



Environment Ireland[®] Yearbook



10 Year anniversary
edition

Media pack

The Environment Ireland® Yearbook: 10th anniversary edition

The Environment Ireland Yearbook is the essential guide to the environment on the island of Ireland. The Yearbook is a valuable resource and features a number of leading Irish organisations highlighting their most recent sustainability and environmental work. Advertising in this premium publication is an excellent opportunity to demonstrate your brand as a leading player in this area.



Distribution

Environment Ireland® content is distributed via several physical and digital platforms including:

- hard copies;
- distributed at all of Ireland's leading industry conferences (Environment Ireland, Northern Ireland Environment Forum, Energy Ireland, and Transport Ireland);
- the Environment Ireland® Yearbook website;
- featured on eolas Magazine website;
- content shared on the Environment Ireland® social media channels;
- a digital newsletter; and
- targeted email campaigns for the Environment Ireland® Yearbook.

Readership

Who reads the Environment Ireland® Yearbook?

- Government departments and agencies
- Environmental consultants and advisors
- Environmental managers
- Local authorities
- Engineering and construction companies
- Legal and financial advisors
- NGOs/Environmental charities
- Waste management companies
- Environmental policy-makers
- Climate change co-ordinators
- Public health professionals
- Regulators
- Planning professionals
- Elected representatives
- Energy and infrastructure project managers



Sustainability

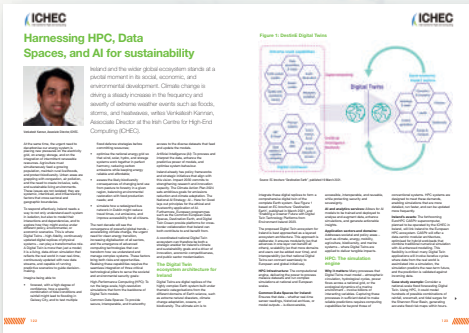
The Environment Ireland Yearbook® is printed on paper from sustainable sources and is FSC-certified.

Premium marketing activities within the Yearbook include:



Yearbook sponsorship: Main sponsorship of the Yearbook includes a wide range of benefits including your organisation's logo on the front cover and a strategic mix of branding throughout the book along with a four-page advertorial feature.

Chapter sponsorship: Guarantee maximum exposure with a combination of branding, editorial and advertising in a specific chapter



Special positions: Inside front cover, outside back over, end papers



Book mark: A bespoke branded book mark created by our design team



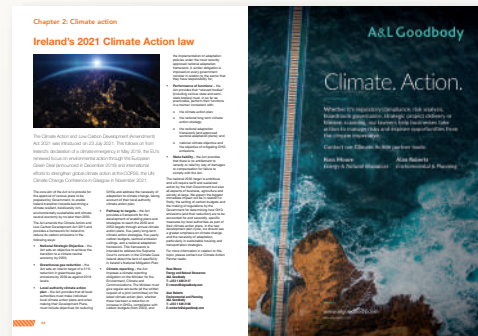
Round table discussion: Hosted by your organisation and including four leading professionals/stakeholders from other organisations



Advertorials: Branded editorial-style articles available



Display advert: Create visual impact with a display advert



Who's who and directory: Be included in the 'who's who in Irish environment' chapter and have your organisation listed in the Environment Ireland directory



Overview of contents

Environmental policy

This chapter is an excellent one-stop information solution for anyone whose role requires them to understand and interact with environmental policy in Ireland, Europe and globally. Also includes a comprehensive listing of relevant government departments and agencies.

Climate change

With a major focus on the current climate emergency, this chapter looks at the progress being made to reduce emissions in Ireland and adapt for the future.

Circular economy and resource (waste) management

An in-depth look at waste, the circular economy and recycling. It also covers waste infrastructure, waste-to-energy and new technologies.

Sustainability and ESG

A focus on sustainability including examining the 17 Sustainable Development Goals, sustainable finance, transport, ESG and sustainable tourism.

Planning

An overview of the environmental aspects of planning. It also looks at the role of local government and land use and cover.

Water

Water quality, infrastructure and services overview can be found in this chapter.

Public health and the environment

This chapter examines the relationship between the environment and public health, which is an area of growing concern including increasing levels of air and noise pollution.

Biodiversity

This covers the biodiversity emergency in Ireland, including a look at the Birds and Habitats Directive. Peatlands, and forestry are also examined.

Agriculture and the environment

A look at the relationship between the environment and the agricultural sector in Ireland and Europe.

Environmental research

Summary of research programmes and organisations.

Who's who in the Irish environment sector

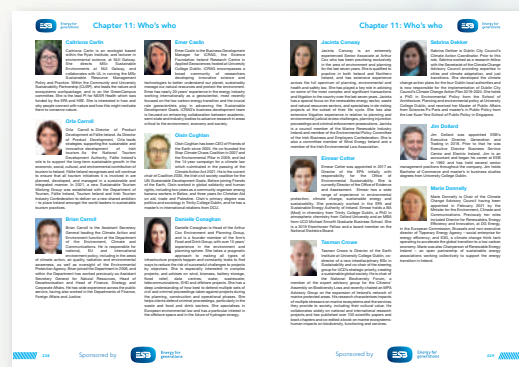
A popular chapter within the Yearbook profiling 100 key individuals in the Irish environment sector.

