WORKING MATERIAL 1.14 · CHAPTER 1 — THE VISION OF OWNERSHIP · SETTING: OIA, SANTORINI, GREECE

Label, Classification or Certificate: Which Proof Fits Which Property

Source: Francesco Dore, The Helm and the Lens, Volume 9a — The Small Property, subchapter 1.14 (book page 185)

GUIDING QUESTION

What should a guest, an agency or your bank be able to conclude from the sign beside your door? And do you yourself know who checked it, how, and for how long it holds?

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
Without a certificate you have no management system	No	The standards set requirements for the system; certification is the house's decision	
A self-assessment programme is a certification	No	Only an independent body auditing against a standard certifies a system	
An association can certify its members together	No	Multi-site rules exclude grouping independent businesses under one system	
Stars say nothing about management	Only partially true	Some classification schemes include management criteria; check the catalogue	
A twelve-room house is too small for any of this	No	ISO describes ISO 9001:2026 and ISO 14001:2026 as suitable for organisations of any size	
A certificate covers the whole house	Only partially true	It covers only the scope determined and audited (4.3)	

2 · Common mistakes — a self-check

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

☐ Putting every proof on one pile and comparing stars with certificates by price.

☐ Advertising a programme as a certification.

☐ Starting with certification before a system exists to audit.

☐ Counting only the fees and not the owner's hours.

☐ Asking the seller, not the scheme's owner, what is checked and for how long.

☐ Assuming a certificate covers the whole house rather than its audited scope.

☐ Showing a sustainability sign to consumers without checking the local rules on labels.

☐ Hanging the sign and forgetting it until renewal shows what the house no longer does.

3 · A Checklist for an Owner Choosing a Proof

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

Question	Why it matters	Our answer
Do we hold every certificate and sign on one sheet with issuer and expiry date?	Proofs that lapse unnoticed work against the house	
Do we know whether each sign checks facilities, criteria or a system?	Each answers a different question	
Do we know who checks, and whether anyone comes on site?	A sign means only as much as its checking	
Do we know the exact wording of the proofs our clients ask for?	"Recognised" means something different to each requester	
Have we estimated our own hours for each sign?	The owner's hours are usually the larger cost	
Do we say no more than the scheme's owner says?	Communication must not overstate (7.4)	

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?
Is every certificate, report, course record and sign on one sheet with issuer and expiry date (7.5)?	The proof inventory	☐
Have we recorded the exact wording of every request for proof received in the past twelve months?	The requests list	☐
For each sign or offer, are the four answers written down: what is checked, who checks and how, how long it holds, what may be said?	One sheet per scheme, beside its documents	☐
Are our own hours estimated alongside the published fees?	The same sheet, cost column	☐
Is there one sheet stating word for word what the house says with each sign (7.4)?	The statements sheet	☐
Does the management review decide each year to keep, change or add a sign (9.3)?	The review record	☐

> *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.*