



CASTLE

Leslie
ESTATE

*Sustainable Food Policy
and Framework*



*Food is a lens through which we see the world.
It is integral to our traditions, our celebrations,
and our cultures.*



What is *Sustainable Food?*

THE SUSTAINABILITY DEVELOPMENT COMMISSION describes sustainable food as food and drink that: is safe, healthy and nutritious, for consumers in shops, restaurants, schools, hotels, universities and other outlets.

- » provides a viable livelihood for farmers, processors and retailers, whose employees enjoy a safe and hygienic working environment whether in Ireland or overseas



McCormack Family Farm
Micro Greens

- » respects biophysical and environmental limits in its production and processing, while reducing energy consumption and improving the wider environment
- » respects the highest standards of animal health and welfare, compatible with the production of affordable food for all sectors of society
- » supports rural economies and the diversity of rural culture, in particular through an emphasis on local products that keep food miles to a minimum.



Armagh Apple Tart Tatin



How is Hospitality working to achieving this?

The Castle Leslie Hospitality Division has extensive activity within food and beverage, in its catering and service of our guests.

We have over 30 chefs/kitchen staff working for us throughout our extensive food outlets. In any given year, we employ on average over 120 full/part time employees within the Food & Beverage sector directly.

As a self-funded service, we are committed to consistent improvement around sustainability in a manner that is financially sustainable to allow us to continue to invest in this area. We appreciate and understand that different individuals and groups have different interpretations and views on how to achieve this, so we try to be open and transparent on our progress, to encourage conversation and debate.

Our Aim for our food & beverage outlets is to become an accredited member of the “**Food Made Good Movement**” with the *Sustainable Restaurant Association*.

Our Other Aims are as follows:

We set out to make “Conscious” decisions regarding the food we purchase, produce and provide to our extended family, our guests.

We will actively seek to make small continual steps to bring change at a local level about the food we purchase, in a financially viable method that sustains our workforce of over 200 employees and the wider food companies that supply to us.

We will actively work at educating our team and our guests on the food choices they can make to help reduce carbon miles, plastic and the net waste this creates.

We will celebrate the joy of food in all its seasonal splendour.



Keenan's North Atlantic Fillet of Halibut

Member of Good Food Ireland

Good Food Ireland standards and core values are based on a superior food offering and its supply. We align with these principles by:

- » Demonstrating in a tangible way the link with local artisan partners by highlighting on menus and offering an authentic local food and drink experience.
- » Showcasing the taste and flavour of indigenous food and drink of our island.
- » Only serving beef of Irish or Northern Irish origin
- » Prioritise the use of the core indigenous ingredients of Irish cuisine – lamb, pork, bacon, dairy, poultry, fish and, seafood.
- » Prioritising and featuring Irish potatoes, vegetables, and fruits in season.
- » Supporting and prioritising home baked, in-house cooking/production and handmade items.

Collaboration

We ask our regular suppliers to participate in helping us achieve our goals around sustainability by adopting and embracing this framework. Ad-hoc suppliers used for one-off purchases are checked by our team before we spend with them. We welcome micro-, small- and medium sized local and regional suppliers to join our supply chain either directly or via one of our appointed wholesalers.

This document is a living document of both completed actions and those in progress and will be updated on a regular basis.

(MARCH 2024)

A close-up photograph of a loaf of soda bread, sliced into several pieces. The bread has a thick, dark, cracked crust and a light-colored, porous interior. It is resting on a green, textured cloth. The background is dark and out of focus.

Section 1
How are we working
to achieve this?

Food and Drink that is safe, healthy and nutritious for our guests.

Things we have done or are doing;

The Hospitality Division follows the principles of Menus of Change focusing on a range of topics including reducing meat consumption, dairy products, more vegetables etcetera. Full details are here www.menusofchange.org.

Adoption of specialist vegetarian wholesaler, providing a wider range of vegan and vegetarian products, while reducing overall meat use per dish through the addition of more plant-based options. Examples of this are our wider introduction of plant-based menu items, more Vegan options, pulses, grains and lentils.

Some items include Irish Plant-it Cauliflower and Quinoa Burgers made in Co. Donegal, Mushroom Burgers via Monaghan Mushrooms, Co. Monaghan and Wild Mushrooms via Gold Circle in Emyvale, Co. Monaghan.

Principles

OF HEALTHY SUSTAINABLE MENUS

Menus of Change
The business of healthy, sustainable, delicious food choices

Culinary Institute of America HARVARD TH CHAN SCHOOL OF PUBLIC HEALTH

Be **transparent** about sourcing & preparation

Buy Fresh & Seasonal Local → Global

REWARD Better Agricultural PRACTICES

Leverage globally inspired, plant-forward culinary strategies



Focus on whole, minimally processed foods

Grow everyday options,
honouring special occasion traditions

Celebrate cultural diversity & discovery

Design health & sustainability into operations and dining spaces

LEAD WITH **MENU**
messaging around **flavour**

Reduce portions, emphasising calorie quality over quantity

MENU CONCEPTS & GENERAL OPERATIONS

FOODS AND INGREDIENTS



Think PRODUCE FIRST

Make whole, intact grains the new norm

Limit potatoes, move legumes and nuts to the **centre of the plate**

CHOOSE Healthier oils

Good fat not low-fat



Serve more kinds of seafood more often

Use
POULTRY & EGGS in moderation

Reduce
ADDED SUGAR

Serve less
RED MEAT less often

Cut the salt
Rethink flavour development from the ground up

SUBSTANTIALLY Reduce sugary beverages
Innovate replacements

&

Drink healthy
FROM WATER, COFFEE & TEA TO (with caveats) BEVERAGE ALCOHOL

Adapted from Menus of Change® Annual Report 2020

Hygiene & Oversight

- » All our Outlets are fully HACCP compliant. With twice yearly Environmental Health Inspections taking place via local Environmental Health officers.
- » We have a fully implemented HACCP system and team in place which is audited annually by an external consultant for oversight via QHS Consultancy LTD.
- » Our Executive Chef and 2 Head Chefs have Level 3 management of HACCP.
- » Our Chefs have Level 2 Food Safety & HACCP training.
- » All Food Handlers go through a food safety Induction upon employment as part of their onboarding.
- » Internal Audits and traceability checks take place every 2 months.
- » 3rd Party Micro-biological testing takes place once per quarter by Irish Food Safety Services. This includes water testing, food item testing, surface testing and hand swabs.
- » COSHH- All our Kitchen team complete training courses for Control of Substances Hazardous to Health (COSHH). These courses are specially designed to give people the knowledge and understanding of how to work safely with hazardous substances if / when required.

Processed Food and Additives

We do not use additives or preservatives in food production. We do not use food colouring and only use natural flavoured powders.

Monosodium glutamate (MSG) or E621 is prohibited from use.

