BUSINESS SUPPORTS

TELLING YOUR SUSTAINABILITY STORY

A sales and marketing toolkit for tourism and hospitality businesses



Turn your sustainability efforts into stories that connect

- A simple four-step storytelling framework
- Practical examples you can adapt and use
- Free 30-minute training on credible green claims

Fáilte Ireland

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Welcome to your Sustainability Storytelling Toolkit

Every tourism business has a sustainability story to tell. Whether you're reducing energy use, cutting food waste or supporting biodiversity, the actions you're taking can help show customers and business buyers what matters to your business.

This toolkit will help you turn those actions into clear, engaging stories for your marketing and sales communications. You'll learn how to find stories worth sharing, back them up with evidence and communicate them with confidence.

You don't need to have everything in place to get going. Start with what you're doing now and use the practical tools and examples in this guide to build your sustainability story as you go.

Sustainability terms explained

A sustainability story

A short, truthful account of an action your business is taking to become more sustainable. This could include reducing emissions, saving energy or water, cutting waste (including food waste) or supporting biodiversity. Actions of all sizes count. The key is to back up your story with evidence and make it relevant to your audience.

Sustainability storytelling

The ongoing practice of finding and sharing these stories, keeping the evidence behind them and using them in your everyday marketing and sales communications.

Greenwashing

Making misleading or exaggerated claims about how environmentally friendly a business, product or service is.

Greenhushing

When a business is taking genuine sustainability action but says little about it, often because it's worried about using the wrong language or being accused of greenwashing.

Making credible green claims

You already know how to tell a good story. Working in marketing and sales, you do it every day. Telling your sustainability story uses those same skills. There's just one important difference: **when you make an environmental claim, you need to be confident it's accurate and that your business has the evidence to back it up.**



This is particularly important with the introduction of the EU's **Empowering Consumers for the Green Transition Directive (EmpCo)** in 2024, which sets requirements around environmental claims made to consumers. Business buyers may also ask for sustainability information or evidence as part of their purchasing decisions.

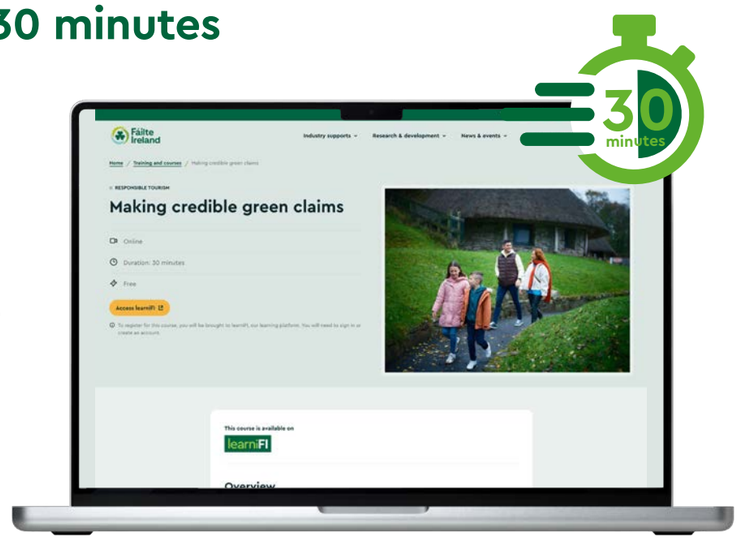
The good news? You don't need to become a sustainability expert to get started.

Get up to speed in 30 minutes

Before using this toolkit, we recommend completing **Fáilte Ireland's free Making Credible Green Claims course.**

In just **30 minutes**, it will give you the grounding you need to understand what EmpCo means for your communications, what you need to substantiate and how to talk about your sustainability actions with confidence.

Click Here to Take the Course



Then come back here. We'll help you turn the sustainability efforts your business is taking into stories people can understand and connect with.

The commercial opportunity

Tourism and hospitality businesses are investing time, money and effort in reducing energy and water use, minimising waste, sourcing more sustainably and protecting the places in which they operate. They are building value behind the scenes. Yet most customers and buyers rarely hear about it.

Did you know?

85%
of travellers say travelling more sustainably is important to them.

33%
plan to stay in a sustainably certified place in the next 12 months, across all age groups.

100+ MILLION
room nights were booked at certified properties on Booking.com in 2025.

Source: Booking.com Travel & Sustainability Report 2026. Research with 32,500 travellers.

Telling good sustainability stories can help you:

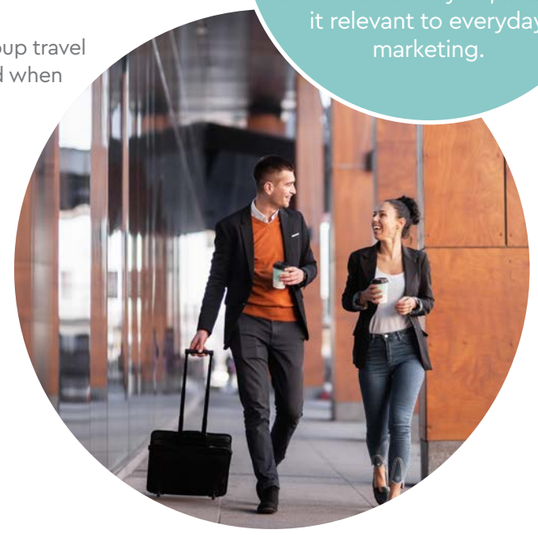
STRENGTHEN YOUR COMMERCIAL PROPOSITION
Show customers and business buyers the value behind your offer, alongside price, quality, service and experience.

