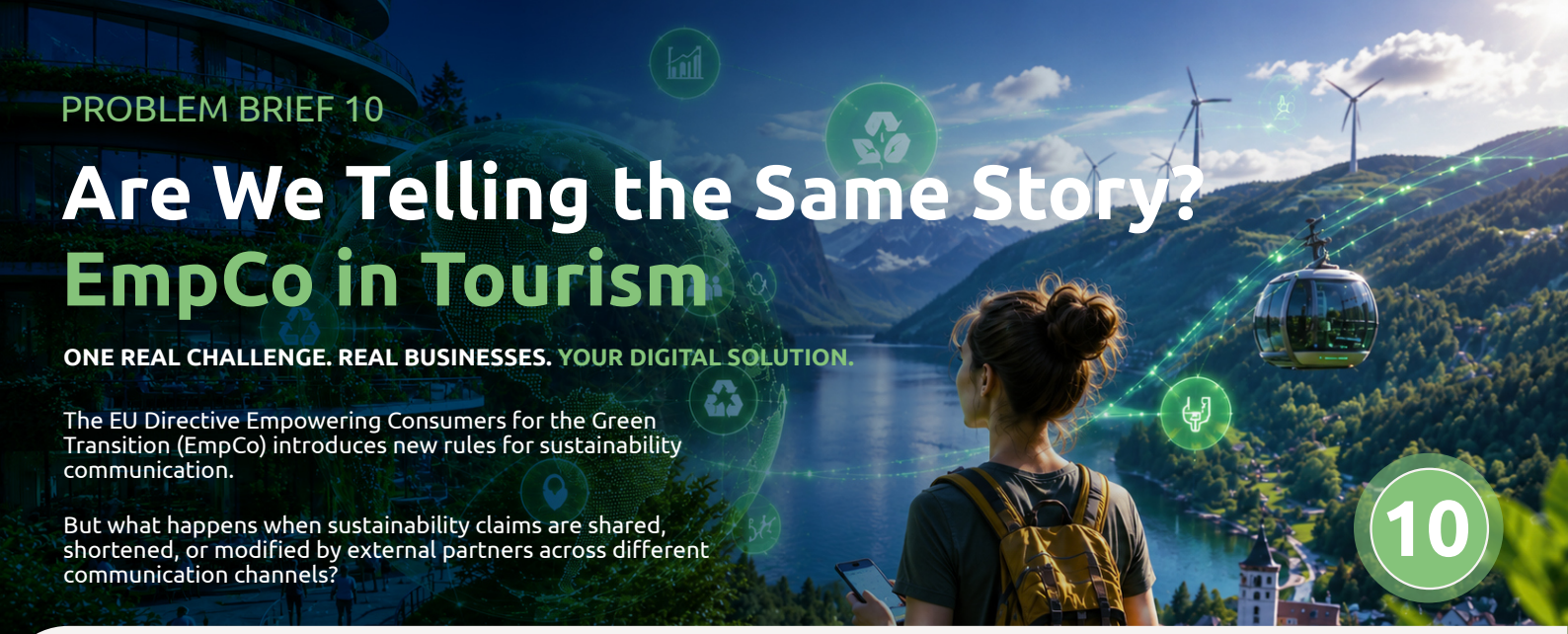

PROBLEM BRIEF 10

Are We Telling the Same Story?
EmpCo in Tourism

ONE REAL CHALLENGE. REAL BUSINESSES. YOUR DIGITAL SOLUTION.

The EU Directive Empowering Consumers for the Green Transition (EmpCo) introduces new rules for sustainability communication.

But what happens when sustainability claims are shared, shortened, or modified by external partners across different communication channels?

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THE PROBLEM

Tourism businesses communicate their sustainability efforts through websites, booking platforms, destination portals, travel agencies, and other third-party channels.

Once information is shared with external partners, businesses may lose track of where and how their claims are presented. Statements can be shortened, taken out of context, or published without supporting evidence.

The problem: Even if a business communicates its sustainability efforts accurately on its own website, the same information may appear differently elsewhere. Monitoring and correcting these inconsistencies can be difficult, especially when external partners are involved.

AN EXAMPLE

> *"Our hotel uses 100% renewable electricity."*

A hotel publishes this statement on its website, supported by relevant documentation.

A booking platform summarises it as "100% sustainable hotel", while a destination website uses the phrase "climate-neutral accommodation".

The hotel's marketing team wonders: Where did these claims come from? How can we identify misleading interpretations? And how can we get them corrected?

Checking every platform manually is time-consuming, and the hotel cannot directly edit all external content.

One message. Many channels.
Trustworthy everywhere!

CHALLENGE: MULTI-CHANNEL CONTENT GOVERNANCE

HOW CAN WE KEEP SUSTAINABILITY CLAIMS CONSISTENT ACROSS DIFFERENT CHANNELS?

How can tourism businesses track where their sustainability claims appear and how they are presented?

How can they identify misleading changes, missing evidence, or inconsistencies between channels?

And how can they coordinate corrections with external partners without creating excessive administrative work?

The challenge is to make sustainability communication consistent and trustworthy, even across channels businesses don't directly control.

YOUR TASK

Develop an idea or concept for a digital solution that helps tourism businesses manage consistent, accurate, and evidence-based sustainability claims across their own and third-party communication channels.

Think about solutions for example that help to

- Track where sustainability claims are published or reused.
- Identify inconsistencies, misleading wording, or missing context.
- Share verified information and supporting evidence with partners.
- Coordinate corrections and updates across different channels.
- Reduce manual effort in managing sustainability communication.

Important: You don't need to build a system that controls external platforms or guarantees legal compliance. Focus on practical ways to improve transparency, consistency, and collaboration across communication channels.