Deep fat frying is heavily restricted. We only use deep fat fryers for frying chips, onion rings and battered fish. We use **Irish Rapeseed Oil** in our deep fat fryers. The oil is filtered nightly which prolongs the life of the oil and in turn reduces our usage. Once the oil is disposed of, it is taken away by a licensed contractor Frylite. **The waste product is 100% used to produce Biodiesel.**

Frylite hold a waste carriers license ROC UT 212-Exp. They also hold International Sustainability & Carbon Certification- ISCC EU Certification.

All our menus carry a breakdown of their dietary suitability and allergens using the table below:

CODES FOR YOUR INFORMATION

The below numbers contain the following allergens

1 Cereals Containing Gluten, **1a** Wheat, **1b** Rye, **1c** Barley, **1d** Oats, **2** Crustaceans, **3** Eggs, **4** Fish, **5** Peanuts, **6** Soya, **7** Milk, **8** Nuts, **8a** Almond, **8b** Hazelnut, **8c** Walnuts, **8d** Cashews, **8e** Pecan Nuts, **8f** Brazil, **8g** Pistachio, **8h** Macadamia, **8i** Chestnuts, **9** Celery, **10** Mustard, **11** Sesame Seeds, **12** Sulphur Dioxide and Sulphites, **13** Lupin, **14** Molluscs

Veg = Vegetarian, **V** = Vegan **H** = Healthy Food Options

Things we are working on;

We are investigating moving to www.menusofchange.org.

The 24 Principles of Healthy, Sustainable Menus provide unique guidance for the foodservice industry, and bring together findings from nutritional and environmental science perspectives on optimal food choices and trends in consumer preferences.

Continued removal of any ultra (*highly*) processed foods.

Moving to a kitchen Management System that will allow us to incorporate higher levels of seasonality, better labelling and more information for our guests, on our foods. In addition to showing the dietary suitability and allergen information, we are looking at calculating the nutritional and calorie information.

Extending the variety of pulses, beans, grains, and other produce present in our meals. Prioritising local suppliers.

Menu of Change

The 24 principles cover menu concepts, general operations, food and ingredients. Of the guiding principles we place particular emphasis on:

Menu Concepts and General Concepts

- » Be transparent about sourcing and preparation.
- » Buy fresh and seasonal, local and global.
- » Focus on whole, minimally processed foods.
- » Grow everyday options, while honouring special occasions traditions.
- » Design health and sustainability into operations and dining spaces.

Food and Ingredients

- » Think produce first.
- » Choose healthier oils.
- » Serve more kinds of seafood, more often.
- » Reduce added sugar.
- » Go 'good fat', not 'low fat'.
- » Drink Healthy: Water, Tea, coffee, more sustainable alcoholic, and non-alcoholic products/ offering alternatives.



Section 2
A viable livelihood
for producers

Food and Drink that provides a viable livelihood for farmers, processors and retailers, whose employees enjoy a safe and hygienic working environment whether in Ireland or overseas

Things we have done or are doing;

Fairtrade Certified

A significant number of products carried that are Fairtrade, Rainforest Alliance, UTZ, Cocoa Life or similar accreditation.

An increasing number of suppliers are co-operatives.

Suppliers are asked to meet the standards set out in this document during tender stage and demonstrate how they can further support and advance the objectives of Sustainable Food shown above. Suppliers have all been issued a Supplier Code of Conduct.

Supplier Code of Conduct sets out the standards that Castle Leslie Estate expects its suppliers to adopt in relation to their business practices and value chains. It is our policy to conduct our business with honest, integrity and openness.

We have established responsible business priorities identified under the pillars: People, Community and the Environment.

This Supplier Code is designed to provide assurance to our stakeholders of our commitment to maintain a sustainable supply chain where counterparties are accountable for upholding standards in the areas of Business Ethics, Labour Practices, Health & Safety, and Environmental Impact.



Local Supplier Policy

We are committed to supporting the local economy and communities in which we operate.

We recognise that our purchasing decisions have an impact on the wider community, and we believe that investing in local businesses is an important part of creating sustainable and thriving communities. Our local supplier policy sets out that our aim for 2024 is to have over 51% of our non-labour supplier expenditure with companies located within an 100km radius of our Estate. We will achieve this by actively seeking out and engaging with local suppliers, and by giving preference to local suppliers wherever possible.

Training is provided to all staff around sustainable practices and our cooking teams receive further training on creating menus that have a lower impact on the environment.

We are fully owned and operated by Castle Leslie Estate who offer our permanent staff excellent benefits. All our permanent staff are employed on permanent contracts.

We currently provide employment to more than 50 students within our business operations through part-time jobs. These students attend Monaghan Institute, Cavan Institute, Dundalk Institute of Technology, UCD, TU Dublin, TU Shannon, University of Galway, University of Limerick, Ulster University, Atlantic Technological University Letterkenny, Donegal.

We provide our part-time employees with the same conditions as our permanent employees regarding pay and benefits.

Some benefits include:

- » Bike to Work
- » Uniform
- » Meals on Duty
- » Car Parking
- » Death in Service
- » Employee Month
- » Discount on Estate activities
- » Discounted Room Rates
- » Birthday gift
- » Birthday Afternoon Tea with colleagues
- » Discounted Gym membership
- » Life Events recognised- birth child, marriage, engagements
- » Employee Assistance Programme
- » Staff Events
- » End of Year Voucher for all employees. Supervisor/middle management all receive a contra hotel voucher to say thank you but also experience other properties of a similar level to enhance their own knowledge.

Sustainable Food is a contract requirement in any tender documents issued by Hospitality and makes commitments contractually binding.

Our suppliers are asked to meet the requirement of our Sustainability Food Policy, and to demonstrate continued commitment to sustainability.

We ask the following two questions in all of the catering related tenders as a minimum:

1. Please describe how your organisation shall meet and exceed Castle Leslie Estate Hospitality Sustainability policy and framework.
2. Please provide any accreditations and affiliations your organisation holds in relation to industry recognised organisations for ethical sourcing.
Please provide evidence of this, i.e. forward copies of relevant certificates.

Additionally, we consider each requirement individually, and add additional questions if required.

Castle Leslie Estate Hospitality further monitors the compliance with the Sustainable Food Policy through supplier review meetings which also cover any new initiatives and improvements made by suppliers. Any significant developments within the food and beverage industry are considered when the Sustainable Food Policy is reviewed.

All supplier questionnaires are reviewed on an annual basis as part of our Food Safety Programme.

Things we are working on;

- » Improving supply chains to improve worker standards.
- » We are joining the Food Made Good movement with the Sustainable Restaurant Association.



An aerial photograph of a rural landscape. The foreground and middle ground are dominated by a dense, patchwork of green fields, likely agricultural land, separated by dark lines representing hedges or stone walls. The fields are interspersed with clusters of trees and small buildings, possibly farmsteads or villages. In the background, a range of rolling hills or low mountains stretches across the horizon under a sky filled with large, dramatic, grey and white clouds. The overall scene conveys a sense of a vast, open, and cultivated environment.

Section 3
The wider environment

Food and Drink that respects biophysical and environmental limits in its production and processing, while reducing energy consumption and improving the wider environment

Things we have done or are doing;

Our fish suppliers are SALSA Approved and approved STS certified.

