

**itmustbeNOW.com LAUNCHES A NEW 'FORCE FOR GOOD'
RAISING THE BAR ON SUSTAINABILITY
IN HOSPITALITY AND TRAVEL**

NOW, a new initiative calling for accountability around sustainability in travel has been launched on Earth Day (22 April 2017). Working as a 'Force for Good', NOW's mission is to create a traveller community which is passionate about ecotourism and green travel, and wants to help tackle the environmental and social challenges facing our planet.

NOW Transforming Hospitality GmbH is a legacy project created and personally financed by industry stalwarts [Onno](#) and [Alexa Poortier](#). Using their own extensive influence and working with industry advisory groups, their mission is to achieve a shift in the hospitality industry, to ensure it thrives but not at the expense of the planet and its people.

The NOW website and digital content will provide:

- a portal for discussion, innovation and research
- information on how to travel more responsibly
- the NOW Force for Good Alliance to strengthen reputations and differentiate hotels from greenwashers; and promote them in the NOW Good Hotel Evaluator, a simple and transparent tool for travellers to boldly evaluate a hotel's sustainability performance, certification and annual progress which NOW will track in a one page scorecard with drill down results. This will be linked to a NOW Booker so travellers can also book directly and hotels will not be charged commissions.
- a two-way forum where consumers can share ideas, debate, make recommendations and be inspired
- an opportunity for hoteliers to be a Force for Good, collaborate, get involved, make a difference and help enact change

“Our purpose is to create a global pressure group demanding sustainability from the hospitality industry” explains Onno Poortier, Founder, Chairman and CEO of NOW. “The effect of climate change is the most urgent issue of our time. Operating business in a safe, sustainable and socially responsible manner is the biggest challenge. Transparency, what hotels do to improve lives and help our planet, and credible sustainability certifications with independent audits are crucial to gain wide support from travellers and for this responsible form of hospitality to be commercially successful.”

Founder Alexa Poortier added, “As the travel industry continues to enjoy positive growth, the negative environmental and social impacts can be felt worldwide. Doing nothing is no longer acceptable. We want to ignite global consciousness about the urgency and the need for responsibility, creative solutions and action.”

After a lifetime in hospitality, the Poortiers recognise the need for the industry to address the environmental and social responsibility challenges facing the planet. With no single governing body to monitor the situation, their aim through the NOW project is to create a positive vehicle for urgent change; a movement to generate reaction and action within the hospitality industry.

Sign up at www.itmustbenow.com. Be Inspired: [watch this](#).

Follow on Twitter: [@itmustbenow](#), Instagram: NOWTransformingHospitality and
Facebook: ItMustBeNow

- ENDS -

For media enquiries, please contact indigoeight:

Mel Cutcliffe (indigoeight@itmustbenow.com / 07961 300067)

or Kath Kay (indigoeight@itmustbenow.com/ 07790 159333)

Notes to editors

*EarthCheck Certified is the world’s leading scientific benchmarking and certification program for the Travel & Tourism industry

For full details and more information on the founders and supporting advisory group, [click here](#).