



CELTIC ROOTS STUDIO

Sustainable Development Goals

REPORTING ON OUR PROGRESS AND MILESTONES

“SUSTAINABILITY IS NO LONGER ABOUT DOING LESS HARM. IT’S ABOUT DOING MORE GOOD.”

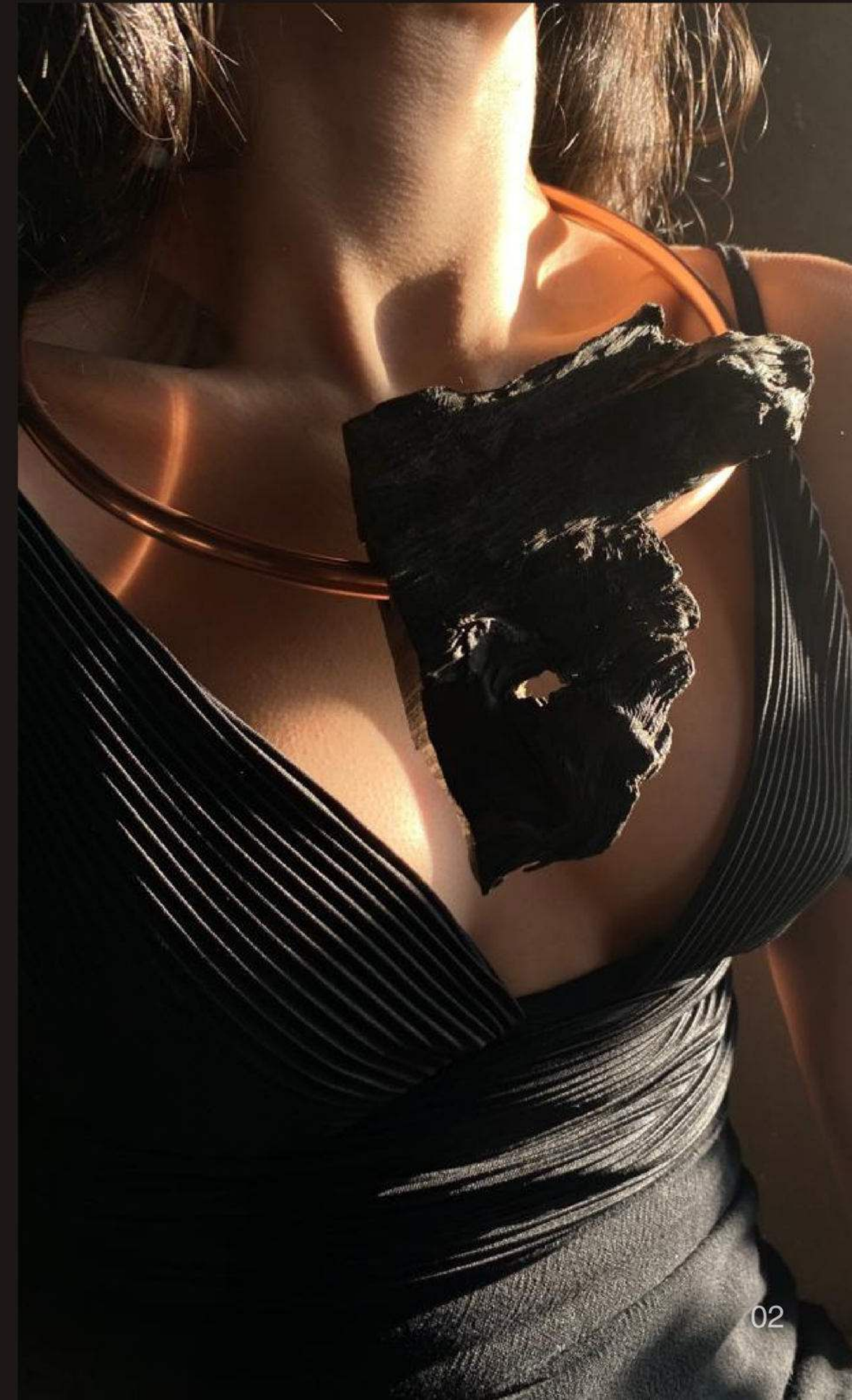
Jochen Zeitz

Revival

Artistic craftsmanship is often undervalued and seen mainly as a part of cultural heritage rather than as a competitive business or innovation driver. However, a new wave of interest in crafts, called the "third wave," is emerging. This wave is a response to a succession of 21st-century crisis and changing lifestyles. It involves a new customer who appreciates handmade goods and supports local producers, as well as craftspeople from diverse backgrounds and professions.

The third wave is being fuelled by the internet's growth, global sales platforms, cashless transactions, and quick delivery methods, enabling global connections and information exchange. This includes the sharing of knowledge through craft courses and the fostering of creativity.

