

## **2022 COMMUNICATION ON PROGRESS**

### **CEO STATEMENT**

NOW Transforming Hospitality GmbH became a signatory of the UN Global Compact in September 2021 and we are reaffirming our commitment to support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption.

NOW Transforming Hospitality GmbH is the owning company of IT MUST BE NOW, a technology and leadership platform, and a strong advocate of the overall positive impact of travel and tourism. We believe that businesses have an active role to play to tackle the biggest challenges facing humanity and must urgently take responsibility for total impacts on communities and the environment.

In response to the urgency of climate change, IT MUST BE NOW is providing advisory and facilitation solutions to help hotel companies, tourism facilities and education institutions advance sustainability with accountability and transparency, support the UN Sustainable Development Goals and be Climate Positive, preferably this decade. We aim to lead responsibly, and we take our commitment seriously.

This is our first annual Communication on Progress, and we describe our actions to integrate the Global Compact and its principles into our business strategy, culture and daily operations.

We are also committed to share this information with our stakeholders using our primary channels of communication.

Sincerely,  
Onno Poortier  
Chairman and CEO

## **2022 UNITED NATIONS GLOBAL COMPACT ACTIVE COMMUNICATION ON PROGRESS**

(September 28, 2021 to September 27, 2022)

NOW Transforming Hospitality GmbH is a for-profit company registered in Switzerland and the owning company of IT MUST BE NOW. The company is self-financed, and family managed with two active directors: Founder – Alexa Poortier, Co-Founder and Chairman and CEO – Onno Poortier, and son Tyler Kirk is the Co-Founder, Marketing & Relationships. We are a strong advocate of the overall positive impact of travel and tourism.

Starting September 2022, IT MUST BE NOW will focus on businesses as a technology and leadership platform providing advisory and facilitation solutions to help hotel companies, tourism facilities and education institutions advance sustainability with accountability and transparency, support the UN Sustainable Development Goals and be Climate Positive this decade.

### **FOUNDING TEAM MEMBERS**

Based in Switzerland (Zurich), UK (London), Copenhagen (Denmark), India (Chandigarh), Canada (Vancouver), the founding [team members](#) of IT MUST BE NOW have companies that provide services on retainer, project or barter arrangements. In 2022, we continued the annual retainer for:

- Website development - we work with Milagro Interactive, a digital technology firm offering an integrated approach towards the planning, design, and development of communications strategy, digital media assets, and technology solutions.
- Marketing communications - we work with Indigo Eight PR Limited based in London.

### **NON-FUDICIARY ADVISORY BOARD**

The Non-Fudiciary [Advisory Board](#) members are based in Switzerland (Lausanne,), UK (London), Germany (Berlin), India (Chandigarh), USA (California), Hong Kong and Australia (Brisbane).

### **STRATEGIC PROJECT COOPERATION**

[EarthCheck Pty Ltd.](#) is the world's leading scientific benchmarking, certification and advisory group for travel and tourism, and they provide their sustainability certification program (EarthCheck Certified and EarthCheck Eco Certified), training and independent audit to NOW Members.

[Vitol SA](#) is an energy and commodities company. They trade and distribute energy safely and responsibly around the world using their logistical expertise and infrastructure network. They invest globally in Carbon Offset Projects and trade carbon credits.

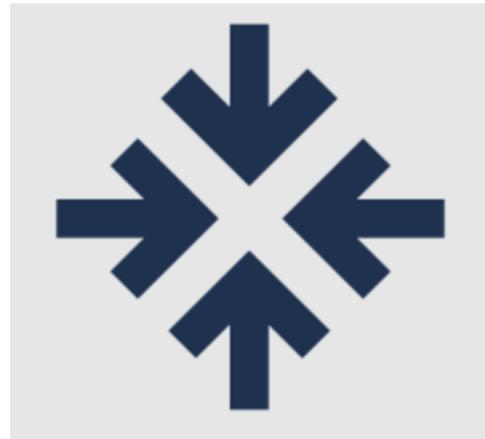
## **KYC COMPLIANCE PROCESS**

Consultants and suppliers on annual retainer, companies with Project Cooperation Agreements and members of the NOW Force for Good Alliance are required to complete our KYC (Know Your Customer / Consultant / Cooperation) Compliance Process which includes a detailed Due Diligence Questionnaire to determine shared values on Human Rights, Labour, Environmental and Anti-Corruption principles.

This report includes a description of practical actions - policies, procedures, activities - that NOW Transforming Hospitality GmbH has taken (and plans to take) to implement the Global Compact principles in SOCIAL (Human rights and Labour), the ENVIRONMENT and in GOVERNANCE (Anti-corruption).



