



# Communication on the EU Ecolabel Best Practices

## Winner of the 2009 EU Ecolabel Communication Award

Company: **Bush Hotel**  
Location: Ireland  
Product group: Tourist Accommodation Service  
EU Ecolabel licence since: March 2009  
Website: [www.bushhotel.com](http://www.bushhotel.com)



*“Not only have we achieved significant cost reductions, but we have differentiated ourselves as a business with exceptionally good environmental performance giving us a competitive advantage.”*

Joe Dolan, Bush Hotel commenting at the reception of the EU Ecolabel



Joe Dolan, at the Award

## Topic of the campaigns

Promotion of the Bush Hotel’s EU Ecolabel to develop, promote and increase the awareness of the Flower and to highlight the fact that the Bush Hotel is the first hotel in Ireland to be awarded with the EU Ecolabel.

## Outcomes and results

Since it obtained the EU Ecolabel in March 2009, the Bush Hotel has earned an 85% appreciation rating from its guests.

## Target audience

Guests, employees, suppliers, the general public, the travel industry, the travel press, tour operators and travel agents.



Brochure: “Environmental Information for Guests at the Bush Hotel”



Brochure for guests describing the Bush Hotel environmental approach



Brian Cowen (centre) presents the Flower flag to Joe Dolan and Ann Marie McHugh

## Tools used

- **Articles following press releases in local, regional and national newspapers** about the Bush Hotel and the EU Ecolabel.
- **Coverage on local, regional and national radio and television** talking about the Flower and the Hotel’s environmental management policy.
- **In-house awareness campaign** with signs, info boards and PowerPoint presentations on the EU Ecolabel and the scheme (The PowerPoint presentation is available on CD upon request).
- **Charter for suppliers** to inform them about the environmental measures to be respected.
- Organisation of **site visits** for interested groups with a lecture presentation highlighting their compliance with EU Ecolabel criteria.
- **Display of the Flower logo in all their communication materials**, including letterheads, gift certificates and envelopes.