

## Road Testing Template - Guidelines for Providing Product Sustainability Information

### Betterfly Tourism

#### Who are you?

**Gender** Mr.

**First name** Hubert

**Last name** Vendeville

**Position** CEO

**Type of Organisation** Company

**Company/Organisation name** Betterfly Tourism

**Country/ies that the company is based in** France

**Country where the product is sold in (if not globally)** France and Morocco

**Email address** [REDACTED]

**Phone number** [REDACTED]

**Address (optional)** 325 rue Marcel Paul 44000 Nantes

**Website (optional)** <https://www.betterfly-tourism.com>

**Sector of analysed product claim** Hotels and tourism sector

#### **What is your claim?**

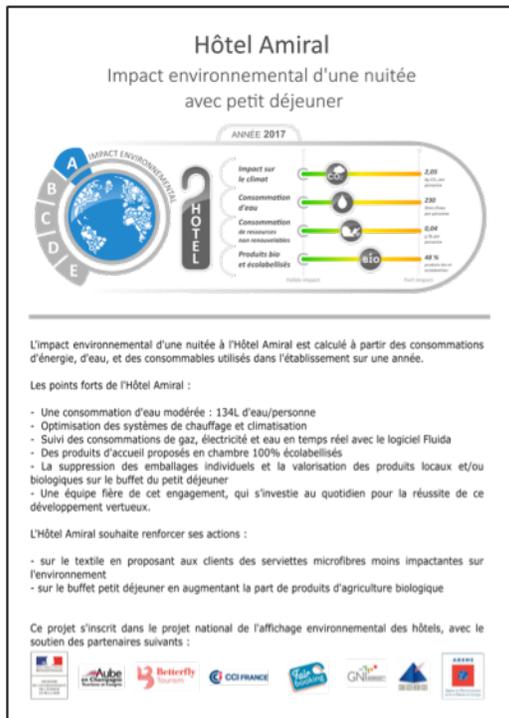
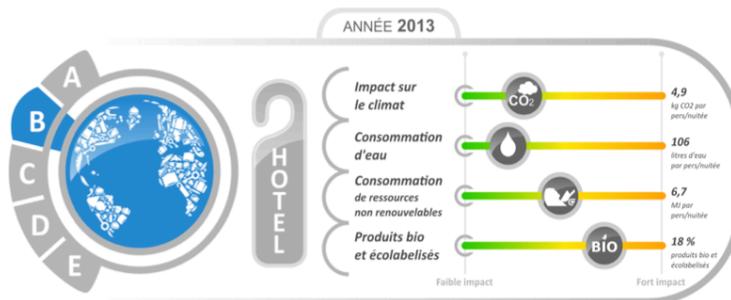
This service claim is an environmental impact assessment and footprint label implemented in the accommodation sector. The environmental footprint of hotels consists of measuring and communicating the environmental impacts of guest nights based on life cycle analysis principles. The calculation rules and the associated process have been defined with the French Ministry of Environment and stakeholders (ADEME, hotel association, consumers association, experts...), which makes it a reliable and reproducible method that can quantify the impacts. The aim is to deliver relevant, transparent, accurate and comparable information.

The footprint was developed following a call from the French Ministry of Environment in 2011 and has been rolled out in France and is currently under pilot phase in Morocco. Since 2011, more than 200 hotels have tested the environmental footprint. The footprint is delivered with a label with 3 parts:

- A blue planet with a letter for ranking and visual reference - 4 indicators: delivering absolute value + relative value with a reference + low/high impact information. The indicators are: global warming (in CO<sub>2</sub> e), water life cycle consumption (in m<sup>3</sup>), non-renewable resources consumption (in g Sb) and percentage of eco-certified and organic goods. - A text part to explain the commitment of the hotel and propose story telling - In the bottom feature the logo of the partners The environmental footprint is disclosed on the website of the hotels, at the front desk/ reception, at the website [www.fairbooking.fr](http://www.fairbooking.fr), as well as in press releases and social media networks.

If possible/applicable, please include an image of the claim.