COMPETE FOR MORE BUSINESS
Give corporate buyers, event organisers and group travel planners the sustainability information they need when choosing suppliers or reviewing proposals.

BUILD TRUST WITH VISITORS
Help visitors understand the positive steps you're taking, with clear, credible stories that make your sustainability efforts relevant to their experience.

SUPPORT MARKETING AND SALES
Give your team useful stories and evidence to share across your website, social media, sales conversations and business proposals.

A MAINSTREAM CONCERN
Sustainability matters to travellers across all age groups, and business buyers, making it relevant to everyday marketing.



The four-step framework

This toolkit gives you a simple four-step framework for turning the sustainability action already happening in your business into stories you can use with customers and buyers. You can work through the steps in order.

Once you are familiar with them, you can return to the step you need whenever a new sustainability effort or story emerges.



Your North Star

Your sustainability action story should reflect who you are and what your business stands for.

Use your values, culture and the actions you're genuinely taking as your guide. **The strongest stories are rooted in what your business actually does**, not just what sounds good in marketing.

Use the storytelling checklist to keep your story true to your business, and make sure your words reflect your actions. **Give customers and buyers clear, credible information that helps them make informed choices**.



Sustainability storytelling checklist

This checklist sets out the four steps at a glance. Use it as your starting point, then turn to the pages that follow for practical guidance on each step.

1. Find It – Identify your sustainability actions

ACTION	✓ CHECK
Start with your Sustainability Action Plan, dashboard, or your own energy, water, waste, biodiversity projects and purchasing records.	☐
Speak to the people who did the work to capture what changed, why it was changed and the results so far.	☐
Shortlist the actions a customer or buyer would find genuinely interesting or useful.	☐

2. Back It – Gather the evidence

ACTION	✓ CHECK
Identify the result you want to talk about and the baseline (or starting point) it is being compared against.	☐
Find the data or records that support what happened and what changed. Check the result has been achieved rather than estimated.	☐
Note the source, date and who holds the data; keep it recorded/stored with the story.	☐

3. Tailor It – Shape the story to the audience

ACTION	✓ CHECK
Get clear on who you wish to communicate with and what impact you want the story to have.	☐
Select the part of the action, result or evidence that is most relevant to the audience.	☐
Put the technical detail into plain, engaging language that expresses what it means for them.	☐

4. Tell It – Use your stories confidently in your sales and marketing

ACTION	✓ CHECK
Add a dedicated sustainability section to your website and keep it updated.	☐
Place customer stories where they fit the customer journey: booking, arrival, stay and post-visit.	☐
Curate the story and evidence ready for buyer enquiries, ESG surveys, or RFPs.	☐
Refresh your story bank and ensure all information remains true and current before re-using it.	☐

Step 1
Find It

Identify the sustainability actions already hapening in your business and choose the actions to communicate.

By completing this step, you will have...

A shortlist of sustainability actions with real potential as stories

STEP 1 OF 4

What is already happening in your business?

The strongest sustainability stories are usually already documented somewhere. Useful places to look include:



- ✓ Your Climate Action Plan, dashboard, tracker or action list
- ✓ Energy, water and waste bills, meter readings and reports
- ✓ Invoices, purchase records and supplier information
- ✓ Maintenance, facilities and equipment records
- ✓ Kitchen and food waste records
- ✓ Environmental awards, certification or project files

What to look for

Look for what has changed in the business. What has been reduced, replaced, introduced or improved? Look across energy, water, waste including food waste, biodiversity and purchasing.

Ask the people who know

You may have the detail already. If not, go to the people closest to the action. Talk to operations, facilities, finance, procurement, food and beverage, maintenance or management. If your business is taking part in Fáilte Ireland's Climate Action Programme (CAP), your CAP Advisor can also help you identify completed actions, results and the evidence behind them.



ASK THEM:

- ✓ What were we doing before?
- ✓ What did we change, and why?
- ✓ What difference has it made so far?
- ✓ Who was involved in making it happen?
- ✓ What figures, records or photographs do we have about it?
- ✓ Make it easy for them to answer. You are after the story, not a technical briefing.

Create a shortlist of promising actions

Not every sustainability action makes a good story. Shortlist the ones where you can answer the first three questions above, and where the answer would genuinely interest a customer or buyer. Often, the actions that are visible to customers are of interest to them.

Next: Back It →
You now have the actions you want to take forward. The next step is to find and check the evidence behind them so you can stand over what you say.



