

Sustainability in Action: Report Card 2014



The Schoolhouse at Mutianyu Great Wall is an eco-tourism company operating since 2006 in order to provide our guests with unforgettable experiences developed from a sustainability perspective. Our mission is to combine quality and responsibility, offering our guests the best service and respecting at the same time the surrounding environment and the community that hosts our business. We are happy to share with the public our achievements in some of the areas that characterize sustainability in order to provide evidence of what we actually do at The Schoolhouse and to simplify the process of improvement over time, because “if you can’t measure it you can’t manage it”

Our Achievements...

The chart below is a reflection of our mission and philosophy in numbers and it is the representation of our achievements in the three areas of sustainability: social, environmental and economic. The indicators, calculated for the year 2011 and 2012 (January to December), have been chosen according to criteria of relevance, feasibility, credibility, clarity and comparability. Where possible, year 2010 has also been considered in order to highlight the progress made over time. The evaluation of our actions in the following different areas is based on a 5 star rating which is meant to reflect the proximity to a set standard measure which can be either an external benchmarking measure or a self-defined target to be reached in the future. Each star corresponds to an interval of 20% and the set standard measure corresponds to the threshold to obtain the 5th star and is equivalent to 80%.

★★★★★ 100-80% ★★★★ 80-60% ★★★ 60-40% ★★ 40-20% ★ 20-0%

ISSUE	INDICATOR	EVALUATION	2010	2011	2012	2013	2014	BENCHMARK	TARGET
PRESERVATION OF THE VILLAGE	Retained building/original building (sq. Meter)	★★★★★	100%	100%	100%	92.9%	92.9%	50%	n/a
INDIRECT SUPPORT TO LOCAL BUSINESSES	. Clicks on Mutianyu website/clicks on all websites		n/a	33.7%	43.9%	46.2%	n/a	50%	n/a
	. Number of local suppliers/total	★★★★	n/a	46.7%	45.8%	45.1%	41.1%	n/a	60%
	. Seconded Staff	★★★★★	n/a	18	76	43	46	n/a	20
DIRECT SUPPORT TO COMMUNITY DEVELOPMENT	. Local employees/total	★★★★★	86%	81%	56.7%	55.2%	61.9%	n/a	75%
	. Local managers/total (management)	★★★	28.6%	40%	60%	35.3%	28%	n/a	60%
	. Women/total	★★★★★	74%	60%	65%	69.7%	77.3%	56%	50%
	. Women/total (management)	★★★★★	80%	85.7%	40%	70.6%	65.2%	21%	21%
	. Staff Turnover	★★★★	36.2	20%	16.7%	20.9%	48.6%	37.9%	20%
WASTE MANAGEMENT	. Waste produced/guest day	★★★★★	n/a	n/a	0.4 kg	0.8kg	0.1kg	1.6 kg	1.6 kg
	. Waste recycled/total non – org.		n/a	n/a	0.5	0.6	n/a	n/a	0.8
	. Compost/total organic	★★★★	n/a	6.7%	9.3%	9.7%	12.1%	n/a	10%
	. Efficiency of composting: Fertilizer from compost/total	★★★★	n/a	46%	47.3%	74.6%	36.6%	59%	80%
FOOD PROGRAM	. Own production/total veg used	★★★★	15.6%	13.8%	17.6%	16.3%	20.9%	28.7%	40%
	. Food from China/total	★★★★★	84.6%	87.8%	89.4%	92.1%	91.1%	n/a	90%
	. Local food/total	★★★★	65.7%	69%	65.6%	61.6%	56.3%	n/a	87.8%
ENERGY EFFICIENCY	. Kwh guest/night (hotel)	★★★★★	76.75	69.61	76.8	71.4	54	60	60
	. Kwh guest/day (restaurant)	★★★★	12.6	7.9	6.94	7.8	8	n/a	6.0
	. Liters of Water guest/night (hotel)	★★★★★	n/a	700	495.7	618.8	480.5	665.7	665.7
	. Liters of Water guest/day (restaurant)		n/a	n/a	173.0	184.9	572.6	n/a	n/a
	. Km guest/day		6.0	4.1	7.0	8.1	6.2	n/a	n/a

This Report card is updated by Schoolhouse Sustainability Programs Team in March, 2015. For more information on indicators, why chosen, and how calculated please click [here](#).