

COMMUNICATING SUSTAINABILITY

Strategies to achieve unwavering support from staff and guests, and to communicate with confidence.



Triple Impact Hospitality

Healthier Planet, Smarter Business, Stronger Communities



COMMUNICATING SUSTAINABILITY

- Analysis of current communication practices (internal and external)
- A structured framework combining practical tools, strategic guidance, and global best practice delivered in 7 targeted modules
- Sustainable Communications Workshop
- Annual sustainable communications calendar and strategy
- Online course to align your messaging with the EU Green Claims Directive
- Personalised support and feedback



87% of tourists want
to travel sustainably
but

44% do not know
where to find
sustainable hotels



What is Communicating Sustainability?



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These days, it feels like **every business is shouting about how sustainable they are**. From eco claims and climate pledges to net zero goals, the messaging is everywhere.

But when everyone's saying the same thing, how do guests know who's actually doing the work?

What is Communicating Sustainability?



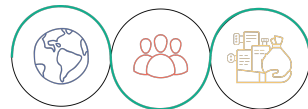
In hospitality, we're at a point where genuine efforts often go unnoticed, and vague or copy-paste messaging risks sounding like greenwashing. Marketing teams, usually without much support or training, are under pressure to create 'green' content, and it's easy to slip into buzzwords and bold claims that don't match the reality on the ground. The truth is, **sustainability comms aren't always believable anymore, because they all sound the same.**

Here's something that a lot of hotels forget - communication isn't just your website or social media posts. Every part of your hotel tells a story. Your choice of décor. The way your team behaves. Even the way the room is set up when a guest walks in. All of it says something about your values, and that's where real communication starts.

This programme helps you rethink how you talk about sustainability, not just in marketing materials, but in the way your whole operation communicates. It's about building messages into the experience itself, so what you say lines up with what people see, feel, and trust.

Whether your sustainability strengths are in local sourcing, energy efficiency, heritage restoration, or community contributions, we'll help you turn those into clear, credible stories that resonate with real people. Our 7-module course is packed with practical tools, templates, and examples from around the world, and it's designed to help you stay creative, consistent, and compliant with regulations like the EU Green Claims Directive.





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By bringing communication into the process from the start, you make it easier for guests and staff to get on board, and when extra effort is needed on their part, the right words help show it's worth it.

You'll still deliver the guest experience you're known for, and hit your sustainability goals while you're at it.

OBJECTIVES



- Help hospitality teams communicate sustainability clearly and credibly, avoiding vague or generic language that risks greenwashing.
- Translate real sustainability efforts into compelling, on-brand messaging that resonates with guests, partners, and stakeholders.
- Equip participants with the tools and templates needed to build structured, targeted communications, from guest-facing materials to digital campaigns.
- Ensure compliance with the EU Green Claims Directive by supporting evidence-based messaging backed by verifiable data.
- Strengthen guest engagement and brand trust through honest storytelling that reflects each property's unique sustainability journey.
- Build internal confidence and capacity within communications, marketing, and sustainability teams to speak about their efforts without fear of overclaiming or underwhelming.
- Support consistency across all guest touch points, ensuring that tone, visuals, and key messages are aligned and reinforce the hotel's values.



DURATION

6 months

Programme Options:

Our program provides two distinct options tailored to meet your specific needs:
the **Standard Option** and the **Premium Option**.

STANDARD

- **Analysis** of current communication practices (internal and external)
- A structured framework combining practical tools, strategic guidance, and global best practice delivered in 7 targeted modules
- Sustainable Communications Workshop with Key Team Members
- Annual sustainable communications **calendar and strategy**
- Online course to align your messaging with the EU Green Claims Directive
- Personalised support and feedback



PREMIUM

- Support in Sustainability Report Writing and Policy Development
- Extra consulting hours with TWP

Standard Package:

- **Current Communications Audit**

We start with a practical review of your internal and external communications to see what's working, what's missing, and where small changes could make a big impact. You'll get clear, actionable feedback—no jargon, no judgment.

- **Sustainable Communications Workshop**

A hands-on, interactive session ideal for comms and operations teams, where we explore how to turn your real sustainability efforts into clear, engaging content across different guest touchpoints.

- **7-Module Communications Framework**

This structured, self-paced learning journey designed to help your team build strong, authentic sustainability messaging that reflects your property's own identity, values, and tone of voice. Each module includes clear guidance, activity prompts, planning tools, and real-world examples from hospitality businesses around the world. The framework helps your team create content that aligns with your specific brand, audience, and operations, so your sustainability story feels credible and consistent at every guest touchpoint.

Whether you're just starting out or refining what you already have, this structured approach supports your team to move from "we should say something" to "we know exactly what to say and how to say it."

- **Online Course: EU Green Claims Directive**

This course helps your team understand what's allowed, what's risky, and how to build solid, evidence-based messages. Access is priced per person, so you can tailor it to fit your team size and training priorities.

- **Avoiding Greenwash: Practical Guide**

Split into two parts: one for procurement teams (to help assess green claims from suppliers), and one for marketing teams (to ensure public-facing content is honest, consistent, and legally compliant). This guide helps you avoid the reputational risks of misleading claims, intentional or not.

- **Annual Sustainability Comms Calendar & Strategy**

A ready-to-use calendar that highlights global sustainability days from January to December, along with campaign ideas and guest/staff activity suggestions to help you bring these moments to life. Great for marketing and guest engagement teams looking to stay consistent all year round.



Premium Package:

- **Reporting Support:**

We'll help you craft clear, credible sustainability reports that highlight your progress and impact alongside policy-writing support to ensure commitments are realistic, achievable, and won't set teams up to overpromise and underdeliver.

- **Optional Consulting Hours:**

Use your consulting hours however you need them, whether it's reviewing guest-facing content, co-creating messaging with your team, refining sustainability policies, or simply having a sounding board as you navigate tricky communications challenges. We'll adapt the support to suit your priorities.

The right words and actions build trust, the wrong ones break it

In today's hospitality landscape, sustainability **isn't just about what you do, it's about how you communicate** and **how clearly your words and actions are understood.**

Even the best initiatives can go unnoticed or be misinterpreted if they're not communicated effectively. **That's where trust is either built or lost.** We help you close the gap between your genuine intentions and how they're perceived by guests, staff, and stakeholders.

With honest messaging, thoughtful strategies, and meaningful actions that reflect your brand's values, *you can deliver a guest experience that feels responsible, credible, and consistent.*

Because when your words and actions work align, you don't just meet expectations, you build lasting trust and create loyal staff and guests.



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PLAN YOUR BUDGET



The Communicating Sustainability Programme includes one in-person workshop for staff who will make up the sustainable communications team.

To plan your full budget, and provide staff with access to the training on how to comply with the EU Green Claims Directive, start with the base fee of €10,500 or €15,500 depending on your preferred programme, then add €99 for each person you'd like to enrol in the Green Claims course.

Communicating Sustainability	
Standard Programme	Premium Programme
10.500€	15.500€

EU Green Claims Directive Online Training
Price per Person
99€

**Travel and accommodation costs are not included in the price and must be covered by the hotel if/when travel is required.*



Contact Us

To learn more about what we do or to set up a collaboration, contact us:



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