

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.

1. Champions local places

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 disagree completely

10 completely agree

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

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 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 business activities

1 disagree completely

10 completely agree

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

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 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.

3. Benefits host communities

Where possible we prioritise ethically sourced and local products and services

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.

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.

5. Long term sustainability

We collect feedback from our visitors and use it to develop our products and services

1 disagree completely

10 completely agree

We have a system in place for keeping staff involved in our sustainability objectives

1 disagree completely

10 completely agree

We have a business plan that spans at least 3 years

1 disagree completely

10 completely agree

We focus on staff retention and investment in our team (e.g. through training, mentoring, coaching, conferences, etc.)

1 disagree completely

10 completely agree

We try to balance our visitor numbers throughout the year

1 disagree completely

10 completely agree

We try to increase the length of stay of our visitors

1 disagree completely

10 completely agree

We participate in tourism and other relevant networks at local, regional and national level

1 disagree completely

10 completely agree

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