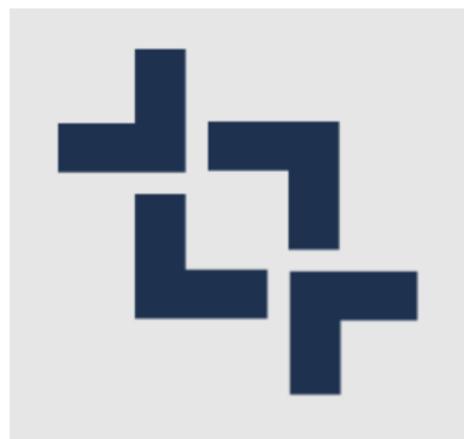
**HUMAN RIGHTS**



**LABOUR**



**ENVIRONMENT**



**ANTI-CORRUPTION**



## **SOCIAL: HUMAN RIGHTS**

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

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NOW Transforming Hospitality GmbH is committed to conducting business in an ethical and responsible manner. We respect and support international principles aimed at protecting and promoting human rights, as described in the UN Universal Declaration on Human Rights and the International Labour Organization's (ILO) Declaration on Fundamental Principles and Rights at Work.

IT MUST BE NOW is a technology and leadership platform, and a strong advocate for the positive impact of travel and tourism. We ensure that our platform have a positive role globally and used for the good of businesses.

We have a crisis of trust in our world, and we believe that people and organizations will only trust technologies that respect their rights, privacy and advance human dignity and wellbeing.

NOW is committed to informing, inspiring and empowering organisations that use our technology:

- For the good of humanity
- For stakeholder engagement, knowledge and trust building
  - [NOW Resources](#) on insights and intelligence, trends and tools, and Impact Library
  - [NOW Sustainability Tool](#) help communicate accountable sustainability with transparency, and Eco Tracker and support of SDGs.
  - [SDG Collaborations](#) list and support organisations by creating awareness, donation drives in editorial features at no cost to the organisations.
  - [NOW Editorials](#) and blogs that inform, inspire and empower positive change, including features on Human Rights.
- For sharing information, knowledge, inspiration, actions and accomplishments in an internal forum for NOW Members in the NOW Think-to-Action Forum.

Our engagement with stakeholders leads to connection, dialog, learning and understanding their concerns and perspectives; and we find out how to better use our technology and resources to provide better solutions and the advancement of social and environmental good.

## **Company Workplace Policies**

Our commitment to respect and support human rights is a core value of NOW and we take active steps to reflect that commitment in our Business Code of Conduct and everyday activities:

### **CODE OF BUSINESS CONDUCT**

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#### **Our Code of Business Conduct from A to Z:**

**Accountable and Transparent:** We comply with governing laws, industry standards and conflict of interest protocols to ensure accountability and communicate with transparency. We are responsible for what we do and we are honest in our dealings with stakeholders. We invoice in accordance with the standards and legal agreements.

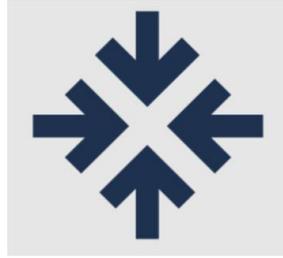
**Advocacy:** We advocate for the overall positive impact of travel and tourism. We support social and environment initiatives, create programs and support campaigns to build awareness for the wider community.

**Integrity and Honor:** We act with integrity and honor in all our dealings. We maintain the highest ethical standards in our business and personal conduct. We have a culture of friendship and there is no place for prejudice, discrimination, bias or abuse. We treat everyone fairly, courteously, respectfully and with dignity. We conduct Due Diligence to service suppliers/team members on retainer, project cooperations, and members of the NOW Force for Good Alliance.

**Motivation and Passion:** We are motivated to take on big challenges and see them through and passionate about building long term business relationships. We encourage our team to be constructively self-critical, questioning, and committed to personal excellence and self-improvement.

**Respect and Support of Human Rights:** We respect and support non-discrimination and freedom from harassment, and refrain from knowingly entering business relationships that, directly or indirectly, expose our team to undue health and safety risks, or that use exploitative practices. We embrace diversity, inclusiveness, and equal opportunity, and recognize our responsibility to respect human rights in our operations. We publish articles on human rights in our platform to make a positive contribution.

**Responsibility for Community and the Environment:** We embrace our obligation as responsible corporate citizen to use resources consciously and aim to give back to communities that support us.



## SOCIAL: LABOUR

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

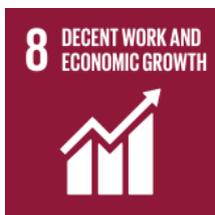
Principle 6: elimination of discrimination in respect of employment and occupation.

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The IT MUST BE NOW team is our biggest asset – a small team consisting of employees, consultants, services on retainer (Website Developer/Maintenance, Marketing Communications/Public Relations and Accounting) based in Switzerland, England and India. We strive to foster a safe, inclusive and respectful work environment wherever we do business. To fulfil everyone's potential, we support wellbeing, learning and equality, and strive to promote dignity and human rights in what we do.



