PROBLEM BRIEF 5

How Do We Know It's True?
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.

Tourism businesses often rely on information provided by their partners and suppliers. But how can they make sure that sustainability claims are supported by reliable evidence?

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THE PROBLEM

Hotels, restaurants, tour operators, and destinations depend on numerous partners to deliver their products and services.

However, the information needed to support these claims often comes from external organisations.

The problem: Businesses may receive sustainability information through emails, spreadsheets, certificates, supplier declarations, or informal conversations. Some documents may be outdated, incomplete, or difficult to compare.

Verifying the information can become particularly challenging when partners operate in different countries, use different documentation systems, or have limited resources for reporting.

Businesses need reliable evidence to support their sustainability communication, but collecting, checking, and updating this information can require considerable time and effort.

AN EXAMPLE

> *"We work with accommodation providers committed to environmental sustainability."*

A tour operator works with accommodation providers worldwide that report sustainability measures such as water conservation, renewable energy, and waste reduction.

The company wants to share these efforts with travellers, but information comes in different formats, certificates may be outdated, and documentation is often incomplete.

The sustainability manager wonders: How can we collect reliable information? Which claims are backed by evidence? How can we keep everything up to date without constantly chasing documents?

CHALLENGE: PARTNER & SUPPLIER EVIDENCE

HOW CAN WE VERIFY OUR PARTNERS' SUSTAINABILITY CLAIMS?

How can tourism businesses efficiently collect and organise sustainability information from their partners and suppliers?

How can they assess whether the information is reliable, up to date, and supported by appropriate evidence?

And how can they identify missing or outdated documentation without constantly requesting information from their partners?

The challenge is to create a transparent and manageable process that helps businesses substantiate sustainability claims based on information from external partners.

YOUR TASK

Develop an idea or concept for a digital solution that helps tourism businesses collect, organise, and assess sustainability information and supporting evidence from their partners and suppliers.

Think about solutions for example that help to

- Collect and organise sustainability information and supporting documents from different partners.
- Identify missing, outdated, or inconsistent evidence.
- Track and update sustainability information over time.
- Connect verified information with sustainability claims used in customer communication.
- Simplify collaboration between businesses and their partners without creating unnecessary bureaucracy.

Important: You don't need to develop a new certification system or guarantee that every sustainability claim is legally compliant. The focus is on creating a practical digital process that makes sustainability information from external partners easier to manage, assess, and use responsibly.

Turn partner information into credible evidence!