

Portmagee Whiskey Sustainability Policy 2024

This document will be reviewed on an annual basis

Next Review: 10 Apr 2025



1. Vision/mission/company ethos

At Portmagee Whiskey, our core values are;

- **Respect** – For one another, our history, our community and our environment.
- **Loyalty** – To each other and to Portmagee as a village community.
- **Integrity** – To do the right thing always, even when it is hard to do it.
- **Adventure** – To create and promote opportunities for adventure for people to enjoy.
- **Community** – To provide opportunities and support to our community so that it may thrive into the future.

We believe in Portmagee as a special place and our home which informs our mission to make Portmagee a better place and a home to live in.

It is our vision to craft small batches of Irish Whiskey for the world to enjoy. Our people are passionate and proud of Portmagee and together we seek to grow in harmony with our village, providing opportunity and adventure for future generations of our community.

Portmagee Whiskey is aware that its business activities impact upon the environment and we are committed to alleviating those negative impacts as part of our mission and long term vision.

2. UNWTO definition

At Portmagee Whiskey, 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.

3. Continuous improvement

We aren't perfect yet, but we are committed to continuously improving our efforts. At Portmagee Whiskey we actively aim to embody our core values in everything we do and try to make Portmagee, our home, a better place to live and for future generations to thrive in. Every incremental step we take is towards a better future for the generations of our community yet to come.

4. Measuring and reducing negative impacts

4a. Energy consumption

Our electricity provider is Bord Gáis and our aim is to be above 51% in guaranteed renewable energy supply. We have created an energy system to allow us to generate power on site, store energy in battery backup and supply to the grid when we are producing extra energy beyond our on demand use and once our battery backup storage requirements are met. We aim to reduce our per customer use of electricity by 5% per annum over the next 5 years.

- We measure our electricity use at both our Smart Meter at the main meter on a monthly basis and also through our energy management application (VRM) on a daily basis and reduce consumption by:
- Active recording on an energy management spreadsheet.
- Live energy monitoring via an App
- Integration of 5kW smart battery back up system and 2kW peak wind turbine electricity generations to maximise green energy and night rate energy creation.
- Timer control for night rate use of dehumidifiers instead of using heating for maintenance of facilities.
- PIR sensors for W/C lighting
- Appliances are turned off when not in use.
- We run our dishwasher on eco mode to clean our whiskey tasting glasses outside of peak hours where possible.
- Future building designs incorporate efficient use of glazing for daytime and business hour lighting.
- We have reused second hand lighting sets to light our whiskey tasting bar instead of fitting new equipment.

4b. Water consumption

We plan to dig our own spring well on site and have obtained planning permission approved to do so. This will provide the water we need to develop the distillery on site. We have an existing Irish Water business connection which we do not draw from but will hold as a backup option should it be required. We aim to reduce our per customer use of water by 5% per annum over the next 5 years. We also plan to incorporate rain water harvesting into our future distillery plans.

- We aim to measure our water use at our Smart Water Meter at the main inlet on a monthly basis and reduce water consumption by:
- Active recording on a water management spreadsheet.
- Use of smart flush toilet cisterns.
- We run our dishwasher on eco mode to clean our whiskey tasting glasses.
- We have reused second hand plumbing and fittings instead of fitting new equipment.
- We aim to incorporate rain water harvesting to supply grey water requirements to our facility.
- We aim to use our own spring well to supply clean water for use in our distillery on site in line with approved planning permissions..
- We aim to install a wastewater treatment system to treat wastewater produced on site in line with approved planning permissions.

4c. Waste production

We constantly assess the methods by which we produce waste, especially in our packaging materials and aim to reduce unnecessary waste production with a waste elimination strategy at every point in the production process. Where possible, we reuse materials in either their original function or as a secondary use. We repurpose and utilise old furniture and other items to create purposeful items for use as a part of the visitor centre. We aim to reduce our per customer waste creation by 5% per annum over the next 5 years.

- We *measure* our waste production at the waste collection zone on a monthly basis and reduce waste by:
- Active recording on a waste management spreadsheet.
- We aim to reduce waste by ensuring all packaging is minimal in design and suited to fit our product range without unnecessary padding.
- Reuse of all boxes and other materials that we can gain further utility from or repurpose. For example, use whiskey cases several times for our own use.
- Upcycle by the reuse of our glass bottles as advertising and promotion items at other locations off site such as bars and restaurants.
- Recycle materials correctly once their utility on site has been maximised.
- Compost any compostable items for use in the nearby gardens on Barrack Hill.
- Minimise all other non-recyclable waste and dispose of safely.
- We optimise digital recording and minimise unnecessary administration procedures and use of material resources wherever possible.
- We encourage the use of reusable water bottles by customers who visit us and facilitate the filling of their water bottles if required.

- We aim to implement a zero single use plastics policy within the next 12 months.

