BeCause

The Sustainability Data Hub for Travel

Numbers Don't Lie:

Ensuring Credible KPIs & Right Tech Solutions for Hotel Operations and Investments
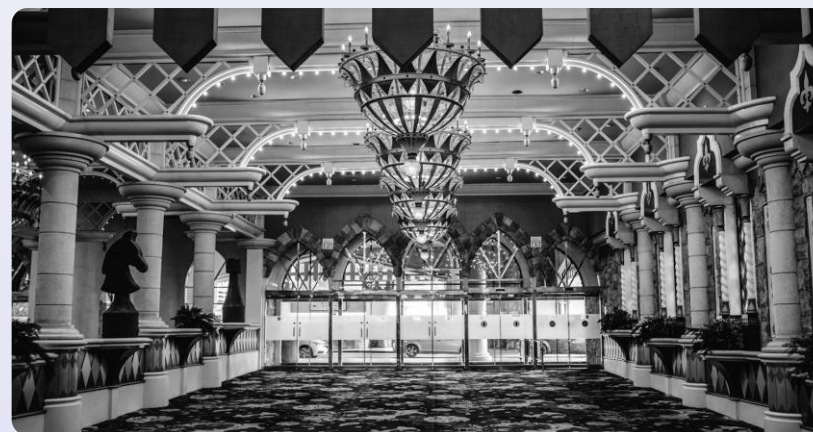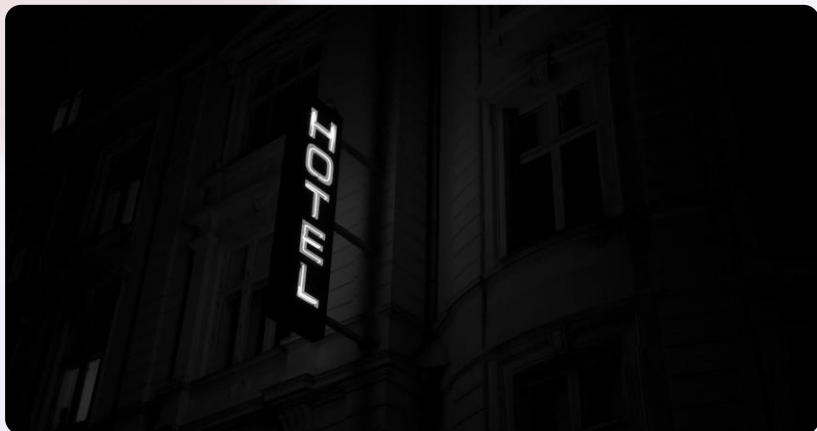
Alina Arnelle

Chief Sustainability Officer

BeCause

Once upon a time...

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Today

Providing quality

Stakeholder data requests

Lowering impact on the local ecosystems and communities

Staying modern

Regulatory compliance

International

Fast paced service

Servicing different customer needs

Competition on location

Sustainability parameters of the location and services

Finding that business edge

Actors of the Hospitality & Tourism Ecosystem

🛏 Hotel Brands

📍 Destinations

💻 Online Travel Agencies

📜 Certifications
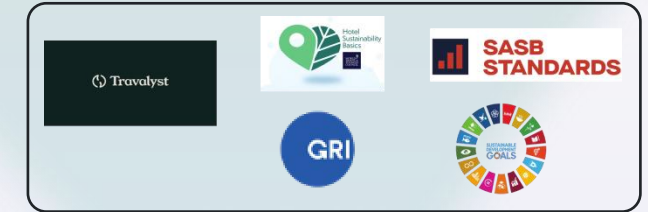
Hotel Sustainability Ecosystem
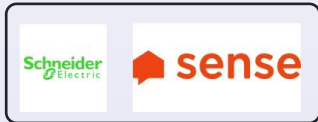

Certifications

Compliance Frameworks

Industry Initiatives

Industry Frameworks

ESG Data Solution Providers

Industry Organizations
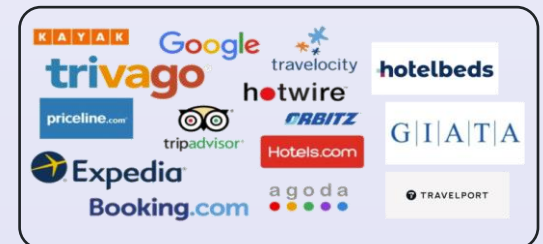
Data requests & verification

