What a Hotel Can Honestly Claim

GUIDING QUESTION *Find the most recent public statement your property has made about its energy: on the website, in a tender response, on a card in a room. Spend five minutes deciding which of three things it is a claim about: the building, the contract, or the emission factor. Then ask which of the three your energy management system is capable of evidencing. In most hotels the statement is about the second or third, and the system measures only the first.*

Property: _____ Completed by: _____ Date: _____

How to use this sheet: work through the five parts with the people who own the process. The text in the left-hand columns comes from the book; the empty columns are for what is true in your property.

1. Verification Pact: what is commonly believed, what actually holds, and your property

What is commonly believed	What actually holds	In our property
«We installed solar, so our energy performance improved.»	Installing generation inside the boundary does not of itself constitute an improvement in energy performance. The guidance says so directly.	
«Our consumption fell; the meter proves it.»	What fell is consumption crossing the boundary. The building uses what it uses, wherever it comes from.	
«A renewable supply contract improves our performance.»	Supply from outside the scope neither affects consumption nor improves performance. It is a claim about a contract.	
«So renewables do not count.»	They have positive environmental effects and other benefits, and an objective to increase them is legitimate. They count as something else.	
«We report one energy figure.»	Where there is renewable generation, the standard requires it to be evaluated separately. Gross, net and generated are three lines.	
«Our electricity is renewable; the statement is true.»	It is true and it is about the contract. A reader assembling figures will hear it as a statement about the building.	

2. What the standard requires, and what demonstrates it

From Table 1.15.a. The third column of the book (what is method, not requirement) is left out here: write what your property actually holds as evidence.

What is required	What demonstrates it in a hotel	In our property
Demonstrable improvement in energy performance	A normalised gross figure against the baseline, generation excluded	
Renewable generation evaluated separately	A line for what was generated, beside the lines for gross and net	
Indicators that adequately represent performance	An indicator that does not move when the roof is switched on	
Renewable supply as a procurement criterion, if chosen	The criterion written into the purchasing specification	
Performance evaluated against the baseline	Gross consumption compared like for like across the change	
Communication consistent with information generated by the system	A public sentence that names which of the three things it claims	
Reliable communicated information	The evidence for each claim held with the claim	

3. The instrument: Table 1.15.b, Three claims, three kinds of evidence

The instrument of this subchapter. Say them separately or they will be heard as one.

The claim	What it is about	What evidences it	What it does not prove
We use less energy to do the same work	The building and how it is run	Normalised gross consumption against the baseline	Anything about source or emissions
Our electricity is from renewable sources	The supply contract	The contract and its certificates	That the building consumes less
Our energy emissions have fallen	The emission factor applied	The factor, its source and the calculation	That consumption or efficiency changed
We generate part of our own energy	The installation	Generation metering, evaluated separately	An improvement in energy performance
We are certified to this standard	The management system	The certificate and its scope	Any particular level of performance

The rows above are the book's; the empty rows are for lines your property needs to add.

4. Common mistakes: self-check

Common mistake	Present here? (Yes / Partly / No)	Where we see it
Building the performance indicator on metered supply in a building that generates.		
Reporting one net figure instead of gross, supply and generation.		
Treating a renewable supply contract as an energy performance improvement.		
Making the three claims in a single sentence, so the strongest is heard.		
Dissolving the installation into the indicator instead of evaluating it separately.		
Concluding that renewables do not count, and declining them for that reason.		

5. Action plan

Step from the book / gap found	Action in our property	Owner	Deadline
Report three lines: gross consumption, grid supply, own generation.			
Build the performance indicator on gross, not on what crosses the meter.			
Restate or annotate the baseline when generation is introduced.			
Evaluate the installation separately, on its own figures and its own criteria.			
Separate the three public claims and keep the evidence beside each.			
Supply gross consumption to clients consolidating figures, not net.			
Keep working on the building: the base load does not care where the electricity came from.			
Install the roof and sign the contract anyway; they are worth doing for what they are.			

Step from the book / gap found	Action in our property	Owner	Deadline

In brief

Energy performance is a measurable result relating to efficiency, use and consumption. It is a property of the building and of how it is run, and it contains no reference to where the energy came from. The guidance is explicit in both directions: generation installed inside the boundary does not of itself constitute an improvement in performance, and renewable supply from outside neither affects consumption nor improves performance.

Source: The Helm and the Lens, Volume 4a: The Helm, subchapter 1.15. This sheet does not reproduce the text of the standard; work with your own copy of ISO 50001:2018 from an authorised source.