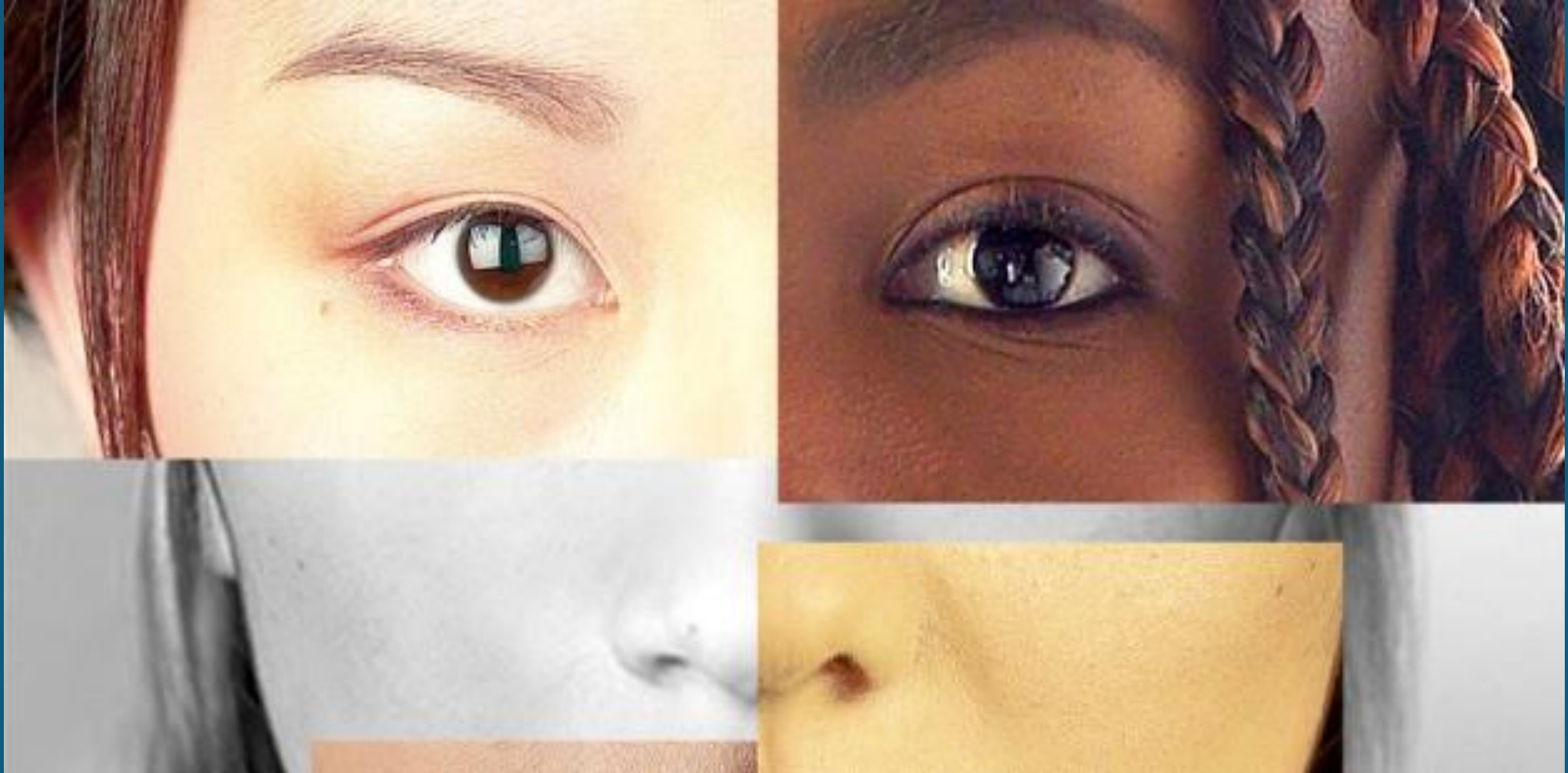


Once upon a time



Our invitation is to rethink our relationships with each other



and with nature..



