

Press release

BeCause officially joins the World Sustainable Hospitality Alliance to drive collaboration in sustainability data management

London, 12th November 2024 – The World Sustainable Hospitality Alliance (the Alliance) has welcomed a well-known collaboration partner, the technology- start-up, BeCause, to its growing community, dedicated to driving Net Positive Hospitality.

As an Affiliate Member, and new member of the Senior Advisory Board, BeCause will support the Alliance’s mission to accelerate sustainability in the hospitality industry, encouraging the industry to ‘give back to more than it takes’. This aligns with BeCause’s ambition to empower sustainable change in the global hospitality, travel and tourism industries by transforming the way they collect, manage and share sustainability data.

The Danish start-up’s AI-powered hub is a purpose-built platform that centralises sustainability data and automates the transmission of that data amongst different stakeholders, such as hotels like Radisson and Accor, booking marketplaces like Booking.com and Google, and +70 industry certifications like GreenKey and EU-Ecolabel.

BeCause joins a formidable and growing Alliance, and with over 55,000 hotels, 7 million rooms and over 300 brands, this community is bringing tangible change to the industry. Its innovative Impact Committees are tackling the challenges the industry is facing as it seeks a more sustainable future, and the Alliance looks forward to BeCause bringing its expertise to not only the Senior Advisory Board, but also to committees like the Standards and Reporting Committee and Universal KPIs Committee.

Frederik Rubens Steensgaard, CEO & Co-Founder of BeCause, said, “The inevitable development of our partnership with the Alliance is indeed an exciting step for us and our journey towards revolutionizing the sustainability of the travel, tourism and hospitality industry. Our missions are well aligned, and we believe that our knowledge and insights into the sustainability data landscape will bring real value to the members of the Alliance and the entire industry”.

Glenn Mandziuk, CEO of the World Sustainable Hospitality Alliance, said, “We’re delighted BeCause has joined as an Affiliate Member, at an important time for the Alliance as our Impact Committees start to take action and deliver change. We look forward to extending our collaboration with BeCause and working together to tackle some of the industry’s most deep-rooted problems and challenges on our journey to Net Positive Hospitality.”

Earlier this year BeCause supported the Alliance in digitising its Hotel Carbon Measurement Initiative (HCMI) and Hotel Water Measurement Initiative (HWMI).

Methodologies. This has enabled hotels to leverage the Alliance's free industry measurement tools.

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Notes for Editors

For media enquiries, please contact:

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About the World Sustainable Hospitality Alliance

The World Sustainable Hospitality Alliance brings together the hospitality industry and strategic partners to address key challenges affecting the planet and its people, local destinations and communities. They develop practical free resources and programmes to create a prosperous and responsible hospitality sector that gives back more than it takes. Their members represent over 50,000 hotels – totalling 7 million rooms – and include world-leading companies including Choice Hotels International, Marriott International, Hilton Hotels & Resorts, IHG Hotels & Resorts, Hyatt Hotels Corporation, BWH Hotel Group and Radisson Hotel Group, as well as regional brands. Their network also includes other parts of the hospitality value chain, including owners, investors and suppliers, to further drive joined up action on sustainability, and accelerate the industry on the path to net positive hospitality. For more information, please visit: www.sustainablehospitalityalliance.org

About BeCause

BeCause is the sustainability data hub for travel. A software company that streamlines the flow of sustainability data and creates synergies between different stakeholders in the travel, tourism, and hospitality industries, empowering them to make decisions that result in positive, responsible change for people, planet, and profits. BeCause works with over 25,000 hotels, including brands like Radisson, certification entities like GreenKey, industry partners like the Global Sustainable Tourism Council and the WSHA, and travel marketplaces like Booking.com. For more information, visit www.because.eco