

CIRCULAR ECONOMY FOR  
REGENERATIVE TOURISM

GOING BEYOND SUSTAINABILITY



# CE4RT COMMUNITY EVENT IRELAND PART 2 OCTOBER 2nd 2024 7pm



Co-funded by  
the European Union

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Project: 101085456 — CE4RT — SMP-COSME-2021-TOURSME

# USE THIS SLIDE TO INTRODUCE YOURSELF



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*Circular Economy for Regenerative Tourism*

*Research Group at Munster Technological*

*University*



# AGENDA

- Introduction to the CE4RT project
- Meet the SMEs
  - Muckross Creamery
  - Dingle Sea Safari
  - Portmagee Whiskey
- Q&A



# CE4RT PROJECT OVERVIEW

- CE4RT stands for Circular Economy for Regenerative Tourism.
- The objective of the EU funded CE4RT project is to DIRECTLY SUPPORT tourism SMEs transitioning to a CIRCULAR and REGENERATIVE tourism business model thus ensuring the future resilience of the sector.
- Collaborative across 5 countries (Finland, Iceland, Ireland, Poland, The Netherlands) funded through EISMEA (European Innovation and SME's Executive Agency) Single Market Programme COSME-2021-TOURSME





# CE4RT PROJECT PARTNERS





# CE4RT OVERVIEW

PROVIDES SMEs WITH:

- **Training** in circular economy and regenerative tourism
- **One-to-one coaching** to provide support in developing a **sustainability action plan** and establish the carbon baseline of the SME's business
- **Certification** – sustainability certification from a provider of your choice
- **Networking** – participate with like-minded tourism SMEs to share learning and the sustainability journey



# OVERVIEW OF CE4RT PROGRAMME

## TRAINING PROGRAMME

- Nov 2023-Mar 2024
- Core Modules & Masterclasses
- Electives
- Activities
- Digital Badge

## COACHING

- Intro to coaching
- Choose a coach
- Coaches orientation session
- Develop a sustainability plan
- Measurement Framework Survey

## CERTIFICATION

- Green Certification Session
- By Country Certification sessions
- Measuring for success – BehaviorSMART
- Visitor Impact – LEAVE NO TRACE
- Work with your coach

## NETWORKING

- Live sessions – take part in activities
- Discussion forums
- Iceland Workshops April 2024
- Ireland Conference November 2024
- Leaders and Learners
- Sharing Success



# CE4RT PROJECT PROGRESS

- Online TRAINING PROGRAMME ran from November 21<sup>st</sup> 2023 to March 19<sup>th</sup> 2024. Participants received digital badge from MTU on completion.
- Leaders & Learners Workshop on Wheels – Iceland April 2024
- Participating SMEs are currently working with their coaches on developing/implementing their SUSTAINABILITY ACTION PLAN and some of the SMEs are working towards SUSTAINABILITY CERTIFICATION
- Final Event – International Regenerative Tourism Conference November 19<sup>th</sup> & 20<sup>th</sup> 2024  
<https://www.mtu.ie/events/events-details/international-regenerative-tourism-conference.php>