It's time to tell the stories of regeneration



*Home sapiens are instinctive pattern makers
and the words and stories we make from
them are our richest renewable resource.*

John Mitchinson The Harvill Press



Who are you reaching?

There is no more
B2B or B2C.

**It's H2H:
Human to Human.**

The heart of the matter ...

Bold

Controversial

Unapologetic

Inspiring



Story Hierarchy



Great storytelling & ?



What's the communication opportunity?

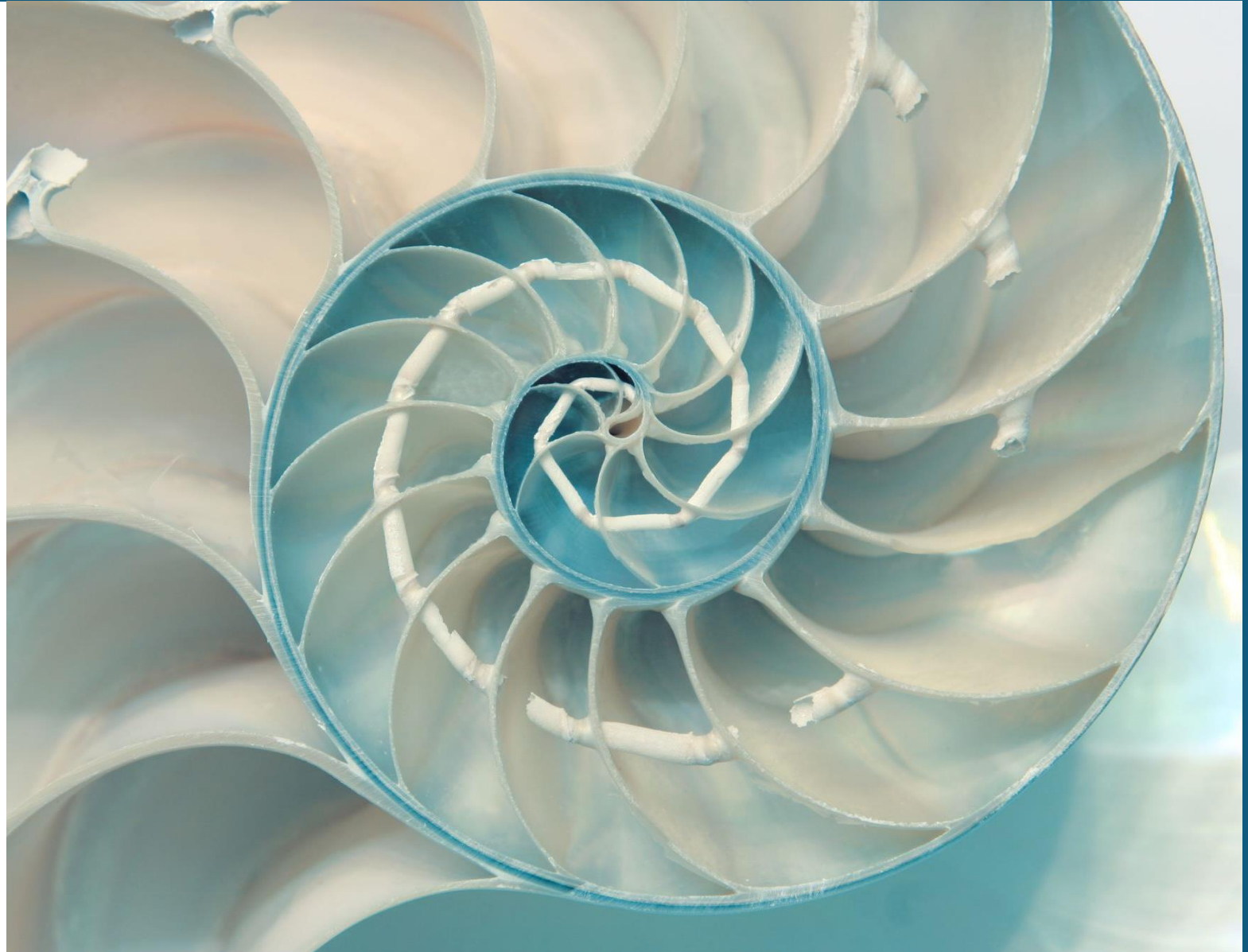
"Convey sustainability in a refreshing way: never as a restriction – always as an enrichment."

