

CONFERENCE AGENDA

WEDNESDAY 31ST JANUARY 2024



WASTE NOT, WANT NOT

a call for collective action in Cork's tourism sector
to manage and reduce waste.

WASTE NOT, WANT NOT

Encouraging collective action in the tourism sector to manage and reduce waste

Date: Wednesday 31st January 2024

Venue: Fota Wildlife Park Education, Conservation and Research Centre

Eircode: T45CD93

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| 09.00 | Registration & networking / Exhibition stands open |
| 10.00 | Welcome <ul style="list-style-type: none">• Kenneth Lyons, MC• Ger O'Mahoney, Chair, Visit Cork |
| 10.05 | Visit Cork Industry Update <ul style="list-style-type: none">• Seamus Heaney, Head of Visit Cork• Evelyn O'Sullivan, Manager, Cork Convention Bureau• Eoin Kennedy, Update Digital |
| 10.50 | Setting the Scene – Sustainability in the Tourism Industry <ul style="list-style-type: none">• Janie Neumann, Destination Sustainability Adviser, Global Destination Sustainability Movement |
| 11.00 | Commodore Hotel video case study |
| 11.05 | Panel 1: We Need to Act (The Big Picture) (MC: Kenneth Lyons) <ul style="list-style-type: none">• Pauline McDonogh, Circular Economy Lead, Southern Regional Waste Management Planning Office• Keelin Tobin, Clean Technology Centre, Munster Technological University• Colm O'Brien, Director, Wiser Waste Management• Jenny De Saulles, Director of Sector Development, Fáilte Ireland• Louise Byrne, Killarney Coffee Cup Initiative |
| 11.45 | Networking and lunch in exhibition area |

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| 12:45 | Introduction to the Education, Conservation and Research Centre <ul style="list-style-type: none"> • Lynda McSweeney, Head of Education, Fota Wildlife Park |
| 12.50 | Panel 2: Best Practices in Food Waste Management (MC: Kenneth Lyons) <ul style="list-style-type: none"> • Neil Grant, General Manager, Brehon Hotel • Alex Petit, Group Executive Chef for Trigon Hotels • Fiona Kelleher, CEO, MyGug • Orla McAndrew, Founder, Orla McAndrew Bespoke Catering • Aisling Kirwan, Co-Founder, Positive Carbon |
| 13.35 | Hayfield Manor Hotel Video Case Study |
| 13.40 | Supports Available to the Tourism Industry <ul style="list-style-type: none"> • MODOS training, James Horgan, Clean Technology Centre, Munster Technological University |
| 13.50 | Announcement of winner of Visit Cork Green Award 2023 |
| 13.55 | Closing Remarks |
| 14.00 | Close of conference |

EXHIBITION AREA – INFORMATION AND SUPPORTS

1. Regional Waste Management Office / MyWaste.ie
2. Cork County Council
3. Cork City Council
4. Cork Local Enterprise Offices
5. MTU – Tourism and Hospitality Department
6. Wiser Waste Management
7. Clean Technology Centre - MTU
8. Fáilte Ireland
9. My Gug
10. GreenHospitality.ie
11. Cork Food Policy Council
12. Sustainable Travel Ireland

MC - KENNETH LYONS

Co-Host, The Green Room

Ken is an award-winning marketing and sales professional within the global tourism and hospitality industry, working with luxury brands including The Ritz-Carlton Hotel Company and Leading Hotels of the World. His primary goal is to ignite change across industries based on the development and implementation of sustainability strategies and to support businesses and individuals to be the best version of themselves. He has undertaken programmes at The Cambridge Institute of Sustainability Leadership in the UK and University College Cork in Ireland. To support these formal educational and professional undertakings, on a voluntary basis, since April 2022, Ken co-hosts The Green Room on 103.2 Dublin City FM, a weekly sustainability show on Ireland's largest community radio station.

Other recent work includes: Development of two accredited educational programmes (BA (Hons) Hospitality Management and a Higher Diploma Food Business & Product Innovation) in collaboration with Atlantic Technology University and industry; Speaking engagements on sustainability at the Society for Incentive Travel Excellence (SITE) Global Conference April



2022 in Dublin and again in February 2023 in New York City; Delivering sustainability workshops, in partnership with Native Events, to Kellogg's, the American multinational food manufacturing company; Working as a Carbon Data Analyst on the short film, The Last Harvest; Project management work in partnership with Screen Ireland and Native Events to calculate the carbon footprint of the entire Film & TV industry in Ireland and to develop a Decarbonisation Roadmap for the industry.