Data verification & sharing

Data collection & reporting

Hotel Brand

Data collection & reporting

Data storage & analytics

Data requests & verification

Operational Solution Providers

B2C/B2B OTAs

What does this mean for a hotel brand?
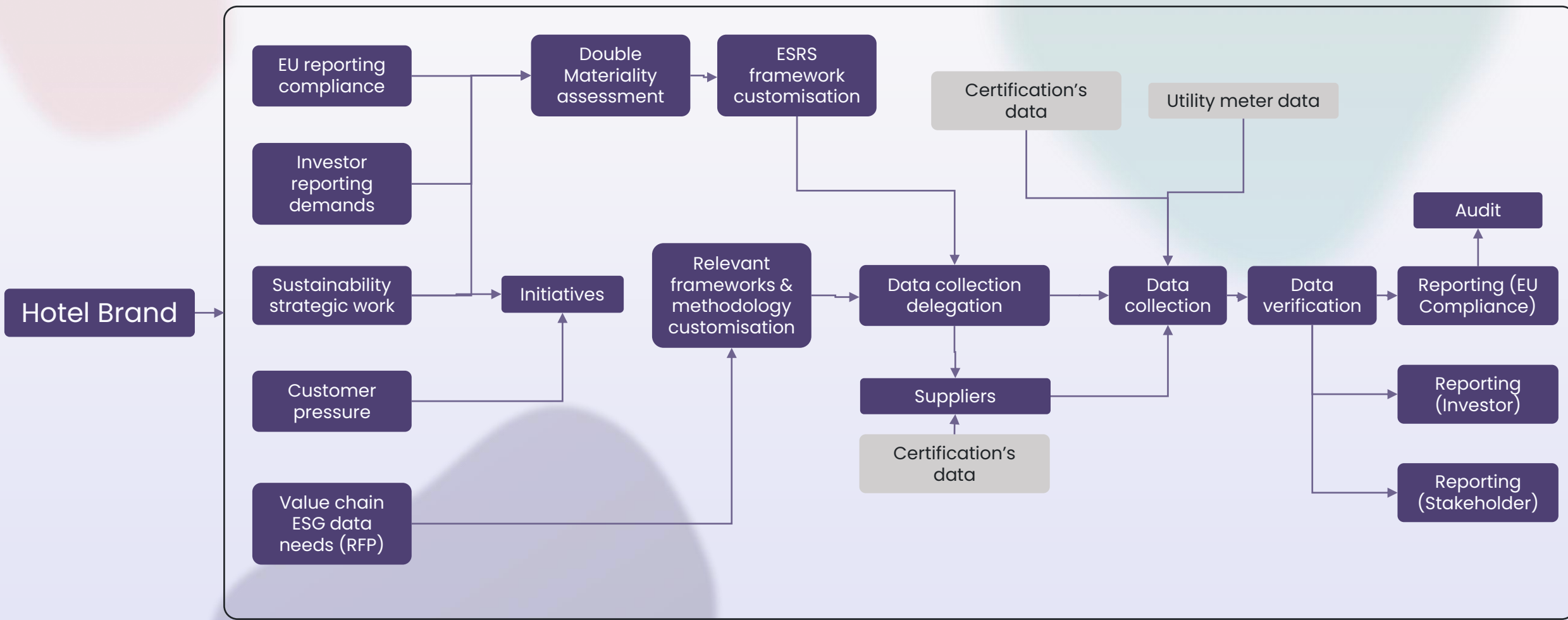
How does a hotel brand work throughout the year with data needs of each stage?
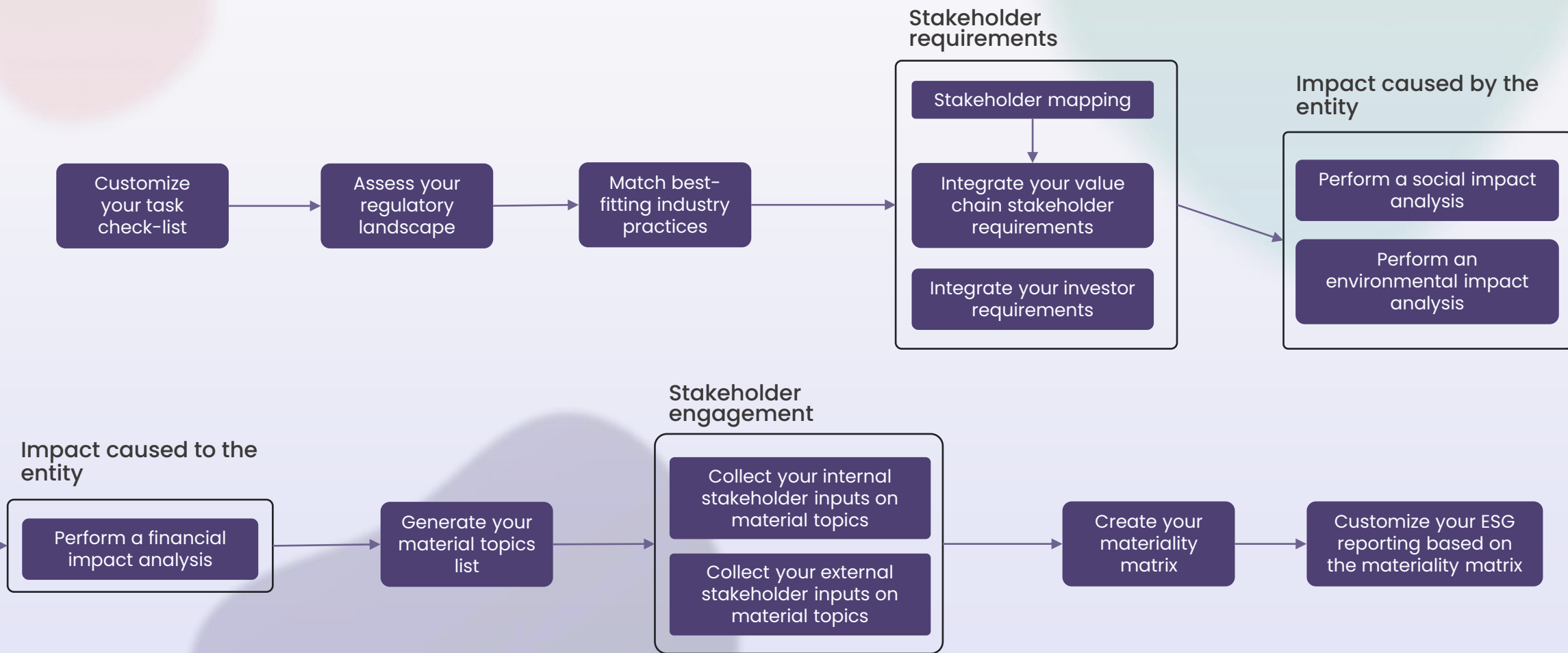
1. Understanding regulatory compliance
2. Understanding who owns the data internally
3. Understanding of how data is gathered
4. Understanding data processing methodologies and having a process for data traceability
5. Streamlining the data into different frameworks based on stakeholder data requirements
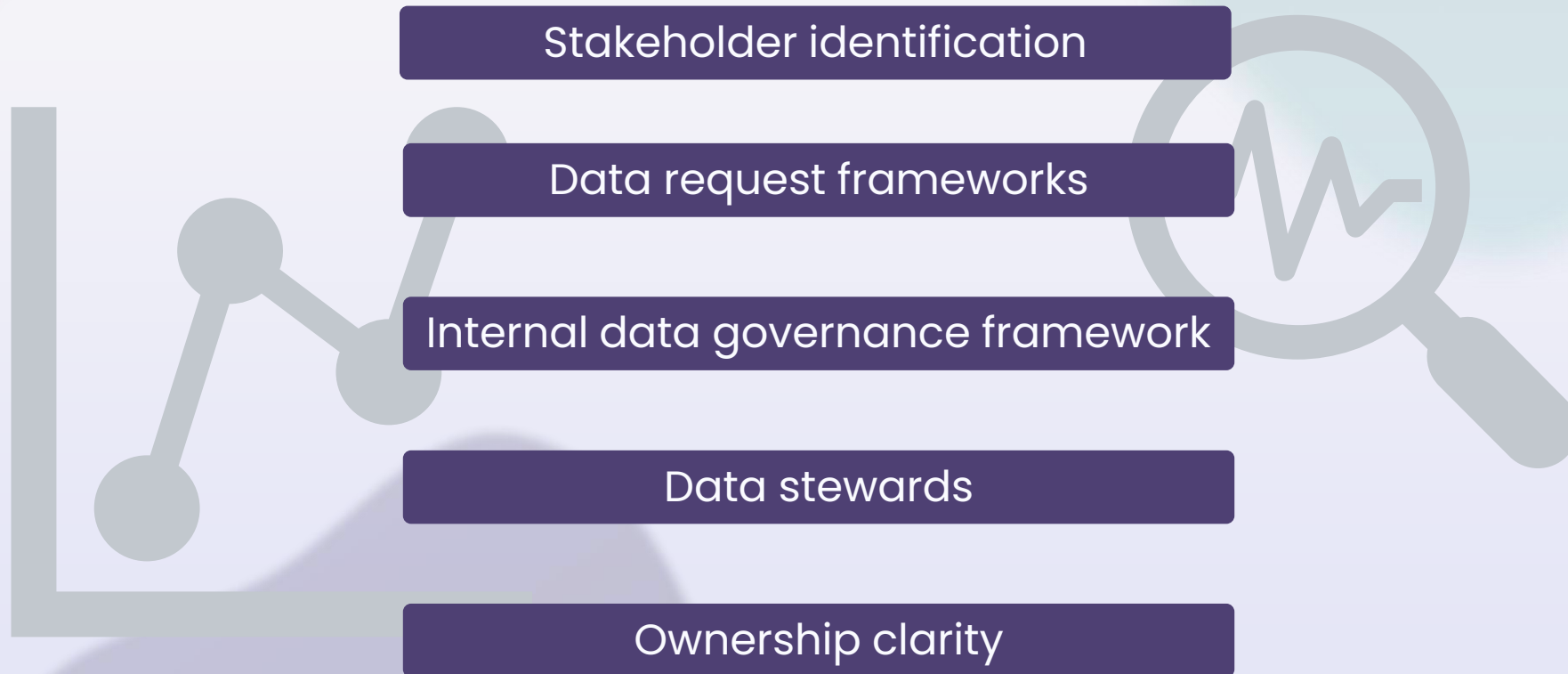
Understanding regulatory compliance