- **Engage** the tourism and events value chain
- **Drive** sustainable practices and certifications
- **Measure** impact on visitor perception
- **Communicate** the collective sustainability efforts of the industry
- **Enhance** destination brand reputation and loyalty



Top tips to regenerative story telling

7



1. Make it local and authentic



KAITIAKITANGA

Guardianship and protection of our natural, built and cultural resources for the benefit of current and future generations.

MANAAKITANGA

Showing respect, hospitality, generosity and care for others.

WHANAUNGATANGA

A sense of family and belonging: relationships built on shared experiences and working together.

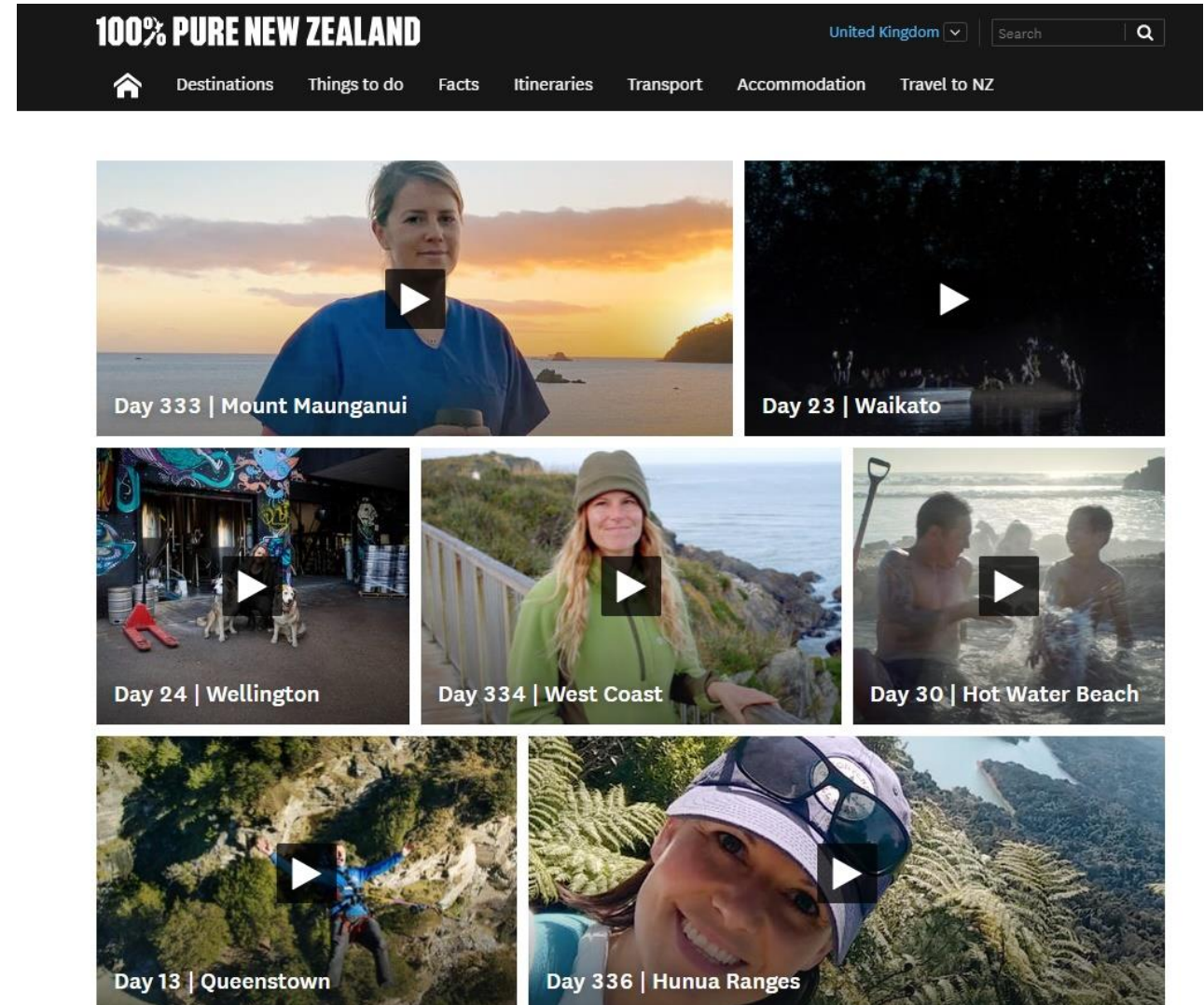


2. Storytelling is collaborative

- AND WITH COLLABORATION COMES CHANGE

"The tourism story and experience preserves and enhances our values, culture and heritage".

#goodmorningworldnz



3. Story Doing



Organised twice a year the locally Grown Food Exchange connects the local food producers with buyers in the hospitality industry.

4. The importance of data



Sydney set bold science based targets for a 70 per cent emissions reduction by 2030, and net zero emissions by 2050.