- » **SALSA:** Safe and Local Supplier Approval (SALSA) is the food safety certification system for smaller food producers and manufacturers. It is a standard designed to ensure that food that is produced is legal and safe.
- » **STS:** This Code of Practice and Technical Standard (The Standard) has been specifically created to set an audit standard for food manufacturers, distributors or buyers/ brokers who are supplying food and/or food related products to food supply chain, caterers and retailers. This Standard also has added controls included for those supplying food or food related products to potentially at-risk consumer groups, whether these be in healthcare, education or other relevant environment.

Frylite, our rapeseed oil provider is **ISCC EU Certified**.

Our Beef supplier, McAtamney's Butchers has certification from Foyle Foods that all Beef supplied is Irish. **Foyle foods** have verified and approved Science Based targets, are an **Origin Green Member**, use **100% renewable electricity**, accredited to **red Tractor Standard**, have **Bord Bia Quality Assurance Standard** and **Investors in People**. They hold **ISO 50001** and **ISO 14001** certification. They produce an **annual sustainability report** and are aligned to **UN Sustainable Development Goals**. They are a member of **Wrap pledging a commitment from farm to fork to improve efficiency**, productivity, **minimise waste, protect natural assets and reduce global warming**.

Foyle are committed to the **Five Freedoms** as set out by the **Animal Welfare Committee (AWC)** - Freedom from Hunger and Thirst, Freedom from Discomfort, Freedom from pain, injury and disease, Freedom to express normal behaviour, Freedom from Fear and Distress.

Our Lamb supplier, McAtamney's Butchers source their Irish Lamb through **Linden Foods**. Linden Foods were pioneers in the **Northern Ireland Farm Quality Assurance Scheme** and developed their own select herd scheme. They have approvals through **BLS, ABM (Red Tractor), EFSIS approvals throughout, BRC Global Standard Accreditation for food safety, HACCP Management, Bord Bia approved, Organic beef and lamb certification**. All carcasses slaughtered within Linden Food Group are DNA sampled for traceability.

Our Duck predominately is sourced from **Silverhill Duck**, 5 miles from the Estate. They have **Gold Standard Certification from Origin Green**. They take pride in utilising every part of the duck through various channels, including offal, fat, and feathers to make duvets and pillows.

Most of our crockery comes from **Churchill 1795**. They have a robust sustainability programme in place cover everything from Planet, People and Product. **Our Sustainable Journey - Planet | Churchill China (churchill1795.com)**

Waste

We are committed to reducing our food waste by 20% by 2026 compared to 2022. This will be achieved through using technology to predict service levels, reusing food leftovers, where safe to do so and cooking in smaller batches. Where we do have food waste, we will give as much away as possible (where permitted legally) with any remaining waste going to composting. Our site uses an **aerobic digester** to turn waste food to compost for use around the grounds.

Our waste produced per total guest for 2023 was 0.61KG. **For 2024 we plan to reduce this to 0.59KG per total guest.**

Segregation - All guest bedroom bins are fitted with segregated bins for general waste and recycling. All pantries, kitchens, offices, and operations departments have segregated bins.

Monitoring - We monitor our waste on a weekly basis recording usage and looking back at previous trends and how we can affect change. We have an online portal so we can see real-time data in relation to our waste levels.

Recycle - We recycle over 19 tonnes of cardboard/ plastic waste annually. We recycle over 30 tonnes of glass annually.

We encourage all our suppliers to deliver goods in reusable containers where possible.

Biodigester for Equine and Food Waste - The Estate has purchased a Bio-digester capable of digesting 10 tonnes of food and equine waste per week using Aerobic digestion to turn the waste into fertile compost.

Our **takeaway containers** for tea/ coffee are part of '2 Go Cup' Campaign. We no longer offer single use takeaway cups. Our straws and paper coasters are made from paper or a vegetable source.

Single Use Plastics - we have eradicated single use plastics from our toiletry range by 99%. The Lodge, Castle and Old Stable Mews have all switched to wall mounted refillable premium quality pumps for Shampoo, Conditioner, Body Lotion and Soap. We will have reduced 90,000 plus single use plastic items from our bathrooms and toilets per year.

REPAK - We are certified members of REPAK.

Paper - Our toilet paper and printing paper are verified as sustainably sourced.

Batteries- All our expired batteries are collected and recycled through WEE authorised collection points.

Digital Guest Directory - We have a digital guest directory and keep printed literature to a minimum on the Estate.

Guest Communication - We communicate with guests, via email, phone and a guest APP called Vamoos.

Grease Traps - We have grease traps located in all kitchens and under sinks.

Contracts/ Handbooks - We use DocuSign digital document and signing platform for all employee contracts, handbooks, SOP's, fire procedures, induction packs, meet the team etc We also use this for wedding and business contracts with clients.

Document Management System - We encourage all suppliers to email invoices where possible and use a document management system to store this information, reducing printing and paper documents by hundreds of thousands of pages per year.

Water

Water consumption

Uisce Eireann advises that consumption per overnight guest within hotel environment is 85 litres per guest.

- > In 2023 Water Consumption - 5% below national industry average per guest.
- > In 2024 we aim to reduce our water consumption by 7.5% below national industry average per guest.

Alternatives to Chemicals - The Estate has a policy where we do not use Bleach/ Chemical within our bathrooms to reduce the impact on the environment. We use Stabilized Aqueous Ozone by a company called Tersano which was created naturally. Our cleaning system turns ordinary water into stabilized aqueous ozone- a powerful natural cleaner and sanitizer. It is made on demand with continuous flow for spray bottles, mop buckets and scrubbers. It is safe and natural.

Waterless Urinals - We are currently rolling out a program to replace urinals in gents' toilets with waterless eco-friendly urinals. This will avoid 600,000 litres plus of water waste per year in urinal tank flushing.

We offer a 'Green Option' for our guests to refuse stayover service and not have towelling changed. This can save up to 50 litres of water on towelling per day.

Rainwater - We have introduced rainwater butts to The Lodge, Castle and Old Stable Mews for our gardening team to water plants with rainwater.

Grey Water - expelled from The Lodge, Castle and Old Stable Mews is treated in the Wetlands as above and returns to the environment as clean water.

Monitoring - We monitor our water usage daily in 4 specific areas of the Estate. By doing this we can identify where and when there is overuse or a leak and implement measures quickly to address it.

Reusable Water Bottles - All our bottled water on the Estate is bottled in glass. The water served in bedrooms is refilled into sterilized bottles after each stay cutting down on 50,000 plus single use plastic bottles annually.

Toilets - The Lodge, Castle and Old Stable Mews guest toilets are fitted with toilet tank bags which reduce the consumption of water by approximately 1 litre per flush. We estimate that based on a toilet being used 4/5 times per day by a guest that this measure has reduced our water consumption by 80,000 litres annually.



Energy

Electricity - 100% of electricity consumed on the Estate is certified Green- 1,062,388 KWH reducing our carbon footprint. Since 2016 our Electricity has been certified green and comes from 100% renewable sources.

