COMMUNITY & CULTURE · C1 LOCAL ECONOMY · ATTRIBUTE COM-02

Local hiring

How many of the hotel's staff, and of its managers, live in the local area.

HOW OFTEN	EVIDENCE	ENTERED BY	TYPE
Annually	HR records	The property	Measured (%)

Why it matters

Jobs are the main benefit most communities get from tourism. When the better-paid positions go to people brought in from elsewhere, the community sees less of that benefit and may come to resent the hotel.

How to do better

- Advertise jobs locally first.
- Offer training so local staff can move into supervisory and management roles.
- Work with local schools and colleges on work placements.
- Report the share of local staff in management separately.

How to record it in Canoprise

1. Use the same definition of local as for purchasing.
2. Count staff by where they live, in total and in management.
3. Enter the figures once a year from HR records.

What you enter

Ref	What to enter	How it is entered
COM-02.1	**Local share of staff**	Percentage
COM-02.2	Staff by locality (hyper-local / regional / national / non-national)	Count
COM-02.3	Local share of management	Percentage

Items marked “calculated for you” need no entry.

How it is scored

Measured. With the default settings it scores 100 at 90% and 0 at 30%, on a straight line between. Your group can set its own target and floor.

COMMON MISTAKE

Counting staff who moved to the area for the job as local without saying so.

WHAT GOOD LOOKS LIKE

Local share reported for all staff and for management separately.

IF YOU ARE WORKING TOWARDS A CERTIFICATE

Certification schemes commonly ask for local residents to be given equal opportunity, including in management. Requirements differ between schemes and change over time, so check the one you are applying to.

Where it counts

Certification

- GSTC Hotel v4 B2: Local employment
- EarthCheck 1.2.4: Policy commits to local employment
- EarthCheck 2.4.4: Local employment

Reporting frameworks (referenced, not scored)

- GRI 202-2: Senior managers hired from the local community (in part)
- CSRD S3: Affected communities (in part)

Part of topic guide C1 Local economy, which covers the whole topic and lists the certification criteria it supports.