SEAMUS HEANEY

Head of Visit Cork

Visit Cork is a Destination Marketing Organisation (DMO) with responsibility for the marketing of Cork to attract leisure and business tourism to the City and County. The Visit Cork activity is delivered through the Pure Cork brand activation for the leisure market, with Cork Convention Bureau focusing on business tourism (conferences, events and incentive travel). Visit Cork has a strong focus on sustainability and in 2023, Cork was ranked 26th out of 100 destinations



that were benchmarked for their sustainability credentials through the Global Destination Sustainability Index (GDSI).

EVELYN O'SULLIVAN

Manager, Cork Convention Bureau

Cork, Ireland has so much to offer conference organisers who are seeking the perfect destination for their next business conference or convention in Europe. Putting a network of industry experts, event planners and remarkable venues at your disposal, the Cork Convention Bureau team provides you with an impartial, zero cost, objective and



friendly service designed to create bespoke solutions for your event by harnessing their unrivalled insights and relationships.

EWIN KENNEDY

Update Digital

Eoin has more than 30 years' experience in marketing and commercial roles with companies ranging from Fortune 500 to startups – with 25 of these years being at Director level.

Currently Eoin is CEO of Update Digital, a strategy-oriented marketing agency with offices here in Cork and Dublin. Eoin is also an advisor for the LEOs in Cork and Dublin, and Enterprise Ireland, amongst others, and specialises in supporting micro businesses and SMEs.

Eoin holds multiple qualifications in marketing, management and finance, including an MBA in Strategy.



JANIE NEUMANN

Destination Sustainability Adviser, Global Destination Sustainability Movement

Janie Neumann, Senior Changemaker and Destination Sustainability Adviser at the Global Destination Sustainability Movement (GDS-Movement) has over 20 years' experience in the tourism industry, working to support the delivery of responsible practices that benefit and build resilient businesses, provide enriching, quality experiences for visitors, enhance the communities that tourism operates in, and protect the natural and cultural heritage it depends on.

At Visit Scotland for 11 years, Janie was a key sustainable tourism driver focusing on industry and wider organisational commitments to more responsible, low-carbon tourism development. She led its Destination Net Zero efforts, which involved developing the national organisation's climate action plan, as well as delivering a wide range of projects supporting the industry's and regional destinations' transition to a net zero future.



Janie combines her experience of sustainable destination development and certification and assessment, to support and advise destinations that are working with the GDS-Movement and participating in the GDS-Index, focusing on destinations in Ireland, the UK, Germany and Austria.

PANEL 1

PAULINE MCDONOGH

Circular Economy Lead, Southern Region Waste Planning Office

Pauline McDonogh is the Circular Economy lead for the Southern Region Waste Planning Office. She is an Environmental Scientist with over 25 years' experience in environmental auditing, developing waste management projects and communicating on sustainability initiatives particularly in relation to waste. Pauline has worked in the UK as well



as Ireland. Pauline's current role is to develop, co-ordinate and deliver circular economy activities based on the focus areas of the National Waste Management Plan for the Circular Economy.

COLM O'BRIEN

Director, Wiser Ltd

Wiser Ltd is a family-owned & run business servicing the people of Cork for 31 years. Wiser was founded by Dermot & Anne O'Brien, and three sons, Colm, Eoin & Derry, are all part of the management team. Wiser is based in Midleton Co. Cork and currently employ 75 people serving both Domestic & Commercial customers in Cork City, Cork County & West Waterford. The client profile is a 70% Domestic / 30% Commercial split.

We pride ourselves on our service and always working with & for our customers. We process all our recycling material through our sister company Quality



Recycling Ltd, based in Carrick On Suir, Co. Tipperary, employing 78 people. Our services include collection, processing & recovery to assist Ireland in meeting the EU Recovery & Recycling targets. We are members of the IWMA (Irish Waste Management Association) & REPAK.