Gas - 100% of Gas delivered to the Estate in 2019,2021, 2022 was Bio LPG- 1,770,762 Litres reducing our carbon footprint.

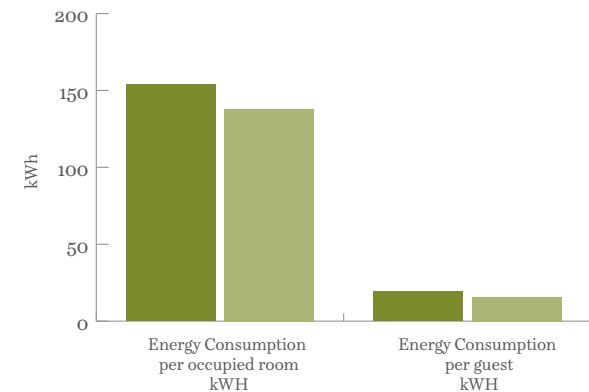
Lighting - Over 95% of lighting on the Estate is LED. We will continually improve this as replacements are required. A recent report by Exemplar Energy Consultancy has verified over 95% of the lighting is LED. We have had two independent reports compiled to help us steer a strategy regarding our energy usage and to

highlight opportunities for us in the future to enhance what we are currently doing on our journey to becoming carbon neutral.

Action Renewables Report - Completed January 2022. *Exemplar Energy Solutions Report* - June 2023. We are currently studying these reports and prioritising capital expenditure requirements based on reduction of energy usage, sustainability and guest experience.

Monitoring -We monitor our Gas and Electricity usage on a monthly basis and continually look at ways to reduce consumption. Adding timers to heating controls, lighting sensors, moving to induction in kitchens over gas.

Energy Consumption per occupied room has decreased from 154KWH in 2022 to 138KWH in 2023. Our Energy consumption per total guest has dropped from 19.21KWh in 2022 to 15.79KWH in 2023. For 2024 we aim to reduce our energy consumption per total guest from 15.79KWH per guest to 15.33KWH per guest. We also plan to introduce onsite renewable energy.





We have introduced 8 **electric Robot lawnmowers** which means we do not have to use petrol lawnmowers on large parts of the Estate gardens in The Lodge, Castle and Old Stable Mews. The lawn cuttings are so fine they act as a natural fertiliser to the grass. It also avoids tonnes of grass cutting becoming another form of waste.

Upgrades - As we upgrade kitchens, lighting, equipment, heating controls, heaters we constantly look to replace with more energy efficient options. Example: We are moving to induction cooking instead of gas, LED lighting, Electric vehicles, changing two stroke gardening tools and equipment such as strimmer's and leaf blowers to electric.

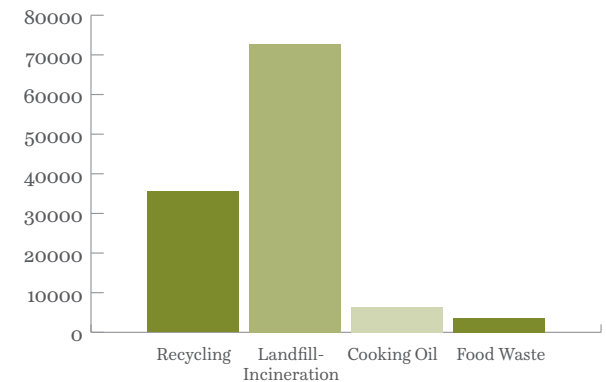
Electric Vehicles - We have introduced a Hybrid Estate Guest vehicle in 2022 and plan to replace it with a fully electric Estate guest vehicle in 2023. In 2022 when retiring two Estate vans we replaced them with electric utility vehicles.

Building Management System - We use this as a tool for timing the heating controls in the Castle and the Lodge and change this throughout the year in order to achieve the most energy efficient use possible.

Boilers - We have undertaken a boiler replacement programme whereby we have committed to replace boilers with an efficiency of less than 85%. We have replaced 10 boilers in the last 3 years. All boilers are serviced annually.

Waste Streams 2023

<i>Recycling</i>	35,560KG
<i>Landfill-Incineration</i>	72,760KG
<i>Cooking Oil</i>	6,372KG (of which 3,678KG was returned to be processed for biofuel.)
<i>Food Waste</i>	3,660KG





Travel

Local Link - We lobbied for the introduction of a local link to the village of Glaslough to link neighbouring villages to allow our team members to use this bus route to and from work 10 times per day.

Bike to work Scheme - We promote the use of this scheme with our team and have partnered with a local Bicycle shop in Emyvale to provide this service to our team. This allows our team to save 40% on the cost of a new bicycle with no upfront cost, as it is spread out weekly, and taken from their gross salary.

Staff Housing - We only source staff housing from the local village, which in turn encourages our team members to walk to work.

Guest Travel - Guests are made aware of all public transport options that can be used to make their way to the Estate.

Electric Car Chargers - We added 4 electric car chargers to the Estate in 2022 and have added infrastructure for another 10 chargers to future proof expansion. We plan to introduce another 4 chargers in 2024.

Local Itineraries - We promote the use of local amenities, suppliers, and travel routes. Such as biking with Drumakill Bike hire, Walk/ Cycle the Ulster Canal Greenway, visit Rossmore Park (most visited Coillte Forest park in Ireland). Experience Busy Bee Pottery in Glaslough village, Glaslough Chocolates.



Castle Leslie Estate Bees

Biodiversity

We have had a number of Biodiversity reports completed which studies the Flora, Fauna, Bird Species and animal population on the Estate identifying species and their risk level. This allows us to understand more about specific areas of the Estate.

Relationships

- » We have been members of Green Hospitality Ireland since 2016 and achieved Gold Awards status in September 2023. We are working towards platinum level by 2026.
www.greenhospitality.ie

- » We are members of Sustainable Travel Ireland, now rebranded Sustainable Tourism network. We are currently awaiting certification for intermediate level.
www.sustainabletourismnetwork.ie
- » We are members of Repak
www.repak.ie
- » We are members of Good Food Ireland
www.goodfoodireland.ie
- » We are part of a pilot programme, the first of its kind in the country via Monaghan County Council and Climeaction
www.climeaction.com



- » **Trinity College Dublin** - We have partnered with Trinity College Dublin and installed a prototype heat recovery unit that involves using the hot wastewater to capture waste heat which was formally lost down the drain. This is funded by Enterprise Ireland through the REHEATS project.
- » **Tidy Towns** - We have a close relationship with Glaslough Tidy Towns. We also provide an area of land for the local community to use Allotments and grow their own produce.
- » We have a HR Stakeholder team made up of senior managers. We also have an Employee Resource Team and Green Team onsite made up of front line staff to ensure collective involvement.

Recent Awards

- » We were a Finalist in the Green Awards 2024.
- » We received the Overall Sustainability Award at the IASI Awards 2023 Irish Accommodation Services Institute - IASI.
- » We were a Finalist in the All-Ireland Sustainability Awards 2023.
- » Awarded Gold Award with Green Hospitality Awards. An internationally recognised third party Environmental & Sustainability Certification Programme.

