

From Action to Awareness: Mastering Authentic Sustainability Communication

Laurent Bougras

In this session, Laurent Bougras addresses a key challenge in sustainable tourism: the gap between the actions that businesses implement and how these are communicated and perceived. Drawing on his experience in the tourism sector and his work with GreenCAST, he highlights how many sustainability efforts remain invisible or insufficiently understood by visitors and stakeholders.

Presentation script (introduction, objectives...conclusion)

Introduction

The session introduces the current challenge faced by many tourism businesses: despite actively implementing sustainability practices —such as reducing energy use, improving waste management or supporting biodiversity— these actions are often not visible, measurable or clearly communicated.

This lack of visibility limits their impact, both in terms of customer perception and in the ability of destinations to assess and promote sustainability efforts.

Main content

The presentation explores how to bridge the gap between sustainability actions and effective communication. It highlights the limitations of traditional approaches, such as certification systems, which often fail to provide comprehensive or scalable insights across the sector.

The session presents alternative approaches based on data, transparency and storytelling, showing how tourism businesses can better communicate their efforts in a structured and credible way. Particular attention is given to the role of digital tools and platforms —such as GreenCAST— in supporting the measurement and communication of sustainability performance.

In addition, practical recommendations are shared to help SMEs improve their communication strategies, including:

- focusing on clarity and authenticity
- avoiding overstatements or greenwashing
- using consistent and simple messaging
- linking sustainability actions to visitor experience and value

Conclusion

The session concludes by emphasising that improving sustainability communication is essential to increase trust, visibility and impact. Making sustainability efforts more transparent not only strengthens the positioning of individual businesses, but also contributes to a more accountable and resilient tourism ecosystem.