## Impact environnemental d'une nuit à l'Auberge de Nice



### Life Cycle Thinking

**Do you apply life cycle thinking for providing product sustainability claims? Yes**  
**Please share with us which stages of the products life you are able to assess.**

Taking a life cycle approach is one of our key principles. For the claim, we assess 4 impact categories, life cycle impacts and other components.

### Hotspots Analysis

**Do you apply a hotspots analysis approach to put life cycle thinking into practice? Yes**  
**Please share with us how the hotspots were identified.**

The methodology elaborated is based on several hotspot analyses.

### Mainstreaming sustainability

**Is the claim an integrated part of the entire decision-making and management process for the development and marketing of new or improved products, or of a brand itself? No**  
**Is it encouraged/planned?**

We do not specifically encourage the hotels that receive the environmental footprint to mainstream sustainability beyond the areas that the claim covers already. However, the claim can be used also for internal communication, for decision taking on improving sustainability in the respective hotel and prioritizing actions.

## *Principle 1: Reliability*

**1a) Is there a scientific basis for your claim and what has been measured or evaluated?**

Yes

**Please describe**

Energy, water, alimentary goods, chemicals, amenities, textile, appliance production and transportation of goods has been measured. Environmental data basis has been created based on the impacts data bases and ADEME base Impact®.

**1b) Are selected methods, standards and data endorsed or applied by governments, NGOs or competitors; or provided or backed by reliable scientific institutions?**

Yes

**Please describe**

There is an official working group, which government and many stakeholder are part of.

**1c) Do the aspects assessed match the aspects that are communicated?**

5

**Please explain**

We only communicate the aspects that are assessed. The non-considered aspects do not jeopardise the claim because they are not communicated. Only the assessed aspects are the basis of the sustainability claim.

**1d) Is the assessment complete or could relevant aspects have been excluded? Please explain giving an example of aspects that have not been considered and why, if this is the case.**

Some aspects that are not considered as relevant are excluded (like the construction of the building). These exclusions were made by analyzing the hotspots.

**1e) How did you verify the information/ data? The claim is ...**

Third-party certified

**Is the verifying organisation accredited to recognised standards or codes of practice?**

No

**What is the name of the verifying organisation? (optional)** Betterfly Tourism

**1f) If the claim is based on an expected change in behaviour (e.g. improve environmental footprint by using less detergent, or higher recycling rates): Has consumer testing shown 'improved' behaviour, or do comparable cases, scientific studies or consumer surveys provide evidence for the assumed behaviour change? (optional)**

Even though the claim is not based on an expected change in behavior, the claim was created with the participation of consumers association to give transparency and to help them choose the less impactful hotel. 4 consumer surveys have been conducted (2 have been made by the government, 2 by Betterfly Tourism).

**1g) In general, how would you evaluate your claim against this principle (i.e. is it easy for your claim to meet the principle, are there uncertainties, etc.)? Please justify, explaining how & why your claim has met this principle, or the most important challenges that you have recognized in meeting this principle.**

The principle was applied in full and was easy to meet. This is because the methodology, data basis, and data collected have been elaborated with a scientific approach.

## *Principle 2: Relevance*

**2a) Is the subject of your claim a major driver of the sustainability performance of the product?**

Yes

**Please elaborate why**

It is based on a ranking and on hotspots analysis, taking a lifecycle approach.

**2b) Are there any other important sustainability aspects on which the product is/might be performing poorly?**

Yes

**Is this made explicit in the claim (see also principle 3: clarity)?**

Yes, the biodiversity aspect. Indeed, the tourism activities may have strong impact on natural local environment and biodiversity. But it is really difficult to assess the impact on biodiversity scientifically. Therefore, we decided to employ the indicator 'percentage of organic and ecocertified product' to talk about this stake.

**2c) Does the product performance, on which the claim is based, exceed regulatory requirements of the production countries and (where required) also of the consumption countries? Can you list examples of the additional information that you provide that goes beyond compliance requirements?**

It depends on the respective hotel and where it is based. But in general, the claim does exceed regulatory requirements, as it communicates about impacts that are not regulated.

