PROBLEM BRIEF 11

Promises for Tomorrow – Proof Today?
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 how can tourism businesses make promises about the future credible today?

THE PROBLEM

Tourism businesses increasingly communicate ambitious sustainability goals, such as becoming climate-neutral by 2030 or reducing emissions by 50% within five years.

Unlike claims about current achievements, future commitments cannot yet be proven through results. They need credible plans, measurable targets, and transparent progress monitoring.

The problem: Businesses may have genuine ambitions but struggle to communicate the evidence behind their plans and demonstrate progress over time. Travellers, meanwhile, cannot easily distinguish credible commitments from empty promises.

AN EXAMPLE

> *"Our hotel will be climate-neutral by 2030."*

A hotel announces an ambitious climate target. It has developed a transition plan with specific measures, milestones, and emissions reduction targets.

But guests visiting its website only see the headline promise.

They wonder: What is the hotel actually doing? Is it on track? And who verifies its progress?

The hotel wants to communicate its ambitions credibly without publishing lengthy technical reports that few guests will read.

Make tomorrow's promises credible today!

CHALLENGE: FUTURE SUSTAINABILITY CLAIMS

HOW CAN WE MAKE FUTURE SUSTAINABILITY COMMITMENTS CREDIBLE AND TRANSPARENT?

How can tourism businesses make their sustainability targets, implementation plans, and supporting evidence accessible and understandable?

How can they demonstrate progress towards their goals, including setbacks or delays?

And how can they communicate ambitious plans without overwhelming travellers with complex data?

The challenge is to turn future promises into transparent, measurable commitments that travellers can understand and trust.

YOUR TASK

Develop an idea or concept for a digital solution that helps tourism businesses communicate future sustainability commitments through transparent plans, measurable progress, and credible supporting evidence.

Think about solutions for example that help to

- Present sustainability targets and implementation plans clearly.
- Visualise milestones, progress, and measurable achievements.
- Connect future claims with supporting evidence and independent verification.
- Communicate delays, setbacks, or changes transparently.
- Make complex sustainability information understandable for travellers.

Important: You don't need to develop a certification system or determine whether future claims are legally compliant. Focus on practical ways to make sustainability commitments transparent, verifiable, and understandable.