WORKING MATERIAL 1.10 · CHAPTER 1 — THE VISION OF OWNERSHIP · SETTING: KOTOR, MONTENEGRO

Advertising with Sustainability: What a Small House May Say

Source: Francesco Dore, The Helm and the Lens, Volume 9a — The Small Property, subchapter 1.10 (book page 135)

GUIDING QUESTION

Which sentences about the environment and the climate stand on your website today, and who wrote them? Could you put evidence for each of them on the table tomorrow morning?

1 · Verification Pact: market claims against the standard

Copied from the book. The last column is for your property: what holds here, and how you know it.

What is claimed	Binding?	What actually holds	In our property
New rules on claims do not concern houses this small	No	Such rules turn on the sentence, not the number of rooms; never assume an exemption without local advice	
Your own mark is fine if nothing on it is false	Only partially true	In the EU, sustainability labels must rest on a certification scheme or be established by public authorities	
You may say carbon-neutral if you offset	No	In the EU, offset-based claims of neutral or reduced impact for a product are prohibited	
Anyone may say sustainable	No	In the EU, generic claims need recognised excellent environmental performance; a clear, specific statement is different	
A management system requires you to advertise sustainability	No	The house determines what it communicates (7.4)	
The policy on the website proves performance	Only partially true	It is a commitment (5.2), not evidence of what has been achieved	

2 · Common mistakes — a self-check

Tick each mistake you recognise in your own property, and note where it shows.

☐ Treating the website as decoration, when every sentence on it is a claim the house stands behind.

☐ Advertising with big words such as “sustainable” or “green” with no fact behind them.

☐ Buying carbon neutrality: offsetting elsewhere does not make the house neutral.

☐ Designing a seal of one’s own, which misleads most when it looks best.

☐ Claiming for the whole house what holds only for one part.

☐ Letting someone else write the texts and never approving them.

☐ Assuming rules on claims are only for large companies.

☐ Keeping quiet about the precise, checkable things the house really does.

3 · A Checklist for an Owner's Review of Advertising

The book's checklist, with a column for your own answer.

Question	Why it matters	Our answer
Do we have every environmental and climate statement on one list, word for word?	No statement can be checked that nobody has found	
Is every statement specific, evidenced and current?	A sentence that fails one question promises more than the house holds	
Have we dropped climate claims that rest only on offsets?	Payment elsewhere changes nothing in the house	
Does every mark we show rest on a real check or a public authority?	A mark that imitates verification misleads because it looks convincing	
Does the owner approve environmental statements, whoever writes them?	Whoever does not know the house copies what others write	
Do we reread the website and listings at least once a year?	Rules change beneath texts that nobody looks at	

4 · What would show this is working

Questions drawn from the subchapter's reading of the standards and its practical application. Clause numbers in brackets point to the harmonized structure or the standard the subchapter names; where the evidence lives, and the sheets named, are this book's method, not a requirement of any standard.

Question	Where the evidence lives	Seen?
Has every environmental or sustainability sentence the house publishes been collected word for word?	The list of statements from website, listings, leaflet, confirmations and signs	☐
Is there evidence on file for every sentence that remains (7.5)?	One sheet per sentence in the evidence folder; a dated line on the fact sheet	☐
Where we advertise with figures, are the measurements behind them kept (9.1)?	Meter readings for the period the figure covers	☐
Are claims and marks the house cannot support withdrawn everywhere?	The statement list, marked with what was withdrawn and where	☐
Does the owner approve every environmental sentence, and is the site reread each year (7.4)?	The approval note and the date of the annual reading	☐
Are the rules on environmental claims on the list of obligations (5.2)?	The obligations list	☐

> *What this sheet is not: no management-system standard prescribes this form, and filling it shows conformity with nothing. It is a working aid drawn from the book; the standards' own texts govern the real case, and legal duties are established with competent local expertise. Independent material; not affiliated with or endorsed by ISO or any certification, accreditation or scheme-owning body. The standards' own texts prevail; legal duties must be confirmed locally.*