

TELLING YOUR GREEN STORY



Green
Tourism



Telling your green story can be a powerful, persuasive way to communicate your sustainability credentials.

It presents a unique opportunity to effectively engage your audience and showcase your business by bringing your commitment to life.

Get inspired – see a selection of Green Tourism members' Green Stories

<https://www.green-tourism.com/blog/>



5 Top Storytelling Tips

1. Be honest

Everyone loves a well-told true story. A story of feelings, experiences, challenges and hard-earned rewards is relatable and will resonate. Tell your story in your own words and don't shy from expressing your personality. So be true, be you.

2. Show your workings

You may still be on your green journey, yours may be a work-in-progress, and there may be many chapters yet to be written but that's fine. Your audience will appreciate your commitment to your journey.

3. Say it with pictures

They say pictures paint a thousand words but alone they are no substitute for a well-told story. However, use photos – or video – to bring it to life even more, so snap your story in action. A 'before and after' sequence is especially effective.

4. Say it with numbers

Stand out with statistics to evidence your achievements. Be sure to give your numbers context so they are readily understood – not everyone knows their biomass units like you do! For example, 'in one year, we saved water the equivalent of three Olympic-sized swimming pools.' We might not all have been in one, but we can understand that's a LOT of water!

5. Just do it!

Collecting the information required, and writing your story, might take a little time but it's well worth it. It could be a very short story, or it could be long. Don't worry if you're no wordsmith, give it a go.



Seven Steps to Storytelling Success

Follow this step-by-step guide to structuring your story.

1. Introduce yourself

Describe your business: what you do, where you are, why do you what you do. Why are you passionate about being more sustainable?

2. How and why did you start your journey?

Did you have a 'eureka!' moment that kicked off your green journey? What were the first steps you took?

3. The early days

Describe your early challenges of 'going green' and how you overcame them.

4. The breakthrough

Was there a moment, a season, or a year, when you first saw the benefits of your hard work? Maybe it was when you got your Green Tourism award?

5. Taking stock

Recount your main sustainability achievements. When you look back, what actions have you taken that you are most proud of? What are the most innovative – and quirky – green measures you have in place?

6. The reward

Share your success. Hopefully, you're seeing the fruits of your labour and reaping the rewards. Celebrate your achievement and the people who helped you achieve it: your partners, your suppliers, the volunteers that helped you out for an afternoon, and your customers who support what you do.

7. The future

Finish by sharing any plans (or wild dreams!) for further improvement. Emphasise that you are committed to being the best you can be.

Next steps

- Publish your story on your website and post about it on social media.
- Submit your Green Story to Green Tourism and we'll publish it on our blog and promote it on social media. <http://bit.ly/4hxQKzE>



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

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



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