AISLING KIRWAN

Co-Founder and COO, Positive Carbon

Aisling Kirwan is a co-founder and COO of Positive Carbon - an award-winning food waste monitoring company, that enables commercial kitchens to track and reduce their food waste - saving them thousands on food bills while reaching their sustainability goals.

Aisling has been working in the food waste industry for the past eight years. Prior to starting Positive Carbon with her co-founder, Mark Kirwan, she rolled



out food waste reduction initiatives to thousands of food retailers across Ireland, the UK, Australia and Chile helping to divert millions of kilos of food from landfill. She has been named one of EU's Top 100 women in Social Enterprise in 2022, and spoke at the 2023 World Economic Forum on how the EU and the world can decarbonise our food systems.

KEELIN TOBIN

Clean Technology Centre, MTU

Keelin Tobin has been an Environmental Researcher at The Clean Technology Centre at MTU Cork since 2017. She was Programme Manager of the DAFM funded Savour Food Programme between 2020 and 2023. This programme offered free supports to food service businesses to prevent and reduce their food waste. Keelin has also worked on research into commercial food waste in Ireland and investigating food waste behaviour change interventions at the household level. Previously, she led the social media and online engagement for the EPA Stop Food Waste programme. Keelin has worked on the development of several food sustainability publications (e.g. Less



Food Waste More Profit (2019)). She is experienced in conducting on-site waste characterisation studies and food waste assessments. Keelin has an MA in Anthropology of Food. Formerly, she was the Coordinator of Cork Food Policy Council. A trained and experienced Chef, she has also taught Culinary Arts degree students in MTU.

JENNY DE SAULLES

Director of Sector Development, Fáilte Ireland

Jenny De Saulles is Director of Sector Development of Fáilte Ireland, the National Tourism Development Authority. Fáilte Ireland's strategic objective is to secure the economic wellbeing of the tourism sector through the development of an innovative, sustainable and resilient industry. The focus of the Sector Development directorate is to support the tourism sector through a range of national initiatives informed by economic and industry analysis. These include the development and implementation of programmes around climate action, labour supply and skills, business competitiveness and financial resilience, accommodation development and quality assurance. Previously Head of Ireland's Ancient East, Jenny has worked with Fáilte Ireland for over 15 years in both



national and regional roles working on Destination, Product, Industry and Commercial Development. Jenny has extensive FMCG experience, previously working with Nestlé across the globe in a variety of commercial roles as well as in private consultancy.

LYNDA MCSWEENEY

Head of Education, Fota Wildlife Park

As part of their 10-year Development Plan 'Fota Vision 2030', Fota Wildlife Park has commenced a capital building and regeneration programme that includes the new Education, Conservation and Research Centre (ECRC), co-funded by the OPW, completed in December 2023, and has placed sustainability is at the forefront of the design, including passive thermal design, meaning it will produce as much energy as it needs. The development of the Education, Conservation and Research Centre, 'Understanding our Sustainable Future', facilitates the expansion of the park's educational space and the associated reach of the education department at Fota. The ECRC was built using recycled materials, and features solar panels, rainwater harvesting, and external and internal living walls



with built-in living spaces for native birds and bats. Other sustainable features in the build include: high efficiency lighting and HVAC systems controlled through a digital control system; the use of Forest Stewardship Council (FSC) certified wood products and low energy production concrete; the use of recycled materials where possible both internally and externally (e.g. the re-use of Jameson's Whiskey Oak barrels as the parquet floor in the 260-seater lecture hall).

PANEL 2

NEIL GRANT

General Manager, Brehon Hotel

Neil Grant is General Manager at the 4 Star Brehon Hotel & Spa in Killarney, after recently departing the Celtic Ross Hotel in West Cork. Neil was GM there for nearly 10 years and in his time led the property to many national awards and brought the hotel from a 3 Star to 4 Star accreditation. He has been Chair of the Cork Branch of the Irish Hotel Federation (IHF) and sits on the National Council of the IHF. Neil chaired the Food Tourism Group that sits within the West Cork and Kenmare DEDP. This is a tourism destination development plan for the area from Kinsale to Kenmare, taking in Gougane Barra and everywhere in between, an area rich in food produce of all varieties including



the original artisans of Ireland. Neil helped to form the West Cork Farm Tours experience that takes in 3 local farms in Rosscarbery area, an initiative which is going from strength-to-strength and he previously sat on the committee of the Taste of West Cork Food festival, one of the most successful in the country over the years. Culinary Arts degree students in MTU.

