COMMUNITY & CULTURE · C2 COMMUNITY INVESTMENT · ATTRIBUTE COM-03

Community reinvestment & projects

What the hotel gives back to its community: money, goods, free use of rooms, or staff time for local projects.

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

Why it matters

A hotel uses local roads, water, beaches and culture. Supporting schools, health, conservation or local groups returns something, builds goodwill, and gives staff and guests something to be proud of.

How to do better

- Ask the community what it needs before deciding what to give.
- Choose one or two projects and support them steadily.
- Count everything, including free rooms, meals and staff time.
- Write down what each project achieved.

How to record it in Canoprise

1. Start a project log: date, partner, cash, in-kind value, hours, outcome.
2. Add each donation, project and volunteer day as it happens.
3. Once a year enter the totals and attach the log.

What you enter

Ref	What to enter	How it is entered
COM-03.1	**Reinvestment share of revenue**	Percentage
COM-03.2	Project log entry (date, partner, cash, in-kind, outcome)	Short text
COM-03.3	Employee volunteer hours	Count
COM-03.4	Guest donations (value)	Cost
COM-03.5	Skills programmes offered	Yes / no

Items marked “calculated for you” need no entry.

How it is scored

Measured. With the default settings it scores 100 at 1% and 0 at 0%, on a straight line between. Your group can set its own target and floor.

COMMON MISTAKE

Recording cash only and leaving out rooms, meals and staff time given in kind.

WHAT GOOD LOOKS LIKE

A log with outcomes noted, giving a yearly total you can state in public.

IF YOU ARE WORKING TOWARDS A CERTIFICATE

Many certification schemes require evidence of support for the local community. Requirements differ between schemes and change over time, so check the one you are applying to.

Where it counts

Certification

- WTTC Basics 11: Community benefit
- GSTC Hotel v4 B1: Community support
- EarthCheck 2.1: Core benchmarking data collected yearly (in part)

Reporting frameworks (referenced, not scored)

- GRI 203-1: Infrastructure investments and services supported (in part)
- GRI 201-1: Economic value generated and distributed (in part)
- GRI 413-1: Local community engagement (in part)
- CSRD S3: Affected communities

Part of topic guide C2 Community investment, which covers the whole topic and lists the certification criteria it supports.