Environment Ireland® directory

An A-Z directory of organisations with an environmental role: representative groups and associations, NGOS, consultants and advisors, legal, technical and engineering, planning consultants, laboratory services, waste companies/services and water treatment.

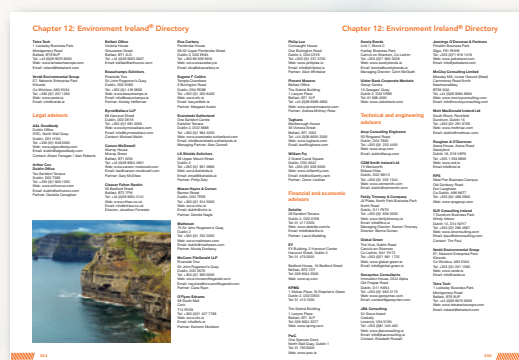
Who's who chapter

The Yearbook features the exclusive 'Who's who' chapter profiling Ireland's top 100 environment professionals.



Environment Ireland® Directory

The Yearbook features a comprehensive directory of organisations involved in the Irish environment sector and is the industry contact guide to showcase your products and services.



ICRAG: Climate and Environmental Change Research

ICRAG is the SFI Research Centre in Applied Geosciences and comprises of over 500 researchers across eight universities and institutions.

RESOURCES FOR A SUSTAINABLE SOCIETY

ICRAG's research portfolio includes:

- 4. Sustainable research, generation of knowledge and innovation
- 5. Sustainable development of energy
- 6. Sustainable development of water
- 7. Sustainable development of air quality
- 8. Sustainable development of land use

ICRAG also provides a range of services to its stakeholders, including:

- A range of research, development and innovation services
- A range of consultancy services
- A range of training and education services
- A range of public engagement services

Geological Survey Ireland
175, Dublin Avenue, Dublin 8, Ireland
01 454 4000

Be greener, with less wasted resources and greater business success.

GeoDirectory's powerful data tools make it the go-to company for engineering, planning and environmental analysis. We'll help you optimise your existing data and bring in new powerful insights, all from the comfort of your desk. Quicker decisions. Less waste. Lower costs.

Visit geodirectory.ie today

GeoDirectory
Data Intelligence for Territorial Growth

Partnered by an Post and the Department of the Environment, Climate and Communications

The benefits of advertising

By advertising in the Environment Ireland® Yearbook you will:

- Promote your organisation to senior managers and policy makers in the Irish environmental sector – reaching all decision makers and key influencers across the sector;
- Raise your organisation's profile and highlight your ESG strategy and sustainability initiatives;
- Reach environment managers across the manufacturing and services sectors including agri-food, chemical/pharmaceutical, high tech manufacturing, construction and large commercial sites;
- Promote your goods and services to budget holders across the waste, water and environmental infrastructure sector;
- The Environment Ireland® Yearbook will be distributed in Ireland widely and overseas. It will also be distributed to delegates at all major conferences including the annual Environment Ireland® conference held in Dublin each Autumn.

Chapter 8: Agriculture and environment

Common Agricultural Policy (CAP) and Common Agricultural Policy Reform

As of the 1st of January 2023, the CAP has been replaced by the Common Agricultural Policy (CAP) Reform. This reform introduces a new set of rules for the CAP, which will be in place from 2023 onwards. The CAP Reform is a key part of the European Union's (EU) budget and is a major policy area for the EU. It is a complex and multi-faceted policy, covering a wide range of issues, from farm income support to rural development. The CAP Reform is a significant change to the CAP, and it is important for Ireland to understand the implications of this reform for its agriculture and environment.

Farm to Fork Strategy 2020

The Farm to Fork Strategy is a key part of the European Green Deal, which is the EU's strategy for achieving climate neutrality by 2050. The Farm to Fork Strategy is a comprehensive plan for the EU's food system, covering everything from farm to fork. It is a key part of the EU's strategy for achieving a sustainable and resilient food system, and it is important for Ireland to understand the implications of this strategy for its agriculture and environment.

EU Biodiversity Strategy for 2030

The EU Biodiversity Strategy for 2030 is a key part of the European Green Deal, which is the EU's strategy for achieving climate neutrality by 2050. The Biodiversity Strategy is a comprehensive plan for the EU's biodiversity, covering everything from nature to people. It is a key part of the EU's strategy for achieving a sustainable and resilient planet, and it is important for Ireland to understand the implications of this strategy for its environment.

