



boutique consultancy

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PRESS RELEASE - MAP BOUTIQUE CONSULTANCY LAUNCHES FREE TEMPLATE TO HELP HOTELS AVOID GREENWASHING BY DEVELOPING AUTHENTIC STORYTELLING

This interactive template guides hotels step-by-step in crafting unique, authentic and transparent storytelling to serve as the basis for their sustainability communication.

Zurich – MAp Boutique Consultancy, a boutique hotel consultancy and certified B Corporation, is proud to announce the launch of a template to guide hotels and hospitality businesses in writing their sustainability stories. This tool is designed to assist them in effectively communicating their commitment to sustainability, showcasing their sustainability initiatives, and engaging with their stakeholders in a sustainable way.

As consumers are increasingly mindful of their impact on people and the planet, hotels are recognising the importance of incorporating sustainability practices into their operations. However, with the threat of greenwashing, many of them face the challenge of effectively conveying their sustainability efforts to guests and stakeholders in a way that is clear, honest and transparent. Understanding this need, MAp has developed an easy-to-use and interactive template that serves as a guide for hotels to share their unique sustainability journey, and outlines the 10 Principles of Sustainable Communication to ensure how it's communicated is sustainable too.

The free template is available on *The Sustainable Hotel* platform [HERE](#). Accompanying it is a [blog post](#) that provides further colour on bringing a hotel's sustainability story out into the world.

"As advisors to independent and boutique hotels as well as innovative and sustainable brands, we know that many of them downplay or even avoid communicating their sustainability initiatives at all for fear of being labeled greenwashers, a term that is called *greenhushing*," said Magdalena Rungaldier, principal of MAp Boutique Consultancy. "This template will therefore help hoteliers to overcome this challenge by empowering them to effectively communicate their sustainability efforts, thereby building trust with their stakeholders and differentiating themselves in a competitive market."

The template is a precursor to [The Sustainable Hotel Handbook: Communication](#), which will launch later this year on *The Sustainable Hotel* platform. This practical and thorough handbook will help hotels to not only write their sustainability stories, but go one step further by successfully communicating it both internally and externally through marketing, public relations and other means.

Discover how hotels can craft their unique and authentic sustainability stories: www.thesustainablehotel.com.

About MAp Boutique Consultancy

MAp is a B Corp-certified boutique consultancy that is shaping the future of the hospitality industry through the development and positioning of innovative and sustainable hotels.

MAp empowers independent and boutique hoteliers, hospitality brands and investors on their journeys to creating hotels that make a positive impact and stand out on the MAp.



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MAp's *The Sustainable Hotel* is a hotel sustainability platform built for independent and boutique hoteliers, investors, consultants and even students seeking to understand hotel sustainability and implement it into their work. This one-stop-shop for all things hotel sustainability provides free tools and resources, handbooks, checklists and guides to make this planet a more purposeful and hospitable place for all.

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