PROBLEM BRIEF 8

1 Directive, Different National Rules
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.

But EU directives must be implemented into national law.How can tourism businesses operating or advertising across borders navigate potentially different national requirements?

THE PROBLEM

Tourism businesses increasingly operate and market their services across borders. Hotel groups manage properties in several countries, tour operators offer international travel packages, and accommodation providers advertise to customers in different European markets.

While EmpCo establishes common EU rules, national implementation, legal procedures, and enforcement practices may differ.

The problem: Businesses need to understand which national requirements apply to their activities and marketing communications. Finding, comparing, and tracking legal information across countries can be complex and time-consuming.

Smaller businesses in particular may lack the resources to monitor regulatory developments or seek legal advice in multiple countries.

AN EXAMPLE

> *"One sustainability campaign. Multiple European markets."*

An Austrian hotel advertises its sustainability efforts to travellers in Germany, Italy, and France through its website and targeted online campaigns.

The marketing team wonders: Which national rules apply to our campaigns? Are there any differences we need to consider? And how can we keep our communication up to date?

Checking legislation and official guidance in several languages is time-consuming, especially when it is unclear which rules are relevant.

CHALLENGE: CROSS-BORDER COMPLIANCE

HOW CAN WE NAVIGATE DIFFERENT NATIONAL REQUIREMENTS?

How can tourism businesses easily access reliable information about EmpCo implementation in different EU countries?

How can they identify relevant national differences and understand what these mean for their sustainability communication?

And how can they stay informed when regulations or official guidance change?

The challenge is to make complex legal information accessible, comparable, and useful for everyday business decisions.

YOUR TASK

Develop an idea or concept for a digital solution that helps tourism businesses operating or advertising across borders identify, understand, and monitor relevant national EmpCo requirements.

Think about solutions for example that help to

- Access reliable, country-specific regulatory information.
- Compare national implementation and identify relevant differences.
- Translate complex legal information into understandable guidance.
- Track regulatory updates and changes.
- Identify when additional legal expertise may be needed.

Important: You don't need to develop a legal advisory service or guarantee compliance. Focus on a practical digital solution that helps businesses navigate national requirements using reliable, up-to-date sources.

Make European rules easier to navigate across borders!