# WELCOME TO OUR CE4RT SMEs

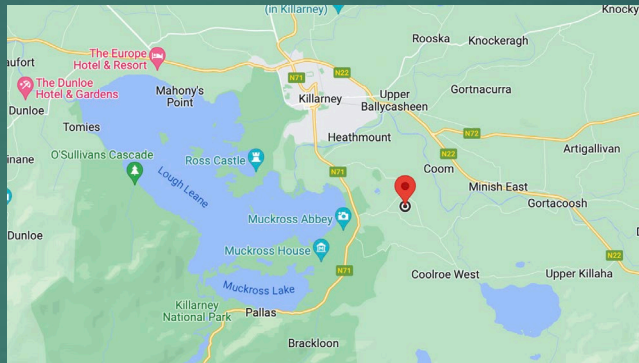
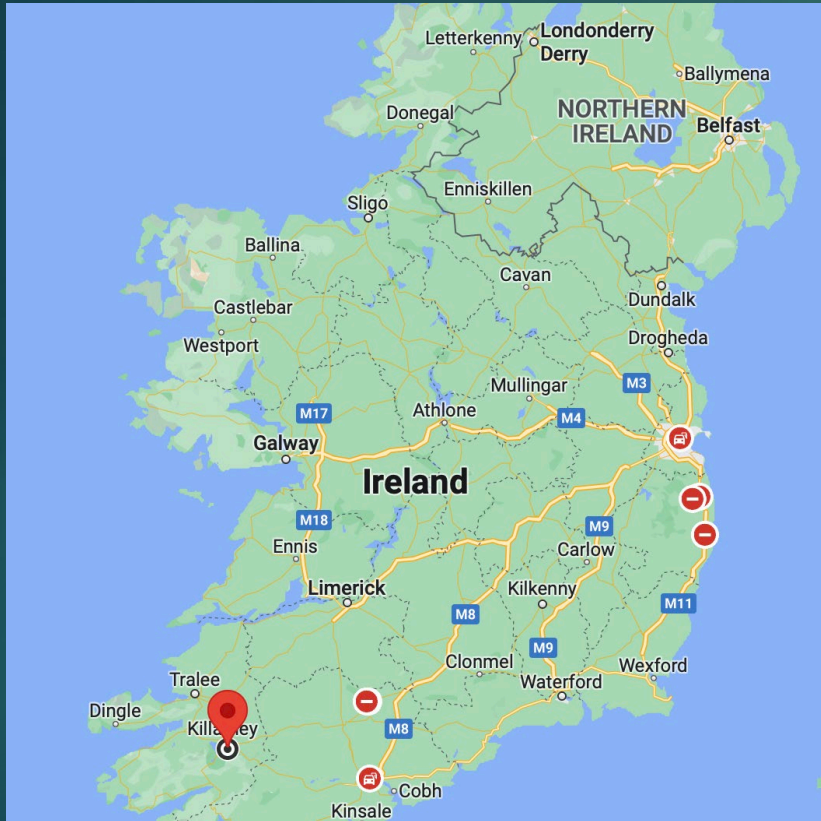
- Catherine & John Fleming from MUCKROSS CREAMERY
- Jamie Flannery & Rosalyn O'Connor from DINGLE SEA SAFARI
- John Murphy from PORTMAGEE WHISKEY



## Muckross Creamery

- John and Catherine Fleming
- Dairy Farmers and Ice-cream makers





Where  
we are  
located



# Who we are

– Irish farming family who make award winning ice-cream





# Our Farm



# What do we do?

- ▶ Milk Cows
- ▶ Make artisan ice-cream
- ▶ Host Farm Tours
- ▶ On farm accommodation (small cottage)



# Muckross Creamery Ce4rt Journey

- ▶ Joined CE4RT in 2023
- ▶ Target : Develop and Implement a Sustainability Plan for our Business
- ▶ Areas we identified in our sustainability plan were
  - ▶ Reduce waste/circularity
  - ▶ Biodiversity
  - ▶ Social Sustainability





## SKYR

### SKYR

Undanrennan hituð að suðu. Síðan er hún kæld niður í hæfilegt hitastig fyrir skyrgerlana og skyrhleypinn sem er bætt í og undanrennan látin súrna í nokkrar klukkustundir. Þegar skyríð er hlaupið er það sett í léreftspoka og mysan látin leka af yfir nótt. Eftir að skyríð hefur verið kælt er það tilbúið til neyslu.

*Skyr is a unique Icelandic milk curd, which is high in protein and almost fat-free. Skimmed milk is beaten to boiling point, then cooled until it is luke-warm, and skyr starter culture (a little skyr from an older batch) is added, along with rennet. The mixture is left for several hours. When it has curdled it is transferred to mesh bags, and the whey is drained off overnight. The skyr is chilled, and is then ready to eat.*

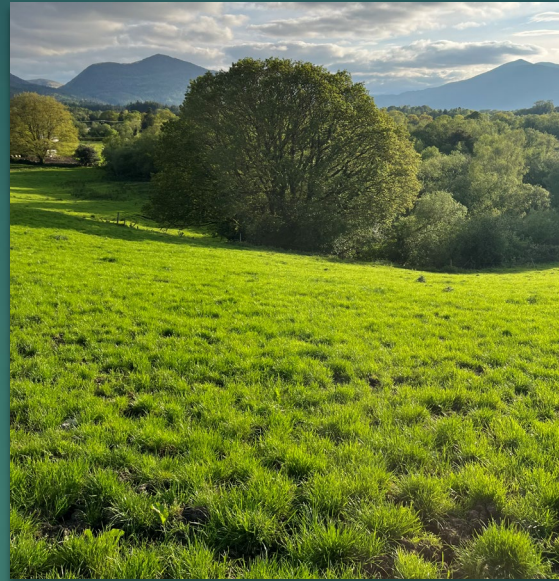


## REDUCE WASTE – FOCUS ON CIRCULARITY (SDG 12)

- Golden Circle Tour
- Visited Efstadal – dairy farmers and ice-cream makers
- Skyr – Icelandic set yoghurt made with skim milk
- Using the skim milk (byproduct) to make Skyr







# Biodiversity (SDG 15)

Biodiversity Plan  
– more focused  
actions





# Social Sustainability

- ▶ Social Farming
- ▶ Supporting local clubs
- ▶ Supporting local schools





Conclusion:

A lot done – a lot  
more to do

Thank you

ANY QUESTIONS?