**2d) In general, how would you evaluate your claim against this principle (i.e. is it easy for your claim to meet the principle, are there uncertainties, etc.)? Please justify explaining how & why your claim has met this principle, or the most important challenges that you have recognized in meeting this principle.**

Principle applied in full and was easy to meet. The indicators have been chosen related to the environmental stake for the sector. Indicators are specific for the hotel.

## *Principle 3: Clarity*

**3a) The connection between the claim and the product is clear enough so consumers cannot think that the claim is also valid for similar/all products from the same brand**

Strongly agree

**Please explain why (*optional*)**

The claim is really specific for the respective hotel and several parts give specifications: The name of the hotel The year of assessment The physical impacts (CO<sub>2</sub>,...) with a cursor, that indicates the performance of the hotel The range A / B ... shows the relative ranking of the hotel The text part gives the opportunity to specify the environmental policy of the hotel.

**3b) The limits of the claim are clearly stated.**

Strongly agree

**Please explain why (*optional*)** It is clear from the label that the claim refers to 4 impact areas, and how well the hotel performs on each of them.

**3c) All visual methods of communication (e.g. symbols, pictograms, images) are clear and imagery is used in a way that is not likely to be misinterpreted.**

Strongly agree

**Please explain why (*optional*)**

Yes, the visual symbols have been chosen with the stakeholders. There are 3 levels of information : Aggregated one (A – B – C ranking with the planet) Absolute and relative one with the cursors on the 4 indicators – with indication with low/high impact Developed with the text on the bottom on the tag

**3d) Plain, non-technical language is used for text-based information so consumers can easily understand it.**

Strongly agree

**Please explain why (*optional*)** Text is non-technical but the impacts are scientific names.

**3e) Are additional details available elsewhere (e.g. online) to support a better understanding of the claim (more detailed, technical information can be made available here for those that seek it; see also Principle 5: Accessibility)?**

Yes

**Please give more information**

We are working on proposing an official website to deliver complementary information on the methodology and the official list of hotels.

**3f) For quantitative information: Is context or a reference system provided, so consumers can better understand the impact of their consumption (e.g. understand higher and lower carbon**

footprints)?

Yes

**Please give more information**

Yes, a reference has been elaborated to define the average of the range of the impacts. Reference is built for each indicator and equals the median of the panel of hotels for each indicator

**3g) In general, how would you evaluate your claim against this principle (i.e. is it easy for your claim to meet the principle, are there uncertainties, etc.)? Please justify explaining how & why your claim has met this principle, or the most important challenges that you have recognized in meeting this principle.**

Principle applied in full and easy to meet. The environmental display has been elaborated from the suggestion of consumer organisations and built to avoid non-clarity. The methodology is available on demand.

## *Principle 4: Transparency*

**4a) Can the consumer trace the information/data behind the claim, and how it was generated/verified (e.g. through a scientific study, multi-stakeholder process, company, certification body, etc.). Are selected methods, data sources, assumptions, etc. available/published?**

Yes, the methodology is published on the ADEME website and the logo of the partners, and the third party are available on the footprint.

**4b) Is a list of the bodies/ stakeholders involved in the claim development process available?**

Yes

**Please elaborate on your answer**

Yes, the logo on the tag.

**4c) Can the underlying information be made available to the public and/or at least to a competent body?**

Yes

**Please elaborate on your answer (optional)** Yes, on the website of ADEME for the methodology and on the tag for the specific information of the hotel.

**4d) In general, how would you evaluate your claim against this principle (i.e. is it easy for your claim to meet the principle, are there uncertainties, etc.)? Please justify explaining how & why your claim has met this principle, or the most important challenges that you have recognized in meeting this principle.**

Principle applied in full and easy to meet. Methodology is available, stakeholders are featuring on the display, a bad notation is appearing with a D or E notation.