Hospitality Footprint

11% of the city's total GHG emissions



14% of potable water consumption



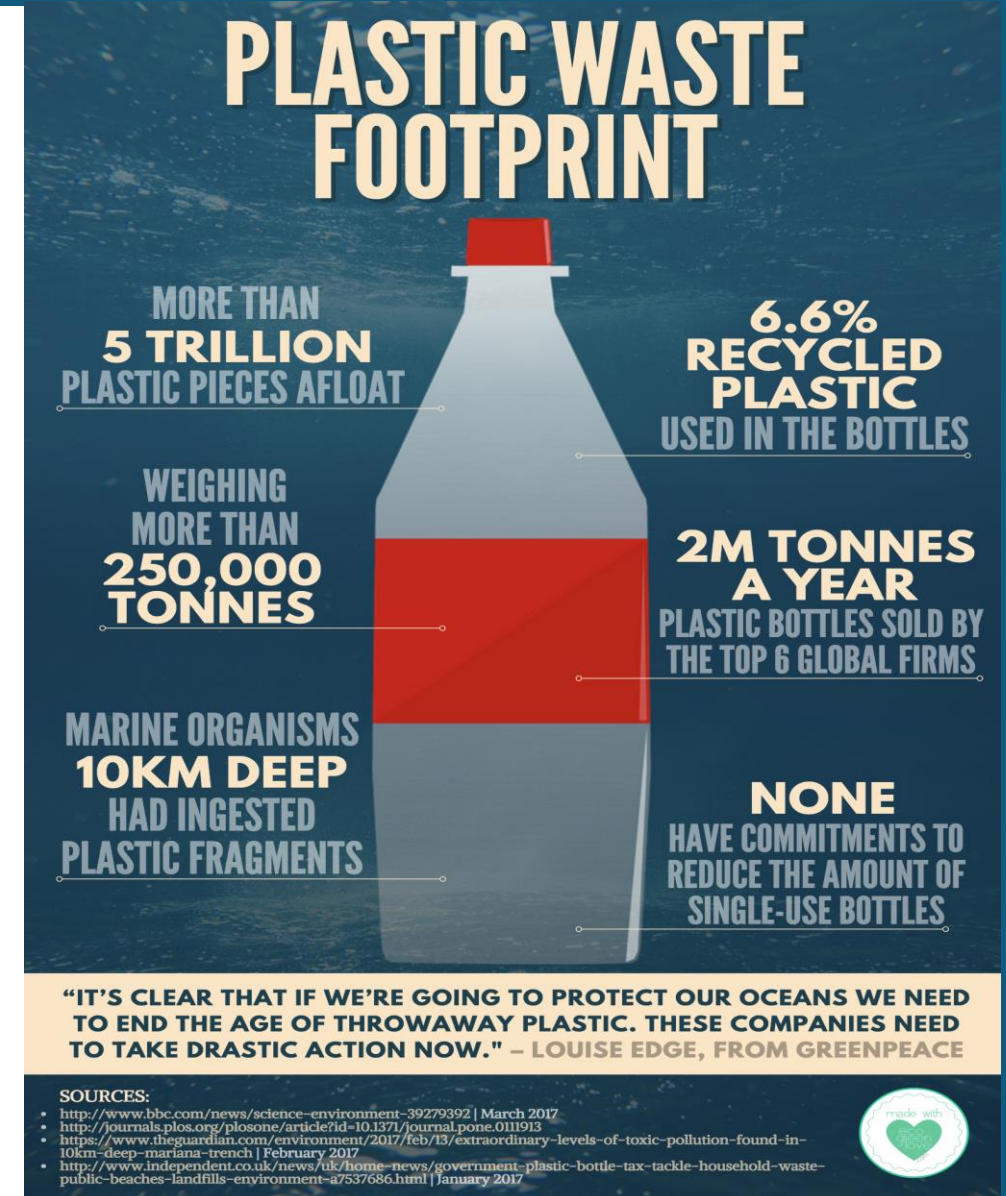
46% of the city's commercial waste



4. The importance of data

But beware of objective facts that can seem dispassionate. To create stories:

1. Remember what it's like to not know ...
2. Context – the world as it was and how it is now
3. Make it personal: Look through the visitors and residents' ideas
4. Make it inspiring
5. “Jargon sometimes jars”



