CE4RT Measurement Framework for SMEs

The purpose of the CE4RT Measurement Framework for SMEs is to establish a sustainability baseline for SMEs and a measuring mechanism to record progress against circular economy and regenerative tourism goals throughout their participation in the project November 2023 to November 2024.

On a scale of 1 to 10 can you please indicate your level of agreement with the following statements where 1 is 'disagree completely' and 10 is 'completely agree'.

Background information



Please select the NACE code that corresponds to your business

How many staff does your business employ? Please give a number including the owner.





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1. Champions local places

Nature

Nature	
These questions are related to championing local nature. We do not engage in activities which could harm our natural environment	
1 disagree completely	10 completely agree
We participate in nature conservation activities in our area	
1 disagree completely	10 completely agree
We inform our visitors on the biodiversity of our area	
1 disagree completely	10 completely agree
We contribute to the protection and improvement of biodiversity in our area	1 7 0
1 disagree completely	10 completely agree
Please write at least one sentence to describe the actions you have taken relating to the	1 7 0
Place	
These questions are related to championing local culture and heritage. We know what distinguishes our place from anywhere else	
1 disagree completely	10 completely agree
We use authentic stories to connect the visitor to our business and place	1 7 0
1 disagree completely	10 completely agree
We contribute to local festivals and events	,,,
1 disagree completely	10 completely agree
We contribute to the protection of our local language, heritage and culture	
1 disagree completely	10 completely agree
We include our local language, heritage and culture through in our marketing and busin	
1 disagree completely	
	10 completely same
Please write at least one sentence to describe the actions you have taken relating to the	10 completely agree PLACE category







CE4RT MEASUREMENT FRAMEWORK FOR SMES - SURVEY

2. Tackles climate action

We use a recognised tool to calculate our carbon footprint and inform our sustainability plan

1 disagree completely	10 completely agree
We collect data from our business about energy consumption	
1 disagree completely	10
	10 completely agree
We collect data from our business about waste collection	
1 disagree completely	10 completely agree
We collect data from our business about water consumption	
1 disagree completely	10 completely agree

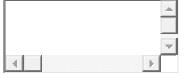
Please indicate your most recent Fáilte Ireland Carbon Calculator score and the date achieved OR Provide details of the data collection system you use for energy, water and waste collection.

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CE4RT MEASUREMENT FRAMEWORK FOR SMES - SURVEY

3. Benefits host communities	
Where possible we prioritise ethically sourced and local products and service	S
1 disagree completely	
	10 completely agree
We promote local products and services to our visitors	
1 disagree completely	
	10 completely agree
Where possible we prioritise employment of those living in the area	
1 disagree completely	
	10 completely agree
Our business has a strategy to support the well-being of our employees	
1 disagree completely	
	10 completely agree
We provide an inclusive and accessible workplace	
1 disagree completely	
	10 completely agree
We are active participants in our community	
1 disagree completely	
	10 completely agree
Please write at least one sentence to describe the actions you have taken relating to the COMMUNITY category.	







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4. Empowers visitors to be responsible

Through our communications we empower our visitors to be more responsible before, during and after their stay

1 disagree completely

10 completely agree

We promote sustainable choices to our visitors (including transport, activities, accommodation, food and drink)

1 disagree completely

10 completely agree

We communicate to our visitors the special value that their visit brings to our place and community

1 disagree completely

10 completely agree

We provide visitors with information on how they can support local, social or environmental projects

1 disagree completely

10 completely agree

Please write at least one sentence to describe the actions you have taken relating to the VISITOR category.





CE4RT MEASUREMENT FRAMEWORK FOR SMES - SUF	RVEY
5. Long term sustainability	
We collect feedback from our visitors and use it to develop our products	and services
1 disagree completely	
	10 completely agre
We have a system in place for keeping staff involved in our sustainability	objectives
1 disagree completely	
	10 completely agre
We have a business plan that spans at least 3 years	
1 disagree completely	
	10 completely agre
We focus on staff retention and investment in our team (e.g. through trai coaching, conferences, etc.)	ining, mentoring,
1 disagree completely	
	10 completely agre
We try to balance our visitor numbers throughout the year	
1 disagree completely	10 completely agre
	to completely agre
We try to increase the length of stay of our visitors	
1 disagree completely	10 completely agre
We participate in tourism and other relevant networks at local, regional a	
1 disagree completely	10 completely agre
Please write at least one sentence to describe the actions you have taken	relating to the LONG-

Please write at least one sentence to describe the actions you have taken relating to the LONG TERM SUSTAINABILITY category



