

Objective

Write an annual report showing the progress you have made against your sustainability goals and targets since your last report and that is easily accessible to anybody.



1: Collect information on your performance

Use the information in your internal sustainability report for the year. It should include your performance in at least one of these areas:

Environment | Labour & Human Rights | Community Engagement | Quality Assurance



2: Compare your performance to your goals, targets and policies

For the area you are reporting on, you need to compare what your business actually did versus what you said you would do in your sustainability policy and in your last public report. For example, if you said you would reduce your energy consumption by 20% then you need to show how you actually performed.



3: Write the report

Your report should include:

1. A title, date and author
2. The date of the last report and the period of time the report covers
3. Headings for the areas you are assessing from Step 1
4. The public targets, goals or statements you made for each of the four areas
5. Your actual performance and/or activity for each of the four areas
6. We recommend you include conclusions about why you did well or why you did not do well
7. Your targets and goals for the next year



4: Make the report available for anyone to read

You should publish the report on your website and display it in staff and guest areas at your property. If publishing it on your website is not possible, you could:

- Upload it to the Travelife Collection website then include a link to that on your website or a public social media page such as Facebook.
- Upload it to a public social media page such as Facebook but make sure it is easy to find throughout the year.

More Information & Resources

Travelife Quick Guide to Internal Sustainability Reports