



# Talking Green

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

## “Talking Green”

- **Analysis** of current communication practices (internal and external)
- Sustainable Communications **Guide and Workbook** for Accommodation Providers
- Annual sustainable communications **calendar and strategy**
- Communication **templates** for key messages
- Guide to **identifying and avoiding greenwash**



87% of tourists want to travel sustainably but 44% do not know where to find sustainable hotels

# What is Talking Green?

The **Talking Green** program focuses on improving the sustainability communication strategies of tourism establishments.

It includes a comprehensive analysis of a property's sustainability communication practices at different customer touch points and provides guidance on effective communication in the context of sustainability.

The program identifies opportunities for improvement in communication, both internally and externally, and provides an annual communication planner and templates to help you to streamline messages and encourage a more impactful and consistent approach to conveying sustainability efforts.

This Communication program is designed to empower companies to effectively communicate their commitment to sustainability to both staff and customers.

## OBJECTIVES



- Promote sustainability communication in an effective manner.
- Increasing the visibility of the sustainability actions undertaken
- Increase staff engagement and commitment to sustainability policies
- Improve efficiency of day-to-day operations and ensure compliance

## DURATION



- 6 months

## Options:

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

### STANDARD

- Sustainable communications modules and accompanying workbook
- Analysis of current communication practices (internal and external)
- Annual sustainable communications calendar & strategy
- Guide to identifying and avoiding Greenwash
- Communications Templates

### PREMIUM

- Support in Sustainability reporting and policy development
- Extra consulting hours with TWP
- Workshop - Sustainable communication workshop

## Standard Talking Green Package:

- **Sustainable communications guide and accompanying workbook:** A comprehensive self-learning programme to help you to align sustainability communications seamlessly with your brand identity and customer demographic, creating content that connects with your mission, vision and purpose.
- **Analysis of current communication practices (internal and external):** Evaluation of your current practices to identify areas and strategies for improvement.
- **Annual sustainable communications calendar & strategy:** Ideal for marketing teams as well as operational colleagues, the annual calendar highlights key global sustainability days from January through to December, giving you ideal communications hooks as well as practical ideas for activities to celebrate these events in your hotel.
- **Guide to identifying and avoiding greenwash:** This guide covers two key approaches for hotels, firstly for procurement colleagues who need to be confident in distinguishing green claims made by suppliers of products and services, and subsequently for marketing teams who find themselves increasingly under pressure to deliver “green stories” without having been adequately prepared or trained. This guide helps to ensure that you don’t fall victim to greenwash or write content that could be perceived to be greenwash.
- **Communication templates:** Ready-made templates suitable for a range of different customer demographics to help you create consistent and impactful messages.



Confidently start or  
accelerate your  
sustainable  
communications plan..



## Talking Green Premium Package:

- **Reporting support:** Assistance in creating comprehensive sustainability reports to showcase your achievements.
- **Additional consulting hours:** Additional personalized consulting hours to address specific challenges and improve your communication strategy.
- **Personalized in-person workshop:** A customized, face-to-face workshop to refine your sustainable communication approach.
- **Peer-to-peer workshop:** Participate in peer-led workshops, fostering collaboration and shared learning experiences.
- **Podcast:** Access to an exclusive podcast featuring industry experts and success stories for ongoing inspiration.

Take your communication to the next level with our Premium Package and make sustainability part of your hotel's DNA

With Talking Green, we are committed to helping you articulate and amplify your sustainability messages.

Choose the package that best fits your business objectives or speak to us directly if you have any specific requirements you would like us to help you with.



Let's design an authentic model of communicating to build a greener future together.

# Contact us

To learn more about what we do or to arrange a collaboration, please contact us:



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