

Communicating Your Green Credentials to the Media



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Preparing effective communications to showcase your green credentials is all about understanding your target audience.

When showcasing your green credentials to the media, you need to be clear on what kind of audience is being targeted and the medium via which this audience is reached. This may include:



Print Media

e.g., newspapers, travel magazines



Broadcast media

e.g., television and radio



Online Media

e.g., online newspapers

For each media opportunity that presents, it is essential to speak to the expectations of the target audience. For example, via an interview with an Irish radio station, you will naturally reach an Irish audience, but this audience will differ depending on the show:

A light chat show

Key reach: private person (e.g.,) listening in from home or on their way to work

Expectation: happy to hear about your green credentials, but do not wish to be overwhelmed with facts, statistics and science

Potential outcome:

- The listener can be converted into a customer if you connect with them
- You can inspire the listener to think green

Business-focused show

Key reach: corporate person

Expectation: to be informed about your green credentials – to learn from your approach, journey and achievements

Potential outcome:

- The listener can be converted into a customer if you connect with them
- You can inspire the listener to initiate or progress green business practices

The above example emphasises how communications need to be tailored for diverse audiences and opportunities as illustrated in the following scenarios

**Radio: light chat show**

Broadcaster: “So how about you share your green journey with our listeners?”

Tourism Business: “...well for us being green is all about having a BIG HEART. By that I mean, we care about our environment, our community and supporting our local economy...”

As a team we have made some very practical changes. For example:

- Food waste has become a big focus that we have tackled in many ways from our kitchen to the customer.
 - Our artisan menus are much smarter now, allowing for small and regular plate options.
 - This has been a win win because while we have reduced food waste by more than 85%, the customer only eats and pays for what they need...
- We also have a cycle to work scheme– in fact after 20 years of being an avid driver, I too now hop on my bike to get to work...
- And look, for us being green is all about taking care of our team and neighbours too.
 - Last year we won the Employer Excellence Award for our region.
 - We have a local-first approach – in fact about 20% of our purchases come from within a 50km radius and a further 70% comes from throughout Ireland.

If I had more time, I could go on and on! I’d suggest that people listening in today can visit our website to find out more. Better still, experience our green ethos first-hand by treating yourself to a visit. You’ll be warmly welcomed!



Radio: business-focused chat show

Broadcaster: “You have gained national renown for your green ethos, how about you share some insights into that journey and your achievements?”

Tourism Business: “... We have been delighted with the coverage, thank you for inviting us on. Over the past three years we have made a concerted effort to Think Green. Being Green is now mainstream for us, informing everything we do from ways we can safeguard the environment to supporting our team and community and being more aware about our impact on the local economy...

We are in the business of tourism which - especially in Ireland - is all about the warm welcome. For us, being Green aligns with this because it shows how much we care which means switching from a profit-focused to a not just for-profit approach. We have learned that we can still achieve the profitability necessary to support local livelihoods while making smarter choices that also benefit the environment and community.

And here is the interesting point, since we have shifted our focus, visitors from Ireland and abroad have responded by making more bookings. In fact, our bookings are up by 20%. Being green has allowed us to show a more human and empathetic side and our customers are responding to this.

Take a look at our website to find out more. For now, I can touch on some highlights. For example:

- We have reduced our food waste to less than 8%
 - This was a primary goal as food waste is costly and it generates 10% of global greenhouse emissions
- We have made significant progress with conserving energy
 - All lighting has been changed to LED pinspots/tubes/bulbs –that action alone saved over 6 weeks of electric power
 - Solar panels now supply our hot water

- We were shocked to discover the amount of chemicals we were using, for example in our cleaning products. These have been replaced with locally made biodegradable alternatives that are kind to the ecosystem
- 30% of everything we buy comes from within a 100km radius and a further 55% comes from within Ireland – building close partnerships with our suppliers is integral to how we do business

On a final note, I'd like to give a shout out to our incredible team. Together we have learned so much and continue to do so! We take great pleasure in participating with our local community from painting disused buildings to tidy town clean ups.

We are proud to say that we have won the Employer Excellence Award for our region and the gold standard award for sustainable business practice... As our team would say, the best way to see that we are Truly Green is to come pay us a visit!

The above scenarios provide an insight into the diverse range of media opportunities that can present and how preparation is key for spreading the word about your green credentials. The following chart can support you with this by refining communications under the noted headings.

Our Green Ethos

We believe that sustainable hospitality is local hospitality – that is why we buy local and invest in our team, community and surroundings.

Question:

What do we do to safeguard the environment?

Action:

- Our rainwater harvesting system and our on-site well allows us to regulate our water consumption
- Our wildflower rooftop is home to half a million bees
- Solar panels supply 40% of our electricity, reducing our reliance on fossil fuels.
- We are active members of a nature conservation group that works with government agencies to save native plants, bird and wildlife from extinction
 - This contribution has led to a 35% increase in population of the corncrake farmland bird in Ireland
- We are a zero-chemical zone; everything from our cleaning products to our toiletries are so pure, you could eat them – kind to the whole eco system

Question:

What do we do to support our local community?

Action:

- We create a positive and rewarding environment for employees
 - We are two-time winners of Employer Excellence Awards
 - Wellbeing initiatives range from a cycle to work scheme to an on-site pop-up gym (scheduled twice weekly)
- We are active community members. Initiatives include:
 - Painting disused buildings
 - Restoration of stone walls on walking routes
 - River clean ups
- We support local charity initiatives

Question:

What do we do to support the local economy?

Action:

- We employ 12 full time staff and 4 part-time staff who live locally
- 90% of our food/drink purchases are provided by local suppliers located within a 100km radius
- We refer the services of other providers to our guests, including:
 - places to eat and drink
 - transport providers
 - visitor experiences and activities

Where to find out more?

[Insert website address]

Images

Select 5-6 quality images that showcase your green ethos



Our Awards and Credentials

Once you have completed this chart, you

- Will be equipped with the key messaging and points that are most relevant for promoting your green ethos and credentials via media opportunities
- Can save a nicely formatted PDF copy which you can use to send to journalists to provide an overview of your green credentials, providing a handy reference for their reporting
 - Noting that if required by the journalist, images can be sent separately for inclusion in their report

For information on how to communicate your climate action story to consumers check out our guide ['How to Tell your Climate Action Story'](#)