STEP 2 OF 4

Step 2
Back It

Gather the evidence behind each action that allows you to stand over what you say.

By completing this step, you will have...

Evidence behind each story so you can find it again and stand over what you say.

STEP 2 OF 4

Four pillars of a sustainability story



- **Where you started** (known as your baseline). Simply put, this is the position before the change.
- **What you changed**. The action itself.
- **What changed as a result**. The measured difference, and the period it covers.
- **Where that is written down**. The record that shows it, and who in the business holds it.

Together, these allow you to show what changed and by how much. The baseline – your starting point – is the part most often missing. Finding it can take some digging, and you may need to go back several years through bills, meter readings, waste records or project files. It is worth the effort: a clear starting point allows you to show the progress that followed.

WHERE TO LOOK

ACTION AREA	USEFUL PLACES TO LOOK
Energy or water	Utility bills, meter readings, energy or water monitoring reports, energy audits, reports from your building management system (BMS), if you have one, and records from equipment installations or upgrades.
Waste or food waste	Waste collection reports, food waste weights, kitchen records, stock records or food and beverage records.
Purchasing or sourcing	Sustainable procurement documentation e.g. supplier invoices, purchasing records, contracts and other information from suppliers.
Equipment, buildings or transport	Invoices, equipment records, installation or service records, fuel records and vehicle records.
Biodiversity	Records of biodiversity projects, dated photographs, planting records, species surveys and information provided by an ecologist or conservation group.



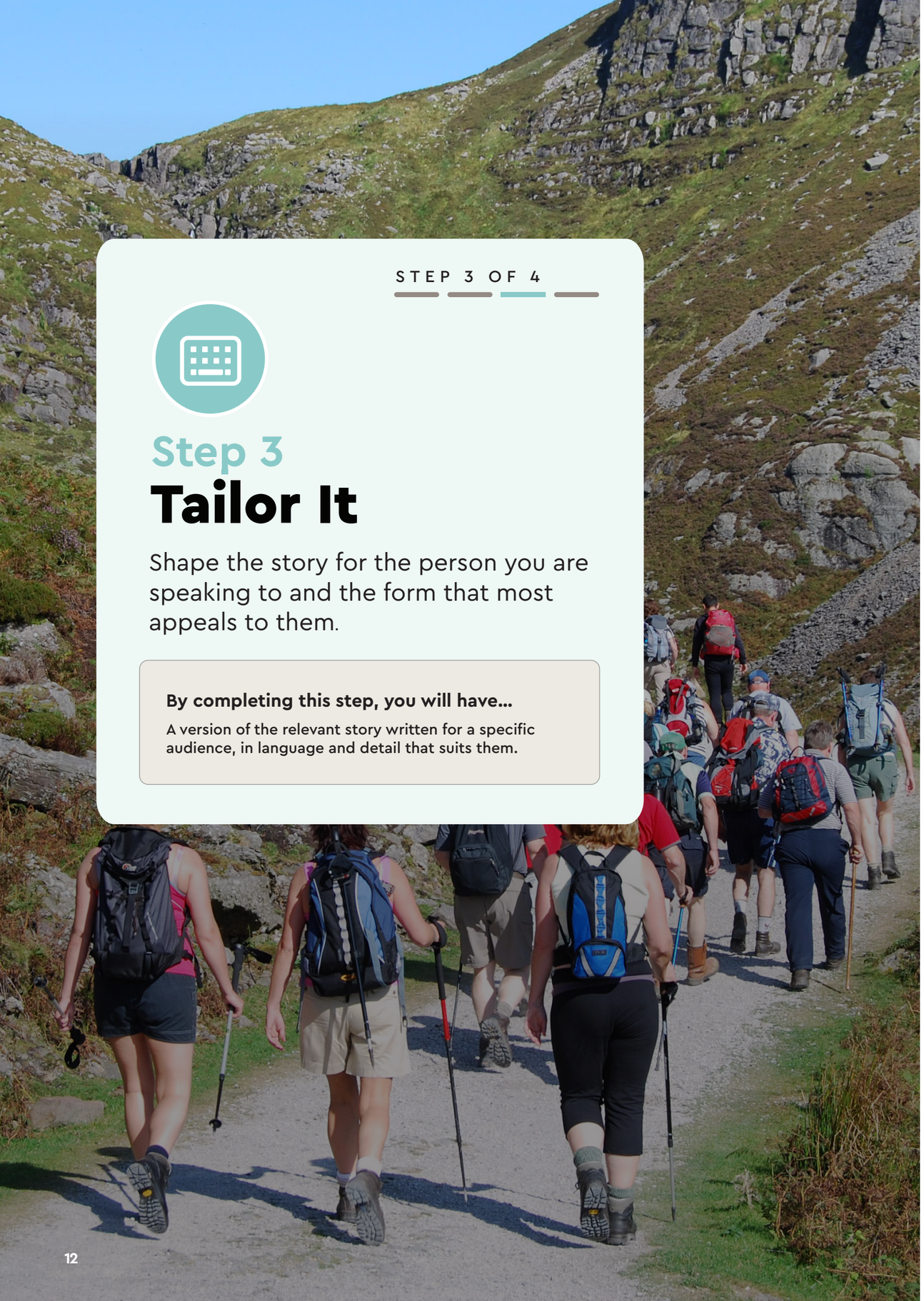
The difference between a story and a claim

Your story explains what you changed, why and the difference it made. A claim is a specific factual statement within that story.