Customize your task check-list → **Assess your regulatory landscape** → **Match best-fitting industry practices** →

Stakeholder requirements
- Stakeholder mapping
- Integrate your value chain stakeholder requirements
- Integrate your investor requirements

Impact caused by the entity
- Perform a social impact analysis
- Perform an environmental impact analysis

Impact caused to the entity
- Perform a financial impact analysis

→ **Generate your material topics list** →

Stakeholder engagement
- Collect your internal stakeholder inputs on material topics
- Collect your external stakeholder inputs on material topics

→ **Create your materiality matrix** → **Customize your ESG reporting based on the materiality matrix**

Understanding who owns the data internally

Stakeholder identification

Data request frameworks

Internal data governance framework

Data stewards

Ownership clarity

Understanding how data is gathered
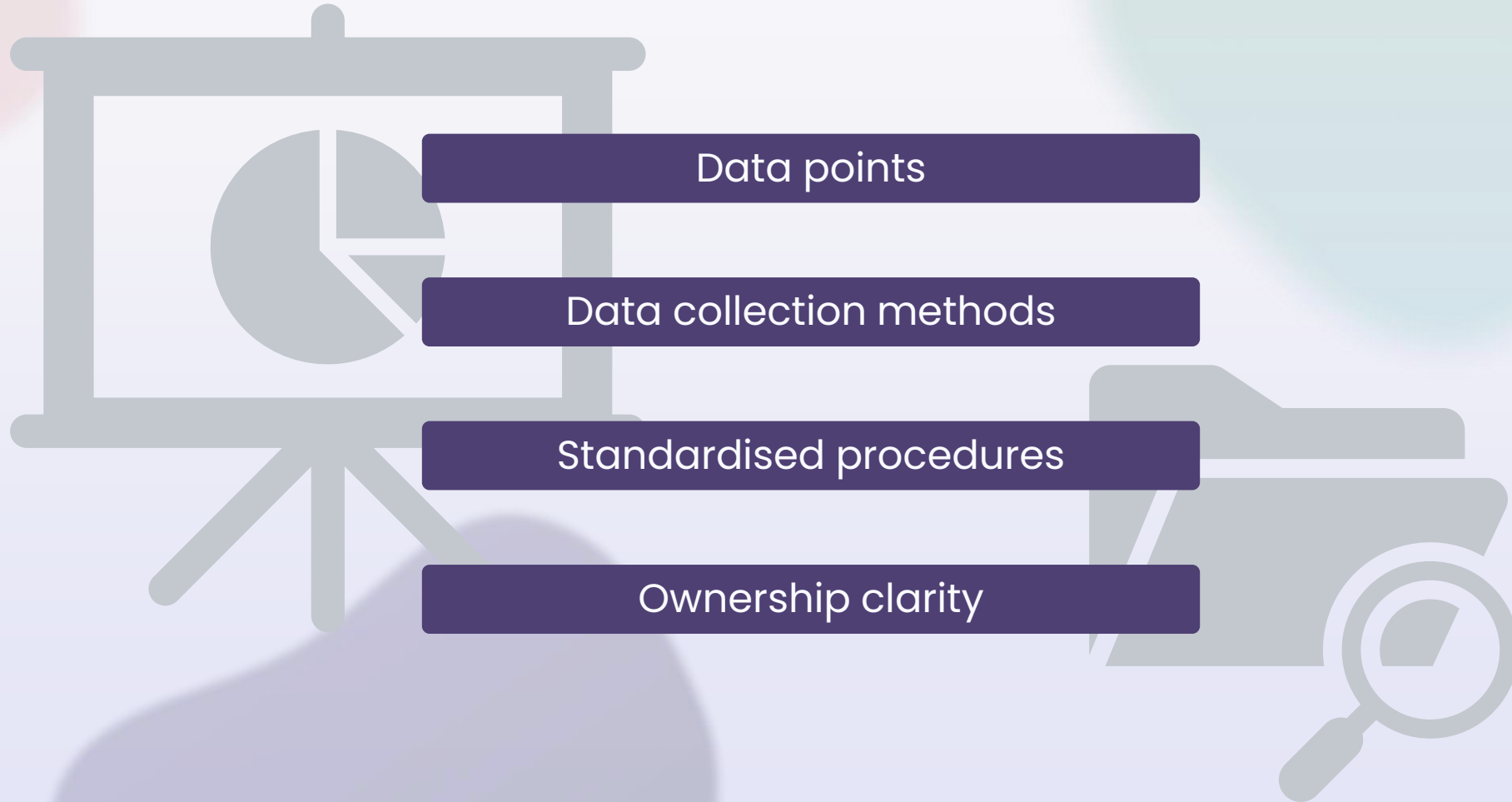
Data points