Things we are working on;

- » Snaffles Kitchen and Conor's bar kitchen are both due refurbishments. We have completed drawings and quotations to replace our gas equipment with electric equipment. Moving gas fed combi ovens to electric ovens, gas ring burners to induction hobs, gas fryers to electric and gas salamanders to weight managed electric salamanders. For BBQ's we are switching to Electric.
- » We replace any end-of-life equipment with best-in-class efficiency appliances.
- » We have quoted for a 240KW Solar Array that will provide over 25% of electricity for the Lodge on the Estate.
- » We have quoted for a 300KW Biomass Boiler to provide 70% of heat and hot water load for the Lodge.
- » Quoted for Heating upgrade of the Pavilion Event spaces.
- » Moving infrared taps to front and back of house sinks where suitable.

- » Introduced in 2023 a carbon offset option for our guest whereby they can donate towards Tree Planting on the Estate of native Irish woodland trees. Working with Hometree, we have planted trees in a forestry area where continuous cover forestry (CCF) is practiced. Co-ordinates are: 52.868794, -9.362690
- » To reduce our landfill waste by a further 5%.
- » To reduce our Energy Consumption by a further 3-5%.
- » To increase the number of local producers we source from.
- » Continue to monitor and replace any boilers on the Estate with less than 85% efficiency.
- » Moving our Fleet of vehicles over to Electric gradually by 2028. We currently have 2 electric and 1 Hybrid vehicle.
- » We aim to be carbon neutral and move into Carbon positive through generating renewable energy.
- » We aim to produce an annual report showing our carbon footprint.
- » Growing more produce within our Estate, Polly Tunnel and Walled Garden.

Purchasing Standards

We are committed to sourcing as much as possible from Irish Farmers and Producers. Product sourcing should take into account locality prioritising local sources, then regional (Ulster), then National (Ireland). Care should be taken around the carbon footprint of products grown under glass in Ireland vs. the sun in warmer climates.

Product	Standard set for sourcing	Applies to	Sourced outside of Ireland	Notes
Fruit & vegetables	Prioritise Irish Grown where possible.	CB, S, AT, BK, Banq	50% Sourced outside of Ireland. Volume and seasonality constraints. In this case produce is sourced through Irish producers.	
Beef	Irish- McAtamneys via Linden & Foyle Foods Co. Tyrone	CB, S, AT, BK, Banq	None	<i>Animal Welfare must be Ireland Farm Quality Assurance scheme (FQA) , Select herd Scheme, Farm Quality assured scheme, Bord Bia Approved, Organic Beef certification, DNA Traceability, BLS, ABM, EFSIS approvals throughout.</i>
Pork	Irish-McCarren's. Co. Cavan	CB, S, AT, BK, Banq	None	<i>McCarrens source from within 25KM radius of their site in Cavan. All farms are Bord Bia approved and have full traceability. Origin Green member since 2012, Origin Green Gold member since 2021, All Irish sites using 100% renewable energy sources, Aligned to UN Sustainable Development Goals. Member of All Ireland Pollinator programme, 24% reduction in scope 1 & 2 emissions in 2023. Appointed to steering committee for SAI regenerative Agriculture Programme.</i>
Duck	Silverhill Duck, Emyvale Co. Monaghan	CB,S, AT, BK	Banq- 90% Irish, Silverhill Duck. 10% Smoked French Duck for starter dish.	<i>Silverhill is a farm to fork facility with full traceability. Growing farms, laying farms and hatchery. It is an AA Grade plant accredited under Global Food Safety initiative. It is a Gold Standard Certification from Origin Green.</i>

Conor's Bar- CB, Snaffles Restaurant- S, Banqueting- Banq, Afternoon Tea- AT, Breakfast- BK

Purchasing Standards continued

Product	Standard set for sourcing	Applies to	Sourced outside of Ireland	Notes
Chicken	Chicken Supreme & Wings- Glin Valley, Co. Cork.	CB,S, AT, BK	Banq- 100% Irish Supreme Chicken Main Course. Chicken breast for starter Dutch (<5% of overall Chicken used)	<i>Glin Valley is 100% Irish farmed and produced Bord Bia approved with traceability farm to fork. The flock and production house in Clonakilty Co. Cork are certified by Bord Bia. They use the Bord Bia Poultry Products Quality Assurance Scheme.</i>
Lamb	Irish- McAtamneys via Linden & Foyle Foods Co. Tyrone	CB, S, AT, BK, Banq	None	<i>Animal Welfare must be Ireland Farm Quality Assurance scheme (FQA) , Select herd Scheme, Farm Quality assured scheme, Bord Bia Approved, Organic Beef certification, DNA Traceability, BLS, ABM, EFSIS approvals throughout.</i>
Eggs	Farm Fresh Free Range- Smithborough, Co. Monaghan. Duck & Hen Eggs from the Estate for Castle Breakfast.	CB, S, AT, BK, Banq	None	<i>Martins Eggs, Smithborough, Co. Monaghan are Bord Bia approved and part of Sustainable Egg Assurance Scheme.</i>
Fish	North East Atlantic- Keenan's Seafood, Belfast Co. Antrim	CB, S, AT, BK, Banq	Exception- King Prawns. Ballinode Seafood- Source Vietnam. Removing from menu march 2024	<i>Keenan's have full traceability from Sea to Trawler and to processing. They are SALSA- Safe and Local Supplier Approval certification. They have STS- Code of Practice and Technical Standard certification.</i>
Smoked Salmon	Irish or Scottish	CB, S, AT, BK, Banq	90% Scottish due to price and volume constraints	<i>Retendering to Irish Suppliers in 2024. Awaiting confirmation if they can keep up with supply and match pricing.</i>
Cocoa, Sugar, Coffee & Tea	Chocolate- Cocoa Horizons standard & fully traceable farm to product. Tea- Child Aid Network, Ethical Tea Partnership, Organic. Coffee- Our supplier buys direct from small farms and co-ops with sustainable practices.	CB, S, AT, BK, Banq	ALL	<i>Chocolate used from suppliers who are members of Coca Horizon. Tea used is Organic, member of Ethical Tea partnership, and Child Aid Network. Coffee via supplier who buys direct from small farms with sustainable ethos.</i>
Game	Venison from Castle Leslie Estate	CB, S, AT, BK, Banq	None	<i>Within Season from November 1st to February 28th</i>

Conor's Bar- CB, Snaffles Restaurant- S, Banqueting- Banq, Afternoon Tea- AT, Breakfast- BK

