

The Sustainable Hotel Insights

#02
August 2025



FREE
INSIGHTS

Write your **HOTEL SUSTAINABILITY STORY**
in **3 simple steps**

*For everyone on the
journey to making this Planet
a more purposeful and
hospitable place.*

FOREWORD

Pursuing the path to sustainability – together

For many hotels, communicating their sustainability practices to their guests and other stakeholders is a major pain point. Why? Because of the fear of greenwashing, a term that arises again and again when it comes to communicating sustainability.

Greenwashing refers to the practice of making false or misleading claims about the environmental benefits of a product or service in order to appeal to environmentally-conscious consumers. It's about misleading consumers into thinking that a product or service is more environmentally friendly than it actually is.

To that end, in this edition of *The Sustainable Hotel FREE Insights*, created in partnership with [Rupp Public Relations](#), we share with you

how to write your hotel sustainability story in 3 simple steps.

The outcome of this exercise is a central sustainability story that acts as the basis for all your communications (internally and externally) here on out.

Before we move on, let us introduce ourselves.

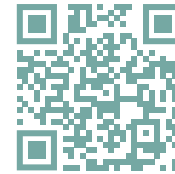
We are MAP, a Zurich-based and B Corp-certified boutique consultancy, supporting and empowering innovative and sustainable hoteliers around the globe. We developed our learning platform [The Sustainable Hotel](#) to empower independent and boutique hoteliers and others in the hospitality industry by equipping them with insights, tools and resources to develop sustainable hotels that

make a positive impact on People and Planet.

On The Sustainable Hotel platform, you'll find a wide array of helpful sustainability resources, such as [The Sustainable Hotel Handbook - Collection](#), a handbook series dedicated to environmental, social and economic sustainability.

Thank you for joining us on the journey to impact! Let's build a more purposeful and hospitable Planet – together.

**#onwards
Your MAP team**



VISIT THE SUSTAINABLE HOTEL NOW

P.S.: We'd love to hear from you along the way! Please feel free to share your feedback, insights and comments with us at onwards@MAP-consultancy.com.

“Storytelling is the most powerful way to put ideas into the world today.”

ROBERT MCAFFEE BROWN
(as cited in idlehearts, 2023).





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Must-reads and see

Take this route to access our blog post on building a sustainability story, which provides further insights and information to help guide you with this exercise.

THESUSTAINABLEHOTEL.COM

You can type your answers directly into this box.



STEP 1:

Get to the heart of your sustainability story

Fill in the answers to the following questions:

- How long has your hotel been on the sustainability journey? Are you just starting out or well on your way?
- What inspired you to start the journey?
- What's your Purpose? What's the guiding compass directing your sustainability journey?
- What is your sustainability destination, or ultimate objective?
- What are your short-, mid- and long-term goals?
- What's your overall strategy when it comes to sustainability?
- What makes your sustainability strategy different or unique?
- For whom are you trying to create an impact?
- Who is leading your sustainability efforts?



STEP 2:

Piece your sustainability statement together

Your sustainability statement is like your sustainability elevator pitch – it describes at a high level and in a few sentences what your hotel's sustainability journey is all about. And just like your elevator pitch, the statement should be familiarised by all your employees to share externally with your hotel audiences.

For this step, refer back to your answers from step 1. They will guide you in formulating your statement. In step 3 we will add further colour and information. For now, keep your sustainability statement concise and short and address the following points:

- **Who you are**
- **What your Purpose is**
- **Why you do it**
- **What you do**
- **How you achieve your Purpose**

Need inspiration? Here's our MAp sustainability statement:

(WHO) *At MAp Boutique Consultancy – B Corp certified – **(PURPOSE)** we work to make this Planet a more hospitable and purposeful place.*

(WHY) *We believe in a better way of doing business: Purpose before ego, People before Profit, beauty before bland. In a world flooded with sameness and short-term thinking, we empower visionary hoteliers and founders to build hotels and brands that do good and stand out on the MAp.*

(HOW) *We turn big ideas into holistic concepts, sustainable strategies and brand experiences that inspire, perform and endure. Combining strategic clarity with creativity and deep industry expertise, we guide you #stepbystep with practical tools, clear roadmaps and hands-on coaching that make sustainability measurable and commercially sound. Because we believe everything is figureoutable.*

*We put you on the MAp – for good.
#onwards*

You can type your answers directly into this box.



Your sustainability statement:

- Who you are
- What your Purpose is
- Why you do it
- What you do
- How you achieve your Purpose

You can type your answers directly into this box.



STEP 3:

Add more colour to your story

In step 1 you got to the ♥ of your sustainability story and in step 2 you created your sustainability statement. Now you can build out your story, add some colour and repurpose the statement for various audiences.

