

Rafting.ie Sustainability Policy 2022

This document will be reviewed annually



1. Vision/mission/company ethos

- At Rafting.ie, we are committed to providing our clients with a unique memorable experience and share the beauty of the River Liffey with them. Through everything we do, we believe in our obligation to respect the river and we work to protect and nurture it
- Rafting.ie is aware that its business activities impact upon the environment and we are committed to alleviating those negative effects and strive to continuously improved our sustainability practises.

2. UNWTO definition

- At Rafting.ie, we believe that *sustainable tourism is tourism that takes full account of its current and future economic, social, and environmental impacts while addressing the needs of visitors, the industry, the environment, and host communities (UNWTO, n.d.)*. We therefore aim to reduce our negative effects and increase our positive impacts.

3. Continuous improvement

- We aren't perfect yet, but we are committed to continuously improving our efforts. At Rafting.ie we always strive to reduce our energy and resource consumption and use eco-friendly cleaning products in our business.

4. Measuring and reducing negative impacts

4a. Energy consumption

- To reduce our electricity usage, we use energy saving light bulbs, we turn off all lights and equipment when not in use. We ensure equipment is not left in standby mode and we airdry all of our

Rafting.ie apparel. We regularly (bimonthly) measure and review our consumption and aim to reduce the consumption by 5% in one year.

4b. Water consumption

- We commit to *measuring* our water consumption every month and do the following to *reduce* consumption: we encourage customers to refill water bottles.-

4c. Waste production

- We commit to *measuring* our waste consumption every time we arrange a lift (biweekly) and do the following to *reduce* consumption: Reuse coffee granules and tea bags as fertiliser, have recycling system in place where we will aim to increase our recycling rate by 10% over the next 12 months. We will encourage our clients to bring reusable water bottles with them.

5. Ethical purchasing

- At Rafting.ie we are committed to purchasing eco friendly cleaning and maintenance products. We ensure we reuse or recycle all packaging where possible.

6. Carbon offsetting

- We aim to reduce our carbon footprint in 2022 To offset some of this we reforest 12 trees annually through Wolfgang Reforest.ie and commit to finding an offsetting partner over the next 12 months

7. Responsible sustainability marketing

- We know that it is important to communicate our efforts in an honest way. We are aware of the risk of greenwashing, and we therefore commit to always be honest and clear about our sustainability practises, identify our short comings and plan to improve on them.

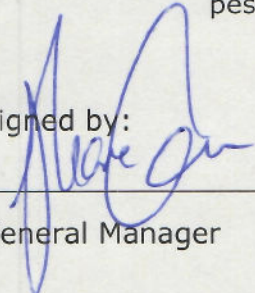
8. Social responsibility

- As we are aware that tourism activities can have a negative impact on local communities, we support them by organising a River clean-up day annually in association with Taisce and as part of the national spring clean month in April 2022

9. Supporting Biodiversity

- We support and conserve the Irish biodiversity by having beehives on site, allowing wildflowers to grow, using coffee and tea bags as pesticide and are seeking more ways to further offer support.

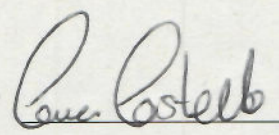
Signed by:



General Manager



Date



Head of Sustainability



Date