE GOALS

Collaboration is key to achieving the UN SDGs. By fostering partnerships between businesses, government agencies, NGOs, and other stakeholders, business events can amplify impact and drive collective action towards sustainable development.

# Sustainability Policy Commitments for Meitheal 2024 -2026

Our policy commitments are aligned to **7 of the 17** UN Sustainable Development Goals, and through their implementation, Fáilte Ireland can lead the way in creating a more sustainable, inclusive, and responsible business events sector while contributing to Ireland's overall sustainability goals.

1

Maximise the social and economic impacts of Meitheal to deliver sustainable and inclusive growth



2

Take actions to minimise the carbon footprint of Meitheal, targeting year on year improvements and track with measurable reporting tools



3

Implement and promote more sustainable practices in event planning, execution and management



4

Collaborate with stakeholders for sustainable growth and build industry partnerships



5

Champion sustainability for business events – educate and empower suppliers, buyers, communities and employees through raising awareness of the sustainability agenda



6

Collaborate with suppliers, buyers and local communities to build a positive social, economic and environmental legacy



7

Following execution of initiatives to reduce event impact, implement measures across environmental, social and cultural areas to mitigate remaining impact



8

Support Equality, Inclusivity and Accessibility, promoting Meitheal as a welcoming and accessible platform for people from all backgrounds



9

Support the promotion of local culture and product and curate familiarisation visits which showcase the best of authentic Irish tourism experiences and culture



10

Procure goods and services more sustainably



# Sustainability Management, Delivery and Performance

## Meitheal 2024 -2026

Fáilte Ireland will ensure delivery on our commitments through the following processes:

### SUSTAINABILITY PLAN AND EVALUATION



Sustainability action plan addressing the total carbon footprint, measured using our carbon calculator. Annual performance reports on KPI's and key learnings

### COMMUNICATION



Publication of our sustainability policy and communication to key stakeholders. Generate awareness of Meitheal's sustainability story through our communication channels

### SUSTAINABLE EVENT PLANNING



Championing environmental best practices in event planning, management and execution across transportation, catering and waste management, energy, diversity and inclusion

### ENGAGEMENT AND PARTNERSHIPS



Establish strategic partnerships with environmental organisations, tourism boards, and industry bodies to share knowledge and resources

### LOVE LOCAL



Work with local suppliers and businesses to showcase their products and services. Promote experiences that highlight Ireland's landscape and cultural heritage through familiarisation trips

### IMPACT AND LEGACY



Deliver social initiatives that leave a positive impact and legacy story



 [www.failteireland.ie](http://www.failteireland.ie)

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