



NEWS & UPDATES

2020 NOW Carbon Neutral & Global Goals Challenge from Chairman and CEO – Onno Poortier

January 2019 - This is an open letter challenge to Hotel and Travel Company Owners and Operators to take urgent action now to commit to sustainability, be carbon neutral by 2025 and support the 17 Global Goals.

We have all heard the bad news. According to the science accepted by the Intergovernmental Panel on Climate Change (IPCC), with today's emission levels, we are projected to reach 1.5°C (34.7°F) above pre-industrial levels in 8 years. It will arrive sooner if we do not drastically reduce our emissions and if unforeseen warming is amplified. IPCC warned that reaching 2°C (35.6°F) will severely destabilise our climate and worsen the climate extremes we are already experiencing today.

If tourism is a country, it would be the 4th largest emitter of carbon in the world. Growing at 3-5% annually, it contributes 8% to global carbon emissions with 20% from our industry. By 2025, tourism is projected to contribute 12% to global emissions. (Source: University of Sydney Research).

Tourism is on the rise with 1.4 billion international travellers in 2018 and by 2030, it will exceed 1.8 billion travellers. Add local travel to this and we contribute massively in both a positive and negative way. Lifestyles with travel use more from nature every year than our planet can re-new and we are emitting more carbon into the atmosphere than our overharvested forests can remove. Tourism is a good development tool but it comes at a cost, competes with local population for resources, leaves a trail of pollution and comes with a carbon footprint to bring travellers there.

Most hotels are doing the bare minimum in order to claim with creative PR that they have become more sustainable. Few hotels are truly accountable and transparent around sustainability and even fewer have committed to be carbon neutral and support the 17 global goals. Today, our stakeholders are aware of this and they are calling out the lack of action and greenwash.

NOW defines sustainability as development and action that takes responsibility for our total impact on people and planet, to meet the needs of the present without compromising the ability of future generations to meet their own needs.

Our industry needs to grasp the urgency of the climate crisis, fundamentally change attitudes and behavior, and "do the right thing" to help our industry thrive and rebuild the trust which brands are largely failing. This can be achieved by raising our ambitions, committing to sustainability with full accountability



and transparency, doing our fair share to get down to real zero emissions and support the 17 Sustainable Development Goals

We are running out of time. It must be NOW!

To be inspired: [watch this](#) or Visit: www.itmustbenow.com

Follow on Twitter: @itmustbeNOW

Instagram: itmustbe.NOW

Facebook: ItMustBeNow

- ENDS -



NOTE TO EDITORS

About itmustbeNOW.COM

NOW is a legacy project, created by travel industry stalwarts Onno and Alexa Poortier, in alliance with industry advisory groups. The initiative launched on Earth Day April 22, 2017 working as a 'Force for Good' with two purposes and two action focus for travellers and the travel industry (hospitality & tourism).

- For travelers, NOW is growing a global community of consumers who are passionate about travel and want to help tackle the environmental and social challenges facing our planet.
- For the hospitality sector of the travel industry, we aim to achieve a shift in attitude and behaviour to ensure it takes responsibility for their total impact on the communities and environments where they do business, to help it thrive. We raise the bar on accountability and transparency around sustainability with no greenwash allowed. We launched the NOW Force for Good Alliance to galvanise properties to take responsibility for their total impact on communities and the environment, and be beacons of businesses with purpose committed to sustainability.

Why hotels should join the NOW Force for Good Alliance?

- NOW makes it easy for hotels to be more sustainable with accountability and transparency, reduce your carbon footprint and support the sustainable development goals.
- NOW strengthens brands and reputation – provides a differentiation and help hotels to be more transparent and trustworthy (which travellers love), build trust, and attract and retain talented staff.
- NOW helps drive direct bookings with no commission - consumers are increasingly looking for sustainable accommodation and travel experiences.

For media enquiries, please contact:

Alexa Poortier (apoortier@itmustbenow.com / +41 79 598 2505)

Notes to editors

About ONNO POORTIER, Co-Founder, Chairman and CEO of NOW Transforming Hospitality GmbH



A respected hotelier and professional, O. Poortier's extensive international hotel consultancy, asset management, business development, corporate organisation, marketing and operational management experience spanned 5 decades with luxury deluxe hotel brands in Asia Pacific, Europe, Middle East and USA. As Chairman, Board Director and Board Advisor of numerous luxury deluxe hotels and marketing alliances, he maintains an active and leading role in the industry.