5. A picture paints a thousand words



[View the story](#)

150
million tonnes of
plastics in the world's
oceans

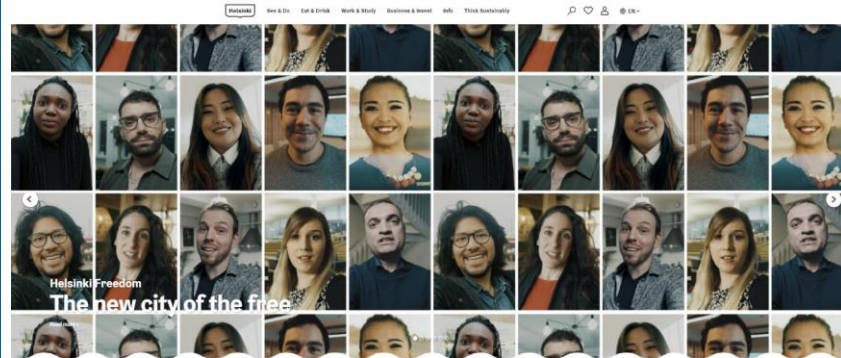
10 million tonnes added
every year.

Predicted to triple by
2040!

6. The importance of humour



7. Activate the heart



In Helsinki, freedom means creating a life that looks like you without compromising.

My Freedom Stories from Helsinki

Powerful campaign to attract students, workers, entrepreneurs and tourists while reinforcing the core identity of the city.





