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## **NEW HANDBOOK AND PODCAST FOR HOTELIERS: PRACTICAL COMMUNICATION SOLUTIONS EMPOWER HOTELS TO COMBAT GREENWASHING**

*The Sustainable Hotel Handbook: Communication* and *The S-Word Podcast: The Sustainable Hotel* provide hotels and hospitality businesses with the insights, tools and resources to communicate their sustainability activities in a credible and effective way.

**Zurich** – As the rise of greenwashing practices threaten to undermine the authenticity of hotels' sustainability efforts, Rupp Public Relations, a communications agency based in Munich, and MAp Boutique Consultancy, a Zurich-based and B Corp-certified boutique hotel consultancy, have joined forces to present the industry with a set of practical communication solutions. With the release of *The Sustainable Hotel Handbook: Communication* and the launch of the 2<sup>nd</sup> season of *The S-Word Podcast: The Sustainable Hotel*, hotels are now armed with the tools they need to authentically communicate their sustainability strategies, mitigate greenwashing, and inspire genuine change.

### **Why Effectively Communicating Sustainability Efforts Matters**

As public awareness of sustainability grows, hotels are under increasing pressure to communicate their sustainability efforts transparently and responsibly, but there is a lack of practical solutions to guide them in this endeavor and steer them away from greenwashing. Rupp PR and MAp Boutique Consultancy recognised this gap and have combined their expertise to empower hotels to share their sustainability stories with the world and amplify their influence on a global scale. By getting their sustainability stories right, hotels not only bolster their reputation as sustainability leaders and differentiate themselves from the competition, but create more meaningful impact and shape a more sustainable future for people and planet.

### **The First Guide for Hotels on Communicating Sustainability, Including Practical Insights, Tools, and Resources**

*The Sustainable Hotel Handbook: Communication* is an all-encompassing guide on sustainability communication, co-created by Rupp PR and MAp. Set to launch on October 5<sup>th</sup>, 2023, this resource serves as a roadmap for hotels by providing actionable insights, tools, templates, checklists, interviews, scorecards, case studies and more that enable them to successfully define and communicate their sustainability narratives.

Informed by best practices, and backed by data and proven frameworks, the handbook is packed with value for hotels and hospitality businesses looking to educate, inspire and connect with their stakeholders on the topic of sustainability. By following the handbook's step-by-step guidance and working through its exercises, hotels will be able to increase the impact of their sustainability practices, while driving their own success and profitability as a result.

*The Sustainable Hotel Handbook: Communication* is the latest in a series of handbooks created for independent and boutique hoteliers on the topic of sustainability as part of MAp's hotel sustainability platform *The Sustainable Hotel*.

### **A New Podcast for the Hospitality Industry That Brings Sustainability + Communication to Life**

During the collaborative process of crafting *The Sustainable Hotel Handbook: Communication*, it was decided that the wealth of knowledge and insights within the guide naturally lent themselves to a podcast format. This led to the 2<sup>nd</sup> season of *The S-Word Podcast: The Sustainable Hotel*, which explores even deeper how hotels can convey their sustainability measures in a way that is transparent, effective and resonates with stakeholders.



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Over the course of 6 episodes, co-hosts Natascha Rupp, Managing Owner of Rupp PR, and Magdalena Rungaldier, Principal of MAp Boutique Consultancy, aim to bring the topics to life through insightful conversations, real-world case studies and expert perspectives. The podcast not only enriches the learning experience but also opens the door to reaching diverse audiences, expanding the discourse on sustainability communication, and ensuring a wider positive impact across the industry.

**Natascha Rupp remarks:** "The handbook and podcast were born out of the need to bridge the gap between sustainability practices and effective communication. We realised that many hotels were implementing impressive sustainability initiatives but struggling to communicate them in a way that resonates with stakeholders, often choosing to avoid communicating them entirely, a term referred to as *greenhushing*. With these solutions, we seek to empower hotels to share their stories in a more impactful, and credible, way."

**Magdalena Rungaldier adds:** "Greenwashing is a significant concern within the hospitality industry, as it undermines the sincere efforts of these sustainable hotels. We are proud to empower hotels and other players in the hospitality industry – including consultants, students, sustainability managers and more – to combat greenwashing, ensuring their sustainability communications reflect their genuine commitments, while catalysing further positive change in the hospitality industry and doing more good for people and planet. And from what we've seen from our very own clients who have implemented our sustainable communication principles and practices: a boost to bottom line too."

### Join the Journey

Season 2 of *The S-Word: The Sustainable Hotel* premiered on September 13, 2023, and is available on YouTube [here](#).

*The Sustainable Hotel Handbook: Communication* can be purchased in digital or print formats on [The Sustainable Hotel](#) platform starting October 5<sup>th</sup>. It is priced at CHF 148, and 10% of all purchases go to organisations doing good. During the launch up until October 17<sup>th</sup>, buyers will benefit from an exclusive launch discount of 25% off the handbook (special price of CHF 111).

[Discover \*The Sustainable Hotel Handbook: Communication\* and other hotel sustainability resources HERE.](#)

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### About Rupp Public Relations

Rupp Public Relations GmbH is a full-service communications agency focusing on sustainable travel and tourism. Based in the DACH region, the firm helps hotels and hospitality brands raise awareness and increase guest inquiries within their target markets.

[Discover more about Rupp HERE.](#)

### About MAp Boutique Consultancy

MAp is a women-led, B Corp-certified hotel boutique consultancy based in Zurich that creates sustainable concepts, brands and strategies that elevate award-winning clients around the globe. Through its focus on people and purpose, its innovative approach and bespoke solutions, MAp makes hotels, businesses, and brands matter.

[Discover more about MAp HERE.](#)

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