

2021

# *Sustainability Report*



**CAS**Trips



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# Introduction

We believe that tourism can have a lasting impact on the communities and environments we travel to, and would like to share our efforts in this inaugural Sustainability Report for 2021. The past years have nurtured CAS Trips' ability to take steps forwards in our sustainability goals, and through this report, we outline our efforts to take responsibility for our various programs online and in-person. This features many internal developments as well, including creating a baseline understanding of our carbon emissions guided by GRI and GHG reporting guidelines.

## Mission Statement

To begin this journey, we redrafted our company's mission statement and are including the updated version below:

Inspired by the International Baccalaureate's **Creativity, Activity, and Service** program, CAS Trips aims to make a genuine, sustainable impact through transformative cross-cultural experiences.

We recognize our responsibility as educators and seek to harness the power of experiential learning to inspire students while bringing long-term benefits to the communities and environments in which we operate.



# Declarations and Partnerships

In April 2021 we declared a climate emergency with [Tourism Declares](#), and became signatories of the [Future of Tourism's Guiding Principles](#). This supports our effort to collaborate within the industry to chart a new, more sustainable direction for tourism and shift the status quo. We also became a launch partner and signatory of the [Glasgow Declaration](#) in November 2021.

We committed to further developing plans to measure, decarbonize, regenerate, collaborate, and finance to cut our emissions in half over the next decade and to reach Net Zero emissions as soon as possible before 2050. More information on our current actions to fight the climate crisis can be found in this document.

We are also very excited to have joined [Travelife for Tour Operators](#) in order to manage our sustainability action planning and reporting.

Finally, we are proud to share our first [Responsible Travel Policy](#) which will be developed further alongside our future sustainability efforts.





# Our Contribution to the UN SDGs

The 17 Sustainable Development Goals and 169 targets map out a tangible and achievable path to a sustainable future by 2030. This is a project for everyone and is a movement to quite literally save the world. As former UN Secretary General Ban Ki-moon put it “There is no Plan B, because there is no Planet B.”

If we are going to achieve these ambitious targets, it is this generation of students who will lead us there. To play our part at CAS Trips, we developed a unique methodology to utilize the SDGs throughout our trips to empower students to be that change.





# Our SDGs

While all 17 goals are interconnected, we at CAS Trips would like to highlight a few targets which our programs are specifically achieving.



**Target 4.7** - Ensure education for sustainable development and sustainable lifestyles, including global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.



**Target 8.9** - Devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.



**Target 9.3** - Increase the access of small-scale industrial and other enterprises, in particular in developing countries, and their integration into value chains and markets.



**Target 17.17** - Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.







## *Integrating the SDGs on Our Trips*

Since 2018, we have integrated the SDGs into our activities and provided our Trip Leaders with specific information to present regarding each activity. We aim to connect as many activities as we can to the goals, in order to showcase the variety of ways individuals can play a part in global change.

The keystone activity of every CAS Trip is the CAS Project Challenge, which follows a two-step process of identifying local issues (and their associated SDGs) before developing a collaborative action plan focused on 1 SDG of their choice. Read more about our CAS Project Challenge below.



# Online Innovation

## Virtual CAS Conferences

We followed on the success of our initial Virtual CAS Conference series by hosting two more conference series - focusing on the theme of Equality in spring 2021 and Mental Health in the autumn. By inviting inspirational speakers to present diverse perspectives on the topic, students were challenged to think critically followed by the Charity Hackathon which aimed to develop long-term solution-focused Service Projects in response to a charity's urgent, authentic need.

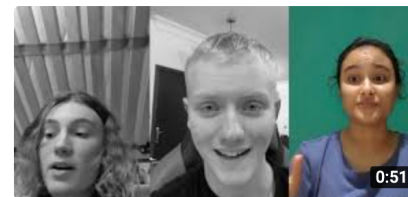
This inspired hundreds of student projects, including a total of 5 winning projects that were each funded by a \$1,000 donation to the local non-profit partner to implement their chosen winning project. Please check out [Maria's reflection of her winning project](#) to see how students were impacted by these conferences.