Story: "We changed how we manage food waste."
Claim: "We reduced food waste by 30% in 2026."

You must be able to back up any claim you make with evidence. Certification isn't always required, but your claims must be accurate and supported. **For a 30 minute, free online training see Making Credible Green Claims.**

Next: Tailor It →
You know what happened and have the evidence to support it. Now decide which part of the story will connect best with the audience you want to reach.



STEP 3 OF 4

Step 3
Tailor It

Shape the story for the person you are speaking to and the form that most appeals to them.

By completing this step, you will have...

A version of the relevant story written for a specific audience, in language and detail that suits them.

STEP 3 OF 4

Meaning over measurement

Operational detail is where the story comes from and it is where you find what you need to substantiate it. Think of it as the back end. The front end is what you share with your customer or buyer in story format, that gives them a picture or a detail that they can engage with.

WHAT HAPPENED	HOW YOU COULD TELL IT
We reduced food waste by 30% per cover.	*Our chefs love seeing empty plates, but not food going to waste. By looking closely at what comes back to the kitchen and making changes along the way, we've reduced food waste by 30% per guest served.*
We installed bird and bat boxes and added native planting around our site.	*Our buildings aren't just busy with visitors. Look up and you might spot some of our other regulars too. We've added nesting spaces and native planting to make a little more room for local wildlife.*
We implemented a sustainable procurement policy.	*Our cleaning supplies used to travel three counties in single-use plastic. Now they come from twenty minutes down the road in refillable drums.*
We achieved a 22% reduction in thermal fuel consumption.	*Keeping our guests warm and comfortable matters. So does how much energy we use to do it. By making changes to how we manage heating across the hotel, we've reduced our fuel consumption by 22%.*

Then choose the angle

A visitor choosing where to stay or what to experience may be interested in a very different part of your sustainability story than a business buyer planning an event or sourcing accommodation. The facts stay the same. What changes is the angle, the level of detail and how you tell the story.

	CUSTOMERS	BUSINESS BUYERS
What matters to them?	What you're doing, why it matters and how it benefits their experience or the place they're visiting.	What action you've taken, the results achieved and how these support their own sustainability requirements.
What's your angle?	Find the human story, the interesting detail or the positive difference they can relate to.	Lead with the action, measurable results and information that helps them make a decision.
How much detail?	Keep it simple. One or two meaningful facts can bring your story to life.	Be ready with clear facts, figures and supporting evidence.
What tone works?	Warm, engaging and conversational.	Clear, professional and evidence-led.
Where might you use it?	Website, social media, email, menus, signage or conversations with guests.	Sales proposals, RFP responses, sustainability questionnaires, corporate sales materials and website.

Next: One story. Two ways to tell it →
The examples that follow show how the same sustainability efforts can be shaped for a customer and for a business buyer, while the facts and evidence stay the same.

Practical examples

The examples that follow draw on real sustainability efforts undertaken through Fáilte Ireland's Climate Action Programme. They have been anonymised and adapted to show how the same approach can work across different tourism and hospitality businesses.



Example 1

Saving energy in a hotel

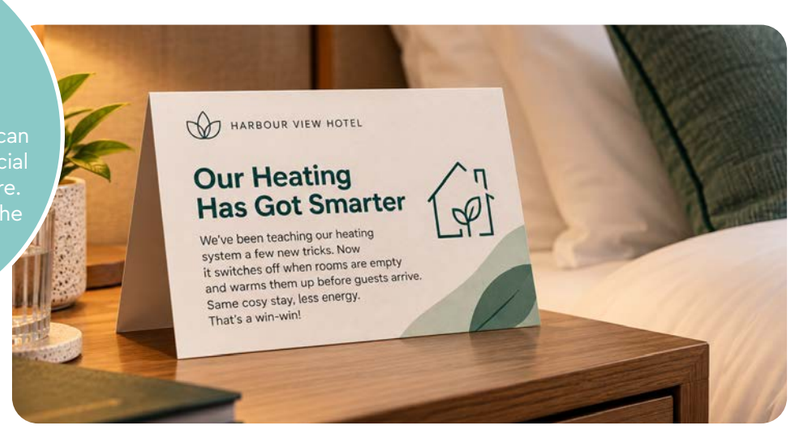
The action: A hotel programmed its building management system to adjust air conditioning to a set temperature and switch it off when it isn't needed.

The evidence: Energy monitoring data comparing consumption before and after the change over comparable periods.