Purchasing Standards continued

Product	Standard set for sourcing	Applies to	Sourced outside of Ireland	Notes
Beer/ Wine/ Spirits	Variety of International brands. We introduce and support Monaghan, Ulster, Irish Beers, Gins, Whiskeys, Wine, Tonics, Absinthe, Vodka to support Irish Producers.	CB, S, Banq	90%+ due to guest expectation and variety required.	<i>We champion local, regional and national beverage suppliers. We still use a wide variety of international beverages.</i>
Dairy & Milk	Local LacPatrick Dairy, Co. Monaghan	CB, S, AT, BK, Banq	None	<i>Suppliers based within Monaghan region and processed in Monaghan town.</i>
Ice-Cream & Sorbet	Draynes, Co. Antrim	CB, S, AT, Banq	None	<i>Made onsite Draynes Farm in Lisburn</i>
Cheese	Irish- various farms and suppliers.	S, AT, BK, Banq	Exception- Parmesan used for Caesar salad Conor's Bar (CB)	<i>Irish Cheese used throughout the Estate</i>
Breads	Irish- Produced In-house or Dinkins Bakery, Co. Monaghan	CB, S, AT, BK, Banq	None	<i>All produced onsite or within 10KM of the Estate.</i>
Grains	Oats, Porridge- Irish Flahavan's	CB, S, AT, BK, Banq	Cereals-Kellogg's source from Variety of Countries. Our Rice is non-EU.	<i>Flahavan's use local farmers, mainly Organic within 60 miles of their site. Origin Green Certified, Guaranteed Irish, Love Irish approved, and FSSC, BRC Certified. Kellogg's engage in Better Days Programme and Origins farmer Programme</i>
Flour	Neils, Co. Antrim	CB, S, AT, BK, Banq		
Palm Oil	Not in use			

Conor's Bar- CB, Snaffles Restaurant- S, Banqueting- Banq, Afternoon Tea- AT, Breakfast- BK

In our Dining areas we aim to minimise wastage through batch cooking and divert food that isn't needed to other outlets. We are required by law to place certain food into waste once it exceeds Food Safety parameters for example, food that has been on hot counters for a set period of time. This wasted food is sent for composting.

Section 4 Standards



Food and Drink that respects the highest standards of animal health and welfare, compatible with the production of affordable food for all sectors of society

Things we have done or are doing;

- » Hospitality purchases free-range eggs externally. Egg based products such as mayonnaise are free-range where we use them as ingredients for cooking. Where egg products are in pre-made products, we are working with suppliers to switch to free-range where it isn't already so.
- » Hospitality is committed to reducing the overall quantity of meat served per serving, while increasing the quality and animal welfare.
- » Our aim is to switch to organic Pork, Lamb and local organic Chicken supply.
- » All fresh, raw meat is sourced from Irish Farms and certified Bord Bia.
- » We want to work with Fish Suppliers who are SALSA Certified and who have STS Code of Practice.
- » The majority of beef is sourced from local Irish farms, including cattle involved in grassland and meadow restoration projects.
- » Purchase and serving of foie gras, Kopi Lauak Coffee amongst others are prohibited.
- » We aim for all our physical outlets to be audited and certified by the Sustainable Restaurant Association's Food Made Good .

What we are working towards

- » All meat sourced from external sources certified free-range or RSPCA Assured as a minimum.
- » We are working towards Food for Life Certification.

A man and a woman are walking away from the camera in a grassy field. The man, on the right, is wearing a brown quilted vest over a plaid shirt and dark jeans, and is carrying a large, silver metal milk can. The woman, on the left, is wearing a black and white plaid shirt and blue jeans. They are surrounded by several cows of various colors. The background shows a rolling landscape with hills and a barn under a bright, hazy sky, suggesting a sunset or sunrise. The text "Section 5 Supporting the Rural Economy" is overlaid in the center of the image.

Section 5
Supporting the Rural Economy

Food or Drink that supports rural economies and the diversity of rural culture, in particular through an emphasis on local products that keep food miles to a minimum.

Our definition of local is products and produce within 100km of the Estate.

Due to Ireland's small size, we are proud to use any produce that is produced nationally in lieu of purchasing products from abroad.

Beverage

We have direct relationships with a number of local and regional suppliers that deliver, produce and/or supply alcoholic drinks:

Irish Gins

Dingle - *Kerry*
 Castle Leslie Fighting Bishop Gin - *Louth*
 Old Carrick Mill - *Monaghan*
 May Loag Pink - *Monaghan*
 Listoke - *Louth*
 Listoke Sloe & Honey - *Louth*
 Listoke Raspberry & Cocoa - *Louth*
 Blitz & Bloom - *Louth & Rest of World*
 SILKS - *Louth*

Ravenrock - *Louth*
 Shortcross - *Down*
 Shortcross Cask Aged - *Down*
 Hinch Ninth Wave - *Down*
 Echlinville - *Down*
 Gunpowder - *Leitrim*
 Gunpowder Sardinian Citrus - *Leitrim*
 Gunpowder Californian Orange Citrus - *Leitrim*
 Muff - *Donegal*
 An Dúlamán Irish Maritime - *Donegal*
 An Dúlamán Armada Strength - *Donegal*
 Mór London Dry - *Offaly*
 Mór Wild Berry - *Offaly*
 Mór Pineapple - *Offaly*
 Thin Gin - *Waterford*
 Blackwater - *Waterford*
 Blackwater 'Strawberry' - *Waterford*
 Blackwater 'Barry's Tea' - *Waterford*
 Ballykeefe Gin - *Kilkenny*
 Highbank Crystal Gin - *Kilkenny*
 Connacullin - *Mayo*
 Grace O'Malley Heather Infused - *Mayo*
 Lough Measc - *Mayo*

Míl Gin - *Meath*
 Micil - *Galway*
 Micil Spiced Orange - *Galway*
 Ahascragh XIN - *Galway*
 Glendalough - *Wicklow*
 Cork Dry Gin - *Cork*
 Method & Madness - *Cork*
 3 Sq. Miles Coastal Gin - *Cork*
 Bertha's Revenge - *Cork*
 Beara - *Cork*
 ORNABRAK Single Malt - *Cork*
 Skellig - *Kerry*
 Boatyard - *Fermanagh*
 Sling Shot - *Longford*
 Jackford Potato Gin - *Wexford*
 Silver Spear Gin - *Carlow*
 Ha'penny - *Dublin*
 Jawbox - *Antrim*
 ION Curious Citrus - *Armagh*
 Symphonia No. 1 - *Tyrone*
 Symphonia No. 2 Apple - *Tyrone*

Irish Vodka

Dingle – *Kerry*
Sausage Tree – *Leitrim*
Kalak - *Cork*

Independent/Small Distillery Irish Whiskeys

May Loag Oriel - *Monaghan*
May Loag Triple Wood Single Malt - *Monaghan*
May Loag Elegance Single Malt - *Monaghan*
Old Carrick Mill Rogues Reserve 46% - *Monaghan*
Old Carrick Mill Rogues Reserve 59% - *Monaghan*
Clan Colla 7yr - *Galway*
Clan Colla 11yr - *Galway*
Wise Owl - *Louth*
Micil Invernin - *Galway*
Muff Whiskey - *Donegal*
Achill Island Whiskey - *Mayo*