This new interest in artistry and crafts is very well aligned to the SDGs and a better way of supporting both makers and customers.



The Sustainable Development Goals

The Sustainable Development Goals (SDGs), established by the United Nations in 2015, address global challenges like poverty, environmental issues and human rights. They consist of 17 global goals aimed at creating a sustainable world by 2030. These goals are interconnected, with actions in one area affecting others.

With their global focus, how do these ambitious goals relate to artisans and small-scale handmade production?

The resurgence of the craft movement is a direct result of the shift away from ‘throw away’ consumerism to responsible products that are sustainably produced and made to last.

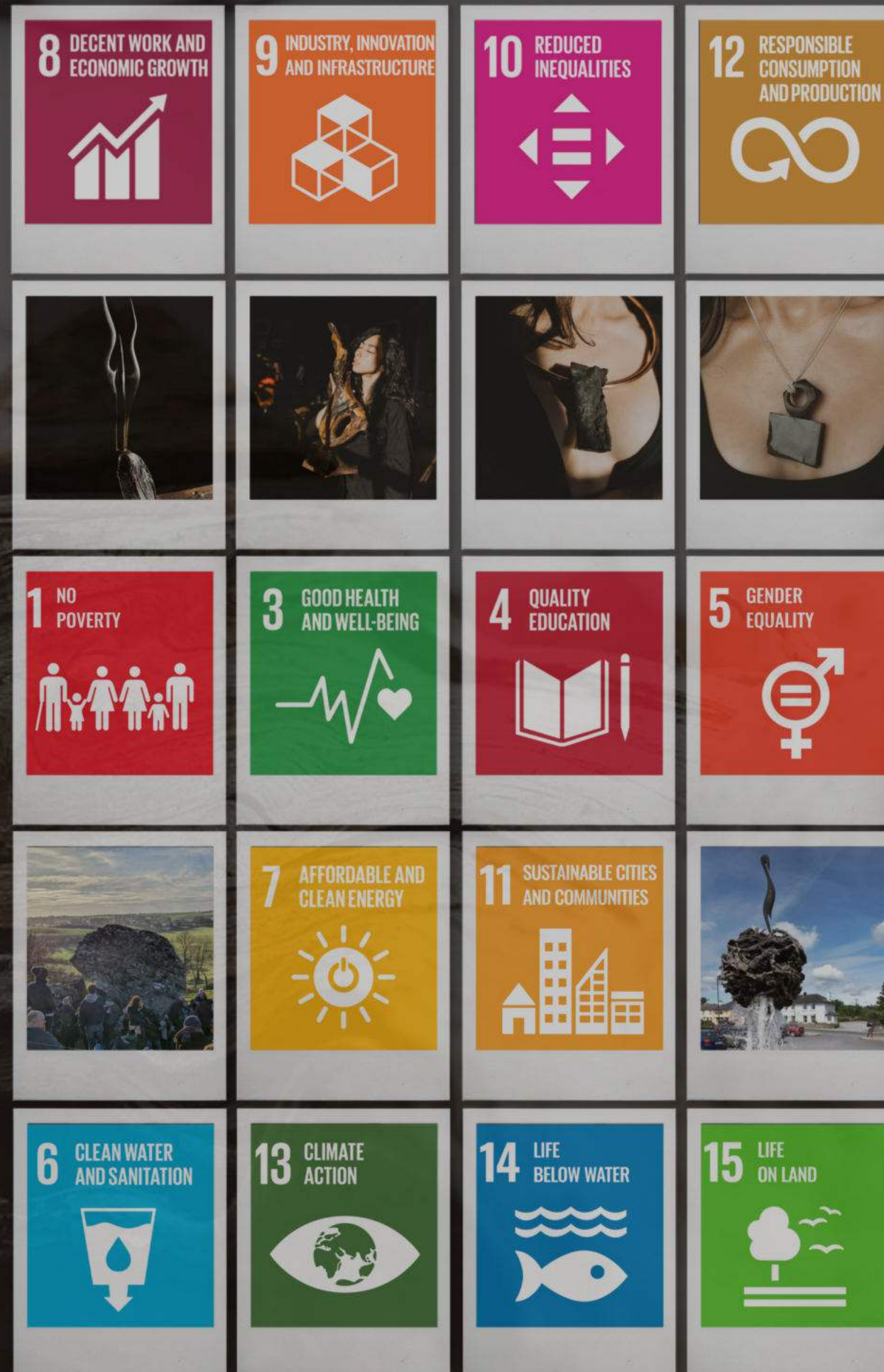
Art and craft works, once deeply rooted in local traditions, are now gaining popularity globally as they demonstrate true sustainability while contributing to the circular and local economy.