	FOR CUSTOMERS	FOR BUSINESS BUYERS
What matters to them?	A comfortable stay, with the reassurance that the hotel is taking steps to reduce unnecessary energy use.	Knowing that the hotel actively manages energy consumption and can provide evidence of its actions.
What do you want them to take away?	This hotel is thinking about its environmental impact without compromising my comfort.	This hotel is taking practical action and can provide the evidence I need to recommend it.
How could the story sound?	***Guest email or in-room card*** Our Heating Has Got Smarter We've been teaching our heating system a few new tricks. Now it switches off when rooms are empty and warms them up before guests arrive. Same cosy stay, less energy. That's a win-win!	***Corporate sales proposal or RFP response*** We've made changes behind the scenes to reduce our energy consumption by 40%, without compromising guest comfort. Our building management system now adjusts air conditioning temperatures and switches systems off when they're not needed, helping us avoid unnecessary energy consumption. We monitor our energy use and can provide supporting data on request.

ONE STORY, MANY CHANNELS

The story of smarter heating can work across your website, social media, guest emails and more. Adapt the format, but keep the message consistent.

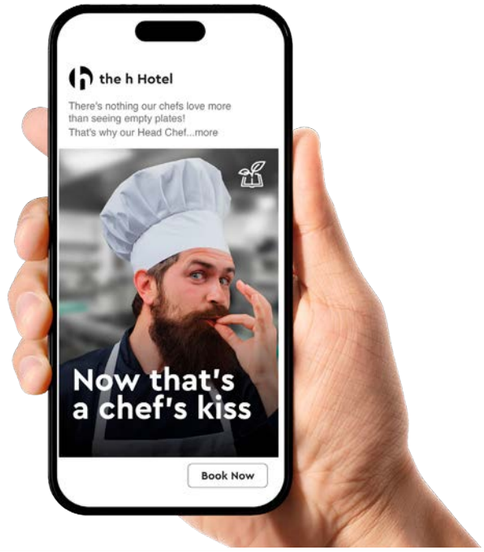


Example 2

Food waste reduction in a hotel

The action: A hotel measured food waste per cover in its carvery and reduced it through changes to portioning and menus.

The evidence: Kitchen food waste records showing weight per cover, baseline and current, with dates.

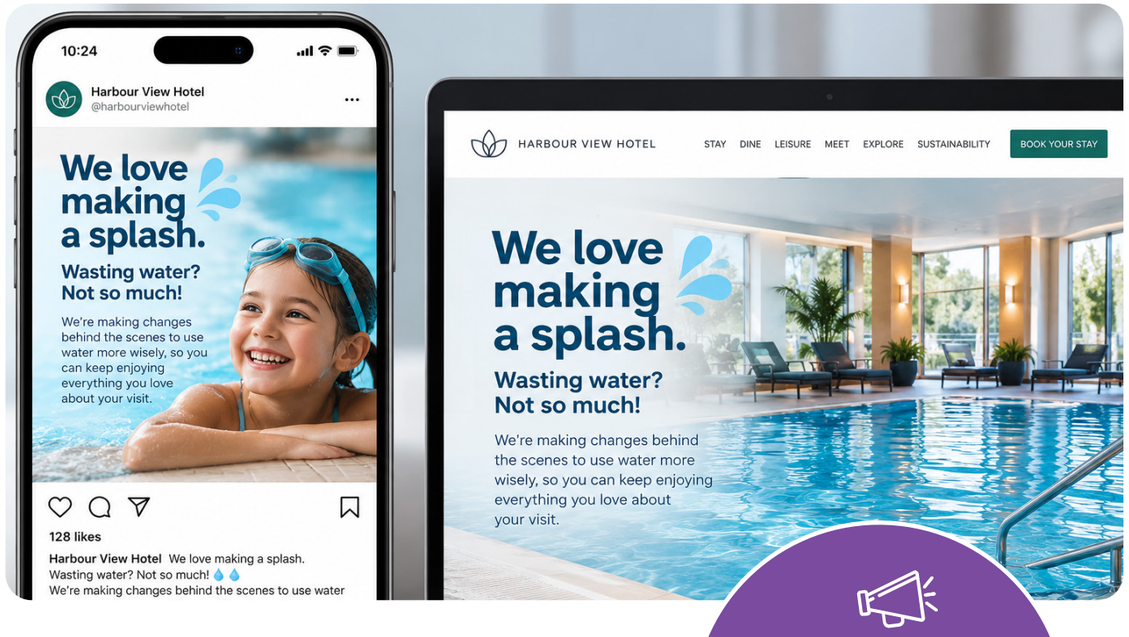


	FOR CUSTOMERS	FOR BUSINESS BUYERS
What matters to them?	Enjoying good food in a place that values it.	Evidence that food waste is measured, managed and improving.
What do you want them to take away?	I like eating somewhere that puts thought and care into the food it serves.	This is a responsible supplier. I have something concrete I can stand over and share with my client or delegates.
How could the story sound?	***Social Post*** There's nothing our chefs love more than seeing empty plates! That's why our Head Chef started looking at what was coming back from the carvery. A few changes to our menus and portion sizes later, we've cut food waste by 30% per guest served. Now that's a chef's kiss!	***Corporate sales proposal or RFP response*** We measure food waste per cover and use the results to adjust portioning and menu planning. Reduced from [baseline] to [current] over [period]. Figures available for your reporting or event communications.