Data collection methods

Standardised procedures

Ownership clarity

Understanding data processing methodologies and having a process for data traceability

Data processing protocols

Traceability mechanisms

Technology integration

Streamlining the Data into Different Frameworks Based on Stakeholder Data Requirements
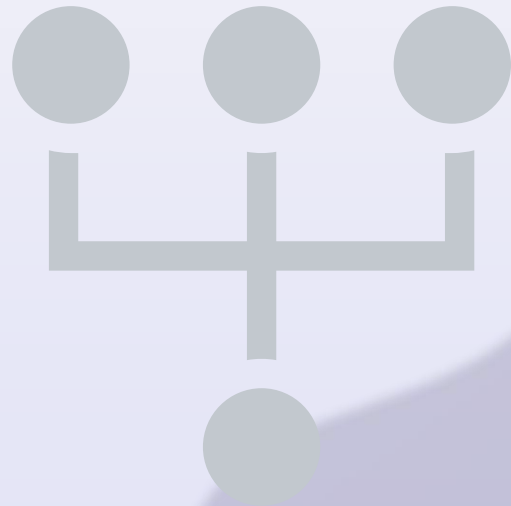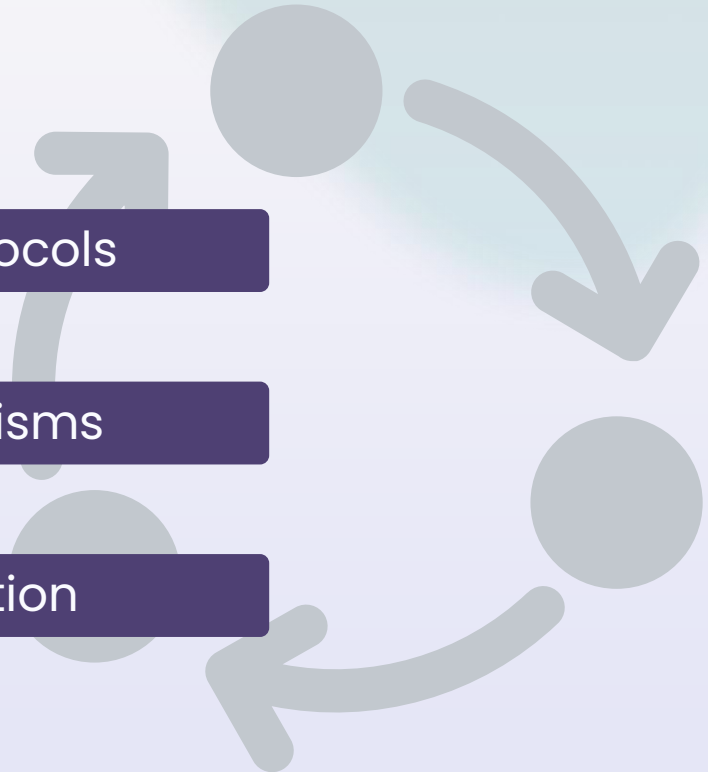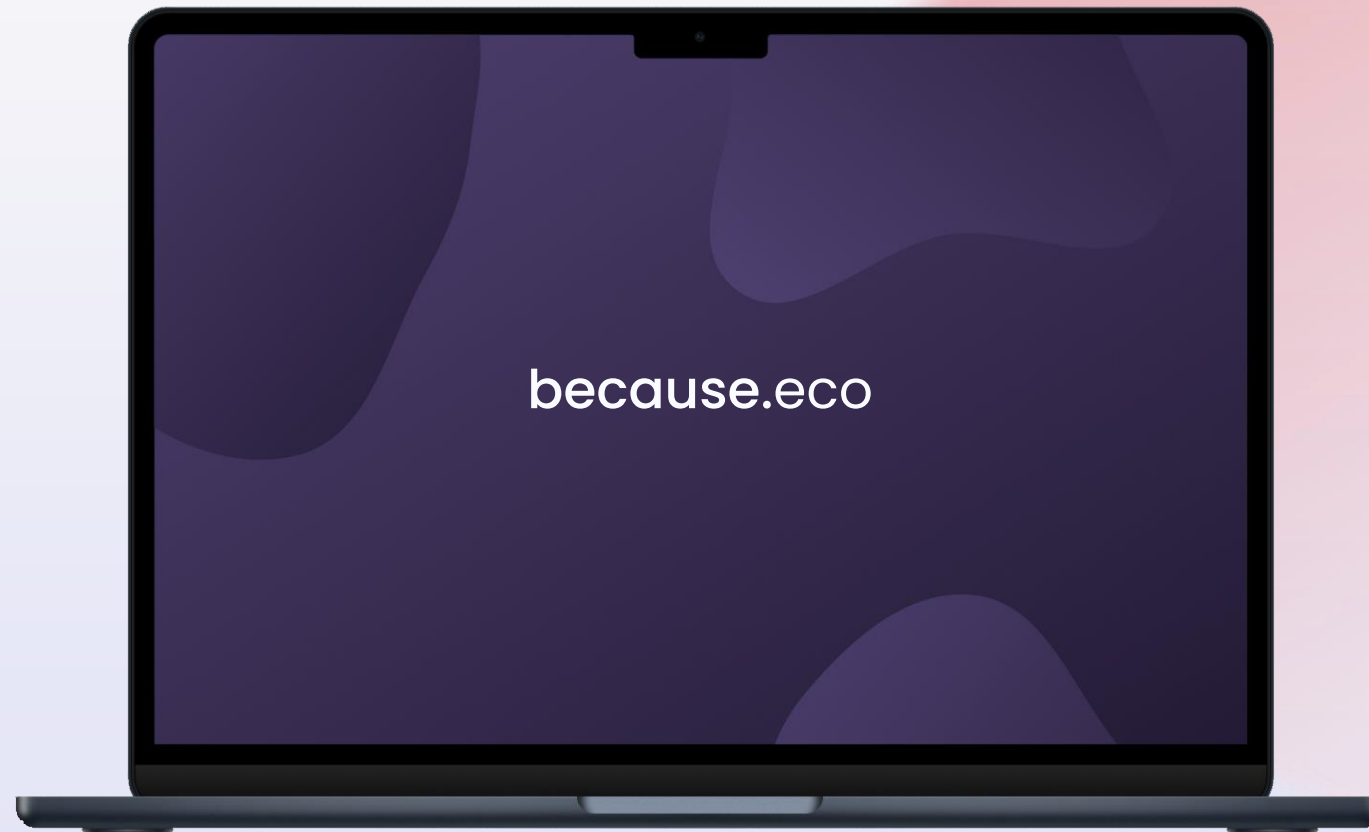
Framework alignment

