

APPLICATION CRITERIA

Applying for the Compass Assessment

The Compass is how we assess a property's impact on its place, its community, nature and cultural heritage. We designed it for hotels that already give back, and just as much for hotels that want to get there. What matters most to us is a clear intention to do good for your place and its people.

IN SHORT

WHAT YOU GET

A clear, documented picture of your impact

We look at your property across four areas and record where every answer comes from. You decide which of your data is shared, and with whom.

WHAT IT ISN'T

We don't award certificates or seals

Veriva is not a certification body. What you receive is independent data you can stand behind, which means more to OTAs, DMOs and investors than another logo.

WHO IT'S FOR

Hotels at every stage

Whether you already create positive impact or want to start, the Compass shows you where you are. If you want to become regenerative, we support you along the way.

WHY NOW

Sustainability claims need backing up

With the EU EmpCo Directive now in force, general claims such as "eco-friendly" are no longer allowed without proof. The Compass gives you specific, documented answers.

WHAT'S INSIDE

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From application to next steps

01 WHO IT'S FOR

You don't have to be regenerative to apply.

The Compass is for any hotel that takes sustainability seriously and either already has a positive effect on its place, its community, nature or cultural heritage, or clearly intends to. That intention is what matters most to us. Most properties we speak to fall into one of two groups.

STARTING POINT A

You already create positive impact

You give back more than you take in at least one area, and you would like that measured properly and made visible to OTAs, DMOs and investors.

THIS MAY SOUND LIKE YOU IF

- You restore land or habitat, or regularly fund a conservation project
- The local community co-owns the property, shares in its revenue or holds management roles
- Most of your food and materials come from producers nearby
- You work with local knowledge holders on cultural programmes that benefit them

STARTING POINT B

You want to become regenerative

You run your hotel responsibly and want to go a step further, from doing less harm to actively improving the place you are part of.

THIS MAY SOUND LIKE YOU IF

- You track energy, water and waste and are working to reduce them
- You already hire and buy locally to some extent and want to do more
- You have ideas for supporting nature or your community, but no plan yet
- You'd like to know where to start and what matters most for your place

WHAT THE COMPASS CAN DO FOR YOU

Many hotels find out they are doing more than they thought.

Finding what you already do

A school you support, staff you train into new careers, land you have let grow wild, the smallholders you buy from. Things like this often go unnoticed. The questionnaire brings them to light and turns them into data you can use.

Seeing what comes next

For each of the four areas you see where you stand today and what the next stage would look like in practice, so you can choose the measures that suit your place and your guests.

Help along the way

If you want to become regenerative, we work with you. We help you set priorities, develop measures that fit your property and follow your progress each time you are reassessed.

02 CRITERIA

What we ask of every applicant

These criteria apply to both starting points. They are about what you want for your place and how you work today, rather than how far along you already are.

01 THE MOST IMPORTANT CRITERION

A clear intention to create positive impact for your place and its people

This matters to us more than anything else. Whether you already do it or are just starting, we want to see that you genuinely want your hotel to leave its place and the people who live there better off, beyond simply reducing harm. That can mean contributing to:

Your place. Protecting its landscape and character

Your community. Fair local jobs, local suppliers, shared benefit

Nature. Restoring habitats, biodiversity, soil and water

Cultural heritage. Keeping traditions, crafts and local knowledge alive

02 Sustainability is part of your daily operations

You can show us practices already in place, for example tracking energy or water use, reducing and separating waste, avoiding single-use plastic, or buying food and materials from the region.

03 The owner or general manager leads it and is open to change

They take part personally, want an honest picture of where you stand, gaps included, and are willing to act on the next steps the Compass suggests. We can support you with this if you wish.

04 You answer honestly and share evidence

Records, monitoring data, contracts, invoices or photos where you have them. Answers without evidence are kept but marked as self-reported. One claim per property is chosen at random and checked independently.

05 Your property is open to guests

Independent hotels, lodges, camps, guesthouses and properties within conservancies. If you are part of a group, each property is assessed on its own.

What you don't need

- To be regenerative already
- A certification or sustainability report
- A certain size. Small properties are very welcome

It's probably not for you if

- You have no real wish to give back to your place
- You mainly want a badge or seal for your website
- You'd like future plans counted as current practice

03 WHAT WE ASSESS

We look at four areas, each on its own.

There is no overall score, and we don't average across the four areas. If a lodge is strong on community benefit and still at the beginning on circularity, both are shown as they are.

AREA 1 Ecological Restoration - Land and habitat being actively restored - Biodiversity monitoring and what it shows - Conservation partnerships and funding	AREA 2 Community Benefit - Local employment, including in leadership - Buying from local producers and suppliers - Ownership, decision-making and how benefits are shared
AREA 3 Cultural Integrity - How the spirit of the place shapes design and guest experience - Heritage, language and local knowledge - Respect and consent in how local culture is presented	AREA 4 Operational Circularity - Energy, water and carbon - Waste, materials and the supply chain - How you manage and measure all of this

Five stages for each area

THERE IS ALWAYS A NEXT STEP

Aware	Foundation	Active	Regenerative	Exemplary
You know your impacts and the first steps	The responsible basics are in place	Your practice is measured and ongoing	You give back more than you take, with evidence	You lead the sector and keep developing

HOW WE HANDLE YOUR ANSWERS

Specific

We ask about concrete practice you can describe and measure.

Traceable

Each answer records where it comes from and when.

Current

We assess what you do today rather than what you plan to do.

Shared with care

Every data point is marked as internal, for business partners, or suitable for guests.

04 PROCESS AND SUPPORT

From application to your next steps

01	Application	A short form, which we read personally.
02	Questionnaire	Filled in by the owner or general manager.
03	Evidence	You attach documents to the answers they support.
04	Compass call	We go through your answers together and fill any gaps.
05	Your profile	Your data profile, including impact you may not have been aware of, and next steps for each area.
06	Development support	If you'd like it, we help you plan and develop measures towards regenerative practice.
07	Spot check	One claim, chosen at random, is checked by an independent partner.
08	Reassessment	Every three years, so you can see how far you've come.

Access during our launch phase

PILOT PHASE

The first 20 properties take part free of charge

They become founding data partners and help us refine the methodology.

COMMUNITY-OWNED ACCESS

Always free for community-owned conservancies

The communities doing some of the most important work should never be priced out.

Would you like to apply?

Write to us and we'll send you the application form and set up a first call.

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