

The Story of My Project

By Giulia Praolini
Schoolhouse Intern 2012

What brought me here? The chance certainly played its big role in bringing me right here, but the will of working in a company which is not only interested in making money had a big influence too. The reason why I am here is not for what the company does, there are a lot of hotels and restaurants in the world, but for HOW the company works. Sustainability. This is what makes the difference to me, but to the world too. This is what distinguishes this place from the others, the fact of operating keeping in mind environmental and social issues, the fact of being responsible towards the hosting community and towards the environment that hosts all of us every day.

The purpose of my internship is therefore the one of giving a shape to The Schoolhouse sustainable commitment by giving objectivity to the way The Schoolhouse operates. I will set a system of sustainable performance indicators aimed at translating the strategy and mission of The Schoolhouse in something concrete, numbers, in order to allow the specification of strenghts and weaknesses and to facilitate improvements where necessary.

The result will be a report card indicating the achievements in sustainability. This document won't be useful only internally but it will be the instrument used to involve all the guests and all the stakeholders in what The Schoolhouse is doing in this small village at the feet of the Great Wall of China. It will be the key of communication and transmission of values and the proof of the collaboration of this small business to a project which is spread worldwide and requires the participation of all of us.

I believe that together it is possible to make the difference and I believe that the beginning is always something small, and The Schoolhouse is definitely playing its role. You will have evidences of what I'm saying very soon; the first report card will be published in June 2012!