Reporting tools

Regular updates and reviews

All in one platform

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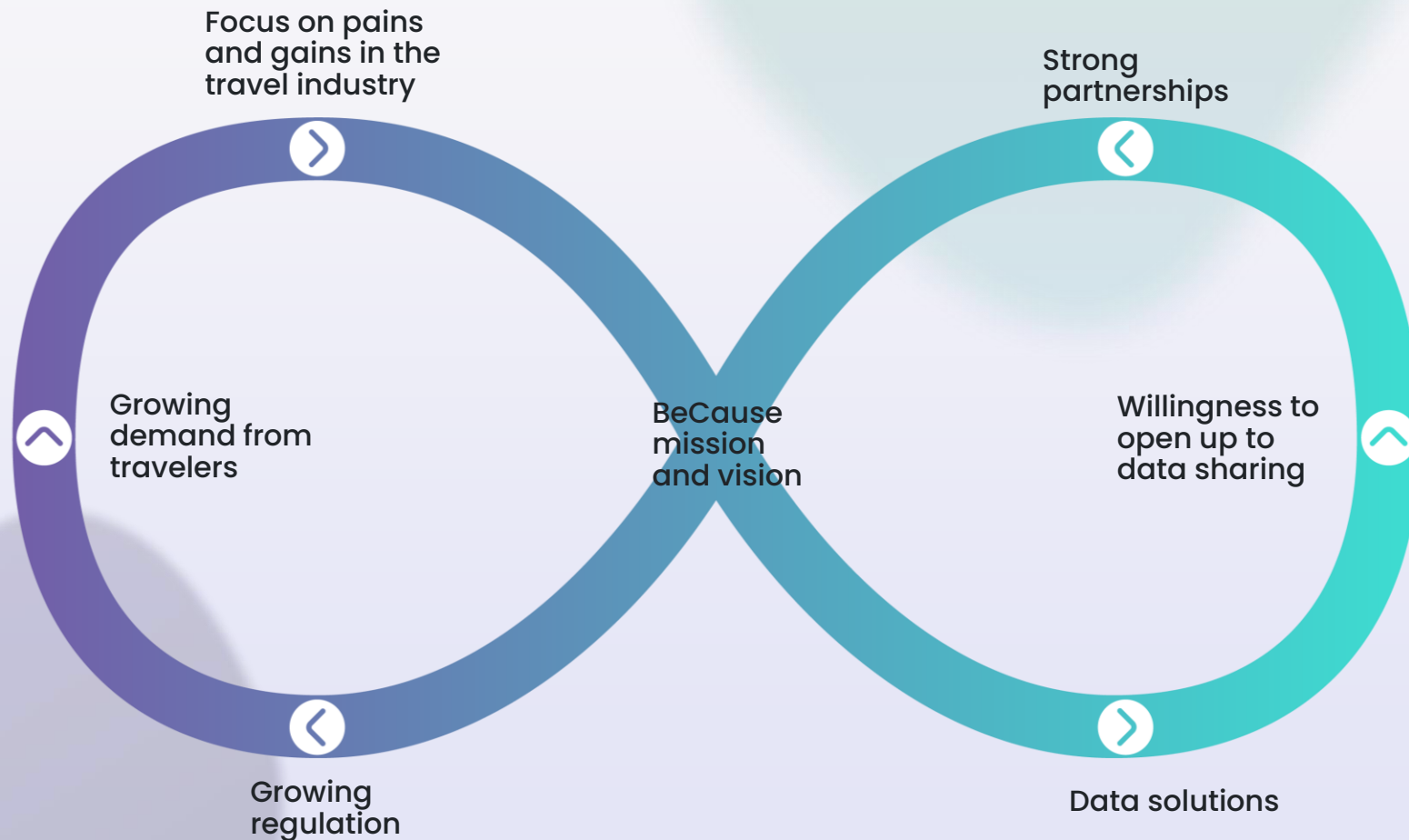
Things are happening

How the **industry is gathering** to put sustainability on top and how **tech** solutions and an open approach to **data sharing** has accelerated that.

Focus on pains and gains in the travel industry

Growing demand from travelers

Growing regulation

BeCause mission and vision

Strong partnerships

Willingness to open up to data sharing

Data solutions

Centralized hub **trusted by the largest players in the industry**

Hotels
+30k

Certifiers
+60

Marketplaces
+25

Initiatives

BeCause

Who do we help and with what?

