



**Bush Hotel**  
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## **PRESS RELEASE:**

### Leitrim Hotel is First in Ireland to Receive European Environmental Award

The Bush Hotel, Carrick on Shannon has been awarded the European Union Eco Label Certification for Tourist Accommodation ('The Flower') which is an official EU standard recognizing exceptionally high environmental management and performance in the Hospitality Sector. The Hotel is the first in Ireland to receive this prestigious award. The 'Flower' comprises 84 very specific and technical criteria in energy, water and waste management with much emphasis on environmental awareness & innovation.

In relation to **energy**, for example, 97% of lighting (over 1300 bulbs) provided at the Bush Hotel use Class A low Energy. The Hotels original sash windows (c.1920) have been sympathetically removed, double glazed and reinstated (rather than replaced) resulting in much improved levels of thermal and sound insulation. **Water** usage is minutely monitored with conservation being achieved with the Hotels unique facilities management program. Incoming **Waste** is minimised by purchasing policy and supplier relationships and where generated is meticulously hand segregated for recycling; in fact the Bush is on course to be a zero waste producer Hotel by the end of 2009!

**Employee Awareness** is achieved through mandatory training, incentives and departmental committees. **Supplier awareness** is ensured through an agreed charter relating to the timing, frequency and packaging of deliveries with many suppliers taking back their packaging as the Hotel refuses to accept pallets, shrink wrap, bubble wrap or polystyrene and general packaging. **Guest Awareness** is delivered through the Hotels marketing and guests are invited to support and participate in the environmental management and even come behind the scenes to see policies in action.

A number of **innovative** initiatives have also been introduced; the sale of tobacco products has been discontinued whilst many employees bring their domestic waste to the Hotel for recycling to mention but a few. Commenting on the Award, proprietor Mr Joe Dolan said he was *'delighted with the award, not just for myself but all the team who have put in an awesome effort. Our goal has always been to establish and differentiate our Hotel as an organisation with exceptionally good environmental practices and this award has certainly helped us in this context. Guests see our policies in operation and also feel good in supporting our efforts thus enhancing the overall experience. Our environmental management has delivered significant cost reductions which we have been able to pass on to our loyal customers.'*

If you would like clarification or further information please contact

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Embargo : 3.00pm Wed 11th March 2009



**The EU Flower Logo**