PROBLEM BRIEF 9

Who Keeps It Compliant?
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But what happens when sustainability claims that were once accurate become outdated?

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THE PROBLEM

Tourism businesses communicate sustainability information through websites, brochures, booking platforms, and social media. These claims may be checked when first published, but often remain online for months or years without further review.

Meanwhile, things change: certifications expire, suppliers change, energy consumption fluctuates, and sustainability reports become outdated.

The problem: Even well-documented sustainability claims can become inaccurate over time. Yet businesses often lack the time, resources, and processes to systematically monitor and update them.

Who keeps track of these changes, and how can businesses ensure their communication remains trustworthy?

AN EXAMPLE

> *"Our restaurant serves fresh, locally sourced ingredients."*

A hotel publishes this statement on its website after confirming that its restaurant sources ingredients from regional suppliers.

Six months later, the restaurant changes suppliers. However, the marketing team is not informed, and the original claim remains online.

The team wonders: How could we have detected this change? Who should have been notified? And how can we prevent outdated claims from remaining online?

Keep sustainability claims trustworthy – today and tomorrow!

CHALLENGE: ONGOING COMPLIANCE

HOW CAN WE KEEP SUSTAINABILITY CLAIMS ACCURATE OVER TIME?

How can businesses know when a sustainability claim needs to be reviewed?

How can changes in certifications, supplier information, or operational data trigger an update?

And how can different departments and external partners collaborate to keep published information accurate without adding unnecessary administrative work?

The challenge is to make sustainability communication a manageable, ongoing process rather than a one-time task.

YOUR TASK

Develop an idea or concept for a digital solution that helps tourism businesses keep their sustainability claims accurate, evidence-based, and up to date over time.

Think about solutions for example that help to

- Track published sustainability claims and their supporting evidence.
- Monitor expiry dates, data changes, and review deadlines.
- Alert responsible staff when information needs updating.
- Connect sustainability information across departments and partners.
- Manage responsibilities and updates with minimal administrative effort.

Important: You don't need to develop a legal compliance tool or automatically determine whether claims are lawful. Focus on practical ways to identify outdated information and support timely reviews.