The End

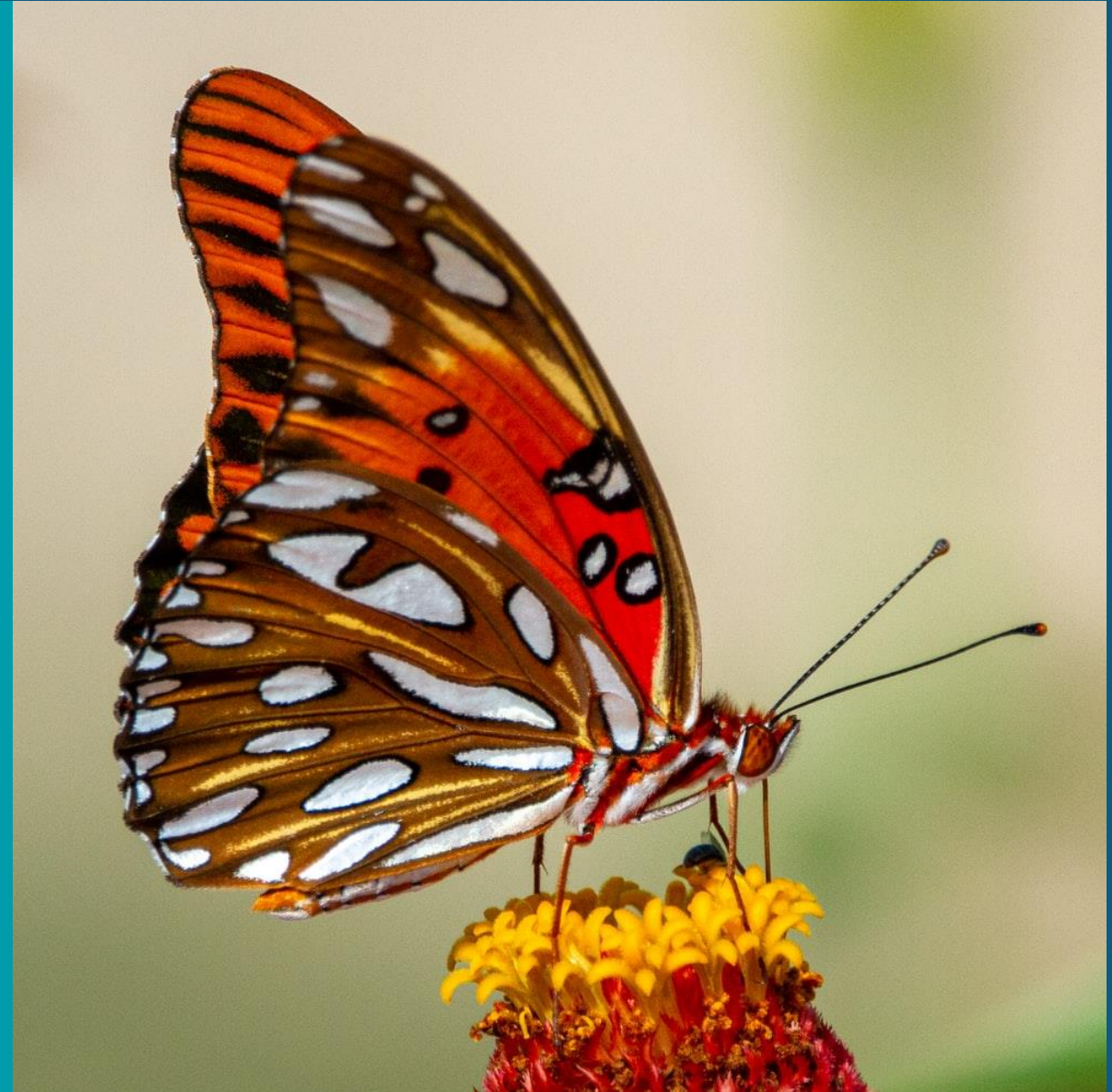
Almost

Call to action

Change is upon us.

We are on the cusp of an impactful new era that harnesses regenerative practices, with an unparalleled opportunity to reshape the way we live, work, meet and travel for the better.

You have the opportunity to lead and propagate the new narrative



Want to know how to create powerful stories



GDS ACADEMY

STORYTELLING AND COMMUNICATION STRATEGIES FOR
REGENERATION

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