Email: [Muckcrosscreamery@gmail.com](mailto:Muckcrosscreamery@gmail.com)

Telephone: 00353 876395958

Website: [www.muckcrosscreamery.ie](http://www.muckcrosscreamery.ie)



# KEEP IN TOUCH

<https://ce4rt.euproject.site/>

<https://www.linkedin.com/showcase/ce4rt/?viewAsMember=true>

<https://www.facebook.com/people/CE4RT/100090470389409/>

[regenerativetourism@mtu.ie](mailto:regenerativetourism@mtu.ie)

[Fiona.scotthayward@mtu.ie](mailto:Fiona.scotthayward@mtu.ie)





THANK YOU!

# PORTMAGEE

TRIPLE DISTILLED  
IRISH WHISKEY



*Spiorad na Mara*

*Spirit of the Sea*

## Format:

- Business Introduction
- CE4RT Approach
- Energy and Carbon
- Waste and Water
- Nature and Culture
- People and Business

**PORTMAGEE**  
TRIPLE DISTILLED  
IRISH WHISKEY





The  
*Spirit of the Sea*  
Experience

Who and where we are.

*"We are on a voyage and  
want to bring our visitors  
along with us"*



Ireland

Wild Atlantic Way

Skellig Coast

Portmagee



PORTMAGEE

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IRISH WHISKEY







# PORTMAGEE

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IRISH WHISKEY





# WHERE WE ARE TODAY

## OUR VOYAGE

Whiskey Distillery development underway

Irish Government Tourism Board Backed  
and Funded Visitor Experience

Unique Geodesic Domes

360° Immersive Experience

UNESCO Skellig Islands





# Ethos and Core Values:

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IRISH WHISKEY

- Respect
- Loyalty
- Integrity
- Adventure
- Community





# CE4RT Approach:

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## SUSTAINABILITY



**BORD BIA**  
IRISH FOOD BOARD

**Origin Green**  
IRELAND  
Ireland's food and drink  
sustainability programme

**Guaranteed Irish**  
All together better



**11** SUSTAINABLE CITIES  
AND COMMUNITIES



**8** DECENT WORK AND  
ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**13** CLIMATE  
ACTION



**7** AFFORDABLE AND  
CLEAN ENERGY



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION





# Energy and Carbon:

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**portmageewhiskey**  
Portmagee Whiskey

portmageewhiskey Turbine is up, the wind is whirling here in Portmagee, and we're one step further along our sustainability journey. Come join us for a tour or a tasting, and we'll tell you about all of our other exciting initiatives for the future... our whiskey has big plans!

#Portmagee #portmageewhiskey #wildatlanticway #sustainability #plans #greenerfuture #greenenergy #kerry #iveraghpeninsula