## *Principle 5: Accessibility*

**5a) Is the claim readily accessible at the time and location the consumer needs it, e.g. during research into buying options, the point of purchase or use (as relevant)? (on a scale of 0-5)**

5

**Please explain why**

The information is accessible easily (website of the hotel + FairBooking website + front desk).

**5b) Are consumers able to find the information using customary means of communication in their region (on- pack and point of sale, leaflets, websites, social media...)? Please specify which channels you are using. (on a scale of 0-5)**

5

**Please explain why**

It depends where the consumers are based and which are the customary means of communication in their region. The information is available on the website of the hotel + FairBooking website + front desk

**5c) Are you aware of any barriers (intended or unintended) that impair access to the information (e.g. small font size, technical language or data)?**

No

**5d) In general, how would you evaluate your claim against this principle (i.e. is it easy for your claim to meet the principle, are there uncertainties, etc.)? Please justify explaining how & why your claim has met this principle, or the most important challenges that you have recognized in meeting this principle.**

Principle applied in full and easy to meet. When a hotel communicates, it communicates in full. If the notation is not good, the hotel may not communicate and wait for increasing the notation next year.

## *Principle 6: Three Dimensions of Sustainability*

**6a) Do you consider more than one sustainability dimension in your claim or combine complementary claims on more than one dimension, (e.g. on environmental and social performance), or do you plan to do so in the future? Please explain.**

No, only the environmental one.

**6b) If you claim overall sustainability of your product, do you address hotspots in all three sustainability dimensions, so that burden shifting Considering relevant environmental, social and economic impacts prevents the so-called burden shifting: e.g. improving the climate performance of meat products (by increasing livestock units per area) could lead to adverse effects on animal welfare and unsustainable land use patterns is avoided?**

Only in the environmental dimension. For the economic dimension, each hotel receives information about how to optimise cost, but there is no communication on that to the consumer. Concerning social issues, no assessment

**6c) In general, how would you evaluate your claim against this principle (i.e. is it easy for your claim to meet the principle, are there uncertainties, etc.)? Please justify explaining how & why your claim has met this principle, or the most important challenges that you have recognized in meeting this principle.**

Principle applied partly, we focus on environmental issues.

## *Principle 7: Behaviour Change and Longer Term Impact*

**7a) Were consumer interests (e.g. which issues consumers care about regarding this product/sector) identified beforehand?**

Yes

**How? Are topics that matter to consumers addressed in your claim?**

Yes, this environmental footprint is a demand of consumers in France and studies have been done before selecting indicators and developing the footprint.

**7b) Is concise guidance provided to consumers so they know how they can take action? Are they merely informed how, or are they encouraged to actively do so?**

Yes, an explanation of the footprint is delivered to help client to take action: a text is provided to

explain how the footprint is calculated. Then, each hotel proposes additional communication to engage client, but it is not systematic.

**7c) Are behaviour changes of consumers monitored?**

No

**7d) Is the environmental or social impact that arises from consumer's behaviour changes monitored?**

No

**7e) Do you embed your product sustainability information into a wider context? For example, actively encouraging consumers to adopt more sustainable consumption patterns for long-term behaviour change?**

Yes

**Please explain**

Yes, the government communicates about the sustainable consumption. By example, a video has been produced [www.conso.net/content/un-affichage-environnemental-pour-consommer-responsable-dans-tous-les-domaines-avec-le](http://www.conso.net/content/un-affichage-environnemental-pour-consommer-responsable-dans-tous-les-domaines-avec-le)

**7f) In general, how would you evaluate your claim against this principle (i.e. is it easy for your claim to meet the principle, are there uncertainties, etc.)? Please justify explaining how & why your claim has met this principle, or the most important challenges that you have recognized in meeting this principle.**

Principle applied partly. The information is really useful for the client but also for the hotels, because the footprint is edited annually and they can measure progress, year after year. Moreover, we connect to the environmental assessment a cost assessment to help hotels manage their action plan and save money. Concerning the final client, we will test the system on a first online travel agency and analyse if the client prioritizes hotels with the footprint.