Nature Action Programme and Designation Review

The Nature Action Programme is a key part of the European Green Deal, which is the EU's strategy for achieving climate neutrality by 2050. The Nature Action Programme is a comprehensive plan for the EU's nature, covering everything from nature to people. It is a key part of the EU's strategy for achieving a sustainable and resilient planet, and it is important for Ireland to understand the implications of this programme for its environment.

Gas Networks Ireland
Progress Naturally

Agriculture can power a cleaner energy future

Bioethane is a renewable gas that can be made from agricultural waste and coexisting residue materials.

It is a proven solution for reducing on-farm emissions and delivering higher air emissions.

It can also support additional income streams and jobs in rural communities.

Learn more at www.gasnetworks.ie/bioethane

Environment Ireland

The Environment Ireland Yearbook is a key publication for the Irish environmental sector. It provides a comprehensive overview of the sector's activities and achievements, and it is a valuable resource for anyone interested in the environment. The Yearbook is published annually and is available to all members of the Environment Ireland network.

Chapter 4: Sustainability

Bus Átha Cliath Dublin Bus

Dublin Bus: At the heart of Ireland's sustainability journey

The sustainability agenda has moved far beyond a light bulb and a glass vase. There is a growing demand to know not just what is sustainable in terms of the impact that we have on the environment, but the wider community, where our lives, based on Environment, Health and Safety for Dublin Bus.

It is a responsibility to invest in sustainable practices and to ensure that our operations are sustainable in the long term. This is a key part of our sustainability journey, and it is important for us to understand the implications of this journey for our business and our community.

Delivering for Dublin

As a public transport provider, we have a responsibility to deliver a sustainable and resilient service to our customers. This is a key part of our sustainability journey, and it is important for us to understand the implications of this journey for our business and our community.

Putting our commitment into practice

We are committed to achieving our sustainability goals, and we are working hard to put our commitment into practice. This is a key part of our sustainability journey, and it is important for us to understand the implications of this journey for our business and our community.

Chapter 4: Sustainability

The road ahead

The road ahead is a key part of our sustainability journey, and it is important for us to understand the implications of this journey for our business and our community. We are committed to achieving our sustainability goals, and we are working hard to put our commitment into practice.

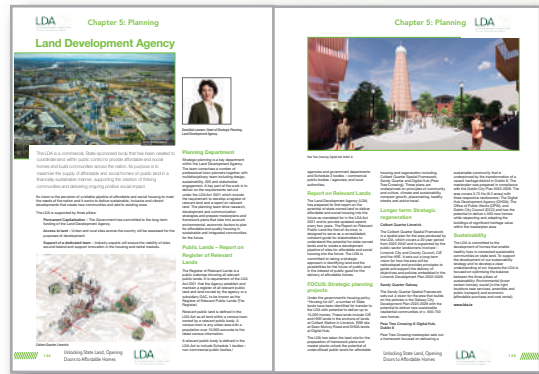
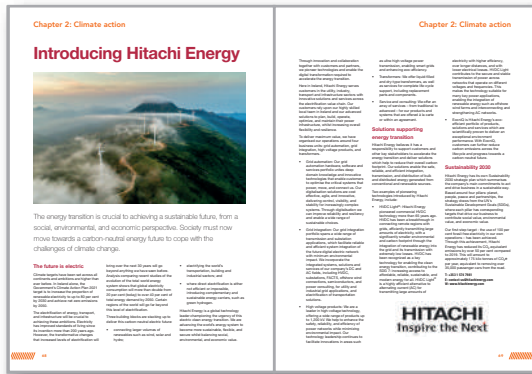
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Advertising ratecard



Mechanical data

- Double page spread**
 Bleed - 358mm x 256mm
 Trim - 352mm wide x 250mm high
- Full page**
 Copy area - 145 mm wide x 210mm high
 Bleed - 182mm wide x 256mm high
 Trim - (B5) - 176mm wide x 250mm high
- Half page**
 145mm wide x 100mm high

Rate card for display adverts*	
Double page spread	€2,995
Full page colour	€1,995
Half page colour	€1,295
Special positions	
Outside back cover	€4,995
Inside front endpaper (single)	€2,995
Inside Back endpaper (single)	€2,995
First right hand page	€2,395
Exclusive chapter sponsor	€6,995
Yearbook sponsorship	€12,995

*All prices are subject to VAT

Expert advice and assistance

The Environment Ireland team can offer guidance about what type of advertisement is appropriate – where it should be located to achieve maximum impact – and how to optimise profile. A complimentary graphic design service is available to advertisers who do not have access to an advertising agency or in-house design service.

General

- All artwork should be supplied in digital format.
- All fonts, scanned images and graphics should be included on the disk or email (even though they may also be embedded into the artwork).
- All fonts should be Postscript format.
- All artwork, scanned images and embedded graphics must be CMYK ink separated for printing.
- Scanned images and graphics should be saved as 'eps' files (filename.eps) or 'tif' files (filename.tif). Photographic files may also be saved as 'jpeg' (filename.jpg).

For further information on how your organisation can feature, contact our sales team:

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