# Programs

The 5 NGOs listed below were funded by CAS Trips to support their winning projects.

- [Slave Free Trade](#)
- [RSKS India](#)
- [ABAAD](#)
- [Inala Mental Health Foundation](#)
- [Dianova International](#)

 [Virtual CAS Conference P...](#)  
youtube.com



= Learn more: <https://www.castrips.org/vcc/> .  
Register for Early Bird discount: <https://form.jotf...>

 [Teacher Testimonials: Virt...](#)  
youtube.com



= Hear what IB Educators from Spain and South Africa thought of the CAS Trips CAS Conference....



## CAS Induction

CAS Trips partners with International Baccalaureate schools across the world and noticed the need for teachers to introduce their students to the CAS (Creativity, Activity, Service) requirements for their Diploma. Thus, we formed a partnership with the leading authority on Service Learning in education, [Cathryn Berger Kaye](#). Together we develop CAS Induction workshops to be offered as an e-course and via live, virtual workshops.

Over 2,000 students have taken the course online or through the live workshop in 2021 - and we have shared testimonials from [AWTY International School](#) and [Taipei European School](#) on our blog.



## CAS Project Challenge Rebrand

The CAS Project Challenge is a global competition to showcase the achievements of outstanding student team projects that have positively impacted their local community. In 2021, students from around the world raised the bar, submitting incredible projects in spite of the challenges posed by COVID-19. The winning project's, [Communauté Mathématique \(Cmath\)](#), submission video can be found on our YouTube channel alongside the top 15 submissions.



**286**  
Students  
Participated



**61**  
Projects  
Submitted



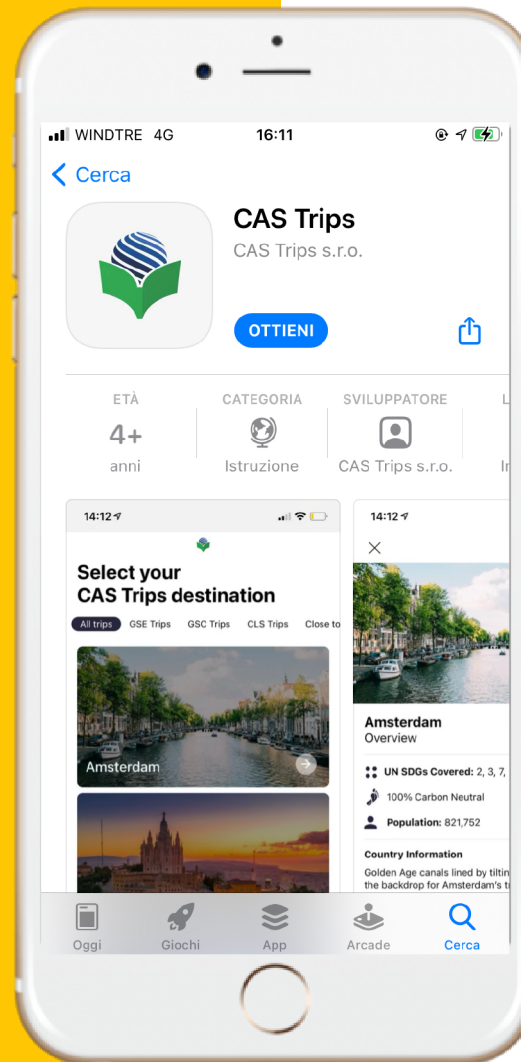
**32**  
Countries  
Represented



**29**  
International  
Judges

# CAS App

A very exciting development in 2021 was the unveiling of our new CAS Trips App. We developed the app in order to reduce paper waste and provide information for students and teachers before, during, and after their CAS Trip. Included in the app are destination guides, sustainability facts, packing lists, and pdf references for our unique on-trip challenges.



# Online Content Development

Taking further steps in online innovation, we published many educational blogs, videos, and webinars throughout 2021.