O. Poortier founded REMbrandT Management Services Limited in 2000 to advise and develop unique luxury hotel brands and managed assets. During his 24 year hotel career with the prestigious Peninsula Hotels (1979-2003), he led the group's negotiations, expansion and development into the USA, Asia Pacific and Europe for 15 years (Vice President 1985-1987, Executive Vice President 1987-1992, President 1992-2000), and served as Board Director. His early management career in Switzerland with the Beau Rivage Palace Lausanne focused on refined service and the luxury hotel experience for discerning travellers.

At this most urgent of times, O. Poortier believes that travellers will increasingly expect hotel companies worldwide to be more responsible and credibly proven to be sustainable; and that sustainability presents the hospitality industry with an enormous opportunity to collaborate and make more good things happen, to positively impact many lives and to help the industry thrive in an increasingly competitive world.

About ALEXA POORTIER, Founder of NOW Transforming Hospitality GmbH

An energetic and highly motivated professional with over 35 years international business development, marketing, brand communications and hotel operations experience, Alexa had the privilege to reside in many countries and travel worldwide with her family, experience extraordinary cultures and destinations and develop global connections and friendships.

Alexa co-founded REMbrandT Management Services Limited in 2000, and provided strategic development and marketing advice to luxury hotel brands. As VP, Business Development and Marketing, Alexa led an international team to distribute channels and negotiate joint ventures for media networks NewsCorp/Star TV, Sumitomo/JetTV and CNBC/ABN in Asia Pacific, E.Europe, Middle East and S.America for a decade. As Group Director with O&M/JMA PR, Alexa launched and managed brand communication campaigns for global consumer and luxury brands in Taiwan, China and HK. Her early middle management career in Front Office and PR were with luxury hotels in Canada and Hong Kong.

At this most urgent of times, Alexa believes that each of us has the responsibility to act NOW to help keep our planet healthy for us and future generations. Having seen how travel drives economies and growth, as well as the shocking negative impacts created by people and companies in many destinations, Alexa believes that each of the billion people who travel today has 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.

The NOW founders are supported by strategic partners and advisors.

Mr. Stewart Moore is the Founder and CEO of EarthCheck, an environmental management and advisory company which operates in over 70 countries across 32 industries. (www.earthcheck.org)

"EarthCheck is extremely excited to be working with the NOW team. We are impressed with their passion to advance sustainability and responsible business practices in the travel and tourism industry and for their commitment to raise the bar on industry reporting standards. NOW will ask the right questions and provide insights and advice on what best practice really looks like. Tourism desperately needs an open and honest conversation on sustainable business practices. NOW will provide that."



Mr. Renat Heuberger is the Founder & CEO of South Pole, the world's leading provider of global sustainability financing solutions and services. (www.southpole.com)

"At South Pole, we work to accelerate the transition to a climate-smart economy and society. To do so successfully, we need all sectors on board. NOW is uniting leading hotels and key players in the global travel industry, so signing on as a strategic partner gives us the opportunity to continue driving the sustainable transition of travel – and at a time when the number of global travellers is on the rise, this is more important than ever."

NOW Advisory Board

- [Ms. Cristina Bastian](#), founder of PRessence.
- [Dr. Susanne Becken](#) is the Director of the Griffith Institute for Tourism and a Professor of Sustainable Tourism at Griffith University, Australia.
- [Mrs. Victoria Fuller](#), strategic development and marketing specialist and previous founder of PRCo.
- [Mrs. Charlotte Landolt-Nardin](#), founder of Jardin des Monts.
- [Mr. Nachson Mimran](#), co-founder of to.org.
- [Mrs. Sarah Miller](#), founder of Sarah Miller and Partners and previous founding editor of Conde Nast Traveller magazine and award winning journalist for over 30 years.
- [Mr. Stewart Moore](#), founder and CEO of EarthCheck.
- [Mr. Bharat Sidhu](#), partner and director of Milagro Interactive Technologies LLP.
- [Mr. Yateendra Sinh](#), founder of Y.S. & Associates and previous CEO of Lausanne Hospitality Consulting SA.
- [Mr. Ka Kui Tse](#) founder of Education for Good & Hong Kong Social Entrepreneurship Forum (HKSEF) and instrumental in building the BCorp movement.