Voluntary reporting	UNGC - GRI – CDP – HSB - SHA
Regulatory compliance	CSRD – EU GCD - CSDDD

Segment

Hotels	Booking platforms	Certifications	Destinations

Data sharing and communicating

Hotels	Booking platforms	Certifications	Destinations
Sharing certification data on booking platforms Collecting and managing property data Removing manual data input and sharing	Collect and share hotel data on your platform	Automated certification process Automated data sharing with all other entities through one platform Growing knowledge of own certification among both hotels and travelers	Gaining insights into level of sustainability in hotel operations on Destination Concrete data on what hotel or attraction is certified and with what ecolabel

Tools

Carbon and water measurement tool, HCMI/HWMI
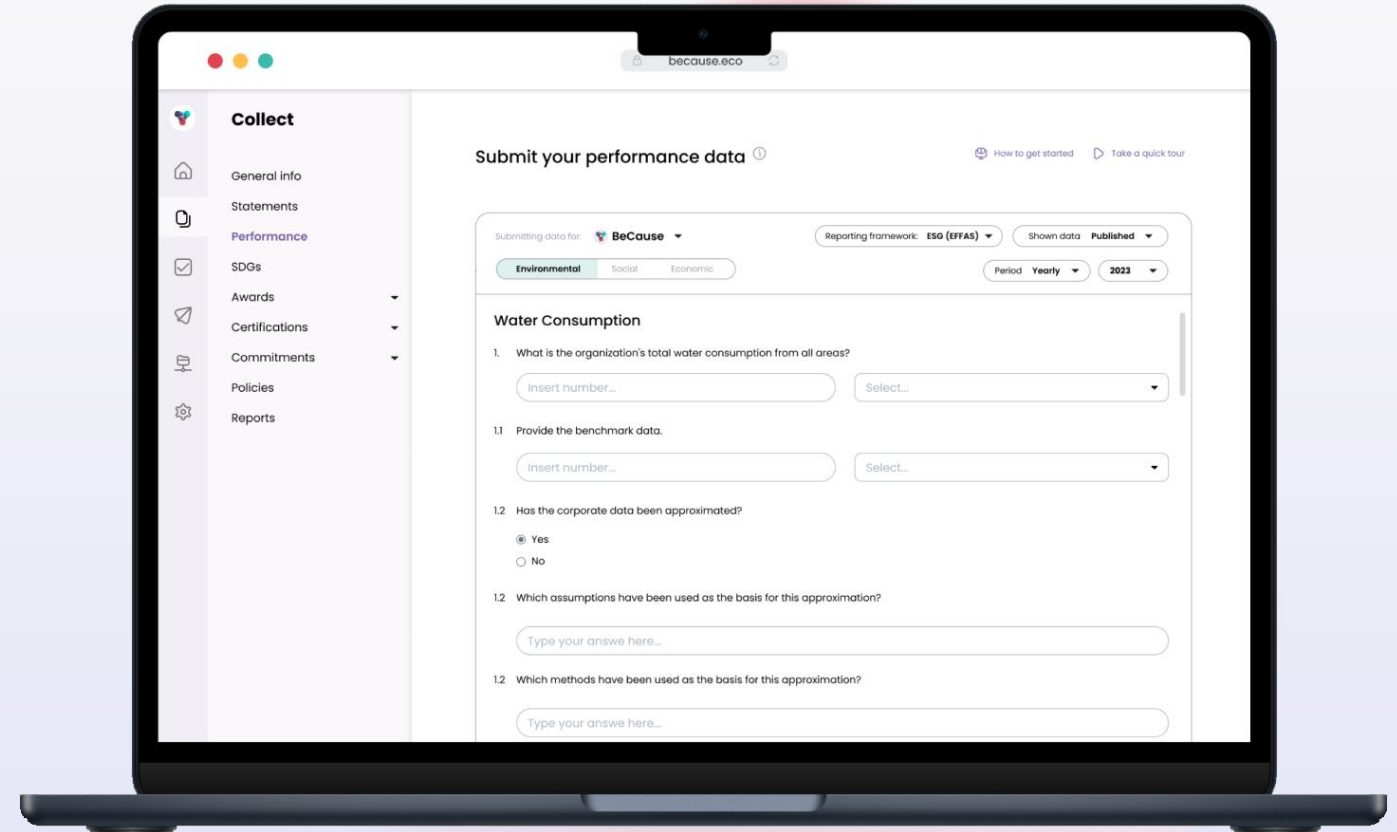
Hotel Sustainability Basics

Hotel Sustainability BeCause Ecosystem Solution
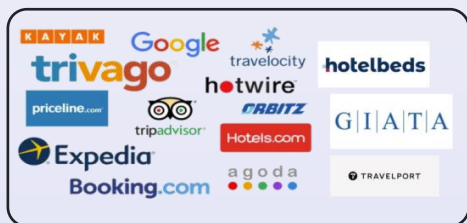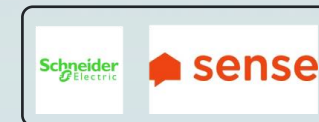
BeCause makes sustainability management flow simpler, faster, and cheaper for hotels

Use our ecosystem to manage your property sustainability data, create and report in multiple frameworks, showcase your certifications on OTAs, and much more.