These have been developed as resources for teachers and students. Highlights include:

## Blogs

- [Ethical Service Learning](#)
- [Six Online Service Opportunities for Students](#)
- [UN SDG 4: Quality Education](#)
- [UN SDG 5: Gender Equality](#)
- [Top Qualities of Social Entrepreneurs](#)
- [7 Ways We Can All Be More Responsible Travelers](#)

## Teacher Resources

- [CAS Trips Webinar on Service-Learning](#)
- [CASroom Posters](#)
- [What is NOT CAS](#)



# Our Close To Home Trips

As travel restrictions prevented most international travel in 2021, our domestic [Close To Home Trips](#) were our main programs sold this year. In order to manage our social impact efforts in various novel destinations, CAS Trips developed several programs which we are able to offer anywhere.

## Sustainable Design Challenge

The Sustainable Design Challenge takes place where local regenerative projects (like the [New Hand Lab](#), in Serra de Estrela, Portugal) were able to inspire students to design their own project ideas.

Utilizing [this worksheet](#) available on the CAS Trips App, students are tasked to work in small groups interviewing the local community to identify problems and generate ideas that are then presented to the entire group. We were also able to invite leaders in the field of sustainable design, like Arch. Dipl. Ing. Peter Horner in Salzburg, Austria, to present their current work to the students visiting [the site](#).





## Cleanups

As a part of every CAS Trip, students are tasked with Service Challenges that aim to be mutually beneficial for both the students and the local communities. This brought a unique challenge to our operations staff when rapidly developing itineraries in novel destinations.

To showcase that service is possible everywhere, we offered cleanup Service Challenges in a multitude of destinations. Special thanks to the local partners who assisted or led these cleanup challenges: [TrashUre Hunt](#), [Nature Awakes](#), [Staatsbosbeheer](#), [MilieuJutter](#), [Naturpark Dobratsch](#), [De Noordzee Foundation](#), [Present Stichting](#).



## Greeting Card Donations

CAS Trips' philosophy revolves around the motto "Think Global, Act Local", inspiring us to remind students of what can be done once they return home after their trip. To do this, we offered the Greeting Card for the Lonely Challenge which began with a presentation about a local homeless or refugee center located near the student's school before students were tasked with designing and writing greeting cards to be delivered by student volunteers.

Here are the partners which received greeting cards in 2021: [CRESCER](#), [Open Hof Shelter](#), [HEMAYAT](#), [Walk-in house Oud West](#), [Gerrie Knetemannlaan](#), [Verpleeghuis De Venser](#), [Jan Bonga](#), [1 letter 1 sourire](#). Special thanks to Caroline Juffer from [Stichting Present Amsterdam](#) for connecting us to many of the Dutch locations.



# Training and Internal Development

After enrolling in Travelife in 2021, we appointed Neil Brinckerhoff as our Sustainability Manager and began holding monthly team sustainability meetings.

All staff took Travelife's Sustainability Management training course as well as specific courses applicable to each individual's tasks. By the end of 2021, the team completed collaborating on our initial [Responsible Travel Policy](#) agreeing to commitments that felt feasible for all.

Employment contracts were updated to include clauses ensuring equal opportunity, and guaranteeing the previously spoken agreement of flexible-time working schedules.

We are also eager to announce our commitments to volunteering with local communities beyond our trips, by providing each staff member with four days annually to volunteer at a non-profit organization of their choice.

In 2021, CAS Trips was able to bring on board one part-time employee and one writer. At CAS Trips, we endeavor to create lasting and impactful relationships with the schools, teachers, and students we work with, which is why we were proud to have two summer interns, who each brought their own unique skill set to a variety of tasks. [Read more about Hannah's experience with CAS Trips here.](#)



Travelife  
Certificates



Following our signing of the [Glasgow Declaration](#), CAS Trips began to measure our emissions in order to create a baseline assessment of our carbon impact. We also measured our staff travel to and from destinations, to have a better understanding of what we can do better in the future.

