



TravelGreen.Org

Environmental Case Study Guidelines

The purpose of these Case Studies is to provide a snapshot of environmental practices across the Travel and Tourism Industry. The studies should be brief enough to read over a cup of coffee and a danish, yet detailed enough to be presented at a staff meeting.

The list below serves as guide to what each Case Study should address. Submissions should be approximately 3 – 5 pages in length – preferably single spaced. Each page should be numbered and should contain the name of the environmental program/project/product name in the header. All submissions should contain a cover sheet with the name of your organization or company, address, phone, contact person, name of CSR or Environmental Officer (if you have one) and email address.

Accepted Case Studies may be edited to fit standardized formatting prior to posting on TravelGreen.Org. The U.S. Travel Association will offer brand recognition and visibility via linkage from TravelGreen.Org and logo placement with each case study. In addition, U.S. Travel will also link to your Annual Sustainability Report should you provide one to the public and U.S. Travel.

1. Overview

Provide a brief description of your environmental program, including why you decided to establish such a program and how long the program has been in place or, if not already executed, how long has the planning process taken? What was the primary motivation for establishing an environmental program, e.g., consumer demand, government regulations, concern over government regulations, competitive pressure? Where in your company or organization did the idea of establishing an environmental program originate – senior management, board of directors, outside source, etc.?

2. Program Establishment

Describe the steps you took to establish the program. Did you create a project team and, if so, how were the team members selected? What research did you use to design the program? Did you use an existing environmental plan from another organization as a guide or template for your plan? How does the program fit into your organization's strategic plan or mission? How did you execute it?

3. Goals and Benchmarking

Describe the goals of the sustainability program. How is the program being assessed and measured in terms of the goals? How successful is the program and how do you measure success? What opportunities or challenges have you faced, either within or outside your organization? How are the results being used – public relations, expansion of current program, etc.?

4. Outcomes and Environmental Benefit

What impact is your program having on the environment? How well has the program worked to date and how well has it been received? Provide quantitative results if available. Have you revised the plan or goals based on outcomes? Are you able to assess the value of the program on limiting the footprint of travelers and/or the travel industry? To what extent is your program able to be replicated or adapted by other companies or organizations?

5. Relevance to Traveler or Travel Industry

How does your organization's environmental effort affect the travel industry as a whole? How does it affect your customers? How does it resonate with today's traveler?

6. Real-World Example

Provide a real world example of your program/project/product in action. Paint a picture for the reader to see how they might utilize your environmental effort in their organization or as an actual traveler.

If you have questions or need guidance, please contact David Sheatsley at dsheatsley@ustravel.org.