At Celtic Roots Studio, reporting on how we are working towards meeting the SDGs shows **our studio’s commitment to being accountable and responsible** while measuring our progress over time. Celtic Roots along with other artisans and makers are leading the way in highlighting the sustainable value of supporting hand made work made in Ireland and in particular Co Westmeath and Co Offaly.

Our Goals

The following goals are directly aligned to the sustainable practices and social ethos of Celtic Roots Studio. We have arranged them to reflect the three tiers of true sustainability. To see how we make the goals a reality read on!

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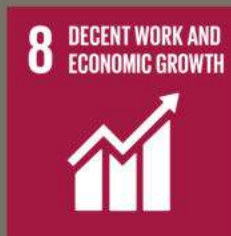
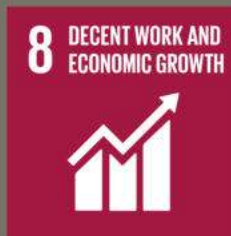
Economy

Community

Environment

Measuring Progress - The Local Economy

Key Indicator



Activity / Project

8.1 Sustainable Economic Growth through utilising waste material, recycled materials and dead stock material in the creation of all artisan wood carvings, jewellery and packaging and communication

8.2 Diversify, innovate and upgrade for economic productivity. Circular economy design on a new range of jewellery 2023

8.9 Promote Beneficial and Sustainable Tourism
Celtic Roots Studio adds value to the tourism offering through our products, studio and volunteering.

Data / Outcome

8.1 All sculpture and jewellery created from Bogwood 5000 years old. Post bog waste. Outer packaging recycled boxes. Circular economy in design to and in filling boxes. Wool is locally sourced and post wool production. Other wood sourced from local supplier post production. All communication on recycled paper by end of 2023. Printing with eco inks.

8.2 The jewellery collection is based on no presentation packaging and while not worn is in fact an art piece.

8.9 Celtic Roots participates in a voluntary capacity as part of 'Destination Athlone' to promote tourism into the midlands area

8.9 Sustainable Tourism through our experiential classes with our customers. Learn about our Irish bogs, history and future use. Create a sculpture from ancient recycled bogwood. Learn a new skill while creating your carving.

Measuring Progress - The Circular Economy

Key Indicator

Activity / Project

Data / Outcome



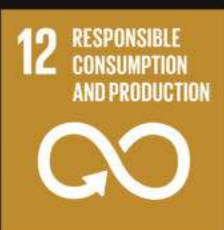
12.2 Sustainable management and use of natural resources. The Celtic Roots Studio only uses recycled materials in its sculpture and jewellery collection. The jewellery collection is made from offcuts of larger sculpture. All wood is used in a circular design system. We utilise recycled silver in the jewellery making.

12.2 Only recycled materials used in making all sculpture and jewellery collections for customers. Recycled materials used in workshop and studio only.



12.6 Encouraging companies to adopt sustainable practices and reporting. Celtic Roots Studio has always had a policy (for 30 years) of utilising waste material, ie bogwood to create our sculpture collection. We utilise waste packaging and are moving to 100 percent recycled upstream supplier recycled packaging also.

12.6 Through this reporting Celtic Roots studio highlights and reports its circular design approach of 100 percent recycled materials used in sculptures and packaging. Communication materials 100 percent recycled on eco ink by December 2023.



12.8 Promote universal understanding of sustainable lifestyles. Celtic Roots Studio communicates on its website, social media, experiential classes and printed material, its commitment to sustainable practices. By purchasing from us, our customers procurement and gifting of sustainable sculpture promotes sustainability downstream.

12.8 By communicating all elements of our sustainable approach - reusing all materials in the studio, workshop and online and in communicating this, the Celtic Roots Studio demonstrates how sustainability in small businesses and the local community is possible.

CELTIC ROOTS STUDIO



*My goal in 1990 was to create art
from 100% recycled ancient bog
wood.*

*This has been achieved for over 33
years.*

*My new goal is to be carbon
neutral by 2024.*

Helen Conneely

100% Artisan created collections from
bog wood - 100% recycled material.

Packaging 75% recycled in 2023

Remaining 25% recyclable.

Packaging 100% recycled by end of
2024.

Measuring Progress - Our Social Goals

Key Indicator



CELTIC ROOTS
STUDIO

Activity / Project

1.1 Eradicate Extreme Poverty. Contribute to Concern Worldwide awards yearly for many years.

4.7 Education for Sustainable Development and Global Citizenship. Complete three educational classes/ mentoring for makers per annum

4.7 Education for Sustainable Development and Global Citizenship. Always include education on bogs and their importance to climate change

5.B Support Empowerment of women (and girls). Support one female only Secondary School with educational awards for females in education

11.4 Protect the world's cultural and natural heritage by promoting the importance of the bogs in our landscape through my communication to customers and visitors to the experiential classes and website.