The methodology used to surmise CAS Trips' baseline emissions for the year 2021 follows the Greenhouse Gas Protocol (GHG) and utilizes the [GHG emission tool](#) to calculate carbon emissions (tCO<sub>2</sub>e). As all staff was working part-time from home office, this [Homeworking Emissions Whitepaper](#) was used to determine additional energy emissions while working from home. Regarding business travel, all transportation to and from a destination were included in calculations, while any accommodation, food, and emissions taking place during sold trips were emitted.



2021

## *Base Year Emissions*

CAS Trips Total Scope 1 and 2 CO<sub>2</sub> Emissions in 2021:  
**2.8121 tonnes**



2021 - Office Emissions							
	Electricity Kg CO2e	Natural Gas Kg CO2e	Employee's	Time@ home office	Location	Electricity (kwh/ m2/year)	Gas (kwh/year)
Office HQ - Prague	393.1	2419.0			Czechia	642	13,156
Home office full time (home office 2 days a week)	322.6	0.0	3	0.4	Czechia		
Home office (halftime employee always at home)	134.4	0.0	1	0.5	Czechia		
Home office full time (home three days a week)	161.3	0.0	1	0.6	Portugal		
	<b>1011.3 Kg CO2e</b>	<b>2419.0 Kg CO2e</b>					

Business Travel - 2021									
Destination	Dates	Total transport (Kg CO2e)	Country	Staff	Travel Route	Car Transport (km)	Plane Transport (km)	Rail Transport (km)	Boath Transport (km)
Prague HQ	8.2021	370.1102	Czechia	1	LIS-PRG		4464		
Croatia	7-13.08.2021	147.9114	Croatia	1	PRG-DBV		1784		
Salzburg	31.08-3.9.2021	25.0240	Austria	2	PRG Hln - SLZ Hbf			544	
		311.5127		1	LIS-Milan-Villa- ch- Venice		3603		
		96.1636		1	Sopron - Villach	646			
Serra Estrella	8-10.9.21	59.5440	Portugal	1	Porto - Hostel	400			
Texel	13-16.9.21	139.0853	Netherlands	1	PRG-AMS-Texel	200	1414		9.6
		96.7467		1	BER-AMS-Texel		1154		9.6
		3.2058		3	AMS-Texel				9.6
Terscherling	13-16.9.21	169.9535	Netherlands	1	PRG-AMS-Ter- scherling	270	1414		76.6
		17.0532		1	AMS-Terscher- ling				76.6
Villach	14-16.9.21	167.9141	Austria	4	Prague -Villach	1128			
Grou	22-24.9.21	59.4365	Netherlands	5	Amsterdam - Grou	572			
Ameland	27.9-1.10.21	359.5852	Netherlands	3	PRG-AMS-Ame- land		1414		23.6
		148.6198		1	BER-AMS-Ame- land	338	1154		23.6
		52.9417		1	AMS-Ameland	338			23.6
Samso	11-14.10.21	551.1364	Denmark	6	PRG-CPH-Samso	218	1564		
Ameland	25-27.10.21	156.5008	Netherlands	4	BER-AMS-Ame- land	338	1154		23.6
<b>TOTALS</b>	<b>2928.4450 Kg CO2e</b>					<b>4448 km</b>	<b>19119 km</b>	<b>1100km</b>	<b>276.4 km</b>



## Offsetting

In 2018 CAS Trips took action, knowing that every activity an individual partakes in while traveling abroad is likely to produce more CO2 than at home. So we formed a partnership with [Stand for Trees](#) to include a standard CO2 offset per CAS Trip participant. In 2021, a total of 2.1 Tonnes of CO2 per international student traveler was offset through annual donations. The donations support rainforest reforestation projects and fight the climate crisis.



