

<b>Country:</b>	<b>Ireland</b>
<b>Type of Business:</b>	<b>Transport: Coach &amp; Chauffeur Services (Car, Mini, Midi &amp; Full Size Coaches)</b>
<b>Business Name:</b>	<b>O'Callaghan Coaches</b>

**A Regenerative Approach to Tourism**



**Our Story and Journey – The people, place, uniqueness and values.**

O'Callaghan Coaches is a coach and chauffeur transport company founded in 1969 by Jimmy and Lena O'Callaghan, and this year celebrated 55 years in business.

- The first job was a school bus route, which was done by Lena O'Callaghan, a pioneer in the industry as she was the first female in Ireland with a bus licence, and today the company is run by their son Philip O'Callaghan.
- Currently there is a fleet of small, mini, midi and large size vehicles offering all kinds of transport services, from coach hire, school buses, airport transfers, touring vehicles of all sizes, day tours, golf transfers, chauffeur drive, coach holidays, private touring and Local Link contract bus routes.

As the company and fleet has developed and expanded over the years, so has our staff where we now employ up to 80 drivers in the high season of all ages, genders and nationalities. And as the company is growing, we are also reaching new milestones every year and receiving new accolades, such as our **Great Place to Work Award** two years in a row, and we have just received our second **Gold Standard Failte Ireland Employer Excellence Award**. With all the progress and development in the business, we are now directing our focus on how to grow as a more sustainable company.

- The CE4RT course was of interest to us as sustainability is becoming more and more essential in business and we wanted to learn what we can do educate ourselves and our staff in becoming a more sustainable company and incorporate sustainable practices in our business.
- Transport services would have a heavy impact on the environment and carbon footprint, and although Ireland is not ready yet for an electric transport system to this level, there are other steps we can and are taking. We separate our waste, we gauge our utility bills to see if options like solar might work for us, we harvest rainwater for our bus wash. We are extending our garage space at the moment so will be building a new bush wash area, and on recommendation we are looking at the chemicals used in the cleaning products we have. We have also joined the Sustainable Tourism Network and are working on their 6-step sustainability programme and have achieved our Foundation Award as a first step and are currently working towards the next steps.

**Regenerative Practices**

**Champions Local Places**

- We bring thousands of visitors from Ireland and abroad on tours in our local area, including Killarney National Park, the Iveragh Peninsula and the Dingle peninsula, helping to support the local economies
- Encourage our clients, both national and international, to support local when touring in the region
- We support and sponsor many local groups, such as school fundraisers, local charities and men's sheds and fundraising events

**Benefits Host Communities**

- Support local charities and volunteer at local events e.g. parades, charity & sports fundraisers
- Bring visitors to the area to promote local tourism
- Members of our local Chamber of Tourism & Commerce

- Using local products and Irish-made products, and encouraging our passengers to do the same

### Tackles Climate Action

- Eco Training for our Drivers
- Rainwater Harvesting
- Bee Wildflower Garden
- Participating in the 100 million Trees Ireland project

### Empowers Visitors

- General bins and recyclable bins on the coaches to separate waste and encourage passengers to be aware of how to separate waste
- Encourage the 'Coffee To Go' cup project to promote re-usable cups instead of takeaway cups
- Inform our tourists and visitors on local projects, such as Meitheal and Tidy Towns
- Recyclable water bottles on our coaches for our tour groups

### Delivers Long term Sustainability and Profitability

- We have established a 'Green Team' in the company
- We are a member of the Sustainable Tourism Network with a goal of achieving full certification
- Ongoing effort in reducing our carbon footprint, monitoring our energy use and investment in low-carbon emission vehicles
- Low-flow water system at the office (in taps and toilets)

### Future Journey for A Regenerative Tourism Approach

- Grow our 'Green Team' and get more of our workforce involved
- Certification in our recycling work, such as our recycled waste oil and tyres
- Work towards reducing our water consumption, such as rainwater harvesting
- Reduce energy consumption by taking a path with more energy efficient options and investing in reducing our energy consumption (LED lighting, sleep-mode / switch off electronics), work with a renewable energy provide

### Image that Represents Our Business and Place



### Website, Social Media and Contacts

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