

AN INVITATION
TO BUSINESSES | 2022



THE GREEN ROOTS PROJECT

- ENVIRONMENTAL COMMUNICATIONS -

REIMAGINING
ST. PATRICK'S DAY
AS A BEACON
FOR A MORE SUSTAINABLE
AND GREENER IRELAND

www.thegreenrootsproject.ie

OUR VISION

As our most important Irish National (and International) day fast approaches, The Green Roots Project envisions the future of St. Patrick's Day/Week as a unique opportunity to reimagine it as one that will promote a vital environmental message - one that will spur eco-action - one that will help to elevate sustainability and biodiversity awareness throughout Ireland and the world.

We see this as an important chance for a proper green reimagining of our National Day to connect businesses and communities with their more environmentally positive greener roots.

Ireland holds the world's attention around St. Patrick's Day and our mission is to use this global platform to promote a vital environmental message that will elicit eco-action across all strata of society including the business community. Our goal is to elevate sustainability and biodiversity awareness throughout Ireland and the world.

A CALL TO ACTION

The business community has a vital role to play as they adapt to meet the environmental needs of their industry sector. St. Patrick's Day is the perfect time for the commercial enterprise sector to show the world that Ireland is serious about climate change by aligning strong sustainability messages and actions with our national heritage, culture and identity.

We want to encourage your business to get involved in this Green reimagining of our National Feast day. We therefore invite businesses to consider hosting an eco-activity event to celebrate any sustainability milestones they have achieved, or to declare your environmental goals for the future. This progressive action will have a lasting positive impact on your company, its staff and the local community.

' THIS
ST. PATRICK'S
DAY, DO
SOMETHING
POSITIVE
FOR THE
ENVOIRNMENT
IN YOUR
COMPANY '



GREEN ACTIONS

Plan and carry out a Green Action -

Use the event to celebrate or highlight a sustainability target that your company has achieved or is in the process of implementing.
Or simply to mark the beginning of your company's journey towards sustainability.

Take into account all aspects of the action such as location, goods & services, and waste management.

Members of staff may already be involved in sustainability interests of their own, and perhaps there is an opportunity for supporting them in that, as well as skill-sharing.

Look for local and regional partnerships with other businesses and community groups that can create a wider impact.



Green Action Notes :

- Create, or participate in a local event (like a parade) in as environmentally-friendly a way as possible.
- Consider arranging a beach or green area clean-up to mark the reduction of carbon emissions that you are achieving.
- Plant some pollinator friendly trees or plants to mark going chemical-free with your cleaning products.



UN SUSTAINABLE DEVELOPMENT GOALS

It is now seven years since the United Nations member states unanimously agreed on the Sustainable Development Goals (SDGs) as

'A blueprint for peace and prosperity for people and the planet by 2030'.

By mid 2022 we will be closer to the expected achievement date of the SDG's than we are to their beginning.

Businesses of all sizes have a vital role to play in contributing to the achievement of the Goals. Identifying the relevant goals for your company will help you find the right targets, to not only steer sustainable development performance, but also drive innovation in your business and create wider impact in society.



sample of SDGs to consider



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THE 'ASK'

Consider these questions :

Taking into account your businesses operations, your staff, your role in the local community, and customer engagement.

**HOW CAN OUR BUSINESS HELP
to make St. Patrick's Day Greener and More Sustainable, in 2022 and beyond?**

**HOW CAN OUR BUSINESS SHOWCASE OUR COMMITMENT
to a Greener Ireland this St. Patrick's Day, and each year going forward?**



APPLY SMART GOALS

SPECIFIC

Choose and define your appropriate Green Action/s

Set a goal to reduce your carbon footprint, begin by measuring and reducing your direct emissions

Scope Considerations :

- Maintain and upgrade your machinery or fleet for optimum efficiency.
- Tackle your indirect emissions by switching to a renewable energy provider.
- Consider installing solar panels, geothermal systems, or wind turbines.
- Reduce the emissions in your value chain : reduce your waste, choose local suppliers, hire IT equipment instead of buying it.
- Avail of Bike-to-Work incentives

Plan for a recurring event that you can host for and build upon each year

Recurring Green Events :

- Host a panel talk of green leaders and innovators in your field.
- Spark a conversation about fast fashion and host a clothes swap.
- Tackle food waste with a Share Shelf in your canteen fridge, a compost bin, and host an annual Potluck dinner party.
- Organise social activities with a purpose such as Beach Cleaning, Tree Planting, Adopt-a-patch (of land) with your Local Tidy Towns.
- Create Circular Economy touchpoints.



MEASURABLE

Whatever way you choose to celebrate, make sure to document the achievements and intentions that you are marking. Give a title to the occasion, and share some specific milestones to make it tangible for your staff, clients and customers. Create a record that can be built on in the future.

 *Welcome to our..*

ACHIEVABLE

Allow your staff or other stakeholders some time to become involved in the planning. Is there good awareness within the company of your sustainability goals? Perhaps you can hold a workshop or brainstorm session. Encourage suggestions for ideas from the social and sports clubs and/or the local community. Check with your local representatives to see what support, financial or otherwise might be available to aid you in achieving your goals. See [here](#) for support for Businesses Going Green offered by the government.



REALISTIC

When looking at your long-term sustainability goals, and the SDGs that you are aligning with, it is important to ask :

SDG Focus :

- Where can our business make the most meaningful contributions - which of the Goals (SDGs) is/are our industry & business most aligned with?
- Where can we have the most significant positive environmental impacts?

How best can you illustrate the road map for this, and celebrate the progress we have made so far?

TIMELY

With an extended bank holiday on March 18th this year, utilise the lead-up week to hold your first annual event, or mark the launch of a more sustained, long-term plan.



ABOUT US

The Green Roots Project is an environmental communications organisation formed during a recent Post Graduate Diploma course in Design Thinking for Sustainability at the UCD Innovation Academy.

We are a team of five, with backgrounds in multiple disciplines, including Event Management, Science, Communications, Art, Design and Business.

We are situated across Ireland.

'DO SOMETHING GREEN'

JOIN OUR ONGOING CAMPAIGNS

- 'How Will You Go Green?' [Individuals, Communities and Businesses]
 - 'Show Us Your Shamrocks!' [Individuals, Communities and Businesses]
 - 'All 32 Counties, Let's Go Green!' [Nationwide and beyond]
 - Grow Your Green Cloak [Lesson Plan for Junior Schools]
 - Towards Zero - The Carbon Neutral Parade [Parade Organisers, Events & Festivals]
 - '40 Shades of Green' - 17th -20th March - Exhibition in EPIC Museum [Secondary Schools]
- #thegreenrootsproject

All information available on our website

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#thegreenrootsproject

'LET'S
RECYCLE
OUR
PLASTIC
SHAMROCKS
FOR
REAL ONES!'

SHARE

To share your work on our platform email
info@thegreenrootsproject.ie
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