



It Must Be NOW launches Climate Positive Program and Award for the Hospitality Industry



2nd November 2022: It Must Be NOW is on a mission - to get the hospitality industry to dramatically increase its sustainability efforts and accelerate to Climate Positive. To that end, the **NOW Climate Positive Program & Award *** is being launched this month, whereby hotels and resorts are offered access to a fully funded, integrated sustainability program for up to 10 years.

It Must Be NOW co-founders, Onno and Alexa Poortier, are vocal about the urgent need for change. Together with EarthCheck (the world's leading scientific benchmarking certification and advisory group for sustainable travel and tourism), as well as the owners of carbon offset projects worldwide, they have created the only project collaboration which enables companies to accelerate beyond small-scale actions, measure emissions and prioritise



reduction before offsetting, saving money, engaging all stakeholders and achieving Climate Positive with accountability and transparency.

It Must Be NOW is the conduit between companies in hospitality, tourism and education institutions, since its co-founders have worked in the hotel industry for more than 50 years, while EarthCheck is best placed to act as the facilitator of this Program and Award.

It Must Be NOW has secured a cap on pricing for certified carbon credits for up to 10 years for members of the NOW Force for Good Alliance. This will make it easier to manage risks and lower their carbon footprint until they can achieve Climate Positive.

Chairman and CEO, Onno Poortier, says, "For business, sustainability with an independent audit is a tool to show more responsibility, improve a company's overall culture, financial health, internal policing and deliver the shared values that most customers and employees want today. Many companies in hospitality, tourism and education have started their sustainability journey, but many struggle to 'walk the talk', be transparent to all stakeholders and prioritise urgent action."

Valued at CHF 15,000 per year, the program includes extensive training by EarthCheck (for up to 30 people per property per year) to build capacity, understand negative impacts, benchmark and measure carbon emissions so they can be reduced and prepare for an independent audit to obtain a certification, all with the science-backed EarthCheck Certified programme which is aligned to the United Nations Sustainable Development Goals (UN SDGs). This also includes all NOW Tools to communicate transparently and engage all stakeholders.



Speaking on the importance of this collaboration, EarthCheck's CEO, Stewart Moore, says, "If we are to advance sustainability and Net Zero targets, we need holistic thinking and new partnerships. The NOW partnership with EarthCheck provides scientific reporting and certification, independent audits, capacity building and practical options on how to reduce emissions or offset them in a transparent way."

For more information, please visit our website

<https://www.itmustbenow.com/what-we-offer/now-climate-positive-program/>

Or follow us on IG @itmustbe.now

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NOTES to Editors

About the NOW Climate Positive Programme *

A project cooperation to provide:

(1) a Funded Integrated Sustainability Program valued at CHF 15,000/year, which includes:

EarthCheck Certified programme with a Relationship Manager, carbon calculators and reporting templates, training to build capacity (max 30 persons/year) and an annual independent audit for accountability.

NOW Tools for transparent communications and marketing support to engage all stakeholders, with no greenwash allowed. This includes training and an annual review.

NOW Sustainability Tool profiles NOW Members to communicate how they are taking accountable responsibility for their total impact on the community and the environment. This includes an interactive NOW Sustainability Trust Icon and QR Codes.

NOW Carbon Offset Tool calculates air and ground travel carbon footprint and offsetting programmes powered by South Pole, a leading provider of global sustainability financing solutions and services. NOW provides an interactive NOW Carbon Offset icon to be placed in the Member's communication materials

NOW Travel Diary Tool for storytelling to engage stakeholders

NOW Think-to-Action Forum for internal communications with other NOW Members to share ideas, cross-promote and support each other



NOW Resources for Insights and Innovations, Trends and Tools, Consultancies, SDG Collaborations and Impact Library

NOW Articles for social communications to build followers interested in bold actions and inspiration on sustainability

(2) Exclusive access to certified Carbon Offset Projects worldwide

Option to cap pricing for the duration of the NOW Agreement, up to a maximum of 10 years to control risks (plus relevant transaction fee and country taxes).

CHF 15,000 minimum purchase of carbon credits starts in year 2 after an EarthCheck independent audit.

About It Must Be NOW

It Must Be NOW was launched on Earth Day April 22, 2017, in response to the pressing global Climate Emergency and recognition that the travel industry needs to take a leading role.

It Must Be NOW is an advisor and facilitator to hospitality companies, tourism facilities and educational institutions who want to advance sustainability with accountability and transparency, support the UN Sustainable Development Goals (SDGs) and be Climate Positive (also known as Carbon Negative) which is better than Net Zero.

It Must Be NOW aims to achieve a shift in attitude and behaviour and launched the NOW Force for Good Alliance to galvanise properties to be beacons of businesses with purpose committed to sustainability by taking responsibility for their total impact and contributing positively to conservation, the environment and the community.

NOW Transforming Hospitality GmbH is a Swiss limited liability company with the goal of having a positive impact on society and the environment.



About EarthCheck

EarthCheck is the world's leading scientific benchmarking certification and advisory group for sustainable travel and tourism. Since 1987, it has helped businesses, communities and governments to deliver sustainable, clean, safe and prosperous destinations for travellers to visit, live, work and play. EarthCheck understands the value of big ideas and the importance of clear communication. They know that what can be good for the planet is also good for business.

EarthCheck helps tourism businesses and destinations become more sustainable through certification, consulting, training and software solutions. Its certification programmes are respected by travellers, brands and destinations globally, and help consumers to make informed decisions about the tourism experiences they choose. When a travel business displays an EarthCheck certification marque, a traveller will know it has been through a rigorous science-backed, people-focused sustainability certification process. It gives the tourism industry the tools it needs to measure its impact, and to make business decisions that save money, resources and the planet.

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