

EQUIP THE TRAVEL- AND TOURISM INDUSTRY FOR NEW GREEN COMMUNICATION REGULATIONS.

Your member businesses expect guidance on future regulations. Seize the opportunity to ensure their growth and future proofing.

Why now?

In September 2026, new EU requirements for green communication will be fully implemented across member states. This fundamentally changes the rules of the game. Errors in sustainability communication are no longer just "unfortunate" they will result in costly sanctions that impact both the bottom line and brand credibility.

Due Diligence is a Competitive Advantage

You are facing a cross-pressure: Guests in the service industry demand transparency, politicians demand action, and your businesses expect help navigating the complexities to avoid greenwashing. If you act now, you stand stronger. By equipping your businesses today, you not only ensure credibility but create a real commercial advantage in a market where expectations are rising explosively.



How we help.

We deliver a complete journey that takes the businesses from uncertainty to action. We ensure they understand the new legislation, clean up their communication, and learn to use sustainability actively to attract guests without greenwashing.

Why us?

We combine Compliance, Commercial Strategy, and Behavioral Science.

To succeed in travel and tourism, it is not enough to follow the rules; you must also understand the psychology of the guest to sell the message effectively.

Act by Choice is your one-stop specialized consultancy. We bridge the gap between complex EU regulations and the daily reality of the service industry.



Act by Choice.

Josephine Piplits
CEO & Founding Partner

- **Behavioral Design Expertise:** With extended experience in Behavioral Design, we don't just teach the rules; we teach your businesses how to nudge guests toward sustainable choices using psychology.
- **Commercial Experience:** 25+ years of leadership experience in the global travel and tourism industry.
- **Certified Competence:** GSTC-certified in sustainable tourism and experts in ESG strategy.



One Day. Big Shift. Real Clarity.

"We make sustainability an obvious choice for both the business and the guest. We educate and support every small step because perfection shouldn't stand in the way of good business results."

How Do We Get Your Businesses Ready?

We recommend a *holistic approach* ensuring that knowledge from the training actually translates into action within the business. Our model consists of three steps, which can be combined into a complete package or adapted to your needs:



The Foundation (Shared Workshop): An intensive day where we gather the businesses to review legislation, greenwashing pitfalls, and behavioral design principles.

- Outcome: Everyone gains the same high level of knowledge and practical tools to start immediately.



The Screening (Individual Check): We review the individual business's current communication (website, social media, printed materials) and provide concrete, written feedback.

- Outcome: The business gets to "clean house" and knows exactly where to focus to become compliant.



The continuation (Ongoing Support): Individual consulting sessions over 3 months per business, where we assist with implementation and strategy.

- Outcome: We ensure that good intentions don't get lost in daily operations but turn into real business value.

Note: You can choose the complete solution for maximum impact, or we can tailor a program with individual elements that match your reality.



Let's equip the businesses for the future together.

Don't wait until the legislation hits and panic spreads. Let's have a non-binding conversation about how we can tailor the right program for your organization.

Let's talk!

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