Total CO2 Offset for CAS Trips Traveler's in 2021: **65.1 tonnes\***

*\*following the GHG protocol, carbon offsetting for purchased emissions in our supply chain are not included in our total CO2 emission calculations.*

## Short-term (Q1)

- Accomplish Travelife Partnership
- Develop our internal Operating Manifesto
- Communications
  - Establish responsible communications guidelines
  - Update sustainability webpage

## Mid-term Goals (2022)

- Emissions
  - Establish a monitoring and evaluation system, including developing targets for 2022 emissions
  - Develop Scope 1 and 2 mitigation measures, such as transferring HQ office to sustainable energy
- Determine baseline emissions in all destinations
  - Including accommodation, transportation, food, and any high-emission activities
- Develop supplier communications beginning with a supplier survey
- Further develop our NGO partnership and support
  - Start measuring total volunteer hours at each NGO
- Establish on-boarding and training procedures, providing responsible travel information to staff
- Include sustainability information and on-trip challenges in the CAS Trips App

*Action Planning for*

2022





# CAS Trips Prague Materiality Analysis and Recommendations

In 2021, we engaged in in-depth research of our flagship destination to better understand where our efforts were succeeding and lacking. This report acknowledges that it is time to look beyond the environment into sustainability of cultural and economic impacts of local communities using Elkington's Triple Bottom Line (TBL) to address selected issues from CAS Trips Prague's most recent operating year, 2019. The issues found below have been sourced from scholarly research and industry documents. The full report can be supplied upon request.

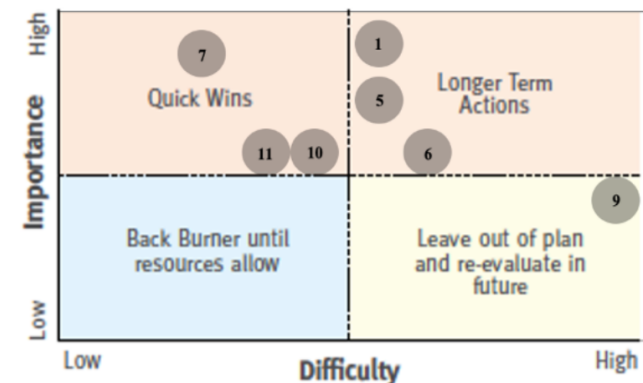
Due to the complex variety of issues that need addressing, CAS Trips should ask for as many stakeholders involved in the company as possible to provide their opinions on each topic. In a recent internal sustainability meeting, CAS Trips management determined the difficulty and importance of each issue, providing insight to what a few of the company's key players think. Ranked most difficult to affect was student privilege, and the easiest to address was agreed to be accessibility as seen in the materiality matrix below.

In order to keep the suggestions focused and most likely to be implemented, the issues have been prioritized and illustrated following the British Tourism Authority criteria of 'Difficulty' (in relation to the companies' constraints and abilities to influence) and 'Importance'

(in relation to the impact to CAS Trips as a business) below.

As CAS Trips is staffed by a small team, it is important for the company to operate on the most pressing matters in order of priority and to use a flexible model to prioritize the issues. Hence, the issues of highest importance were divided by difficulty into two categories, Longer Term Actions and Quick Wins, and are further justified in the table below.

**Materiality Matrix**





Issue	Prioritization Results	Justification	Recommendation	Stakeholders Involved
Climate Change (1)	Importance: High Difficulty: Medium/High	A company's first step towards implementing sustainability is to have a true understanding of baseline data before developing efficient adaptation and mitigation strategies.	Establish an environmental measurement system (EMS) & report against annual key performance indicators.	CAS Trips Management CAS Trips Staff
			Develop internal carbon calculations for accommodations, transportation, dining, and any high-emission activities. Utilize this data publicly by creating carbon labels for specific itineraries.	CAS Trips Management CAS Trips Staff Suppliers
Voluntourism (5)	Importance: High/Medium Difficulty: Medium	Well-managed volunteer experiences ensure positive experiences for both the participants and hosts.	CAS Trips should have published policies and clear procedures for managing each specific volunteer activity.	CAS Trips Management
			It is important to use indicators to ensure the local community is positively impacted which can be done by annually reporting total volunteer hours at each site.	CAS Trips Management Teachers Students/Parents
			Opportunities for interaction with the host culture should be deliberately facilitated with aims of cross-cultural learning.	CAS Trips Staff Trip Leaders
Student Privilege (6)	Importance: Medium Difficulty: Medium/High	As students attending private international schools, it is imperative CAS Trips address the student's privilege on international trips. Responsible Tourism practices are not currently addressed in obligatory pre-trip education materials for all travelers.	It is necessary to reflect on one's privileges while traveling, which CAS Trips can support by providing cultural travel preparation and information to students before and during trips.	Teachers Students/Parents Trip Leaders CAS Trips Staff
			CAS Trips should offer Sustainability training and RT awareness raising for Trip Leaders on a consistent basis.	CAS Trips Staff Trip Leaders
			Itineraries should deliberately avoid the over-touristed Royal Route, or visit it in off-hours (evening) whenever possible.	CAS Trips Staff Trip Leaders

