PRIMARY DIMENSION C OF D · 4 TOPICS · 9 ATTRIBUTES

Community & Culture

Local economy, community investment, cultural heritage and inclusion in the place the property belongs to.

WHAT THIS DIMENSION COVERS

Community & Culture covers the property's relationship with its neighbours: how much it buys and hires locally, what it gives back, how it presents and protects local culture and heritage, whom it includes, and whether it listens to the community and respects its rights.

WHY IT MATTERS

It is the part of sustainability guests remember and the part hotels most often cannot evidence. A review of hotel sustainability research found attention concentrated on environmental measures, with community and culture rarely managed. A simple log of projects, partners and local spend turns good intentions into something a certifier or buyer can verify.

The topics in this dimension

Topic	What it tracks	Attributes	Guide
Local economy	Local non-F&B sourcing, local hiring and local partnerships.	3	C1
Community investment	Share of revenue reinvested in community projects, with a project log.	2	C2
Cultural heritage	Promotion of local culture and a cultural protection policy.	2	C3
Inclusion	Initiatives that benefit marginalised or under-represented groups.	2	C4

Each topic has its own tracking guide with the full list of data points, evidence and pitfalls.

Where to start

1. Define what local means for the property once (a radius or a district) and use it for both staff and suppliers.
2. Start a project log: date, partner, cash or in-kind value, outcome. One line per activity is enough.
3. List the local stakeholders you already talk to and note each meeting.
4. Once a year, take local shares of staff and spend from HR and the purchase ledger.

WHO IS USUALLY INVOLVED

General manager for partnerships and stakeholder meetings; purchasing for supplier location and spend; HR for where staff live; guest relations or marketing for cultural information and local experiences.

The rhythm: what is due when

How often	What you record
Annually 5 attributes	Local sourcing (non-F&B) · Local hiring · Community reinvestment & projects · Stakeholder engagement · Community & Indigenous rights
When it changes 4 attributes	Local partnerships · Promotion of local culture · Cultural protection · Reducing inequalities

How the score works

- Each attribute is scored from 0 to 100: measured items on a straight line between a floor (0) and a target (100); practices as in place (100) or not (0).
- A topic's score is the average of its attributes; the dimension's score is the average of its topics; the property's overall score is the average of the dimensions it has switched on.
- Measured quantities are compared per occupied room-night, so a busy month and a quiet month, or a large and a small property, compare fairly.
- A score is marked provisional when less than 70% of the expected data is in, and each property is compared with others in its own tier by default.
- The score is an internal management tool for the group. It is not a certification or a public label.

Certification schemes this dimension supports

GSTC Hotel v4	12 of the 40 criteria are supported by data in this dimension
EarthCheck	14 EarthCheck clauses are supported by data in this dimension
Green Key	4 imperative criteria and 2 guideline criteria are supported by data in this dimension
WTTC Basics	2 of the 12 Basics criteria are supported by data in this dimension

Counts are Canoprise's own mapping of its register to each scheme's published criteria (WTTC Hotel Sustainability Basics, GSTC Hotel Standard v4, Green Key 2026–2031). Your certification partner decides what is met.

Reporting frameworks this dimension feeds

GRI	7 references are fed by data in this dimension
CSRD	1 references are fed by data in this dimension

GRI disclosures, SASB Hotels & Lodging metrics and CSRD (ESRS) topics, mapped by Canoprise. Referenced, not scored: each topic guide lists them.