## *Principle 8: Multi-Channel and Innovative Approach*

**8a) Do you use different communication channels/touch points For example on-pack, (social) media, store rebrands to address different consumers groups? Please describe which communication channels you employ/ plan to employ in the future.**

Yes

**Please describe which communication channels you employ/plan to employ in the future and,**

**if possible, which consumer groups you address.**

It is in progress. Several channels have been studied : - Direct channel (hotel website) - OTA channel (like fairbooking) - MICE sector (congress)

**8b) Do consumers have the possibility to interact (with each other or you)?**

Yes

**How?**

Yes, with the hotel team. Indeed, when staying in the hotel, the client is on site of 'production' and can discuss with the employee about the footprint.

**8c) Is the consumer also addressed in a humorous or entertaining way rather than just being educated?**

Not yet

**How do you plan to do so?**

We would like to work on this in the future (motion designed video,...)

**8d) In general, how would you evaluate your claim against this principle (i.e. is it easy for your claim to meet the principle, are there uncertainties, etc.)? Please justify explaining how & why your claim has met this principle, or the most important challenges that you have recognized in meeting this principle.**

This Principle is applied partly, we still have room to improve it and to develop additional multi-channel and innovative activities.

## *Principle 9: Collaboration*

**9a) Have you considered existing voluntary sustainability standards (use for example ITC's Standards Map to review criteria and potential application to your needs)?**

Yes

**Which one(s)?**

Yes, we used ISO14040 standard and European Ecolabel, Green Key, Green Globe standards

**9b) Was the development process for your claim open and inclusive, i.e. was information on how to join the process easily accessible and did you involve relevant stakeholders?**

Yes

**9c) Is a follow-up process with the stakeholder group in place to assess the claim's effectiveness and implement adaptive measures where needed?**

Yes

**9e) Is the claim (language, pictures, etc.) inclusive so that the consumer feels part of a bigger group/ joint effort? (optional) Please elaborate.**

Not especially. But the information is both technical and textual. The A / B / C /... system is now well known by European consumers to give environmental / energy information on products.

**9f) In general, how would you evaluate your claim against this principle (i.e. is it easy for your claim to meet the principle, are there uncertainties, etc.)? Please justify explaining how & why your claim has met this principle, or the most important challenges that you have recognized in meeting this principle.**

This Principle is applied in full since we conduct a multi-stakeholder process.

## *Principle 10: Comparability*

**10a) Do you make a comparison claim? (optional)**

Yes

**Please elaborate, also on how product comparison in your case helps consumers to make a more sustainable choice. (optional)**

This is the aim of the system, with the A/B/C performance. It can help consumers as they can compare hotels' performance on the environmental footprint before booking, especially through FairBooking website.

**10b) Are there government or third-party led initiatives in which you could/ already do participate and on which you can base your product comparison? (optional)**

Yes

**Which ones?**

Yes, Ministries of Environment (France), Tourism (Morocco) and hotel associations

**10c) Does the selected methodology underlying your comparative claim explicitly cover guidance to product comparisons? (optional)**

Yes

**Are those guidance principles entirely fulfilled and backed up by a review of a third party (e.g. a critical review)? Which methodology do you use?**

Yes, it is a aspirational principal of the footprint Aggregated notation + absolute impacts + cursors are displayed The third revue has been done during the methodology elaboration. But, for instance, no systematic critical review for each hotel.

**10d) If you opt for product comparison, did you ensure that the entire life cycle of the product is considered, so that important stages such as product use and disposal are not omitted? (optional)**

Yes

**Please explain**

Some steps are excluded but respecting life cycle principles (the exclusions represents less than 5% of the total impact)

**10e) In general, how would you evaluate your claim against this principle (i.e. is it easy for your claim to meet the principle, are there uncertainties, etc.)? (optional) Please justify explaining how & why your claim has met this principle, or the most important challenges that you have recognized in meeting this principle.**

Principle applied in full. Aggregated notation + absolute impacts + cursors + critical review during the methodology conception. To make the comparison of hotels for consumers easier, it is important that many hotels apply the environmental footprint. Government regulations/ incentives can help.