ECONOMY · TOPIC GUIDE D3

Transparency

Local spend retained, published reporting with evidenced claims, guest value.

WHAT THIS COVERS

The share of total spend retained locally or regionally versus leaking out (ECO-05), a published progress report with every public claim evidence-backed (ECO-08), and customer value and experience including feedback handling (ECO-09).

WHY IT MATTERS

Transparency is what makes claims defensible under EU and UK green-claims rules, and local spend is the clearest economic contribution figure for owners and lenders.

How to track it well

1. Take the local, regional, national and international spend split from the ledger annually.
2. Publish a short progress report and register each public claim with its evidence.
3. Record guest sustainability feedback and how complaints are handled.

Your first month

1. List every sustainability claim on your website and brochures.
2. Next to each, note the evidence that supports it, or remove it.
3. Decide where your annual progress summary will be published.

WORKED EXAMPLE (ILLUSTRATIVE FIGURES)

The website says ‘100% renewable electricity’. The claims register links it to the supply contract and certificate, valid to December. When the contract changes, the claim is reviewed.

Where the data comes from

- Finance / ledger
- Marketing
- Guest feedback system
- Claims register

EVIDENCE TO ATTACH

Ledger extract; report; claims register links; feedback summary.

HOW OFTEN, AND WHO

Annual (finance, marketing); guest feedback quarterly.

Common pitfalls

- Generic 'eco-friendly' wording with nothing behind it
- Excluding capital projects from the spend split

What the research says

- A study of 253 listed tourism and hospitality companies found little evidence that large providers systematically claim more than they do; most claims could be substantiated. The practical lesson is the standard you will be held to: publish only what you can evidence, and keep the evidence next to the claim.

Source: Papagiannakis et al. (2024), Tourism Management 103 — greenwashing measure for 253 listed tourism and hospitality firms, 2004–2017. Findings are summarised in our own words; they come from specific samples and may not hold everywhere.

What you record

3 attributes make up this topic. Each lists the data points to enter; anything marked “calculated for you” needs no entry.

Local economic contribution ECO-05 · group measure

Annually

% of total spend retained locally or regionally vs national or international (leakage breakdown)

Evidence: Invoices / ledger extract · Scoring: target 80 · floor 20 %

No.	Data point	How it is entered	Asked for by
ECO-05.1	**Local economic contribution**	Percentage	–
ECO-05.2	Invoices / ledger extract	Document	–

Reporting & substantiation ECO-08

Annually

Published progress report, with every public claim evidence-backed

Evidence: Report / claims register · Scoring: in place = 100, not in place = 0

No.	Data point	How it is entered	Asked for by
ECO-08.1	**Reporting & substantiation**	Yes / no	GSTC-A
ECO-08.2	Report / claims register	Document	–

Customer value & experience ECO-09

Quarterly

Guests informed and invited to take part; front-line staff can explain initiatives; sustainability complaints and corrective actions; guest satisfaction score

Evidence: Survey / feedback records · Scoring: target 9 · floor 5 score

No.	Data point	How it is entered	Asked for by
ECO-09.1	**Guest satisfaction score**	Score	GSTC A8
ECO-09.2	Guests informed & invited to participate	Yes / no	GK 2.3
ECO-09.3	Front-line staff can explain initiatives	Yes / no	GK 2.4

No.	Data point	How it is entered	Asked for by
ECO-09.4	Sustainability complaints / corrective actions	Count	GSTC A8
ECO-09.5	External review scores (TripAdvisor, Google, Booking.com)	Score	–

Ready-for-audit checklist

- Every attribute above has a value for the current period, submitted (not left as a draft).
- Each measured value has its bill, invoice, log or photo attached.
- Any estimated figure is marked as estimated, with the real figure entered when it arrives.
- Flagged readings have been confirmed or corrected.
- The method is written down: which meters, sources or records feed each number.
- Policies and registers are dated, owned by a named person and reviewed this year.

What a certifier will ask

The certification criteria this topic supports, in plain words, and the Canoprise attribute that holds the evidence.

Scheme	Criterion	What it asks for	Supported by
GSTC Hotel v4	A4	Reporting and communication	ECO-08
GSTC Hotel v4	A5	Accurate promotion	ECO-08
GSTC Hotel v4	A8	Guest experience	ECO-09
Green Key	2.1	Certificate and information displayed	ECO-08
Green Key	2.2	Information on the website	ECO-08
Green Key	2.3	Guests informed and invited to take part	ECO-09
Green Key	2.4	Guest-facing staff can explain initiatives	ECO-09
EarthCheck	1.4	Policy promoted	ECO-09
EarthCheck	1.5	Policy publicly available	ECO-08
EarthCheck	5.1	Policy and performance communicated	ECO-08
EarthCheck	5.2	Customer satisfaction	ECO-09
EarthCheck	5.4	Guests guided on responsible behaviour	ECO-09
EarthCheck	5.5	Environmental awareness programme	ECO-09

Criterion titles are Canoprise's short paraphrases of WTTC Hotel Sustainability Basics, the GSTC Hotel Standard v4 and the Green Key 2026–2031 hotel criteria; read the scheme's own text before applying. This mapping is our reading; your certification partner decides what is met.
EarthCheck clause titles paraphrase the EarthCheck Company Standard v4.2.

Where it is reported

The same data answers the reporting frameworks: GRI disclosures, SASB Hotels & Lodging metrics and CSRD (ESRS) topics. These are referenced, not scored.

Framework	Reference	What it asks for	Supported by
GRI	204-1	Spending on local suppliers	ECO-05*
GRI	417-1	Product information and labelling	ECO-08*
CSRD	ESRS 2	General disclosures	ECO-08*
CSRD	S4	Consumers and end-users	ECO-08*

* gives part of what the reference asks for. Titles are Canoprise’s paraphrases; check the official standard before you publish. GRI 102 and GRI 103 replace GRI 305 and 302 from 1 January 2027.

Record sheet

Print and keep by the meter, scale or register; enter the figures in Canoprise when the period closes. For metered items use one line per meter, source or stream.

Ref	What	Period from	to	Reading / quantity	Unit	Evidence kept	Initials
ECO-09.1	Guest satisfaction score						
ECO-09.4	Sustainability complaints / corrective actions						
ECO-09.5	External review scores (TripAdvisor, Google, Booking.com)						