

How to tell your green story

About this guide

Telling your 'Green Story' is the perfect way to promote your business. Storytelling is a powerful and persuasive way to bring your sustainability commitment and credentials to life while showcasing your business.

In this guide, we share some quick tips on how to tell your story so it's engaging and impactful, so it appeals to and resonates with your audience.

Green Tourism are proud to support brilliant tourism businesses. When you have written your green story, we'd love to feature it on our website. You can showcase your story and your business to an ever-growing market of visitors and potential customers looking for sustainable places to visit, stay, and enjoy.



Five top storytelling tips

1. Share your progress

Be sure to share the progress of your sustainability journey: on your website (if you have one) and on your social media channels. Everyone's green journey is a work in progress so don't be afraid to say that you're making strides but there are many chapters of your story still to be written. If you've just got started, share what you're doing: planting your first vegetables, installing LED lighting, applying for a Green Tourism certification, and so on. Your audience will appreciate your commitment and the progress you've made so far.

2. Say it with pictures

If you have a website and/or a blog, you've got plenty of space to tell your story, but you'll need to spread the word about it on social media. Use photos or videos to grab people's attention in people's busy social media feeds, with a link to the full story, or post your story in a series of

slideshows or videos. A 'before and after' sequence – e.g. from the empty allotment to serving up what you've grown - can be especially impactful in painting a vivid picture of your progress.

3. Back it up with examples and numbers.

Share examples of sustainability improvements that have gone well (and perhaps those that didn't quite turn out as hoped). Share the results, and what you learned. For example, how you reduced your energy bill by 12% by installing induction hobs in the kitchen; or you reduced single-use plastic waste by four kilos a month by decanting from bulk into dispensers.

4. Be true

The most powerful stories are true. So, when you're telling yours, share the ups and the downs: the challenges, the learnings, the hard-earned rewards, all the steps along the way. Everyone loves a story. Truth

makes your story real and relatable. Transparency and honesty build trust and credibility. This is promoting your business – potentially to your next loyal customer.

5. Just do it!

Writing your story might take some time, but it's worth it. If you need a little inspiration and some ideas for how to tell your story, check out our blog to read the Green Stories of amazing businesses from across the tourism sector.

Five Steps to Successful Storytelling

1. Introduce yourself

Set the scene by describing your business, its purpose, and why sustainability matters – to you, your customers, and your commercial vision.

2. How it all began

Did you have a 'eureka!' moment that inspired you to start your green journey? What were your initial steps? Describe the challenges you faced in the early stages of going green and how you overcame them.

3. The breakthrough

Highlight the moment, or series of events, when you started to see the benefits of your efforts. When your wildflower garden came to life? When a customer, or the community, recognised your efforts? Or – if you signed up for a sustainability certification like Green Tourism - when you received your award?

4. Key achievements

Recap your main sustainability accomplishments. What actions are you most proud of? Share any innovative and unique green actions that you have undertaken. Such as cutting your energy bills by utilising sensor and zoned lighting, looking at ground or air source heat pumps, and other alternative ways to power your business such as solar or biomass.

5. Celebrate your success

Hopefully, you're seeing the fruits of your labour. Acknowledge your achievements and the people who supported you, such as partners, suppliers, volunteers, and customers. Conclude by sharing your plans for further progress, emphasising your commitment to continuous improvement all along your green journey.

