



CÚL GREEN



SUPPORTING A
GREENER
CROKE PARK

Running with the Ball
*How National Organisations like the GAA and ESB
can Help Build Green Communities*

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What is Cúl Green?

➤ A joint initiative between ESB and the GAA to improve the Carbon Footprint of Croke Park with the objectives of:

- Making the Stadium Net Carbon Neutral
- Engaging with supporters around their energy efficiency behaviours
- Putting ESB's commitment to addressing climate change issues into action
- Leveraging ESB and GAA reach into significant customer / membership communities to real national advantage



How did Cúl Green develop?



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- Announcement of Strategic Framework
- Identification of benefit of major environment focused, educational environmental sponsorship
- Capacity to support with significant technical expertise

- More than a sporting organisation
- Identification of climate change as major national / international issue
- Focus on continuous improvement of Croke Park

Scope of a stadium based initiative with significant, and growing supporter involvement quickly developed and formally launched in August 2008



Cúl Green Targets



- Establish an environmental management system for stadium covering waste, water & energy efficiency.
- Make the stadium & fan behaviour progressively net carbon neutral by
 - Green electricity contract with ESBIE from 1st May 2008
 - Linkage to GAA Club & County structure
 - Carbon pledges from general public

Cúl Green Website

Cúl Green

login or register to pledge

Home Pledges About News Success Stories Competitions FAQs

Help make Croke Park carbon neutral

The GAA and ESB are working together to make Croke Park a cleaner, greener stadium. We need **your** help to reach our target - so **please pledge!** Pledges include not overfilling your kettle or taking the train to Croke Park instead of driving.

register to pledge

31645 pledges have been made by supporters

that's 3251.84 tonnes of carbon..

..only 1248.16 to go by the end of 2009

4,500

3251.84

Top Counties	Popular Pledges	Valuable Pledges
1. Dublin	Total carbon saved: 921.837 tonnes	
2. Cork	Total carbon saved: 269.274 tonnes	
3. Limerick	Total carbon saved: 268.294 tonnes	

Croke Park Initiatives and News

21/04/2009 Croke Park Composting and ISO Audits
The Cúl Green Team working within Croke Park has been busy preparing for the ISO14001 Environmental Management System (EMS) Certification Audit. A pre-certification audit was conducted at the Stadium on Tuesday, 7th April.... [read more](#)

Competitions

Category Winner
Ireland's eGovernment Awards 2009

[Click Here To Win Match Tickets](#)

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Pledging Mechanism

ESB | GAA
SUPPORTING A GREENER CROKE PARK

Pledge Groups

- Lighting
- Appliances
- Heating and Comfort
- Choose a Renewable Energy Source
- Insulation
- Travel

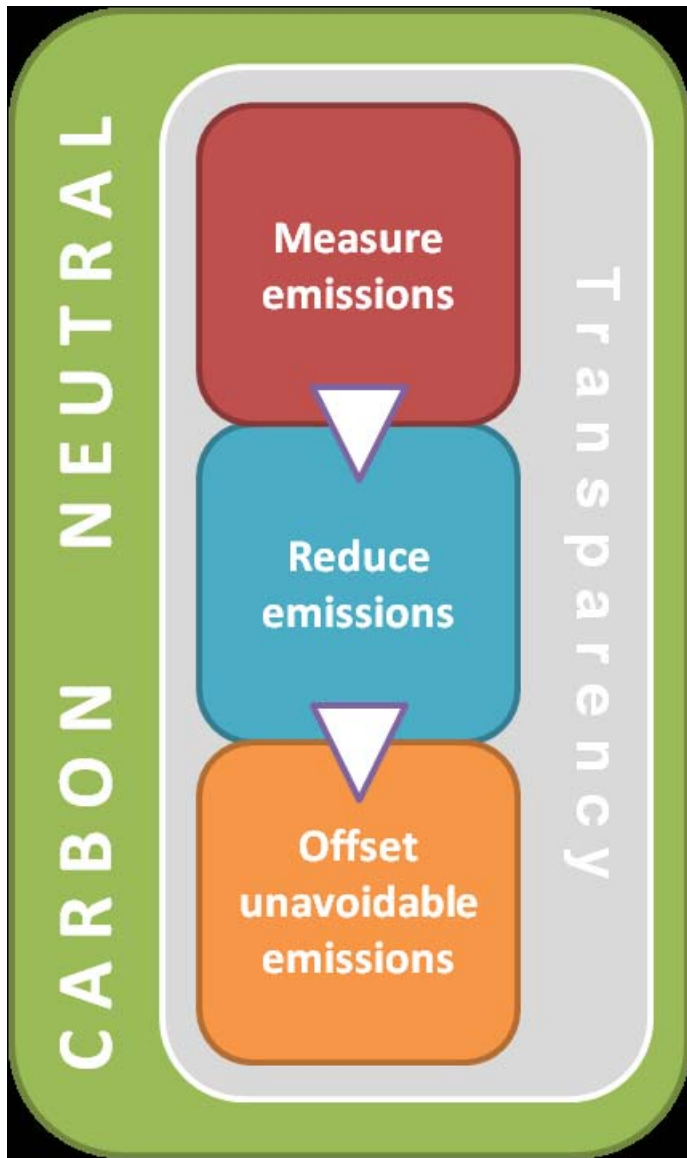
	CO ₂ saved per year
Travel to Croke Park - take a bus instead of driving	15 kg
Travel to Croke Park - take a train instead of driving	15 kg
Travel to Croke Park - give someone a lift	15 kg
Travel to work - walk instead of driving	200 kg
Travel to work - cycle instead of driving	350 kg
Travel to work - take a bus instead of driving	575 kg
Travel to work - take a train instead of driving	720 kg
Travel to work - offer a liftshare	700 kg
Drop a flight and holiday closer to home	1000 kg
Buy an A (or B) rated car	1000 kg

