

# Talking About Sustainability Without Talking About Sustainability

Juliet Kinsman







Don't just tell people you are sustainable — **show them.**

Cretan Malia Park | Greece

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# Sustainability is like **teenage sex...**

Cempedak | Indonesia

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An aerial photograph of a tropical resort. The image shows several buildings with traditional thatched roofs, a swimming pool, and lush greenery. The resort is situated near a body of water, with a wooden pier extending into the sea. The overall scene is peaceful and scenic.

'Everything that needs to be said  
has already been said. But since  
no one was listening, **everything must  
be said again.'**

— André Gide



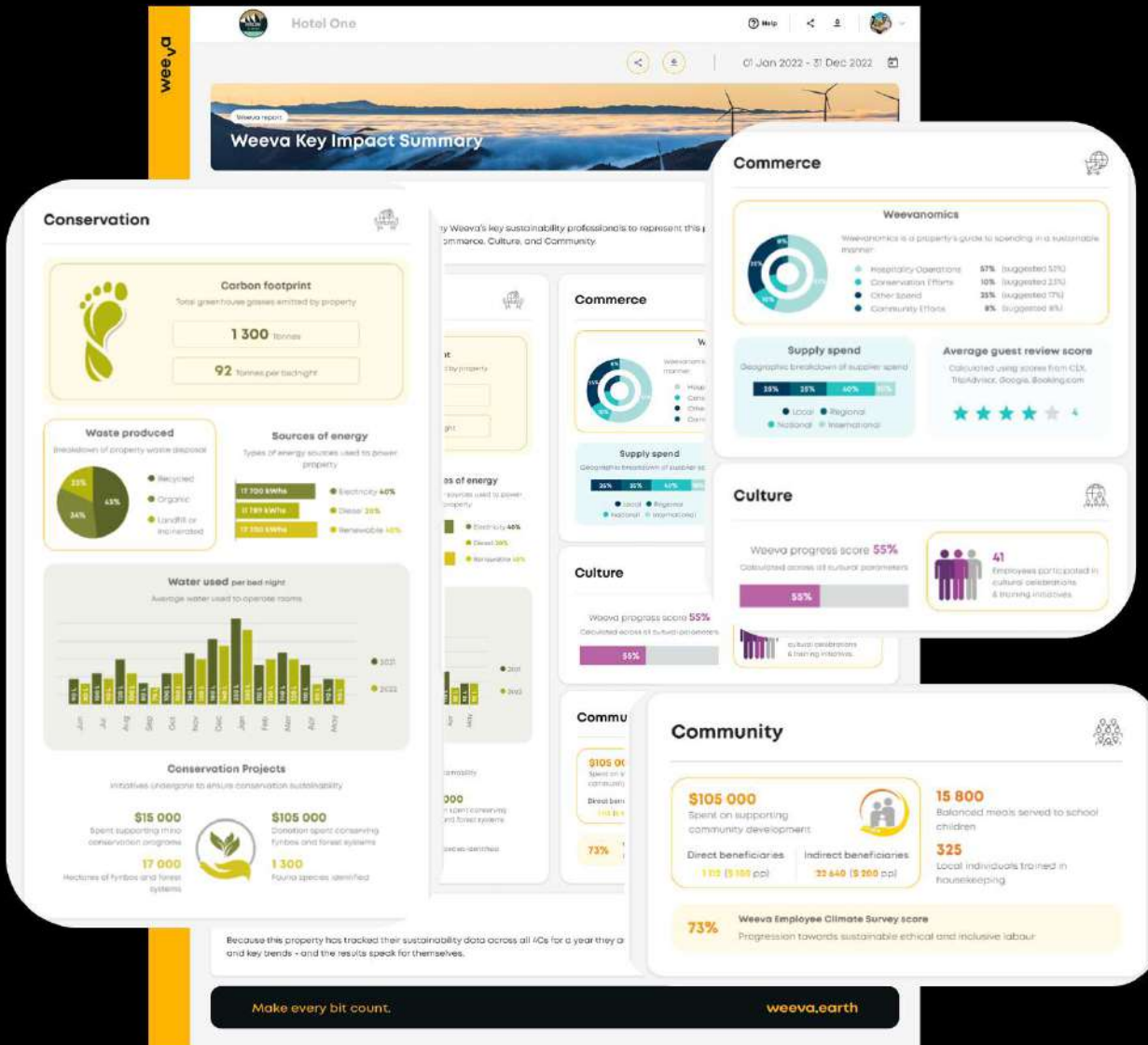
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‘What are stories but  
**data with soul?**’

— Brené Brown

Loapi Tented Camp | Tswalu Kalahari

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An aerial photograph of a large, historic estate in Wales. The main building is a large, light-colored stone structure with a dark roof, surrounded by lush greenery and a large garden. The estate is set in a valley with rolling hills and fields in the background. The sky is overcast.

# Let's activate **'helpful'** storytelling throughout hospitality

Grove of Narberth | Wales

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An aerial photograph of a resort building with a central swimming pool and a patio area with several white umbrellas. The building is surrounded by dense, lush green trees. The text "That's edutainment. Master the art of educating while entertaining." is overlaid on the image. The first part of the text is in white, and the second part is in black on a yellow background.

That's edutainment. Master the art of  
**educating while entertaining.**



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Never underestimate **the power of**  
exponential **storytelling** — just don't  
confuse *selling* with *telling*.



# Sharing stories to inspire impact on socials

 @julietkinsman

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