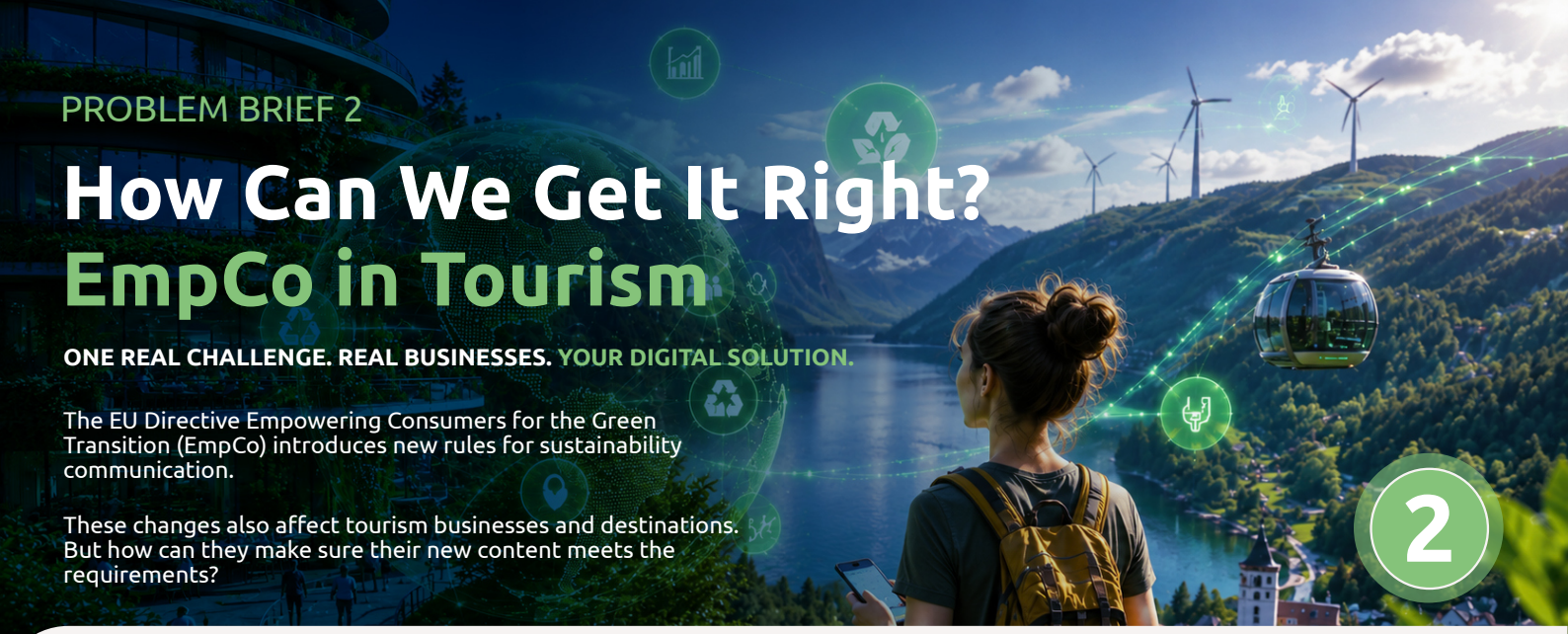

PROBLEM BRIEF 2

How Can We Get It Right?
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 how can they make sure their new content meets the requirements?

THE PROBLEM

Tourism businesses and destinations constantly create new content: e.g. website texts, booking descriptions, social media posts, newsletters, brochures, and promotional campaigns.

Sustainability is an increasingly important topic in tourism communication. Guests are becoming more interested in sustainable travel options and want to know more about the environmental efforts of tourism businesses. At the same time businesses want to highlight their environmental efforts. However, the new rules make it more challenging to know what they can say and how to support their claims.

The problem: Marketing teams and content creators are often unsure which sustainability claims they can use, how to phrase them correctly, and what evidence is needed.

Information about sustainability measures may be scattered across different departments, documents, and systems. Employees may not know which claims are supported by evidence or whom to ask for approval.

As a result, creating new content becomes time-consuming and uncertain. Some businesses may even avoid communicating their sustainability efforts altogether (*green hushing*).

AN EXAMPLE

> *"Experience a climate-friendly stay at our hotel."*

A marketing employee wants to use this sentence in a new social media campaign. The hotel has invested in renewable energy, energy-efficient equipment, and sustainable mobility options.

But the employee wonders: Can we actually call our hotel climate-friendly? What evidence do we need? Who can confirm this? And how could we communicate our sustainability efforts without making misleading claims?

The campaign needs to go live tomorrow, but there is no clear process for checking sustainability statements before publication.

CHALLENGE: NEW CONTENT

HOW CAN WE GET SUSTAINABILITY COMMUNICATION RIGHT FROM THE START?

How can tourism businesses and destinations ensure that new sustainability claims are clear, credible, and supported by evidence? How can employees recognise potentially problematic statements before publishing them? How can they easily access relevant information, check available evidence, and involve the right colleagues when necessary?

The challenge is to make responsible sustainability communication part of the everyday content creation process.

YOUR TASK

Develop an idea or concept for a digital solution that helps tourism businesses and destinations create new sustainability-related content that is clear, credible, and supported by appropriate evidence.

Think about solutions for example that help to

- Identify and flag potentially problematic sustainability claims while creating content.
- Access and connect relevant sustainability information and supporting evidence.
- Improve wording by suggesting clearer, more specific, and evidence-based alternatives.
- Simplify collaboration and approval between marketing teams, sustainability managers, and other departments.
- Share knowledge about EmpCo requirements within the organisation and help employees understand how to apply them in their daily work.

Important: You don't need to develop a tool that provides legally binding assessments or guarantees EmpCo compliance. The focus is on creating a practical digital solution that supports employees in communicating sustainability efforts responsibly and confidently.

Turn uncertainty into credible sustainability communication!