WORKSHEET 1.1

A Claim and the System Behind It

Subchapter 1.1 · case in the book: Annecy

If a client struck every word about sustainability from your event proposal tomorrow and asked which system stands behind them, what would you put on the table? And what would that client find in your courtyard at three in the morning after your last congress?

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
A register of every claim: By mid-October Thomas Berthier collected every statement about environment, climate, local sourcing or social matters from the website, templates, brochures, signs, tenders and social media. Each went into one list with its location, its evidence, the period covered and who held the document. Claims without evidence were deleted or rewritten to say exactly what was evidenced.		
Role and reach in every proposal: Every proposal now states whether the hotel acts as venue and supplier or as organiser, and every claim says whether it concerns a room, the kitchen, the house or the event. Any support for climate projects is described as a contribution, separate from what is measured on site.		
A named approver above sales: New texts containing sustainability claims are approved by a named person who reviews rather than writes. The owner set the rule and took the role herself for the first year (2.9).		
The night round becomes a record: The night porter received a form for his courtyard round, with columns for each container, the time and anything unusual. Since October it goes each morning to the events manager as well as to reception. For the November congress, the hotel committed to weighing waste and food leftovers and sharing the figures.		

These steps are the book's method, not requirements of ISO 20121. 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
This congress is certified to ISO 20121	No. Only the organisation's system can conform, never the event itself (A.2, guidance; clause 1)	

What is commonly believed	What actually holds	Our position
Anyone working to ISO 20121 must be certified	No. Self-declaration, client confirmation or certification; demonstrating conformity is voluntary (1 d)	
The standard is a checklist for green events	No. The introduction states it is not a checklist, a reporting framework or a scoring system	
The standard requires carbon-neutral events	No. It requires determining whether climate change is a relevant issue (4.1); it sets no target value	
Only false figures are misleading	Only partially true. No communication may mislead about actual impacts or approach, in any format (7.4)	
The hotel can speak for the whole event	Only partially true. As supplier, it specifies which of its services fall within the system (A.2, guidance)	

Common mistakes: a self-check

Mistake (from the book)	Present here?	Action / owner
Swapping the word and keeping the claim: “climate-friendly” is as generic as “green”.		
Speaking for the whole event when the hotel is venue and supplier.		
Selling offsetting as an outcome when nothing in the house has changed.		
Borrowing terms such as “green meeting” that clients read as references to labels.		
Trying to certify the event, when only the system that plans and runs events can conform.		
Leaving sustainability texts to sales alone, without approval from above.		
Reading the night log only for wake-up calls and keys.		
Claiming to work to ISO 20121 without naming the route by which conformity is shown.		

Operative synthesis

- **Do we have a complete list of our sustainability claims, with where each appears?: No claim can be checked that nobody has found**
- **Does every claim have evidence with a stated period?: Without evidence a claim cannot survive a client’s scrutiny**
- **Does every claim say whether it covers a room, the kitchen, the house or the event?: A claim about the whole based on a part promises too much**

- **Have we stopped presenting offsets as a property of our services?: Payment elsewhere changes nothing in the house**
- **Does every proposal state the hotel's role at the event?: The role determines what the hotel can speak for**
- **Does a named person approve our texts before they leave the house?: Clause 7.4 requires that no communication mislead, in any format**
- **Act on immediately. Withdraw every claim the hotel cannot substantiate today, including on the website, and tell open clients in writing what the hotel can show and what it cannot.**
- **Plan for. Build a register of claims with evidence and reach, name an approver above sales, state the hotel's role in every proposal, and decide by a fixed date whether to build a system to ISO 20121.**
- **Monitor going forward. Route the night round to the events manager, weigh waste and leftovers after large events, and review the register at every debrief.**

Action plan for our property

Action	Owner	Due	How we will know it worked

Source: Francesco Dore, The Helm and the Lens, Volume 8a «The Helm», subchapter 1.1. Edizioni Effedore, 2026. Clause references are paraphrased; this sheet does not reproduce the text of ISO 20121. It is not legal advice: the law that applies is that of the place where the property operates.