Other

Micil Poitin - *Galway*
Micil Irish Cream – *Galway*

Wine

Old Roots Chardonnay – *Wexford*

Beer

Brehon Brewhouse – *Monaghan*
Rye River – *Kildare*

Cider

Long Meadow Cider – *Armagh*

Juice

Long Meadow Apple Juice – *Armagh*

Food

We have direct and indirect relationships with a number of local and regional suppliers that deliver, produce and/or supply food;

Regional

Castle Leslie Estate
Lac Patrick Dairy - *Monaghan*
Farm Fresh Eggs - *Monaghan*
Lac Patrick Dairy - *Monaghan*
Martins Eggs - *Monaghan*
Monaghan Mushroom - *Monaghan*
Tempka Foods - *Monaghan*
Silverhill Duck - *Monaghan*
Golden Circle Mushrooms - *Monaghan*
Neils - Belfast - *Antrim*
Europa Foods - *Armagh*
Dinkins Bakery - *Monaghan*
McCarrens - *Cavan*
Linden Foods - *Tyrone*
Mulrines - *Donegal*
Irwins Bakery - *Armagh*
Compsrey - *Donegal*
Plant-it - *Donegal*
Chef Grows Them - *Tyrone*
Keenan's Seafood - *Antrim*
En Place Foods - *Tyrone*
Silis Veg - *Monaghan*
Draynes Farm - *Antrim*

National

Dublin Fruit & Vegetable Markets - *Dublin*
Goatsbridge - *Kilkenny*
Flahavan's - *Waterford*
Keelings Fruit - *Dublin*
O'Carroll's - *Offaly*
McCormacks Farms - *Meath*
Follain - *Cork*
Dubliner Cheese - *Cork*
Gubeen Cheese - *Cork*
Ballymaloe Foods - *Cork*
Glin Valley - *Cork*
Pilltown - *Kilkenny*
Allen Meats - *Antrim*
Sycos Foods - *Limerick*
Glenillen - *Cork*

Our menus reflect seasonality running on a 52-week cycle with an emphasis on produce (plant-forward) from Ireland and all fresh, raw meat being sourced from Ireland where possible. Where items come from abroad, we seek to source from the closest, lowest-carbon source, e.g. Spanish Orange Juice rather than South Africa, Soya from the US and Canada rather than Brazil or UK Grown Sugar rather than the Caribbean.

We encourage and support local businesses attempting to tender for contracts.

Castle Leslie Estate provides a walled garden for local and student-led gardening in the village of Glaslough.

What we are working towards

- » Increasing the amount of food coming from our local region.
- » Investigating further sources of local food.
- » Increasing the use of seasonal food.
- » Educating our guests further about our journey for them to understand why they will not find certain items on our menus. (Food Miles, unsustainable or not environmentally friendly production/ unethical processing/ welfare of animals)

Collaboration and Communication

1. We actively engage with industry organizations, sustainability initiatives, and certification programs to stay informed about best practices and industry trends.
2. Our hotel communicates our sustainability efforts and achievements to guests, employees, and stakeholders, promoting transparency and inspiring others to embrace sustainable practices.
3. Our hotel practices employee sustainability engagement which drives the sustainable transformational change in the business.

Innovation and Research

1. Our Estate invests in research and development to develop sustainable solutions, green technology, and sustainable practices.
2. We seek innovative approaches to minimize environmental impacts, improve efficiency, and address societal challenges.
3. Collaborating a Green Team & Employee Resource Group. Trialling new innovative ideas researched through feedback from staff and guests.
4. Growing the development of the green and digital transition.

Continuous Improvement and Training

1. Our green purchasing policy is regularly reviewed and updated to incorporate new sustainability practices and technologies.
2. Training programs are provided to procurement staff and key stakeholders to enhance awareness and understanding of our green purchasing objectives and procedures.
 - » By implementing this green purchasing policy, making responsible and sustainable procurement choices that contribute to a greener future for our Estate, our guests, and the environment.



Section 6

Food Sustainability & The Wider Estate

Suppliers

We view this document as a baseline of the standards we are currently achieving and through competitive tender processes want to partner with suppliers that share our desire to improve and elevate standards.

During the tender process, we ask suppliers to explain how they can continue to help us improve during the contract period, for example, using returnable packaging or delivery trays, removing/reducing single use plastics etc.

We have introduced a Local Supplier Policy on the Estate. This policy sets out that our aim for 2024 is to have over 51% of our non-labour supplier expenditure with companies located within a 100km radius of our Estate. We will achieve this by actively seeking out and engaging with local suppliers, and by giving preference to local suppliers wherever possible.

All suppliers are asked to meet the standards set out in this document during tender stage, and demonstrate how they can further support and advance the objectives of Sustainable Food shown above.



“County Monaghan is one of Ireland’s leading centres of premium food production and 90% of the food produced in the county is exported. Agriculture and the agri-food sector are significant employers accounting for 12.5% of total employment in the county, which compares to a national average of 5%. All of the top 10 Origin Green member firms are present in County Monaghan. And while there are large multinational food enterprises in Monaghan, the food sector in the county is also characterised by very successful small firms and artisan food producers.”

Robert Burns, Chief Executive of Monaghan County Council

Section 7

Prohibited Items


The following products are prohibited within our operations:

- » Foie Gras.
- » Veal.
- » Tobacco and nicotine-containing substances.
- » Kopi Lauak Coffee.
- » Fruit (Gaming) machine.
- » MSC Red-list Species including Categories 4 and 5 on the Good Fish Guide.
- » Expanded Foam Food Single Use Containers.
- » Single Use Plastic disposable plates, bowls, stirrers and cups.
- » Plastic Straws.
- » E621 (MSG).

This list only covers items that are legally saleable and is not exhaustive. Items that are illegal, we cannot sell, so are not listed.

Beef, in relation to greenhouse gas emissions and using sparingly. All beef used in cooking is sourced from local farms from grass-fed cattle.

We will always prioritise local, Irish, in-season ingredients where it is sustainable to do so, before choosing ingredients internationally. The preference then will be to choose ingredients closer to Ireland where practical.

A close-up photograph of a person's hands holding a single yellow onion. The person is wearing a blue and white plaid shirt. The onion is held in the center, with the person's fingers gently gripping it. Below the hands, a woven basket is filled with many more yellow onions, some with their green tops still attached. The background is slightly blurred, showing more of the plaid shirt and the basket. The overall lighting is soft and natural, highlighting the texture of the onions and the fabric of the shirt.

Our food choices—what we eat and what we serve our families— influences our health and the health of our planet. These choices are linked to both acute and chronic disease prevention and control. These same choices affect the livelihoods of more than one billion people around the world who work each day to produce and serve our food.





We are a proud member of The Long Run.

The Long Run started in 2009 as an initiative of Zeitz Foundation's international programme. It was launched by Jochen Zeitz, Founder of the ZEITZ foundation, Co-Founder of The B Team and Zeitz MOCAA.

The organisation has now grown to become one of the world's largest nature-based business initiatives with over 60 members worldwide.