# Get real-time sustainability data on hotels

Showcase sustainability information on your accommodation supply in your marketplace and assist travellers in making informed decisions based on trustworthy data from third-party partners such as certifications.
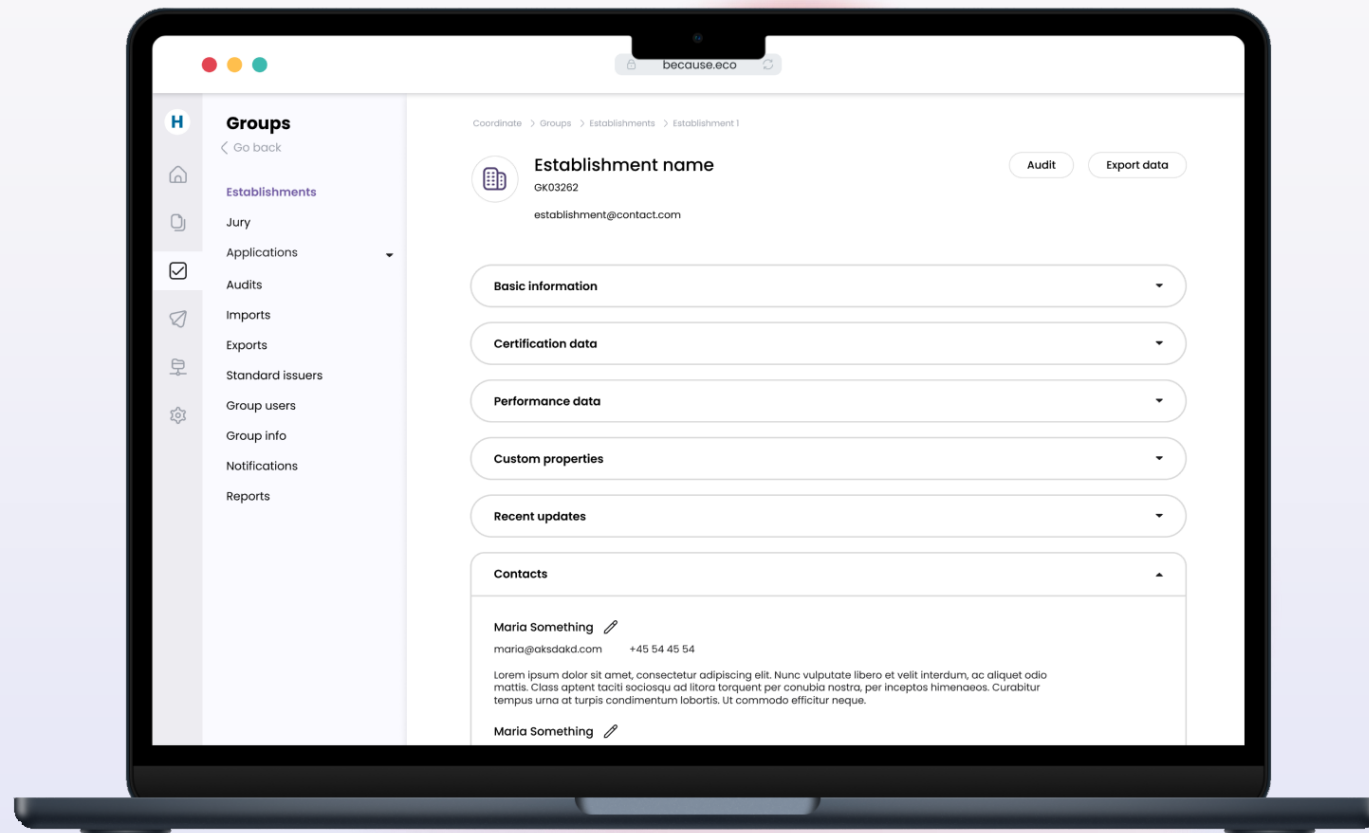
Automate your manual certification processes and automatically share the information with travel agencies
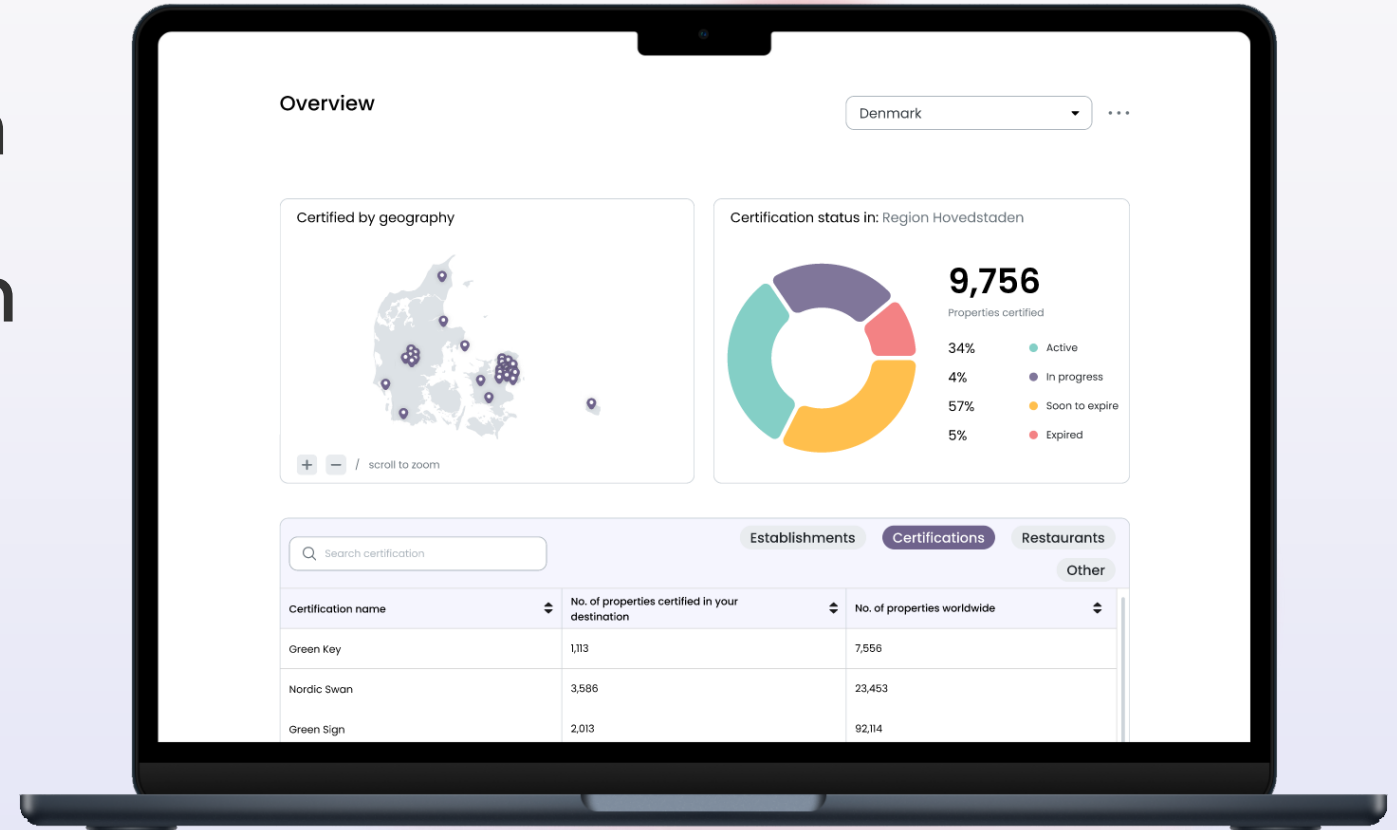
Efficiently distribute information about hotels that have received your certification to multiple travel agencies through a single platform.
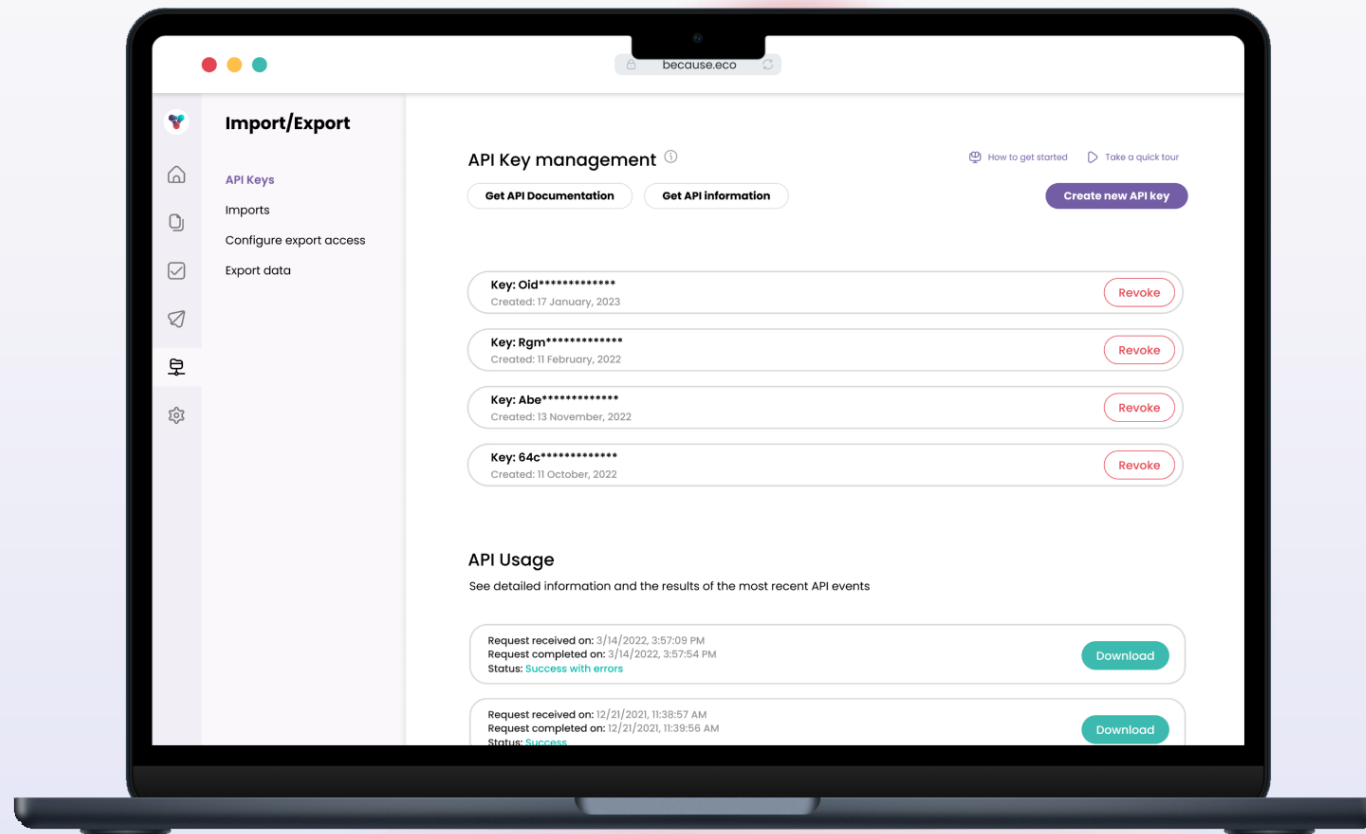
With BeCause, destinations can gain an overview of the certified properties on their destination

