WORKSHEET 4.10

The Mark, and What a Certified Hotel May Claim

Subchapter 4.10 · case in the book: Edinburgh

Write down every place your certification appears: the website, the listings, the tender library, the email signatures, the lift poster, the door, the wine list, the posts your regional director writes on a Sunday evening. Now mark the ones where the certification mark sits within eye-line of a number, a product or the name of a hotel that does not hold a certificate. Those are the ones somebody will photograph and send to your certification body, and the body will not be able to ignore them.

This worksheet turns the tools of the subchapter into a form you can fill in. The texts come from the book; the empty columns are for your own property. Adapt it before use: an unadapted checklist is exactly what the book warns against.

Practical application: what to do in your property

Step (from the book)	Done?	What we found / owner
Inventory every surface that carries the mark or the word certified, and date it.		
Write the three sentences once: what is certified, what was demonstrated, what is supplied.		
Apply the eye-line rule: no number, no product, no uncertified hotel within sight of the mark.		
Read the licence conditions in the certification agreement, once.		
Name the person who owns the word certified, and a deputy.		
Give the three sentences to everyone who posts, before they improvise.		
Keep the certificate number and the public register reference wherever a claim appears.		
State the demonstrated improvement in its own paragraph, with the method available.		
Prepare the complaint response before a complaint arrives.		
Check the whole inventory at every certificate change, and on the day of any suspension.		

These steps are the book's method, not requirements of ISO 50001. Evidence can take whatever form suits the property; a separate document is needed only where an applicable requirement, or the property's own system, makes it necessary.

Verification Pact: what is believed, tested against the standard

What is commonly believed	What actually holds	Our position
«The mark is ours: we paid for the certificate.»	It is the body's property, licensed to you for the term and the scope, on conditions you signed. It comes off every surface the day the certificate is suspended.	
«The claim is literally true.»	Truth is not the test. What a reasonable reader takes away is the test, and most claims a body has to correct are true in every part.	
«We buy renewable electricity, so we can say certified green.»	A guarantee of origin is a statement about supply. Energy performance is about how much you use. The certificate attests neither, and a sentence joining them will be read as endorsing both.	
«Marketing looks after the website.»	The obligation sits on the certified organisation. The body writes to the entity named on the certificate, whoever typed the words.	
«It is only a decal on the door and a line on the wine list.»	Those are the surfaces of what you sell. A management system mark may never be placed where it reads as approval of a product or service.	
«The other hotels are in the same group.»	Only sites holding a current certificate are described as certified. A reader cannot tell which three of six were audited and is not obliged to work it out.	
«A competitor complained; that is commercial.»	A body must handle complaints about its certified clients and is not permitted to weigh the motive. If you are correct, it costs you an afternoon.	
«Worst case, we take it down.»	Worst case is suspension, published in the register your corporate accounts check, plus the removal of every reference anyway, and the system was conforming the whole time.	

Common mistakes: a self-check

Mistake (from the book)	Present here?	Action / owner
Assuming the rules about claims live in the energy standard.		
Defending a claim on the ground that every part of it is true.		

Mistake (from the book)	Present here?	Action / owner
Putting the mark on a menu, a key card or anything else being sold, or on a door without checking the body's rules.		
Describing a group as certified when some of its properties are not.		
Placing a demonstrated percentage inside a sentence about certification.		
Presenting an energy supply contract as evidence of energy performance.		
Leaving the certification paragraph to whoever is writing the tender that week.		
Forgetting the channels nobody reviews: posts, signatures, listing text.		
Having no inventory, and therefore no way to comply on the day of a suspension.		
Saying nothing at all, and handing the position to somebody less careful.		

Operative synthesis

- **The rules that govern what a certified hotel may say are not in the energy standard. They are in the framework its certification body works under and in the licence the property signed, which means a property can hold a conforming system, a clean audit and a demonstrated improvement, and still be suspended over a sentence written by somebody who has never read the standard. That is the asymmetry this subchapter exists to correct.**
- **Truth is not the test. The test is what a reasonable reader takes away, and the claims a body has to act on are nearly always true in their parts and misleading in their assembly: a mark beside a percentage, a heading above a list of hotels, a certification sentence sharing a paragraph with a supply contract. Read the material as a stranger reads it, quickly and out of order, and the problem is visible immediately.**
- **The mark refers to a management system and may never be placed where it reads as approval of a product or a service, which in a hotel means keeping it away from the menu, the key card and the bed, and off the door unless the body's rules allow it there. It is the certification body's property, licensed for the term and the scope, and it comes off every surface on the day a certificate is suspended, which is why the inventory, built once in two days, is the document that makes that day survivable.**
- **What replaces all of it is three sentences and one rule. What is certified, naming entity, sites, activities and standard, with the number and the register reference. What has been demonstrated, in its own paragraph, with its evidence. What is supplied, with the word certification nowhere near it. And the eye-line rule, which needs no judgement from anybody: no number, no product, no uncertified hotel within sight of the mark.**
- **In Edinburgh nothing was invented except a carbon phrase, and nobody behaved badly. True things had been assembled into four claims the certificate did not support, forty-one surfaces carried the mark or the word, and fourteen of them came off, including a wine list, two door decals and a post shared eleven times. The correction went in on day nineteen, the complaint closed, and the honest version of the tender answer turned out to be the strongest document the sales office had. The next subchapter leaves certification alone for a visit and looks at the**

other standard that usually shares the audit: energy is an environmental aspect, energy performance is not an environmental objective, and the combined visit produces a finding that belongs to neither system.

Action plan for our property

Action	Owner	Due	How we will know it worked

Source: Francesco Dore, The Helm and the Lens, Volume 4b «The Lens», subchapter 4.10. Edizioni Effedore, 2026. Clause references are paraphrased; this sheet does not reproduce the text of ISO 50001, ISO 50003 or ISO/IEC 17021-1. It is not legal advice: energy law is that of the place where the property operates.