

Sustainability Policy

ATLANTIC IRISH
SEAWEED®



1. Vision/mission/company ethos

We are lucky enough to be based at Derrynane on the South Kerry Coast. It is part of Kenmare Bay which is a special Area of Conservation under the EU Habitats Directive and also part of the Greater Skellig Coast, recognised in Feb 2023 as Ireland's first Hope Spot!..

At Atlantic Irish Seaweed, our core values are to increase knowledge of our pristine coastline thereby promoting the importance of sustainability.

We believe in promoting an understanding of our biodiverse ecosystem which informs our mission to spread awareness of the importance of our environment.

It is our vision to help promote an understanding of how algae are the lungs of our planet, like the more famous Amazon Rainforest it needs our respect and protection.

We demonstrate how a seaweed farm works and discuss several aquaculture models, positive, benign and negative.

Atlantic Irish Seaweed is aware that its business activities impact upon the environment and we are committed to alleviating those negative impacts as it's our mission/vision.

1. UNWTO definition

At Atlantic Irish Seaweed, we believe that sustainable tourism is tourism that takes full account of its current and future economic, social, and environmental impacts while addressing the needs of visitors, the industry, the environment, and host communities (UNWTO, n.d.). We therefore aim to reduce our negative effects and increase our positive impacts.

1. Continuous improvement

We view our sustainability as an evolving process and work on continuous improvement. Our goal is to review, innovate and do better each year, for both the environment and our local community.

1. Measuring and reducing negative impacts

4a. Energy consumption

We have switched to a sustainable energy supplier for 100% of our electricity. I use an electric bike to commute to work when weather permits. We dry 95% of our seaweed outside using wind & solar power, thus saving fuel consumption. We examine our reading every two months and are in the process of going all LED with our lightbulbs and upgrading our insulation. We will be measuring our energy use every 2 months and aim to reduce our consumption by 7% over the next 12 months.

4b. Water consumption

Our water is not metered but we are taking several steps to reduce water consumption. We intend to install a simple residential water meter to measure our usage, and have a target of water use reduction of between 5% and 10%. Firstly we rinse all our seaweed in the sea, not fresh water. We use barrels/butts outside to collect rainwater for plants and garden, taps are turned off during teeth washing and we use the eco-cycle setting on our washing machine. We intend to install aerators in our taps and water saving cistern toilet bags. We make our own All-Purpose eco-friendly cleaning product and buy eco-friendly versions of the ones we don't make.

4c. Waste production

To reduce our waste usage, we have changed our supplier of netting for our seaweed bath bags, now we use compostable nets sustainably made from beech chipping. We buy in bulk, the outer bag can be reused and we recommend to all our customers to use the seaweed as a plant fertiliser afterwards. We commit to regularly measuring our consumption by monitoring our monthly waste disposal bills and review our waste production and aim to reduce the consumption. We have stopped using single use plastic and all our packaging is either recyclable or compostable. We recycle all packaging we receive and actively compost much of our waste. We are constantly working towards reducing landfill. We are almost paper free and aim to use only FSC certified paper for what little printing we do.

1. Ethical purchasing

At Atlantic Irish Seaweed we are committed to: buying and supplying products that can be reduced reused and recycled. Our seaweed bath bags are sustainably harvested and the packaging netting comes from "Packnatu" by ZDF, an award winning environmental Austrian brand. Air dried naturally and our packaging can be reused and is compostable and also the contents are organic matter that can be used as plant fertilizer.

We buy Fair-trade products wherever possible and work with local business for our printing and vacuum packing, thus helping a circular economy.

1. Carbon management

At Atlantic Irish Seaweed we are currently calculating our carbon footprint and are looking at various carbon capturing projects that can help offset our emissions. We are committed to offsetting by 3rd quarter of 2024.

As we work with the ocean we are looking at a number of areas we would like to be involved with;

Restoration of Seagrass Meadows and Seaweed Farming

We would prefer the project to be in the developing world and are currently examining best options.....more soon!

1. Responsible sustainability marketing

We know that it is important to communicate our efforts in an honest way. We are committed to improving as we evolve by examining the way we do things and exploring best options. We are aware of the risk of green-washing, we therefore commit to: Comply to all guidance respecting data usage and privacy. Never sell or use personal data and to make sure our search engine optimisation is done ethically and honestly.

As a sustainable Coastal Food Tour provider we respect and protect our surroundings and let nature help us encourage our visitors to do the same.

1. Social responsibility

We support our vibrant local community by hosting free walks and workshops to the National School, Beavers, youth groups etc. We support the local clubs and societies by donating prizes to raffles held in the community and we recommend that our clients go to a number of local restaurants and cafes for lunch, also we give out details of accommodation and hostels for travellers looking to overnight. We run an annual charity Fundraising event called The Red Monk Commemoration and money raised goes to Médecins sans Frontières.

1. Supporting Biodiversity & Conservation

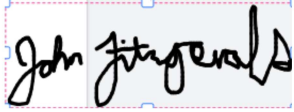
A large part of every tour is explaining how important Biodiversity & Conservation are and how everyone can do their bit to help.

Visitors discover how Algae produce over half of our Oxygen and these plants are the "lungs of the earth", like the smaller but better known Amazon Rainforest, it needs our respect and protection!

We demonstrate how seaweed farming is being used for carbon capture & food, and discuss positive, benign and negative aquaculture models.

We take part in several organised Beach Cleans throughout the year and we always collect ocean plastics when we come across them on our tours.

Signed by:

A handwritten signature in black ink that reads "John Fitzgerald". The signature is contained within a light gray rectangular box with a dashed red border and small blue corner handles, indicating it was pasted or scanned from another source.

General Manager

12/10/2023

Date

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Head of Sustainability

Date