

P2Rx Product Roadmap Form

*National Sustainable Hospitality Network and Clearinghouse
October 15, 2010*

This document makes the connection between the P2Rx Marketing Strategy to the P2Rx Marketing Plan. The P2Rx Product Roadmap Form should be used to propose and describe a marketing project for P2Rx. This form is designed so that the proposed product can be evaluated more easily within the scope of the P2Rx Marketing Strategy and the P2Rx Marketing Plan. This document does contain an implementation plan.

Answer the following questions to complete the P2Rx Product Roadmap Form.

P2Rx Product Roadmap Form

National Sustainable Hospitality Network and Clearinghouse

Background

The P2Rx Sustainability Committee is interested in establishing an online community of sustainable hospitality practitioners as well as a clearinghouse to support the work of this community. There has been an explosion of state and local sustainable hospitality programs in recent years. EPA has also made sustainable hospitality a national priority. Many of the P2Rx Centers are currently working with their federal, state, and local partners in support of these programs and have collectively decided to coordinate efforts and make sustainable hospitality a national priority of the P2Rx Network. The ultimate goal of this effort is to elevate state and local hospitality programs and the facilities that participate in them while increasing the adoption of sustainable practices in the sector.

Situational Analysis

NING (www.ning.com) was recommended as the platform for this project because of its ability to “mash-up” various Web 2.0 features. NEWMOA is tasked with creating a blueprint of a potential NING website for sustainable hospitality.

Target Market

Indicate who will use this product

NING has 3 main target market(s):

1. State and Local Hospitality Programs – these include state and local environmental agencies, tourism boards, and/or lodging associations.

2. Lodging Facilities – facilities currently participating in a state program, as well as non-participating facilities that are interested in learning more about sustainable hospitality and states’ programs.
3. EPA – representatives from both Regional offices and EPA HQ.
4. SECONDARY = includes federal agencies, government meeting planning association, consultants, and other green lodging stakeholders.

Marketing Objectives and Goals

Increasing P2 knowledge for those in the P2Rx regional centers and the P2 Community of Practice

High – The NING site will contain content related to sustainable hospitality and will be updated continuously. The discussion group features allow users to share their knowledge/experience and ask others for advice.

Improving information content, delivery, sharing, and access among P2Rx regional centers and the P2 Community of Practice

High – Information can be easily shared and delivered through NING and people can choose to respond or provide additional information to enhance or further the conversation.

Enhance the capacity of service providers to supply P2 resources and services to their clients

High – The NING network will provide relevant, up-to-date information for service providers and their clients. State programs will be able to post and share new documents, certification criteria, etc. Discussion forums will focus on measuring results from sustainable practices as well as other topics. Members can post questions and respond to each other.

Barriers, Benefits, and Competition

Barriers

- The NING network has to constantly be maintained and updated with new information to ensure that the site remains fresh and relevant.
- People have to participate in order to benefit from the network and sometimes they don’t take the time or have the time to participate.
- Many P2 and environmental program budgets are being cut and therefore, the money and time devoted to NING network may be shrinking.

Benefits

- The NING network will help develop and maintain relationships with others in the P2 community by sharing information, increasing partnership opportunities, and facilitating conversations about new P2 technologies, issues, and products/services.
- The content is very specific to the hospitality industry.

Competition

- Other online networks, including Blogs, Facebook, Twitter, or other social media.

- Listservs that focus on P2.
- Internet search engines can sometimes do the work for you.

Positioning Statement

The P2Rx NING Sustainable Lodging Network is for state hospitality programs, lodging facilities, EPA, and other partners who want or need access to information about sustainable hospitality, and can in turn share information to others. The NING network will provide constant communication on a variety of hospitality related topics, which allow users to stay “in the loop” with new technologies, policies, etc. Unlike other online networks, the NING Sustainable Hospitality Network will be dedicated to P2 in the hospitality sector and will be maintained or moderated by one or more P2Rx Regional Centers or other partners to ensure quality control.

Strategic Marketing Mix

Product

NING Sustainable Lodging Network

Price

The cost for a subscription to NING Pro is \$19.95 per month (approx. \$240 per year). Indirect costs include staff time to build content and maintain new information for the site, as well as the time and effort it takes for Centers to participate in the NING forum by adding new information (e.g., Blogs, Discussion Forums, etc.) and/or reviewing and responding to content provided by other members.

Place

NING Network will be online and accessible to all members. Invitations will be sent to state programs, which can then send invitations to their participating facilities or other partners.

Promotion

A link to the NING network will be included on the P2Rx homepage and Centers’ websites. The NING network will grow and hopefully build a loyal following as more people use and contribute to the site. Partners will help promote the site and add content. Additional promotion of this resource may occur at meetings, conferences, and training events.

Evaluation

How will this product or service increase P2 knowledge?

By using the NING Sustainable Lodging Network, people are able to share information about sustainable hospitality. People can pose a question or describe a situation in the discussion forum and others will be able to share their knowledge and continue a conversation, with each person able to add something new. Even if people choose not to participate in the discussion, they will likely learn something from following the conversation and seeing all of the responses. Programs can post information about upcoming events and webinars to the site. New content, such as news and videos will also be continuously updated.

How does it improve information content, deliver, sharing, and access?

People can easily share information and experiences with others through the NING network. The information can be easily accessed by members.

How does it enhance the capacity of service providers to supply P2 resources to their clients?
Posing a question to the NING site is efficient because it reaches many people all at the same time. If people are able to help, they can easily send a response to the entire group. The site will contain links to numerous P2Rx resources related to hospitality, including the Topic Hub, Wiki, case studies, etc. State programs may post their own resources and facilities may share their experiences with other members.

In addition to answering these three questions, we can offer the following additional analysis:
After a specific amount of time, we could ask the current members if the NING network improves their access to P2 info, and/or their capacity to provide P2 resources and services. This may be done through an online survey or an informal request for feedback via the NING blog or discussion feature.

Budget

The NING network would ultimately be maintained by its members – the P2Rx Regional Centers could moderate the site to ensure quality control, but the content would mostly be provided by the users. Staff from the P2Rx Regional Centers or other partners would need to be involved in the maintenance of the site to ensure that information is up-to-date, but the amount of time dedicated to this depends on its level of activity.

Implementation

Provide an implementation plan including what will happen at the beginning (product development), middle (product launch, other marketing efforts), and end (analysis, reengineering, etc.). Please note that an accompanying implementation plan file may be required.

Beginning – Make the initial connections with state programs and other potential partners. Add initial content to the site and get other programs involved and ensure they are comfortable with contributing information. Create a “welcome” blog and start initial discussion forum on NEWMOA’s measurement project.

Middle – Launch the Sustainable Lodging NING site and send invitation to state programs to sign-up. Encourage them to invite certified properties to become members. Maintain these connections and facilitate active participation with new wall posts, blogs, discussion forums, videos, news, etc.

End – Continue to make new connections and facilitate information sharing and networking. After one year, evaluate the NING platform for use for this purpose. Develop a survey or feedback forum for members to send comments and suggestions for the NING site and identify information gaps.