FIONA KELLEHER

CEO, MyGug

Fiona is an arts graduate musician and educator with a keen interest in innovation, sustainability and problem solving. She joined MyGug in 2022 and her ambition to bring the product to a wider market has yielded great results. MyGug is a West Cork based start-up bringing an Irish designed manufactured and produced green technology solution to the market. As a creative, Fiona has had wide ranging experience in adapting and innovating and brings this rich experience to the company. Her skills have been valuable in presenting and launching this innovative Irish product to the market. Upskilling in business practice was key to her role in MyGug and courses in business management as well as



supports (mentorship and financial) continue to be key to progress and the development of the company's work and ambitions. 2024 presents exciting opportunities for the company, with significant growth and continued progress in the fight against climate change as our community work to lessen dependence on fossil fuels for food waste management, energy creation and food security.

ALEX PETIT

Group Executive Chef, Trigon Hotels

Alex Petit originally from France took his first steps into a professional kitchen at the age of 15. After finishing his studies, Alex decided to expand his skills further and to discover another culture and this is how he arrived in picturesque Rosscarbery, Co. Cork. He discovered a new approach to food. The next several years proved to be ambitious as Alex followed his career by taking his first managerial role as sous chef in the 5* Kingsley hotel shortly followed by another sous chef position in the acclaimed 5* Hayfield manor in Cork before embarking on a culinary journey across Australia and the Asia. He came home to open a fine dining seafood restaurant “Oysters” for a local entrepreneur in 2012 which got recognised in the Michelin guide within 12 months of operation. In 2014 took the executive head chef role at the Celtic Ross where he revolutionised the culinary experience for guests and customers. After nearly 7 years at the helm of the Celtic Ross Hotel, a unique challenge came with the 5* Lissard estate in Skibbereen for 2 years.



In December 2022, Alex decided to take a more senior role as Group Executive Chef with the renowned Trigon group. Alex hopes to bring his expertise and knowledge to the food offering of the different hotels he is excited to be on board such a prestigious group. The group's drive to sustainability, staff welfare and dedication to be the best hotelier was the key elements for Alex to join. Alex Petit's cooking ethos: Locally sourced ingredients, supporting small producers, respect of the product, freshness and consistency.

LOUISE BYRNE

Killarney Coffee Cup Initiative

Louise Byrne is the dedicated Sustainability Manager for The Ross & The Killarney Park. Louise ensures that these establishments uphold their commitment to environmental responsibility. She is also part of the steering group that started The Killarney Coffee Cup Project. The project was launched at the end of July and aims to remove the use of single-use coffee cups in Killarney town. Killarney is the first town in



Ireland to do so. This project has over 50 participants and removes over 1 million single-use cups from Killarney annually.

ORLA MCANDREW

Founder, Orla McAndrew Bespoke Catering

Orla McAndrew is a multi-award winning chef and entrepreneur. She is a mum of three young girls and has created a successful event catering business in the past number of years, having been the eternal student and a stay-at-home mum for many years before taking that leap of faith. Heart-led, she works off the cuff and has a proven track record for finding creative ways to remain relevant and at the front of peoples' minds. She is a regular on The Today Show,



is about to launch a cookbook and has recently launched Zero Waste Wedding Catering to the Irish market.

JAMES HOGAN

**Environmental Consultant,
Clean Technology
Centre, Munster
Technological University**

James Hogan is an Environmental Consultant with the Clean Technology Centre, based at Munster Technological University since 1995. His key areas of expertise include Environmental Management Systems, Resource Efficiency, Energy Efficiency, Carbon Management, Renewable Energy, ESG and Sustainability. James has managed a number of national waste prevention programmes under the NWPP which include the Green Business Programme



(2011-2018) and the Green Hospitality Programme (2008-2016). James is currently Programme manager for the HSE's Green Healthcare Programme. James is a part time lecturer on Tourism and Sustainability at MTU.

EXHIBITORS



Comhairle Cathrach Chorcaí
Cork City Council



Comhairle Contae Chorcaí
Cork County Council



Sustainable
Travel Ireland

