



WHY ALEXA POORTIER, FOUNDER OF NOW, TELLS US ABOUT THEIR NEW FORCE FOR GOOD ALLIANCE PLATFORM

Onno and Alexa Poortier created NOW as a legacy project with a mission to advance sustainability, social responsibility and principled business practice in the hospitality industry. Having seen how travel drives economies and growth, as well as the shocking negative impacts created by people and companies in many destinations, they believe that each of the billion people who travel today have enormous power to drive global change by choosing to only support companies which are credibly sustainable, socially responsible and visibly transparent about their principled business practice. 'If we, as conscious travellers, want to spend our money on places to stay that don't greenwash and that are genuinely sustainable, then we need to demand transparency and independent proof' —Alexa Poortier

EARTHCHECK AND NOW ARE STRATEGIC PARTNERS

'Out of the 300-plus companies out there providing a stamp, seal, butterfly mark, tree symbol, TripAdvisor logo, etc, only around 10 per cent are in the Integrity Program of GSTC and among these, EarthCheck is one among four that have reached the top accredited level,' she explains.

Global Sustainable Tourism Council (GSTC), CEO, Randy Durband is another supporter of EarthCheck. 'It is an excellent programme, but the marketplace has been unwilling to purchase that particular scheme in significant numbers. Most businesses opt instead for lesser-priced schemes. My own hope is that someday the awareness level and pickup of certification in general will allow for greater awareness and respect for EarthCheck's full programme which includes benchmarking.'

Since 1987, EarthCheck's scientific systems have been recognised globally for their integrity, transparency and scientific rigour.

"By booking a hotel approved by EarthCheck you are guaranteed that that hotel is not greenwashing which travellers can be confident that they are staying at a hotel that is walking the talk,"

Alexa Poortier

'Hotels who display the EarthCheck Certified seal are committed to a rigorous sustainability program that can clearly demonstrate and provide proof of their environmental and social performance. There is a crisis of trust in our world today and most consumers are skeptical — which is good— and this means proof of action is more important to consumers.'

At a time when a lot of hotels have jumped on the bandwagon of responsible sustainability and the Sustainability Development Goals only a few can provide the proof. NOW aims to raise the bar on accountability and transparency around sustainability and is inviting inspiring and responsible hotels, resorts, lodges, cruiseliners and luxury trains to join the NOW Force for Good Alliance to recognise the sustainability achievements of members and provide a point of difference for consumers and travellers.

THE TIME IS NOW Hoteliers can register interest in joining the NOW Force for Good Alliance at:
itmustbenow.com/hoteliers