We aim to be diverse and gender balanced in our leadership and our team members.



We are a small team and aim to provide productive and decent work. We prioritize developing talents and skills and during the challenging covid years in 2020 and 2021 when Clients/NOW Members delayed payment or cancelled their contracts, IT MUST BE NOW paid employees, consultants, and services fully and on time. We encouraged and finance additional virtual learning to enhance knowledge and gain certifications.



## ENVIRONMENT

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

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IT MUST BE NOW recognise our responsibilities and potential impacts. We continue to take steps to improve our environmental performance and have policies to travel less and offset air travel, have more virtual meetings; waste less food, packaging and water; purchase locally and support local suppliers.

IT MUST BE NOW recognise our responsibilities and potential impacts. We continue to take steps to improve our environmental performance and have policies to travel less and offset air travel, have more virtual meetings, waste less food and packaging and water, and support local suppliers for food and service.

**The purpose of IT MUST BE NOW** is to change attitudes and behavior around sustainability in hospitality companies and tourism facilities and education institutions.

**Our mission** is to boldly advance sustainability with accountability and transparency and help achieve Climate Positive this decade.

**We exist** to make travel more sustainable for travellers staying in hotels, resorts and retreats, and to make education institutions more sustainable for students to inspire climate leadership.

**We believe** that we have a collective responsibility to be a Force for Good and use the power of business to help solve social and environmental problems, take responsibility of our total impacts on communities and the environment, and achieve Climate Positive. We believe that 'doing good' is good for business, for communities and the environment.

Starting September 2022, IT MUST BE NOW offer members of the NOW Force for Good Alliance with the NOW Climate Positive Program & Award, a fully funded Integrated Sustainability Program (EarthCheck Certified + training + independent Audit and NOW communication tools) and access to certified carbon credits with controlled pricing to Climate Positive.

Our purpose, mission, projects and actions reflect our commitment to align with the UNGC's principles and support the UN SDGs.

We contribute to environmental sustainability through collaborations with organizations in [SDG Collaborations](#), which we list and support through donation drives in editorial features at no cost to the organisations.



NOW Transforming Hospitality GmbH office in Switzerland is located in one floor of a chalet building built in 2011 with Geothermal for heating, solar energy for hot water and subscribe to hydro renewable energy for electricity. Our business vehicle is a hybrid, often used for short distances and powered by electricity from a renewable source.



Reducing humanity's environmental footprint (energy, water, waste and carbon) requires urgent and lasting changes in the way that we produce and consume goods and resources. Climate change is one of the most pressing issues facing humanity and the environment. We must take immediate action to reduce greenhouse gas emissions, without delay.

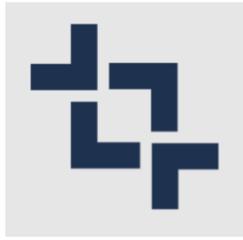
Between 2018 and 2020, IT MUST BE NOW provided hotels with a start-up EarthCheck Evaluate Program free-of-charge for three years to advance accountable sustainability and NOW communication tools for transparency to members of the NOW Force for Good Alliance. Others chose the advanced EarthCheck Certified program. Unfortunately, many used covid as an excuse to put sustainability on hold. The following present NOW Members are:

**ASIA PACIFIC:** Hong Kong: [The Hari Hong Kong](#). India: Ananda in the Himalayas. Indonesia: [The Legian Bali](#). Maldives: [Four Seasons Landaa Giraavaru](#), [Four Seasons Private Island at Voavah](#), [LUX\\* South Ari Atoll](#), [Soneva Fushi](#), [Soneva Jani](#). Mauritius: [LUX\\* Belle Mare](#), [LUX\\* Grand Baie](#), [LUX\\* Grand Gaube](#), [LUX\\* Le Morne](#), [Tamassa Bel Ombre](#). Mongolia: [Genghis Khan Retreat](#). Reunion Island: [LUX\\* St Gilles](#). Thailand: [Soneva Kiri](#).

**EUROPE & UK:** France: [Coquillade Provence Resort & Spa](#). Ireland: The Killarney Park and The Ross, Morocco: [Kasbah du Toubkal](#). Netherlands: [Grand Hotel Huis Ter Duin](#), [Noordwijk](#). Switzerland: [Castello del Sole](#), [Hotel Alex Lake Zurich](#), [Hotel de Rougemont](#), [Hotel Storchen Zurich](#), [The Alpina Gstaad](#), [The Dolder Grand](#), and [Widder Hotel](#). United Kingdom: [Alladale Wilderness Reserve](#), [Scotland](#), [Grantley Hall](#), [The Athenaeum Hotel & Residences](#), [The Beaumont Hotel](#), [The Hari London](#), [The Torrion](#), [Whatley Manor](#).