DIFFERENT AUDIENCES, DIFFERENT ANGLES

Your food waste story can focus on the dining experience for guests, or measurable waste reductions for business buyers. Same action, different emphasis.



MAKE IT RELATABLE
A playful opening like 'We love making a splash' helps turn a behind-the-scenes water-saving action into a story guests can connect with.

Example 3

Water conservation in a hotel leisure centre

The action: A business tracks water use against occupancy and monitors overnight consumption to find leaks and unexplained losses.

The evidence: Meter readings and monitoring reports, with the intensity measure and period stated.

	FOR CUSTOMERS	FOR BUSINESS BUYERS
What do they care about?	That they have water at the desired temperature on demand.	That there is a system for measuring, managing and improving water use.
What do you want them to take away?	They are paying attention even in the parts of the business I will never see. It makes me feel good to be here.	There is a system here, not just good intentions. I can show the evidence if I am asked.
How could the story sound?	***Guest pack or website*** We love making a splash. Wasting water? Not so much! We're making changes behind the scenes to use water more wisely, so you can keep enjoying everything you love about your visit.	***Corporate sales proposal or RFP response*** Water use is tracked against occupancy and monitored overnight to identify leaks and unexplained losses. Current performance [measure], supported by [source and reporting period].

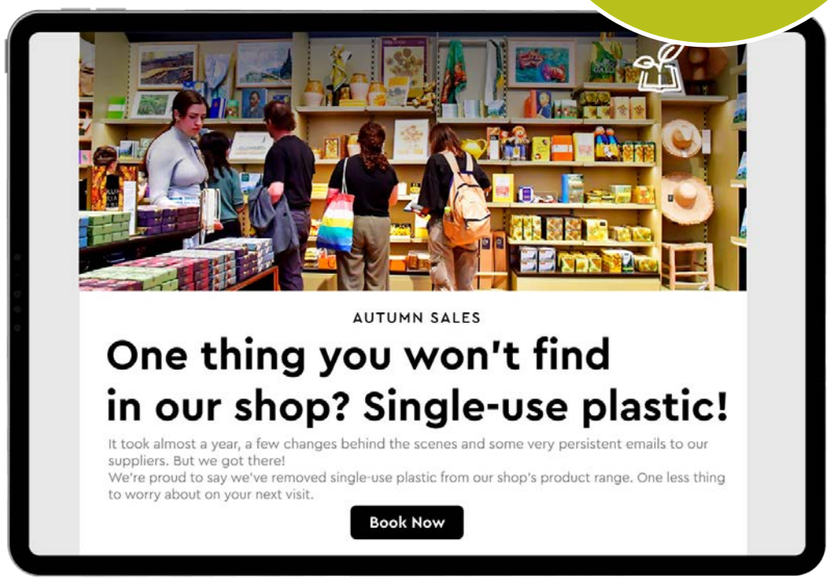
Example 4

Reduction in single-use plastic in a visitor attraction

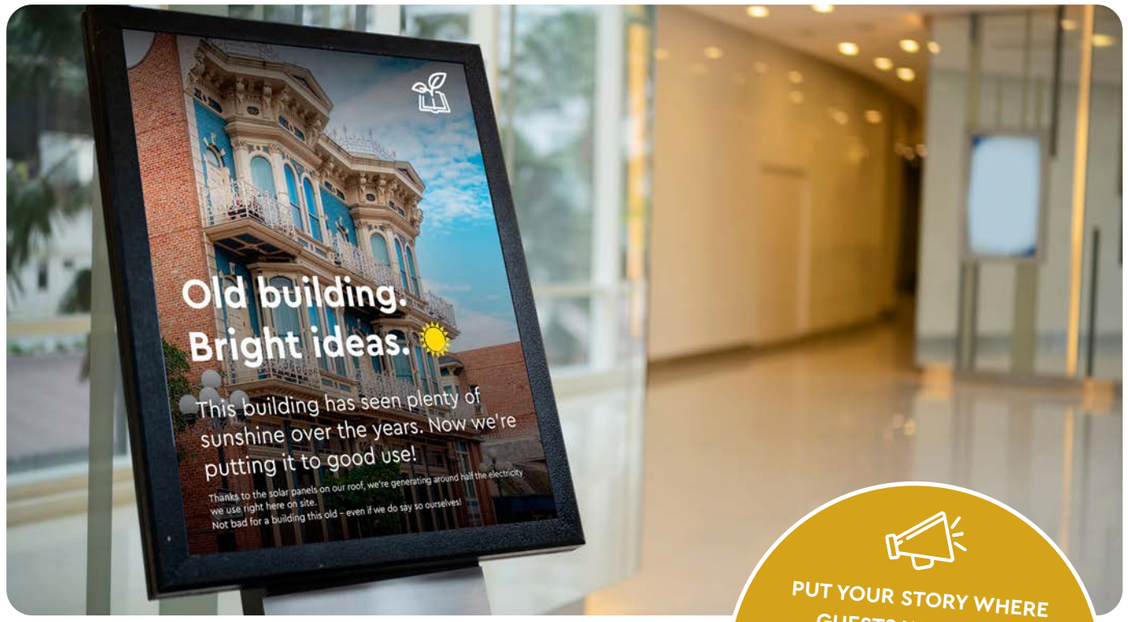
The action: A visitor attraction removed single-use plastic from its shop, worked with suppliers on the change and told visitors at the point of ticket purchase.