Issue	Prioritization Results	Justification	Recommendation	Stakeholders Involved
Accessibility (7)	Importance: High Difficulty: Medium/Low	CAS Trips does not currently make a formalized or publicized effort to ensure their trips are seen as accessible for all.	Following principles of universal design, CAS Trips Prague should make clear efforts to ensure the product involves barrier-free environments.	CAS Trips Management CAS Trips Staff Suppliers City of Prague
			Pre-develop itineraries with a public label to showcase accessibility for all or publicize an access grid for all activities offered.	CAS Trips Management CAS Trips Staff
Procurement and Engagement with Local Suppliers (9)	Importance: Low Difficulty: High	Although this would not be the highest priority on the matrix, the transparency expected with suppliers is required for the GSTC and GRI Reporting. Looking further, the local community of Prague is involved in CAS Trips, but only at a surface layer.	The GRI reporting standards followed by Travelife state that it is necessary to maintain transparency with stakeholders on all issues that matter to them through annual public reporting.	CAS Trips Management
			CAS Trips should establish a destination development strategy for each aspect of the trip with emphasis on supporting the local community as described in Section C of the GSTC Industry Standards.	Suppliers CAS Trips Management CAS Trips Staff
			CAS Trips Prague should conduct research or interviews with all suppliers to understand the positive and negative impacts of the trips from perspectives of external stakeholders.	CAS Trips Management CAS Trips Staff Suppliers
Regulatory compliance to Ethical Business Standards (10)	Importance: Medium Difficulty: Medium	Complying with regulations is a process that engages all aspects of the company and as CAS Trips has already taken the initial steps, they should continue further towards fulfilling industry standards like the GSTC.	By completing its initial Travelife report, CAS Trips will be taking its first steps towards regulatory compliance.	CAS Trips Management CAS Trips Staff
COVID-19 (11)	Importance: Medium Difficulty: Medium	CAS Trips has developed products that allow the company to fulfill its mission offline, when necessary, but do not have robust plans in place to address vaccine requirements or travel restrictions.	CAS Trips Prague should prepare additional outdoor activities and provide outdoor spaces for any itinerary items possible in order to curb the potential spread of COVID-19.	Teachers Students/Parents CAS Trips Staff CAS Trips Management Suppliers
			The company should create requirements for the unvaccinated and communicate all rules and how all situations will be handled beforehand.	CAS Trips Management CAS Trips Staff

## Photo Credits in Order of Appearance

CAS Trips  
CAS Trips  
Chuttersnap via Unsplash  
Antonio Sessa via Unsplash  
CAS Trips  
CAS Trips  
Francisco T Santos via Unsplash  
CAS Trips  
CAS Trips  
CAS Trips  
CAS Trips  
Anthony DELANOIX via Unsplash Wes McFee via Unsplash  
CAS Trips  
Vidar Nordli-Mathisen via Unsplash

We are continuously learning and growing. We hope that we can be as transparent as possible throughout our sustainability journey. If you would like to ask for further details or provide suggestions, we are open ears! Thank you for supporting CAS Trips. We are eager to share our further successes as we challenge ourselves and the tourism industry to travel ever-more responsibly.

### **Neil Brinckerhoff**

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