PROBLEM BRIEF 6

Sustainable, But How to Prove It?
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.

Small tourism businesses often operate sustainably as part of their everyday activities. But how can they communicate their efforts credibly without spending too much time or money?

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THE PROBLEM

Many small tourism businesses already follow sustainable practices. They use local products, reduce waste, save energy, or support their communities.

Guests often expect these businesses to be sustainable, especially when they offer authentic, nature-based experiences. However, such expectations don't automatically mean that sustainability claims can be substantiated.

The problem: Small businesses often lack the time, budget, and expertise to understand new requirements, collect evidence, and communicate their sustainability efforts credibly.

Without practical and affordable support, they may avoid communicating their achievements altogether, even when they have meaningful efforts to share.

AN EXAMPLE

> *Experience authentic and sustainable farm holidays."*

A family runs a small farm offering guest rooms alongside its agricultural activities. They produce some of their own food, source products locally, and use energy-efficient equipment.

Guests associate farm holidays with sustainability, but the hosts have little time or expertise to document their efforts.

They wonder: Which of our practices can we communicate? What evidence do we need? And how can we manage this without spending hours on paperwork?

CHALLENGE: SMALL TOURISM BUSINESSES

HOW CAN WE MAKE SUSTAINABILITY COMMUNICATION SIMPLE AND AFFORDABLE?

How can small tourism businesses identify which sustainability practices they can credibly communicate?

How can they collect the necessary evidence without legal expertise, expensive consultants, or additional administrative work?

The challenge is to make credible sustainability communication manageable for businesses with limited resources.

YOUR TASK

Develop an idea or concept for a digital solution that helps small tourism businesses document and communicate their sustainability efforts credibly, with minimal administrative work.

Think about solutions for example that help to

- Identify relevant sustainability practices they already implement.
- Understand which claims may require supporting evidence.
- Collect and organise evidence with minimal time and effort.
- Translate documented practices into clear, credible guest communication.
- Simplify complex requirements through practical, easy-to-use guidance.

Important: You don't need to develop a legal compliance tool or a new sustainability certification. The focus is on a practical digital solution that small businesses can realistically afford and use without specialist knowledge.

Make credible sustainability communication simple for small businesses!