

Act by Choice.

Are your tourism businesses ready for the new rules on green communication?

Tourism businesses are facing increasingly complex rules on green communication. Now is the time to help them understand what is changing, communicate with confidence and use green communication to strengthen their business.

Why now?

By **27 September 2026**, the new EU directive, Empowering Consumers for the Green Transition, will change marketing law and the rules for green communication across the EU.
This changes the game for businesses communicating about their green initiatives. Getting it wrong is no longer just unfortunate. It can come with significant financial consequences and put your credibility at risk.

National implementation is already underway, and in some countries stricter guidance is already being enforced.

Being prepared is a competitive advantage
Help your local businesses act now, so they are better prepared for what is coming. Giving them the knowledge and tools to communicate clearly and credibly can also strengthen their position in a market where expectations for transparency are rising.

What does this mean in practice?

The stricter rules apply to businesses communicating with customers and consumers across the EU.
They apply across channels, from websites and sales materials to customer service, product catalogues and signage. In short, all customer-facing communication.

One important change is the use of broad environmental claims such as “green”, “sustainable”, “eco” and “climate-friendly”. These claims can no longer be used without robust evidence to support them.

Why Act by Choice?

We make business the driving force behind destination sustainability.

Act by Choice helps destination organisations turn sustainability ambitions and strategies into action across the businesses and stakeholders that shape the destination.

Rooted in Copenhagen. Working across Europe.

What do our customers say?

“With a combination of expertise, a practical approach, and the ability to motivate, Act By Choice is a strong partner that I can recommend without hesitation to companies looking to strengthen their sustainability communications.”
- Sabina Bechmann Hejlesen, Sustainability Coordinator
Visit Vejle

"Josephine’s expertise and ability to translate complex knowledge into concrete action make her an invaluable resource. I highly recommend her as an expert who can make sustainability relevant and accessible to everyone.”
- Mark Hauge Errebø Østergaard, Business Developer
DESTINATIONFYN

Turn the page to see how we can help you prepare your local businesses.

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Here's how to put the rules into practice.

Every destination is different, so we tailor the format to your needs. Here are three ways we can get started:

Gain an overview

30 mins Keynote

A clear introduction to the new requirements and the most common greenwashing pitfalls.

You'll get:

- An overview of what the new rules mean for tourism stakeholders
- Insight into the most common pitfalls
- Concrete examples from the industry
- A shared foundation for the next steps

Ideal when you want to build a shared understanding and put the topic firmly on the agenda.

From overview to action

2 hour workshop

We turn the rules into practical tools participants can use in their own communication.

You'll get:

- A practical introduction to greenwashing and the most important legal changes
- Clear do's and don'ts for tourism stakeholders
- Concrete examples from the industry
- A simple checklist to review your own communication
- Short exercises that turn knowledge into practice

Ideal when you want to give participants both an understanding and concrete tools to get started.

From rules to practice

1/2 day workshop

Here we go deeper, applying the rules, examples and tools directly to participants' own communication and real-life challenges.

You'll get:

- A thorough introduction to greenwashing and the legal changes
- Clear do's and don'ts for green communication
- Training in identifying risks and opportunities for improvement
- Concrete industry examples that we'll analyze together
- A practical guide to your own green communication
- Exercises where participants work with their own messages and examples
- Models and tools they can continue to use in their own companies.

Ideal when you want participants to build the confidence and skills to work with green communication independently afterwards.

Ready to get your businesses prepared?

Don't wait until the new rules take effect. Let's talk about what your businesses need and find the right format for your destination.



Josephine Piplits, CEO

Senior adviser specialising in sustainable business development, communication and behavioural design, with more than 25 years of international experience in travel and tourism, including C-level roles. GSTC-certified in sustainable tourism, with additional certifications in CSRD, Sustainability Management and Behavioural Design..

Let's talk...

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