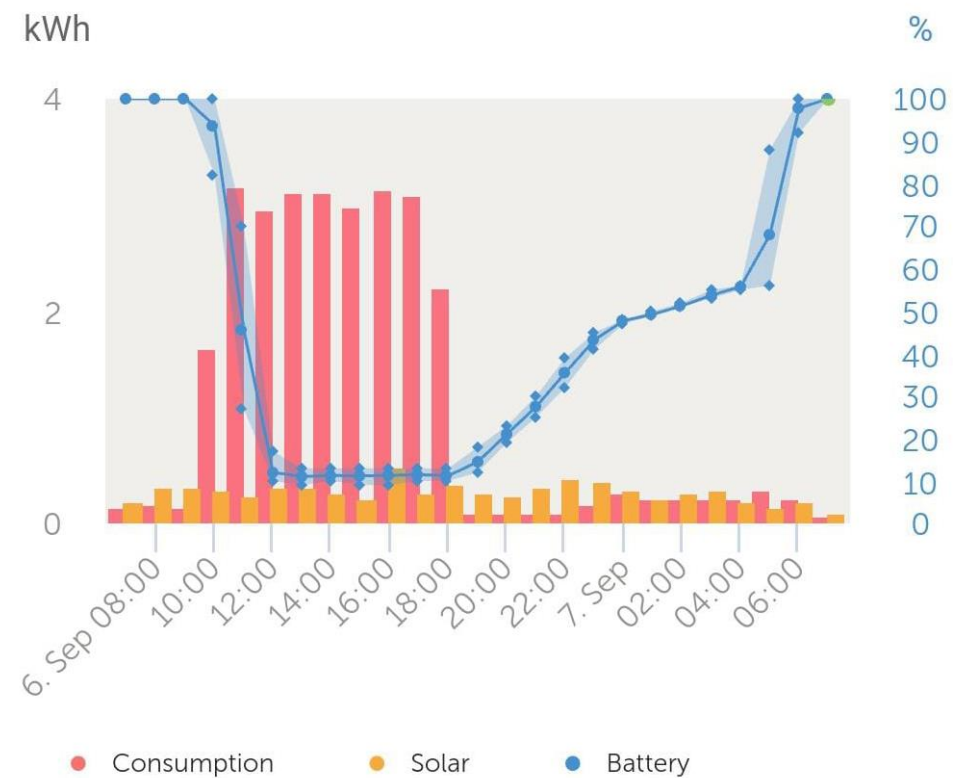
52w

blastadelights Great work guys. Love seeing the sustainable steps 🌱

52w 1 like Reply

[View insights](#) [Boost post](#)

Liked by ol\_aje and 68 others  
June 29, 2023



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## Waste and Water:

- Reduce:
  - Everything has value and we consider the impact from extraction to disposal in material choices
- Reuse
  - Barbados Rum Casks Twice
  - Cardboard boxes, containers more than once where possible
  - Upcycle items for own use or gifting
- Recycle
  - Minimum waste generated on site, now need to weigh and monitor it
- Water
  - Drilling our own well on site
  - Business connection installed as part of Planning Permission conditions





# Nature:

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- Native Irish Woodlands
- Nature Trail Walk
- PortmaBee Pollinator Village





# Culture:

A SNIPPET OF THE PORTMAGEE SEINE BOAT RACE FROM LAST SUNDAY, THE FULL RACE CAN BE FOUND ON OUR FACEBOOK PAGE LATER THIS EVENING



#PORTMAGEEWHISKEY  
#SPIRITOF THESEA



# PORTMAGEE

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IRISH WHISKEY

PORTMAGEE  
TRIPLE DISTILLED  
IRISH WHISKEY  
presents



## Seine Boats

A Celebration of its Intangible  
Cultural Heritage Status  
17 August, 4pm - 7pm

Free  
Event

Join us at the Portmagee Domes for panel discussions, 360 immersive experience and more, as we take time to reflect and recognise the importance of Seine Boats to the South-Mid Kerry region

Refreshments and drinks reception on arrival.

17 August, 4pm - 7pm  
Portmagee Domes  
Barrack Hill, Portmagee, Co. Kerry  
V23V295  
Co. Kerry



# People and Business:

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 **MAY THE 4TH SCI-FI FILM  
FESTIVAL**  
4TH-6TH MAY 2023



# Iceland Reflection:

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- “The last frontier of luxury is Authenticity and Honesty”
  - Owner of Brú Country Estate – Iceland
- “Our government has policies to support the small and family run businesses”
  - 9<sup>th</sup> Generation Family Owner – Skyr Farm Centre





# PORTMAGEE

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IRISH WHISKEY



Spiorad na Mara

*Spirit of the Sea*



# Dingle

## Sea Safari

Daingean Uí Chúis

Jamie Flannery - Marketing & PR Manager

Rosalyn O'Connor - Sales & Assistant Office Manager



# OUR FAMILY BUSINESS



**Dingle  
Sea Safari**  
Daingean Uí Chúis

## WHAT WE OFFER VIDEO



**Dingle**  
**Sea Safari**  
Daingean Uí Chúis



# WHAT WE OFFER



**Dingle  
Sea Safari**  
Daingean Uí Chúis



## WHY SUSTAINABILITY & REGENERATIVE TOURISM MATTERS

- Ensure the longevity of the business.
- Help preserve the unique environment, heritage, traditions and marine life that surrounds the Dingle Peninsula.
- Showcase the uniqueness of the Dingle Peninsula and its people to visitors in a respectful and immersive way.



**Dingle**  
**Sea Safari**  
Daingean Uí Chúis



# PRESERVING THE HERITAGE



**Dingle**  
**Sea Safari**  
Daingean Uí Chúis

## WHERE WE ARE ON OUR JOURNEY

- We have created our Sustainability Policy
- We have created our Sustainable Action Plan
- Identifying the Certification that works best for us
- Collecting & Analyzing Data
- Working on staff education & customer education



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## WHERE WE ARE ON OUR JOURNEY

- All-Ireland Sustainability Award Finalist for Small Business 2024
- Fáilte Ireland Climate Action Programme

Go raibh míle máith agaibh - Thank you!

Contact details

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Phone no: 00353861937304

Website: [www.dingleseasafari.com](http://www.dingleseasafari.com)



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