PROBLEM BRIEF 3

Where's the Proof? 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 restaurants and other food service businesses. But how can they make their sustainability efforts transparent and credible to guests?

THE PROBLEM

Many restaurants already source regional ingredients, use organic products, and carefully select their suppliers. They want to communicate these efforts to guests – for example, on their menus.

The problem: Menus offer limited space for explaining sustainability claims or providing evidence. Guests don't want to read lengthy supplier documents or certificates either.

Under EmpCo, certain environmental claims must be clearly explained in the same medium. Simply adding a QR code linking to further information may not be sufficient.

How can restaurants provide credible information without overcrowding menus or creating additional work for staff?

AN EXAMPLE

> *"Our restaurant serves regional and organic ingredients."*

A restaurant sources vegetables from nearby farms, uses certified organic dairy products, and works with several regional suppliers.

The owner wants guests to know about these efforts. However, the menu has limited space, and providing full invoices, delivery notes, or supplier certificates would be impractical.

The owner wonders: How can we show guests where our ingredients come from? How can we provide credible proof without revealing unnecessary business information? And how can we keep everything up to date when our menu changes?

CHALLENGE: GASTRONOMY

HOW CAN WE MAKE SUSTAINABILITY CLAIMS EASY TO VERIFY?

What information needs to appear directly on the menu, and what supporting evidence can be provided digitally?

How can guests easily access trustworthy information without reviewing complex documents? And how can restaurants keep this information up to date when ingredients or suppliers change?

The challenge is to combine clear sustainability communication with accessible digital evidence.

YOUR TASK

Develop an idea or concept for a digital solution that helps restaurants communicate and substantiate sustainability claims about their ingredients in a simple, transparent, and guest-friendly way .

Think about solutions for example that help to

- Identify and present the essential sustainability information that guests should see directly on the menu.
- Connect menu items or ingredients with relevant information about their origin, or certification.
- Provide access to additional supporting evidence in a clear and user-friendly format.
- Keep information up to date when ingredients, suppliers, or menus change.

Important: A QR code alone does not necessarily ensure EmpCo compliance. Your solution should consider which information must appear directly on the menu and which can be provided digitally. You don't need to develop a legally binding certification tool.

Make sustainability claims simple, credible, and verifiable!