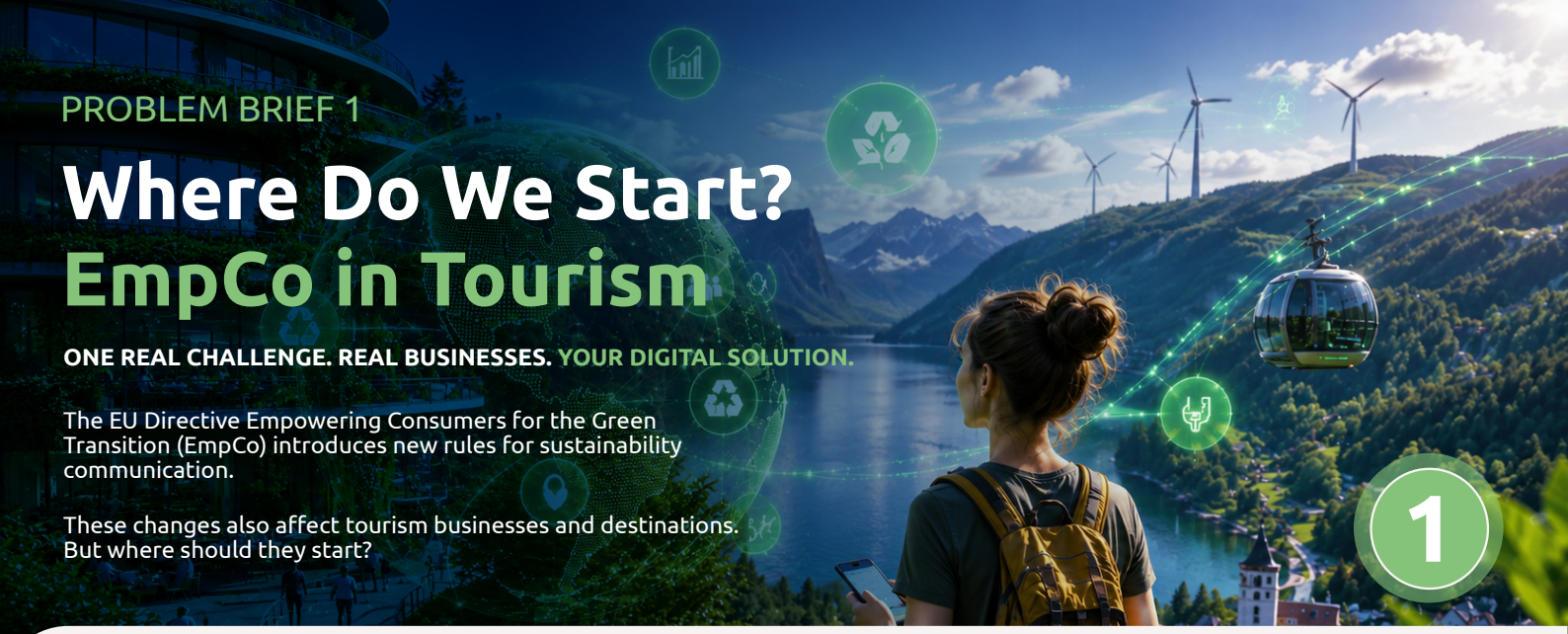

PROBLEM BRIEF 1

Where Do We Start?
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.

These changes also affect tourism businesses and destinations. But where should they start?

THE PROBLEM

Over the years, countless pieces of content have been created:

websites, booking pages, blog posts, social media posts, newsletters, brochures, menus, signage, and listings on booking platforms.

Some of this content may include claims such as:

Environmentally friendly	Organic products
Sustainable holidays	Green hotel
Climate-friendly travel	Labels & certifications
Regional breakfast	Sustainability initiatives

... and many more

Nobody knows exactly where all these sustainability claims are hiding. Content is scattered across different channels and has accumulated over many years. Finding, reviewing, and matching these claims with supporting evidence can require an enormous amount of manual work.

AN EXAMPLE

> *"Enjoy a sustainable holiday in our region."*

A hotel has been using this statement on its website for years. It also has hundreds of subpages, blog posts, social media posts, and PDFs.

The person responsible wonders: Where do we talk about sustainability across our content? Which claims do we need to review or rephrase? What supporting evidence do we need?

For destinations with hundreds of partner businesses and thousands of pieces of content, the challenge becomes even greater.

CHALLENGE: EXISTING CONTENT

WHAT DO WE NEED TO REVIEW?

Which existing materials contain sustainability claims? Where exactly can these claims be found? Which ones might require closer examination – and what supporting evidence is already available? Which proof already exists?

With large websites, multiple communication channels, and years of accumulated content, businesses often lack a clear overview. Manually searching through and organising all this information can quickly become overwhelming.

YOUR TASK

Develop an idea or concept for a digital solution that helps tourism businesses and destinations systematically identify and prioritise sustainability claims in their existing content and prepare them for further review.

Think about solutions for example that help to

- Find and organise relevant sustainability claims across existing content.
- Prioritise large volumes of content for review.
- Connect sustainability claims with existing supporting evidence.

Important: You don't need to determine whether a sustainability claim is legally compliant. The focus is on developing a digital process that helps businesses efficiently identify, organise, and prepare their existing content for further assessment.

Turn regulatory overwhelm into a simple digital process!