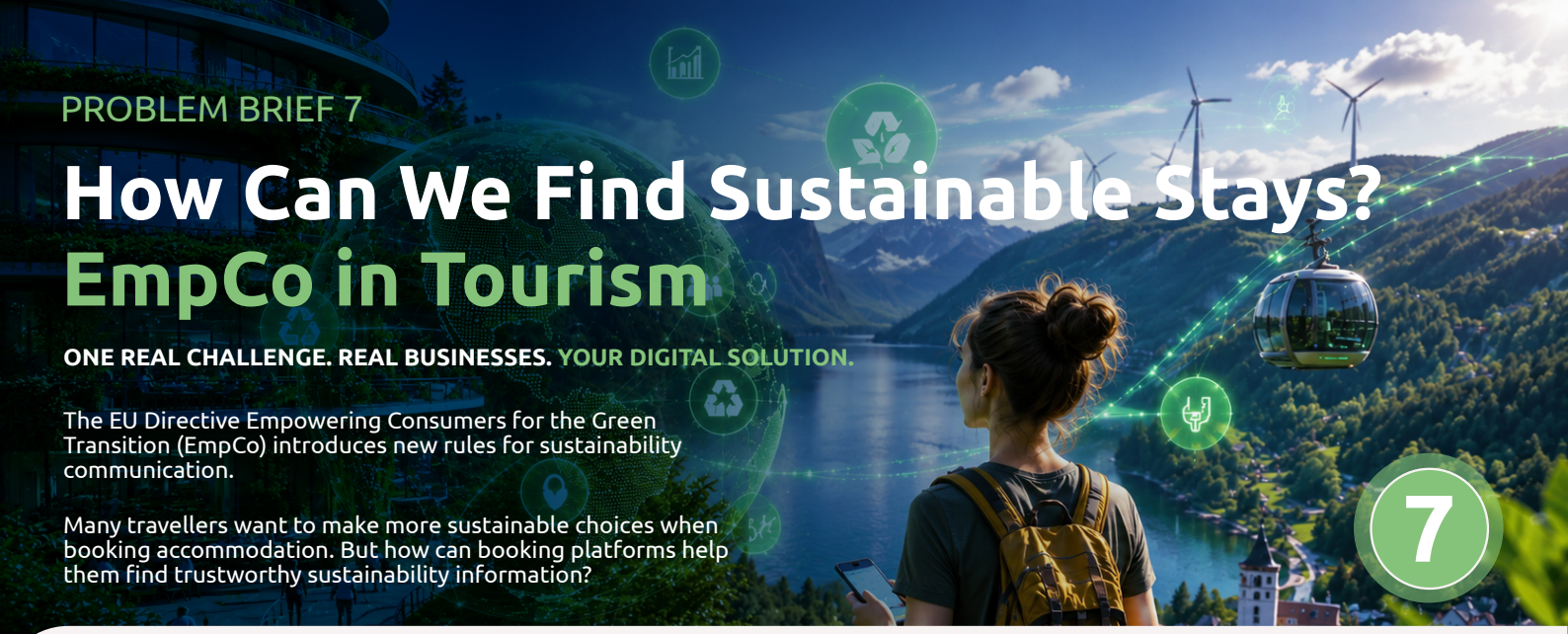

PROBLEM BRIEF 7

How Can We Find Sustainable Stays? 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.

Many travellers want to make more sustainable choices when booking accommodation. But how can booking platforms help them find trustworthy sustainability information?

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THE PROBLEM

Booking platforms allow travellers to compare accommodation by price, location, and facilities. Sustainability is becoming another important factor.

Yet sustainability takes many forms: renewable energy, water conservation, local sourcing, or environmentally friendly mobility.

The problem: A simple "sustainable accommodation" label or filter may be misleading if its criteria are unclear or unverifiable.

Many smaller providers also lack formal certification despite implementing sustainable practices.

Travellers need reliable, comparable information without having to verify every claim themselves.

AN EXAMPLE

> *"Find sustainable accommodation for your next holiday."*

A traveller wants to book a hotel that uses renewable energy, offers regional food, and is easily accessible by public transport.

The booking platform offers hundreds of options, but sustainability information is inconsistent. Some hotels display certifications, others list individual measures, and many provide little information.

The traveller wonders: Which information can I trust? How can I compare different sustainability measures? And how can I find accommodation that matches my personal priorities?

CHALLENGE: SUSTAINABLE TRAVEL CHOICES

HOW CAN WE MAKE SUSTAINABILITY SEARCHABLE AND COMPARABLE?

How can booking platforms help travellers find accommodation based on specific, verifiable sustainability characteristics? How can different sustainability measures be presented clearly without oversimplifying them into a single sustainability score? And how can smaller accommodation providers participate without expensive certification or excessive administrative work?

The challenge is to turn complex sustainability information into useful, trustworthy information for booking decisions.

YOUR TASK

Develop an idea or concept for a digital solution that helps travellers find and compare accommodation based on transparent, credible, and verifiable sustainability information.

Think about solutions for example that help to

- Search and filter accommodation by specific sustainability characteristics.
- Present sustainability measures and supporting evidence clearly.
- Compare different accommodation options without misleading sustainability rankings.
- Personalise search results based on travellers' sustainability priorities.
- Include smaller accommodation providers with documented sustainability measures.

Important: You don't need to develop an entire booking platform or create a new sustainability certification. Focus on a practical digital solution that makes credible sustainability information useful for travellers' booking decisions.

Turn sustainability information into better travel choices!