11.7 Provide access to safe and inclusive green and public areas - Celtic Roots Studio managed a community project in Ballinahown Village in a voluntary capacity to build a wildlife pond, community orchard and outdoor amphitheatre.

11.A Strong National and Regional development planning. Celtic Roots Studio gives voluntary time to participate on the evaluation panel of Westmeath Community Development to support development work in County Westmeath.

Data / Outcome

1.1 This charity supports food programmes worldwide

4.7 Education in craft making encourages independent income generation for makers.

5.B Support empowerment of women in education

11.4 All Celtic Roots Studio communication including our printed, experiential and website platforms convey the importance of the preservation of our bogs and natural landscape.

11.7 By giving 100 voluntary hours in time to the local voluntary sector, the community now has a community pond and biodiversity park. The community delivers with support from Celtic Roots.

11.A Celtic Roots Studio attended approx 5 evaluation meetings for Westmeath Community Development in a voluntary capacity in 2023 and is involved for the last 10 years.

Measuring Progress - Our Water Goals

Helen, maybe put a sentence here about Peatlands, your location and work with Water.

Key Indicator

6 CLEAN WATER AND SANITATION

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14 LIFE BELOW WATER

Activity / Project

6.3 Improve water quality, waste water treatment and safe reuse - by installing wetlands in the percolation area for the studio completed in June 2023

6.6 Protect and restore water related eco systems - spend voluntary time yearly on actions that support clean water programmes in Ballinahown village.

6.B Support local engagement in water and sanitation projects - connecting with LAWPRO and Leader in community water projects

14.2 Life Below Water. Protect and restore eco-systems. Complete an audit of land around studio adjoining river and restore area to support river life - biodiversity in the area. Work with specialist Feidhlim Harty to achieve this.

Data / Outcome

6.3 Celtic Roots Studio has repaired it's percolation area with a nature based solution - adjoining the river Worm

6.6 Ballinahown Community Development, lead in protecting our local eco system. 40 hours of work yearly ensures this happens.

6.B Rainwater garden developed in 2023 in village. Feasibility study supported with 60 hours work

14.2 Implemented plan to help restore water quality on land adjoining river worm. Worked with FH Wetlands to achieve this.

Measuring Progress - Our Environmental Goals

**Key
Indicator**

Activity / Project

Data / Outcome



7.3 Double the improvement in energy efficiency. Changed electricity in studio to Airtricity who supply fully renewable supply. Install 10 Ginko PV panels and 1 Hawaii inverter to generate 5K off grid alternative energy. Replace diesel in van with HVO. Replace kerosene in heating with HVO

Fully renewable electricity energy supply.
7.3 Complete in 2024 for off grid solar heating in workshop. HVO not available to purchase at forecourt - instal tank for bulk delivery in 2024. Update condenser boiler to take HVO - replace kerosene with HVO in 2024



13.2 Integrate climate change measures into policy and planning. Celtic Roots Studio has measured it's carbon footprint for the first time in 2023 for studio and workshop. In 2024 they will endeavour to reduce and balance it by 50%.

13.2 Reduce /balance carbon footprint by 50% in 2024. Report on this going forward until carbon neutral. Working with bogwood which is over 5000 years old and completely dry for over 15 years has generated a low carbon cost over time.



13.3 Build knowledge and capacity to meet climate change. Attend at least 2 day training course per year on climate change to help create a policy for Celtic Roots studio and to learn how to implement change required

13.3 In 2023 Celtic Roots Studio took part in 8 Green Enterprise training days facilitated by Westmeath and Offaly Local Development companies. The training led to the creation of this sustainable development plan and a deepened understanding of how we contribute to local sustainability.



15.2 End deforestation and restore degraded land. 2024 offset carbon by supporting local farmers plant native trees. Working with local tree Tree company.

15.2 Working with local farmers ensures trees grown are native in needed areas. Plant 45 trees per tonne of CO2 - 90 trees in 2024

*We live as we
create - with intent,
working within our
community to make
it a better place for
families and our
environment.*



Next Steps

Key statistics

Celtic Roots Studio creates 100% sculptures and jewellery from Irish recycled material in its entirety. In 2024 we will launch a collection of jewellery with circular design at its core.

Key statistics

Celtic Roots Studio will install 4.65 Kw solar energy by the end of 2024

Key statistics

Celtic Roots Studio produces 4.65 Tonnes of CO2. By the end of 2024 we will reduce this by 75% and 100% by 2025. The Studio will offset 2.5 tonnes of carbon through a tree planting programme with local Forestry company in 2024 and onwards

The Studio supports the SDGs as highlighted in this plan. All elements mentioned have back up information on file available on request.



Acknowledgements

With thanks to Westmeath Community Development and Offaly Local Development Company for their continued support throughout this programme helping our efforts to contribute towards making Sustainable Local Development a reality.

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