How? We recommend to have a look at your answers from step 1. What strikes you? What do you think is important to share - internally or externally? What's truly a differentiator in the market?

In the space at the right, copy your sustainability statement and add your "Aha's." You can do so in a general way or when thinking about a specific target group, e.g. your guests.

Congratulations, you now have your story in place! Don't forget to check your story (and all your internal and external communication) against the 10 Principles of Sustainable Communication checklist, which you can find on the next page.

CHECKLIST

10 Principles of Sustainable Communication

Your sustainability story outlines WHAT you communicate. To communicate in a sustainable way, it is equally important to look at HOW you communicate your sustainability initiatives, with our 10 Principles of Sustainable Communication.

We have Mapped out these key principles to guide you in communicating to your stakeholders in a fair, respectful and kind way. We recommend you run all of your hotel's communication through the checklist to ensure it is as sustainable as possible.

10 PRINCIPLES OF SUSTAINABLE COMMUNICATION

- **1. TRANSPARENCY:** Promoting honesty, openness, and trust in your sustainability initiatives.
- **2. INCLUSIVENESS:** Promoting equality by supporting People of all backgrounds and avoiding discriminatory practices.
- **3. CULTURAL SENSITIVITY:** Prioritising understanding and respect of local cultures and traditions.
- **4. CLARITY:** Fostering engagement and building understanding among audience members.
- **5. RESPONSIBILITY:** Taking responsibility for your actions and avoiding harmful communication practices.
- **6. AUTHENTICITY:** Making your sustainability journey heartfelt and personal.
- **7. PROGRESS:** Continually improving your communication practices.
- **8. RELEVANCE:** Explaining how new sustainable products and services impact your stakeholders.
- **9. INSPIRATIONAL:** Keeping communications positive and inspiring.
- **10. ETHICAL:** Ensuring that you never Profit from difficult situations People might be in.



ALL-IN-ONE PRACTICAL *Communication Playbook*

Communicate what you do – clearly, credibly, and without greenwashing. This handbook gives you and your team ready-to-use templates, examples, and exercises to turn actions into a story guests believe. Built for hotels and aligned with current rules, so you can speak with confidence and see results on the ground.

- **Hotel-specific, all-in-one playbook** to communicate sustainability with confidence.
- **Avoid greenwashing** with evidence-first claims and a simple compliance checklist aligned with current rules.
- **Step-by-step exercises** that turn real actions into guest-ready stories that convert.
- **Checklists and scorecards** to measure what works and improve quickly.
- **Internal communication guidance** to align your team and brief partners with clarity.
- **Real hotel case studies and expert interviews** you can adapt today.



Ready to level up your communication?
Explore the Handbook [HERE](#).



GO FURTHER: MUST-READS AND SEE

ASSESSMENT

How sustainable is your boutique hotel?

Let's find out by taking this short online assessment.

[LINK](#)

KNOWLEDGE HUB

Sustainability library for boutique hotels

Tools, checklists, useful links and organisations that can support you on your sustainability journey compiled in this helpful and practical library.

[LINK](#)

GOOD READS

The Sustainable Hotel Handbook – Collection

by MAp Boutique Consultancy
Composed of four distinct handbooks, each dedicated to one

of MAp's 4 Ps of sustainability (Purpose, People, Planet, Profit), this collection MAs out the way for boutique hoteliers to develop sustainable hotels that make a positive impact for People and Planet, while delivering long-term sustainable success.

[LINK](#)

The 2025 Top Trends for the Hotel Industry

by MAp Boutique Consultancy
MAp's outlook into this year's megatrends and the sustainable action steps to take in order to create bigger impact.

[LINK](#)

The Sustainable Hotel Handbook: Profit

by MAp Boutique Consultancy
With this handbook, you create a profitable hotel where your stakeholders Profit too. And as a bonus, your hotel is one step closer to qualifying as a sustainable hotel. This means you meet the economic sustainability requirements of most sustainable hotel certifications on the market.

[LINK](#)

Start With Why: How Great Leaders Inspire Everyone to Take Action

by Simon Sinek

It all starts with the WHY. Why? Because People won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. Discover in this book, why WHY is not just a word but the lifeblood of what you do.

[LINK](#)

The 17 Goals of Sustainable Development

by United Nations
Learn more about the 17 SDG's which are designed to serve as a "shared blueprint for peace and prosperity for people and the planet now and into the future".

[LINK](#)

SOURCE

Idlehearts. (2023). Picture Quotes.

PHOTO CREDITS

Page 4: Still life sustainability arrangements photo series by [Freepik](#)

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THANK YOU

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For permissions contact:
MAp Boutique Consultancy
Zweierstrasse 132
8003 Zurich, Switzerland

onwards@MAp-consultancy.com
TheSustainableHotel.com



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