

COMMUNICATING YOUR SUSTAINABILITY COMMITMENT



Green
Tourism



About this guide

You have made a commitment to being a sustainable business. Now tell the world! Effectively communicating why – and how – you are committed to sustainability can be great for business.

In this guide, we look at how you can communicate your commitment and your progress on your 'green journey' to your staff, your suppliers, and your customers.



Why is it important?

A business's green ethos may not be important to every customer but – increasingly – it could make a big difference. A recent study from Expedia found that '90% of consumers look for sustainable options when travelling' and half 'would be willing to pay more for transportation, activities, and lodging if the option was more sustainable'.¹

Communicating what you stand for, and what you're doing to practice those principles help you stand out from your competitors – and capture this growing demand.

It's not only customers that will be attracted to your commitment. Signalling your green credentials could give you an advantage in recruitment and retention, especially among a lower age group: 50% of 23 - 38-year-olds would consider quitting their job to work for a more eco-friendly organisation.²

90%

OF CONSUMERS LOOK FOR SUSTAINABLE OPTIONS WHEN TRAVELLING

50%

OF 23 - 38-YEAR-OLDS WOULD CONSIDER QUITTING THEIR JOB TO WORK FOR A MORE ECO-FRIENDLY ORGANISATION

¹ Sustainability Travel Study, Expedia Group, 2022. <https://go2.advertising.expedia.com/sustainability-study-2022>

² 'Would you be willing to reduce your salary for the planet?', TotalJobs, 2019.

Six ways to communicate your commitment

1. Publish your sustainability policy

A sustainability policy provides a brief overview of your business, explains why sustainability is important to you, and highlights how you are working to reduce your environmental impact. Display your policy on your website, and on-site. See our helpful how-to guide, and download a policy template that you can adapt for your business. <LINK><LINK>

2. Tell your green story

Sharing your green story engages your customers and brings your green journey to life in an engaging way – everybody loves a story, right? Don't worry if you're still in the process of making progress: it's the journey, not the destination! See our guide for some handy hints how to tell your story.

Get your story on your website and on display in your business, e.g. in a guest welcome pack or up in reception for customers to read. <LINK>

3. Get social

Social media is the perfect platform for promoting your commitment and engaging with potential customers. Share your story, updates on your progress, or green tips; like and share content from like-minded businesses; and get involved in campaigns from relevant green organisations.

4. Get customer feedback

Ask your customers for feedback on your sustainability measures to help you identify areas for improvement and ensure you are meeting - or exceeding - their expectations of a sustainable experience.

5. Get recognition

Getting 'official' recognition enhances your green credibility and proves the authenticity of your commitment. Get involved in local business forums, enter the sustainability category in a local or regional business award, or apply for a recognised accreditation such as Green Tourism.

6. Go public

Consider publicly declaring your commitment. For example, by signing up to Tourism Declares, a global community of tourism organisations, companies, and professionals, who are committed to delivering a Climate Action Plan aligned with halving emissions by 2030.³



³ Tourism Declares A Climate Emergency. <https://www.tourismdeclares.com/>

Six top tips for effective communication

1. Show, don't tell!

Evidence your ethos to give credence to your credentials and prove your good practices.

2. Be yourself.

Don't be afraid to ditch the jargon and use your own voice. Putting a human face to your business makes it more authentic.

3. Explain why it matters.

Explain why you're taking this journey. Perhaps it's to do business better for your staff, your local community, or the planet?

4. Be honest.

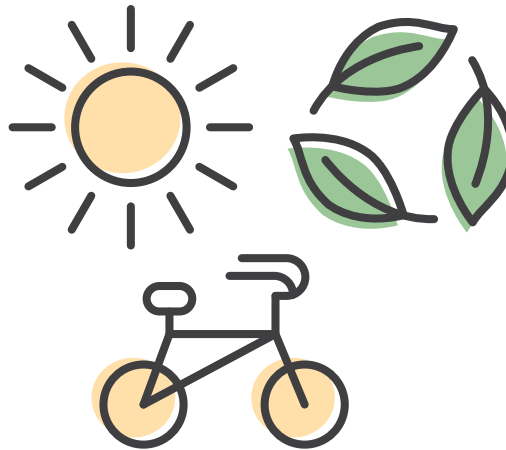
Your green journey has just begun! Don't hide the 'bumps in the road' as you strive to achieve your goals. People will be with you all the way.

5. Engage!

Make yourself present and be willing and open to feedback.

6. Be proud.

Celebrate what you have achieved and the people who helped you to achieve it.



Green
Tourism

FIFE COUNCIL: <https://industry.welcometofife.com/>

GREEN TOURISM: <https://www.green-tourism.com/>



Funded by
UK Government

The project is fully funded by the UK Government through the UK Shared Prosperity Fund.