5. Ethical purchasing

Portmagee Whiskey is a Bord Bia - Origin Green certified company and is ethically bound to work with suppliers who are also Bord Bia - Origin Green certified members with documented sustainability policies and action plans. At Portmagee Whiskey we are committed to:

- Reducing our consumption and buying only what we really need.
- Sourcing products and services locally within the county of Kerry wherever possible to encourage local business and craftspeople, create 'authenticity' and cut down on the energy used for transport and distribution.
- Purchasing products with less environmental impact in their manufacture, use and disposal.
- Reduce, reuse and recyclable packaging.
- Working with growers and suppliers locally to overcome the necessity to import.
- Ensuring that our suppliers adhere to safe and ethical working practices.

6. Carbon management

At Portmagee Whiskey we are committed to reducing our carbon footprint as much as possible and to offsetting the remaining unavoidable emissions with a trusted partner. We aim at having found our partner by 30 Mar 2025. We prioritise reducing our impact first by:

- Applying an effective reduce, reuse and recycle policy at all levels of our processes.
- Concentrate the use of resources both time, capital and materials to minimise the carbon footprint per customer per tour or interaction created.
- We have planted a native Irish woodlands comprising 5,430 native Irish trees over a 2Ha site and are developing it as a biodiversity and nature trail environmental safe haven for the village. This will also add to our organic carbon sequestration on site potential.
- Our geodesic dome structures are the most sustainable type of construction yet developed and we inform visitors of the importance of that design shape in conserving resources and reducing carbon footprint in our business.
- We assess decision making from the total energy, use of materials per decision and opt to reuse and limit unnecessary ideas or projects that don't make sense when considering the total carbon footprint implications.

7. Responsible sustainability marketing

We know we can't always get things right the first time. We therefore commit to honestly communicating where we are on our journey and our improvements. We are aware of the risk of greenwashing, and we therefore commit to communicating our efforts honestly. We market ourselves primarily via digital methods and resort to printed materials only when we can guarantee worthwhile per customer basis utility and purposefulness.

8. Social responsibility

As we are aware that tourism activities can have a negative impact on local communities, we support them by;

- Being active members of the following community organisations and groups;
 - Portmagee Tidy Towns
 - Portmagee Business Community Group
 - Portmagee Regatta Committee
 - Portmagee New Years Festival Committee
 - Skellig Coast Tourism Network
 - Kerry Tourism Industry Federation
- Organising the following festivals and events;
 - May The 4th Sci-Fi Film Awards
 - Portmagee Regatta
 - Portmagee Christmas at the Domes
 - Portmagee New Years Night Celebrations
- Securing recognition and protecting our local cultural heritage and traditions by;
 - Developing Portmagee's first history, heritage and culture experience.
 - Achieving official government recognition for Seine Boat Building, Fishing and Racing as an Intangible Cultural Heritage item of Ireland
<https://nationalinventoryich.tcagsm.gov.ie/traditional-seine-boat-building-fishing-and-racing/>
 - We are presently working on achieving official government recognition for Portmagee New Years Celebration as an Intangible Cultural Heritage item of Ireland
- Promoting and raising funds for the following charities and causes;
 - DEBRA Ireland - Charity cause of 2024 May The 4th Sci-Fi Film Festival.
 - Portmagee GAA Club - Produced a video to win €5,000 sponsorship prize in 2024.
 - Various local charities by offering spot prizes and awards.

9. Supporting Biodiversity & Conservation

To protect and conserve our local biodiversity we have taken the following actions;

- We are an active Business Supporter of the All-Ireland Pollinator plan.
- We are a certified Bord Bia - Origin Green member with specific goals set under biodiversity and conservation.
- We have planted a native Irish woodlands comprising 5,430 native Irish trees over a 2Ha site and are developing it as a biodiversity and nature

trail environmentally safe haven for the village. This will also add to our organic carbon sequestration on site potential.

- We have installed a Bee Hotel on site to remind visitors of our biodiversity goals.
- We are leaving several acres of fields to rewild and flower naturally and already can see the resurgence in local flora and fauna including rabbits, hares, hedgehogs, pheasants, wild birds, butterflies, bats and pollinators.
- Our geodesic dome structures are the most sustainable type of construction yet developed and we inform visitors of the importance of that design shape in conserving resources and reducing carbon footprint in our business.
- We aim to develop a "PortmaBEE" pollinator friendly miniature version of the village to educate visitors to our site and place this facility near a river area full of naturally occurring wildflowers.
- We aim to develop an educational nature trail through the planted woodlands, once the trees have matured sufficiently to be able to handle human interactions.
- We plan on utilising covered canopy top management techniques when felling trees in a sustainable manner in the future.

Signed by:

John Murphy

General Manager

Date 10 May 2024

JM

Head of Sustainability

Date 10 May 2024