Less Travel Pledges

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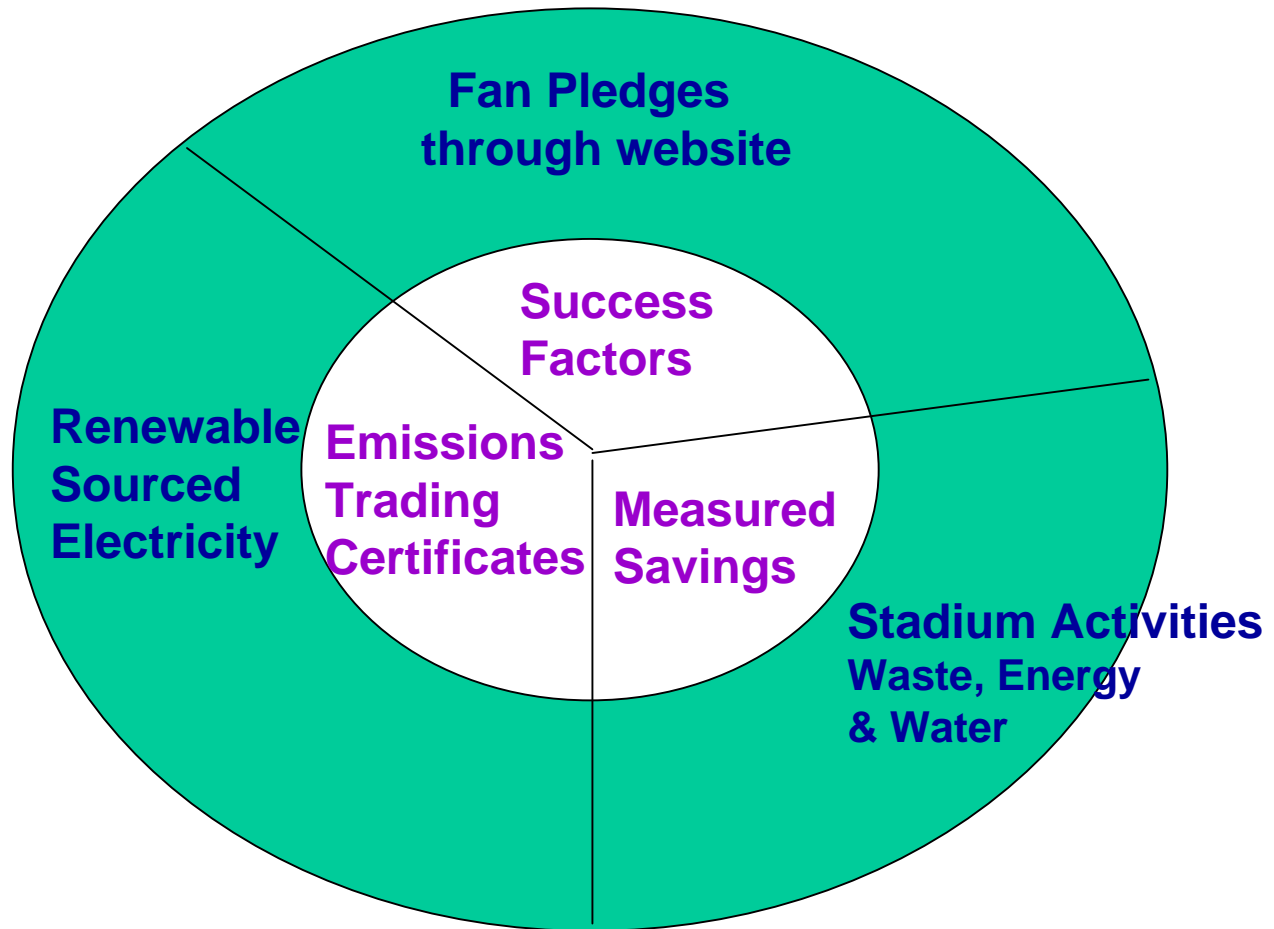




