



LET'S PAINT THE TOWN GREEN THIS SUMMER

JOIN GALWAY ARTS FESTIVAL 2011 IN BEING GREEN AWARE



SMALL STEPS TO BIG SAVINGS

PROGRAMME COSTS

(Limited availability)

GREEN FESTIVAL MEMBERSHIP

**Free membership

GREEN HOSPITALITY AWARD

Hotels: €300

(Green festival member; on-site review; GHP year's membership; eco-label)

All others (hospitality sector): €200

(Green festival member; on-site review; GHP year's membership; eco-label)

VAT will be charged at 21%

Please note that the participation costs outlined above are heavily subsidised through the financial support of the EPA and Galway City Council. As a result, they represent exceptional value for money, considering the costs savings that can be achieved by businesses through these waste prevention programmes.



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A WASTE PREVENTION INITIATIVE FOR GALWAY CITY





GREENING GALWAY ARTS FESTIVAL 2011

This year, Galway Arts Festival will be 'Green Aware' and all festival events and venues will adopt green principles, including waste reduction, recycling, energy and water conservation.

Businesses in the city can support this initiative by becoming Green Festival Members and committing to improve their environmental performance. Participation is easy; just sign the environmental charter supplied and commit to following the 10-step approach. Through the programme, businesses should see a reduction in waste, water and energy usage, as well as a reduction in costs.

Green Festival Members will be promoted as green businesses throughout the festival, setting the foundations for Galway City to become a green, sustainable destination for future visitors and business.

Galway Green Business – good for your pocket, good for the city.

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WHY TAKE PART?

1 SAVE MONEY

Throwing food in the bin, turning on a light, flushing water down the toilet – they are all costing you money. Small changes to the way you think about your waste will save you thousands of euros.

Switching off a deep fat fryer when not in use can save a restaurant over €5,000 per annum (on energy and oil costs).

Every tonne of food waste costs a business €2,000.



2 INCREASE BUSINESS

Consumers demand best practice in all elements of business and being a green business offers you a unique marketing tool.

Consumer interest in 'green' services doubled from 2008 – 2010.

Hotels involved in the Green Hospitality Programme save, on average, €35,000 per annum.

Hospitality businesses involved in other green festivals have reduced their waste and water bills by 50%.



3 HELP GALWAY'S ENVIRONMENT

Small changes will make a big difference to Galway city.

A cleaner, greener city is good for business.