The evidence: Supplier correspondence and updated purchasing requirements, with the date the change took effect and the range it covers.

MAKE YOUR VISUALS WORK HARDER
Images used to share your single-use plastic story on social media can also strengthen business proposals, sales presentations and corporate communications.



	FOR CUSTOMERS	FOR BUSINESS BUYERS
What do they care about?	Seeing a positive, practical change in a place they've chosen to visit.	Knowing the business has taken action to reduce single-use plastic and embedded that change in its supplier arrangements.
What do you want them to take away?	This attraction is making thoughtful changes, even when they take a bit of effort.	This is a supplier whose approach supports our own commitments and that I can speak about confidently.
How could the story sound?	***Booking email or social post*** One thing you won't find in our shop? Single-use plastic! It took almost a year, a few changes behind the scenes and some very persistent emails to our suppliers. But we got there. We're proud to say we've removed single-use plastic from our shop's product range. One less thing to worry about on your next visit.	***Corporate sales proposal or RFP response*** Single-use plastic has been removed from our visitor retail offer and supplier requirements have been updated to support the change. Scope and implementation date are available for your sustainability information.



PUT YOUR STORY WHERE GUESTS WILL SEE IT

A poster about your solar panels could catch guests' attention in a lift or lobby, while the same story can be adapted for your website and other guest communications.

Example 5

Renewable energy installation in a visitor attraction

The action: A heritage attraction installed solar panels and new storage heating, taking a substantial share of its electricity off the grid.

The evidence: Installation records and generation data showing the proportion of electricity now generated on site.

	FOR CUSTOMERS	FOR BUSINESS BUYERS
What do they care about?	Discovering something surprising about the attraction and seeing how it's finding new ways to look after the place.	Verified generation figures and how much of the site's demand they cover.
What do you want them to take away?	I did not expect that a building this old could embrace new technology and make positive changes.	The claim is real and measurable, and the generation records are there if I need them.
How could the story sound?	***On-site sign or website*** Old building. Bright ideas. This building has seen plenty of sunshine over the years. Now we're putting it to good use! Thanks to the solar panels on our roof, we're generating around half the electricity we use right here on site. Not bad for a building this old – even if we do say so ourselves!	***Corporate sales proposal or RFP response*** Solar PV and storage heating installed [date], generating approximately [%] of site electricity demand. Generation records are available.



Example 6

Biodiversity in a visitor attraction with gardens

The action: A visitor attraction returned part of a former golf course to native meadow and planted native trees and shrubs.

The evidence: Land-management and planting records, supported by pollinator monitoring and recorded species observations.

MAKE THE MOST OF NATURE'S MOMENTS

Spotted the first bee of spring or a native wildflower in bloom? Share a photo on social media to bring your biodiversity story to life.

	FOR CUSTOMERS	FOR BUSINESS BUYERS
What do they care about?	Enjoying the gardens and discovering how the attraction is making more room for nature.	Evidence that biodiversity is being actively managed, monitored and improved over time.
What do you want them to take away?	I'd never have known that just by walking around. Good to hear such a positive story.	This is a substantial, ongoing biodiversity programme with evidence behind it.
How could the story sound?	***Signage, guest information*** From fairways to wildflowers! Part of these grounds was once a golf course. Today, we've given nature a little more room to flourish. Native wildflowers, including Marsh Orchids, are making a comeback, along with butterflies and bees. Take a stroll along our 1km wooded walkway and enjoy a little of the wildlife that now calls this place home.	***Corporate sales proposal or RFP response*** Around 39% of the site's grassland is managed as native meadow without chemical fertilisers or pesticides. More than 6,000 native trees and shrubs were planted in 2019–20, followed by 600+ additional native trees over the following three years. Pollinator monitoring and mapping records species observed and provides a baseline for future biodiversity improvements.

Next: One story. Tell It →
You have an angle that works for your audience. Now choose where, when, and how to tell the story.

STEP 4 OF 4

Step 4
Tell It

Use your sustainability action stories confidently in your sales and marketing.

By completing this step, you will have...

Sustainability stories integrated into your sales and marketing, confident that you can substantiate them if needed.