**NORTH AMERICA:** USA: [Beechwood Hotel](#), [Massachusetts](#)

***NOTE:*** Listings in BLUE are visible in the NOW Sustainability Tool and listings in GREY are in the process of activation. **For the NOW Climate Positive Program & Award starting September 2022, we anticipate that only some of these hotels will lead and commit to carbon mitigation with a goal to achieve Climate Positive.**



## ANTI-CORRUPTION (GOVERNANCE)

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

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NOW Transforming Hospitality GmbH is committed to promoting accountability, transparency and ethical behavior within our operations, and externally through our influence, strategic partnerships and alliances, and our project coordination arrangements.

### **Our Mission & Engagement**

#### Mission Statement Characteristics

Our written corporate mission statement includes a legal commitment to social and environmental responsibility, and we changed our internal governance structure to become accountable to all shareholders.

#### Mission Statement

Our mission is to advance sustainability, social responsibility and principled business practice with accountability and transparency, help leaders drive systemic change and be Climate Positive this decade.

#### Stakeholder Engagement

The process that NOW follow in order to listen to, collaborate with, or inform our existing stakeholders varies. For members of the NOW Force for Good Alliance, we have an internal communication forum called the NOW Think-to-Action Forum. For the followers of [itmustbenow.com](https://itmustbenow.com), we have social media channels and a quarterly newsletter. For NOW Advisors, we provide an annual report and schedule bi-annual virtual meetings.

#### Social/Environmental Key Performance Indicators

IT MUST BE NOW was a BCorp Certified company since we launched in 2017 until 2021. We met their strict standards and scored above the B Impact Assessment score minimum requirement of 80. We joined the UN Global Compact in January 2022 and will abide by their strict standards and Communication on Progress requirement.

## **Ethics & Transparency**

### Governance Structures

Our company's highest level of corporate oversight are the Owners and Non-Fiduciary Advisory Board.

### Code of Ethics / Code of Business Conduct

Our Code of Business Conduct from A to Z:

**Accountable, Transparent and Truthful:** We comply to governing laws, industry standards and conflict of interest protocols to ensure accountability and communicate with transparency. We are accountable for commitments and quality of work for stakeholders. We are responsible for what we do. We are honest in our dealings with stakeholders. We invoice in accordance with the standards and legal agreements.

**Advocacy:** We advocate for the overall positive impact of travel and tourism. We support social and environment initiatives, create programs and support campaigns to build awareness for the wider community. We offer the NOW Climate Positive Program & Award Offer to hospitality companies, tourism facilities and education institutions.

**Integrity and Honor:** We act with integrity and honor in all our dealings. We are competitive but compete fairly and maintain the highest ethical standards in business and personal conduct. We have a culture of friendship and there is no place for prejudice, discrimination, bias or abuse. We build relationships for the long term and treat everyone fairly, courteously, respectfully and with dignity. We conduct Due Diligence before accepting members into the NOW Force for Good Alliance.

**Motivation and Passion:** We are motivated to take on big challenges and see them through and passionate about building long term business relationships. We encourage our team to be constructively self-critical, questioning, and committed to personal excellence and self-improvement.

**Respect and Support of Human Rights:** We respect and support non-discrimination and freedom from harassment, and refrain from knowingly entering business relationships that, directly or indirectly, expose our team to undue health and safety risks, or that use exploitative practices. We embrace diversity, inclusiveness, and equal opportunity, and recognize our responsibility to respect human rights in our operations. We have an opportunity to promote human rights where we can and to make a positive contribution.

**Responsibility for Community and the Environment:** We embrace our obligation as responsible corporate citizen to use resources wisely, to measure + reduce + offset our energy, water, waste and carbon footprint, and to give back to communities that support us.

### Reviewed / Audited Financials

We produce financials that are reviewed or audited by an independent third party – accounting firm: Steuern + Recht Partner AG

### Company Transparency

The following information is publicly available and transparent

- Beneficial ownership of the company
- Financial performance is transparent to employees and Non-Fiduciary Advisory Board
- Social and environmental performance (Impact Report)
- Membership of Non-Fiduciary Advisory Board. View [HERE](#).

### Impact Reporting

As a BCorp Certified company since we launched in 2017 to 2021, we publicly shared our Impact Report with our social or environmental performance in the BCorp website and in itmustbeNOW.com. We joined the UN Global Compact in January 2022 and we are required to submit our first Communication on Progress Report in September 28, 2022.

### **Governance Metrics**

Last Fiscal Year End: December 31, 2021.

Reporting currency is in Swiss Francs (SFR /CHF).

### **Mission Lock**

We have made a legal commitment by changing our corporate governance structure in our business registration papers to be accountable to all stakeholders, not just shareholders.