



社企民間高峰會
Social Enterprise Summit

社企民間高峰會 2018
Social Enterprise Summit

快樂創新
Innovating for a
Happier Society.
為民所享

十一月廿二至廿六日
NOVEMBER 22-26

香港會議展覽中心
Hong Kong Convention and Exhibition Centre
香港 Hong Kong



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Pursue Sustainable Goals
多走一步 持續發展

Experiments in
Sustainability /
Technology
「可持續發展」
的實踐



Alexa POORTIER

Founder, NOW Transforming Hospitality GmbH,
Switzerland

Alexa Poortier is the founder of itmustbeNOW.com, the conscience of the travel industry. The mission of NOW is to boldly advance sustainability, social responsibility and principled business practice.

Alexa's professional experience spans 35 years in Asia Pacific, Canada, Europe, Middle East and South America. She understands the challenges and impacts of global business having been VP, Business Development and Marketing with NewsCorp's StarTV - Chanel V, Sumitomo's JetTV and CNBC (previously ABN); Group Director with O&M and Edelman/JMA PR; and in hotel operations and marketing with Park Hyatt and ACCOR.

At this most urgent of times, Alexa believes that each of us have the responsibility to act NOW to help keep our planet healthy for us and future generations. "We are all travellers and the travel industry is the 5th largest polluter of greenhouse gasses in our planet. ItmustbeNOW.com is growing a global community of likeminded people who believes that travellers and the travel industry must be a Force for Good. We inform, inspire and empower travellers to be a part of the solution to our climate crisis by reducing and offsetting their travel carbon footprint, to make smarter choices on where to go and who to stay with, and to use their spending power to drive change by only supporting truly sustainable travel experiences."