How many hotels and beaches at your destination have a sustainability certification? What actions are they taking to increase level of sustainability in their operations and how does that position your destination in the global sustainability race?

Overview

Denmark

Certified by geography

+ − / scroll to zoom

Certification status in: Region Hovedstaden

9,756
Properties certified

- 34% ● Active
- 4% ● In progress
- 57% ● Soon to expire
- 5% ● Expired

Search certification

Establishments | **Certifications** | Restaurants
Other

Certification name	No. of properties certified in your destination	No. of properties worldwide
Green Key	1,113	7,556
Nordic Swan	3,586	23,453
Green Sign	2,013	92,114

And it's only the beginning

With and open approach to data sharing, strong partnerships, an AI driven roadmap and an exponentially growing amount of data the path to revolutionizing sustainable operations in travel is paved for us all.

Most of your peers have this certification – you are only 10% from eligibility. Start flow?

You are ranked #13 on D&I – peers have improved performance via this solution...

AI driven suggestions	Getting certified	A whole new world of benchmarking	Integrating data from tech partners

You are missing data on CO2 Scope 3 – peers have used this provider to source the data.

Your ISO certification is about to expire – but 20% of data is insufficient. I have created data request tasks for your colleagues & suppliers.

Data Sharing Infrastructure	Mapping Algorithms	Workflow Automations	Big Data	A.I. Assistant

Thank you for listening!

Alina Arnelle
Chief Sustainability Officer

BeCause

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Hotel Solutions folder

Hotel use case