Tell your story to customers

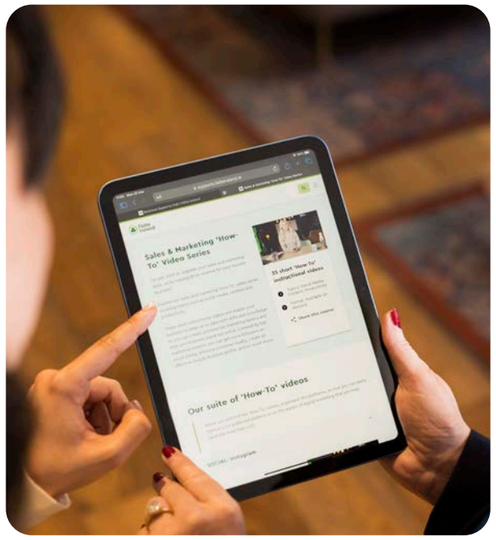
STAGE	WHAT THE STORY CAN DO HERE	WHERE IT FITS
Pre-visit	Give someone another reason to choose your business while they are still deciding.	Website, booking pages, social media, pre-arrival emails, digital tickets.
Arrival	Set the tone and ensure the business lives up to the expectations set.	Welcome information, check-in and ticket purchase, reception, and entrance signage, what your team says.
Stay or Visit	Bring your story to life through something guests can see, taste, discover or experience, making it relevant and meaningful to them.	Menus, guest information, signage at the point of the action, displays, QR codes, conversations with your team.
Post-visit	Leave a lasting positive impression, reinforce the actions they've experienced and give them something worth remembering or sharing.	Thank-you emails, post-visit messages, social media.

Invite over instruct

Some sustainability actions, like reusing towels or choosing a water refill over a new bottle, ask guests to do something differently. Explain why, make it easy and offer a choice. A friendly invitation works better than an instruction.

Use awards and certification where relevant

Relevant awards and credible certifications that comply with EmpCo requirements, can build confidence in your sustainability efforts. Share them where they fit naturally and briefly explain what they recognise. A logo alone won't tell the whole story.



Next: Tell It to buyers →
The same sustainability efforts may also help a buyer choose or recommend your business. Give them the story and supporting information they need.

Tell your story to buyers

By completing this step, you will have...

Sustainability stories integrated into your sales and marketing, confident that you can substantiate them if needed.

Be ready

Buyers come to you to request information, often at short notice. Have the material ready before the question arrives.

WHAT A BUYER MAY ASK FOR	WHAT TO HAVE READY
Your sustainability commitments.	A current Sustainability Policy that is easy to find and share.
Evidence of sustainability or climate action.	Two or three of your strongest actions and results, with the relevant figures and evidence behind them.
Third-party certification.	The exact name and level achieved, what it covers, how it was verified and its current status.
A response to an RFP or ESG survey.	A direct answer to the question asked, using the most relevant story and evidence.

Your Sustainability Policy

A current Sustainability Policy gives buyers a clear starting point. It should outline your commitments and actions across relevant areas, from energy and waste to community engagement. Keep it concise, up to date and ready to share.

Certification and awards

Certification can strengthen your sustainability story, but it isn't a legal requirement. If you have one, explain what it covers, who verified it and whether it's current. Awards can also build confidence, particularly when you explain what was recognised and when.



Next: Build and refresh your story bank →
Keep your strongest stories, evidence, and supporting material together so it is ready when you need it.

Build and refresh your story bank

Keep the stories you are most likely to use in one place, so they are easy to find, update and use again.

Your story bank can be as simple as a folder, a spreadsheet, or a shared document. Start with three to five strong sustainability stories and add to it as new actions and results come through.

WHAT TO INCLUDE	WHY
The action and the result so far	Quickly see what the story is about.
The baseline, the source, the date and who holds the detail	Find the evidence again and check it still stands.
The human angle	Establish the emotional connection.
The customer version	Use naturally in customer communications.
The buyer version	Respond quickly to enquiries and RFPs.
Photographs, quotes, or other assets	Bring the story to life when you use it.
Relevant awards or certification	Use current credentials where they add value.
Date last checked	Know when the facts may need a refresh.

Keep your stories current

Retire anything you can no longer stand over.

Refresh a story when:

- ✓ A new result or figure becomes available
- ✓ The action develops or another change is made
- ✓ You get a stronger photograph, quote, or detail
- ✓ An award or certification is achieved, renewed, or expires
- ✓ The information is no longer current.

Many of your sustainability stories will come from somebody else. In this case, ask the people running the actions to let you know when something is finished or a new result comes in. A completed action can trigger a marketing opportunity so make sure there is a system in place that keeps you updated.

Top Tip

Set a periodic reminder in your diary to review the data behind your sustainability stories e.g. one month before developing your annual marketing plan.



Further supports and resources

1 Fáilte Ireland Climate Action Programme

Access tailored support to reduce operating costs, improve energy and water efficiency, reduce waste, increase competitiveness and lower environmental impact.

Register your interest here

2 learniFI On-Demand Learning

Access flexible sales and marketing courses that you can complete in your own time.

Browse the courses here

3 Making Credible Green Claims

Build your understanding of environmental claims, substantiation and how to communicate sustainability efforts credibly.

Complete the course on learniFI

4 Building a Sustainable Culture

Learn how to engage your team and embed sustainability across the business.

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