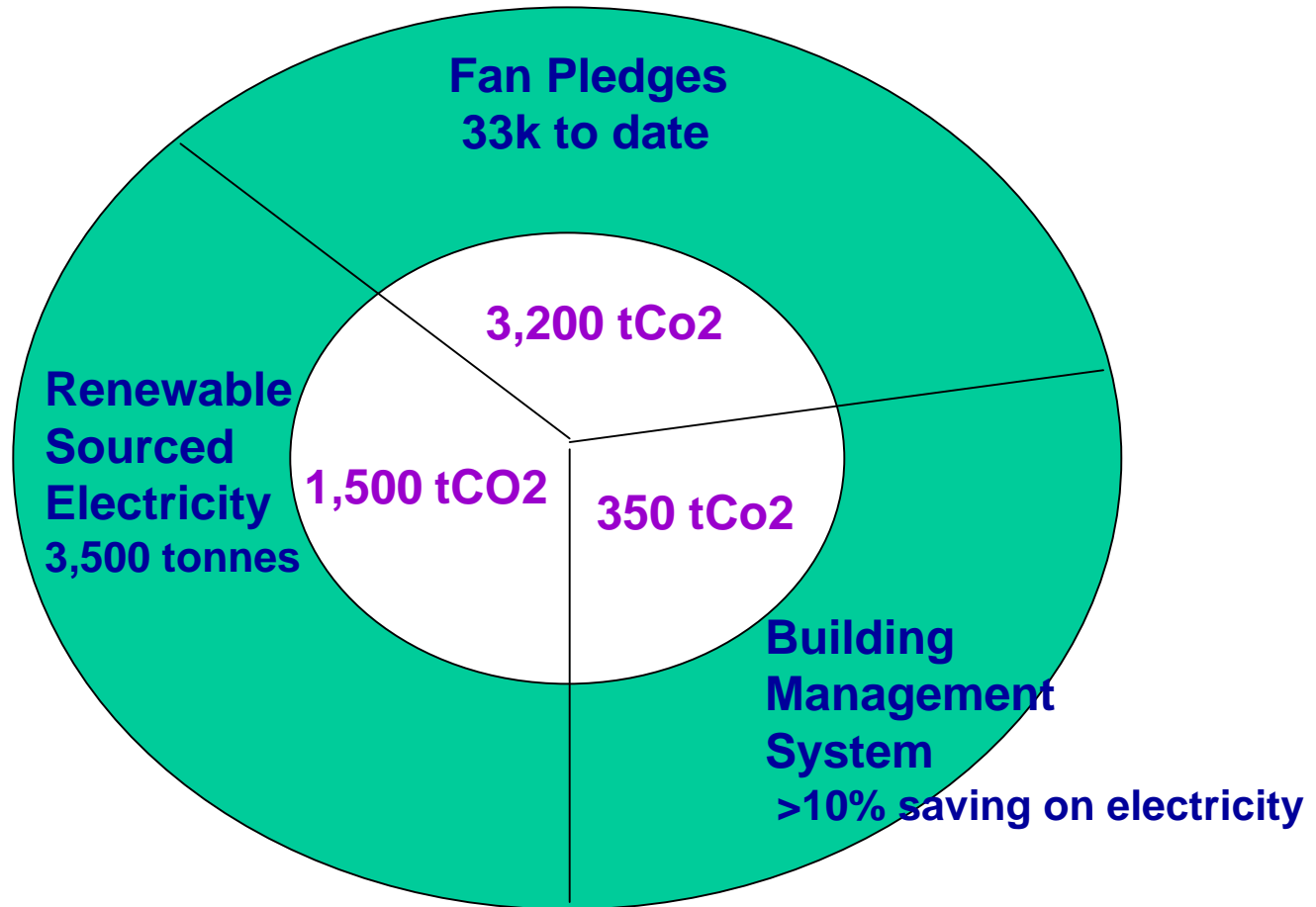
UK Dept of Energy & Climate Change consultation on 'carbon neutral' definition

- Direct emissions 4,500 tonnes
- Indirect emissions 15,000 tonnes
- Carbon Management Plan
 - EMS: ISO 14001 Accreditation
 - BMS: > 10% savings
- Offsetting through domestic pledges
 - CRed success factor methodology
- Electricity tariff with innovative 'carbon offsetting' feature
 - 1,500 tonnes carbon offset for May-Dec 08

Methodology behind net Carbon Neutral deliverables



The story so far...



Technical Milestones in 2009

➤ Environmental Management System

- 22% reduction in waste to landfill to-date
- Extensive training for security & facilities contractors
- ISO 14001 pre-audit completed 8th April 2009
- ISO Accreditation Audit mid-May 2009

➤ Renewable demonstration projects:

- Finalise investigation of two domestic-scale wind-turbines on back-wall of Hill16 (install by September 2009)
- Solar Panels to compliment Lighting Post in vicinity Croke Park

➤ Functional enhancements to Web system

- CRed: Finalisation of Q1 2009 audit, develop additional pledges & make recommendations (success factors)



On-line Communications 2009



Stadium Branding





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Thank You

