For almost 60 years, The Europe Hotel & Resort in Killarney, Co Kerry, has been setting the benchmark in not just hospitality and customer service, but innovation and technology.

Situated on a UNESCO World Biosphere in the Killarney Lakes, the 187-bedroom resort, which is also home to the multi award-winning ESPA spa, is a family run business that has been operating for almost 60 years.

Michael Brennan, Managing Director of The Europe's parenting group, Killarney Hotels Ltd, is acutely aware of not only customer expectations, but how precious our planet is. That's why the group has committed to making a significant, positive and immediate change to how it operates.

The main challenge? Maintaining the five-star facilities and level of service that tourists from both home and abroad are accustomed to at The Europe. From high-speed Wi-Fi in every room, balconies with a garden or lake view, state-of-the-art conference and meeting rooms and 16 treatment rooms at ESPA, The Europe is one of the leading five-star hotels in Ireland.

The Europe is committed to continuously strive and reduce the environmental impact of its services and activities. For 2020, its focus and commitment is to reduce its carbon emissions by 25%. Changing its electricity to 100% green renewable energy with Electric Ireland was an important step in this commitment.

"Having been a client of Electric Ireland's for many years, it was a natural step to partner with them on such a significant milestone, as both companies operate a responsible, forward-looking business policy," said Michael Brennan.

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"Operating on 100% renewable electricity has enabled us to make a change that will have a direct positive impact. Making the switch was a straightforward and time-saving process as we already had a trusted business relationship with Electric Ireland."

Other key measures the hotel has implemented include sourcing responsibly and locally; seeking to conserve natural resources through the responsible use of energy, water and materials; monitoring and improving recycling; replacing single-use plastic straws with biodegradable alternatives; and the installation of electric vehicle charging points.

"We are proud to now operate on 100% green renewable electricity and hope that our action will inspire other companies to take further steps towards a greener, brighter future," said Michael Brennan.

For more information on how Electric Ireland can help your business – big or small – with its renewable energy efforts, visit electricireland.ie/business

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