It is a membership community of nature-based tourism businesses committed to driving holistic sustainability. This community is global and growing. Each member aspires to maintain a healthy and productive planet for posterity. Collectively, The Long Run conserves over 23 million acres of biodiversity and improves the lives of 750,000 people. They support, connect, and inspire nature-based businesses to excel in the highest sustainable standards via the tried and tested 4C framework: Conservation, Community, Culture, and Commerce (The 4Cs).

The Long Run believes that funding the protection, restoration, and regeneration of nature while improving local lives is our most urgent task. Through collaboration and sharing best practice, this community supports one another in this shared mission.

All members of The Long Run strive to become recognised as Global Ecosphere Retreats (GER)[®]. The GER[®] standard is one of the most rigorous sustainability standards in the tourism industry involving both onsite and offsite assessment. This standard is recognised by the Global Sustainable Tourism Council, and is only awarded to organisations that demonstrate a holistic balance of the 4Cs, excel in conserving nature, and improve the wellbeing of the communities they belong to. The GER[®] acts as a tool and framework to drive change and improvement; a process that is a continual journey, bespoke to each property, and not a finite achievement.



The Leslie Foundation

In keeping with the spirit of innovation, we want to develop a new and contemporary biophilic space on a site overlooking Glaslough Lake that will be our new welcome and orientation centre on the Estate and serving the local area. The concept of a 'Green Box' has been called out as a Hero project in the Monaghan Destination and Experience Development Plan, recently launched (June 2022) by Fáilte Ireland in partnership with Monaghan County Council.

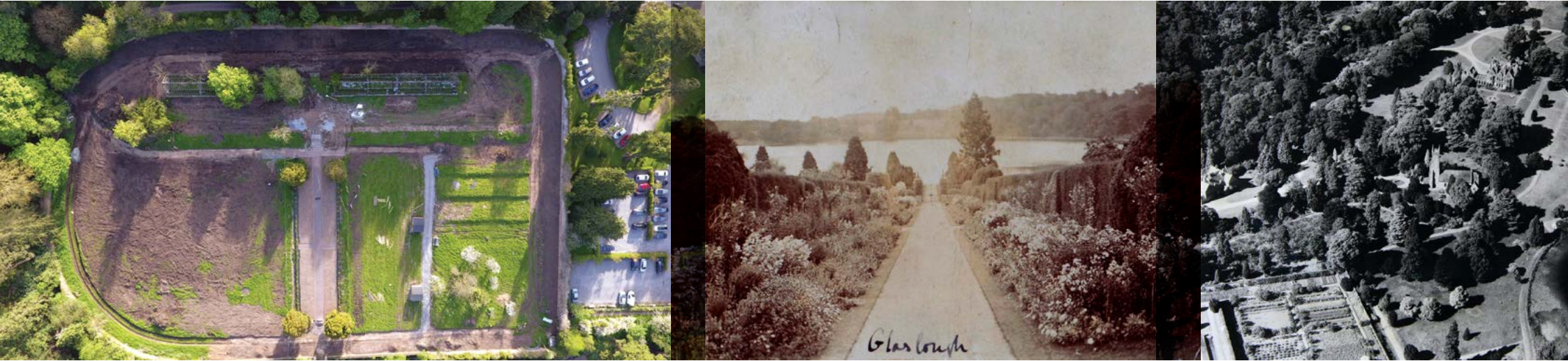
This world class high-tech green space will explore and explain our relationship with plants and the planet over the millennia and into the future. It will also offer a space to protect and exhibit Estate archives and collections in a contemporary gallery setting.

This is an event and exhibition space to support our expanding experience programme on themes of biodiversity, soil, water, wind, and sun will be explored in the context of sustainable food production with expanded cookery, food, garden schools and conscientious food and beverage retailing.

OUR AIM: The addition of a contemporary exhibition, events, archives, research and gathering space enabling the Estate to deliver major training and conference programmes.

OUR OUTCOMES: Development of a new high-tech, sustainable venue and commercial exhibition facility on the Estate to help build our profile as a centre of excellence in research training and rural skills development.

OUR ASK: As a smart sustainable newbuild development on the Estate, this project must be handled with great care and sensitivity. We wish to create an exemplary world class eco-building that could for example, have naming rights assigned in lieu of a sponsorship donation or a charitable gift to help deliver the project either exclusively or in partnership with others.



The Walled Garden, Glasshouse, Pineapple & Banana House Restoration.

A major restoration of the historic Walled Garden and amazing pineapple glass houses at Castle Leslie Estate as a regional visitor attraction with an integral food experience and teaching project. This project is also aligned to the Monaghan Destination and Experience Development Plan and directly connected to the 'The Big Green Box' concept. Initial work has commenced led by Professor Terry Stevens, Stevens & Associates, to consider how the Walled Garden could be developed as a unique visitor attraction.

A funding model to bring this magnificent historic site back to its original Victorian splendour needs consideration.

OUR AIM: The comprehensive heritage restoration of the Castle Leslie Walled Garden, the derelict glass houses, banana and pineapple house transforming it into major regional visitor attraction.

OUR OUTCOMES: Reconstruction of the derelict pineapple glass houses and the formal layout of the Walled Garden. Development of a food production strategy, garden school and events programme to be housed within the Walled Garden and linked to our education and rural skills academy.

OUR ASK: We need partners and sponsors to help us fund the restoration programme at the Walled Garden and raise the finance to leverage support from national funding partners. You could contribute to this through The Foundation or directly sponsor a glasshouse or structure, an outdoor teaching pavilion or a specialist planting or horticultural programme for the garden itself.





Green Washing

Castle Leslie Estate will endeavour at all times to actively communicate and act in a transparent means with the information it is provided with.

Consumers want businesses to take the lead on environmental issues. But sustainability efforts can backfire if companies don't communicate honestly.

- » The term “greenwashing” describes instances when companies overstate their sustainability efforts, make false claims in advertising, or focus on one or two standalone initiatives.
- » Companies that engage in greenwashing can lose customer trust, draw unwelcome attention from regulatory bodies, get fined, and do actual harm to the environment.

- » To communicate authentically about sustainability initiatives, organizations should be specific about their efforts, back their claims with data, and be transparent about successes and failures.

In an era dominated by a growing call for industry to demonstrate environmental responsibility, businesses worldwide are striving to position themselves at the forefront of sustainability. They are driven in part by a genuine concern for the environment, in part by a desire to improve their operations, and in part by a need to satisfy well-informed customers who are demanding that companies help safeguard the planet.

However, some companies exaggerate the effects of their sustainability initiatives or falsely claim to be environmentally friendly. They overstate

claims about the benefits of their products, services, or practices in order to appeal to consumers who care about sustainability issues.

In 1986, environmentalist Jay Westerveld coined the term “greenwashing” to describe this deceptive marketing practice. Greenwashing essentially is a public relations tactic that puts a sustainability spin on services and products that have minimal or no positive impact on the environment.

Business leaders need to understand the dangers of greenwashing, take steps to avoid it, and learn to communicate their sustainability efforts to stakeholders in smart and effective ways. Similarly, business schools must teach students how to lead sustainability initiatives that are both impactful and genuine.



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