



**BeCause**

**The Sustainability Data Hub for Travel**

The most simple, swift & synergistic way  
for businesses to manage their sustainability work- & dataflows,  
so they can supercharge their positive impact on people, planet & profits.



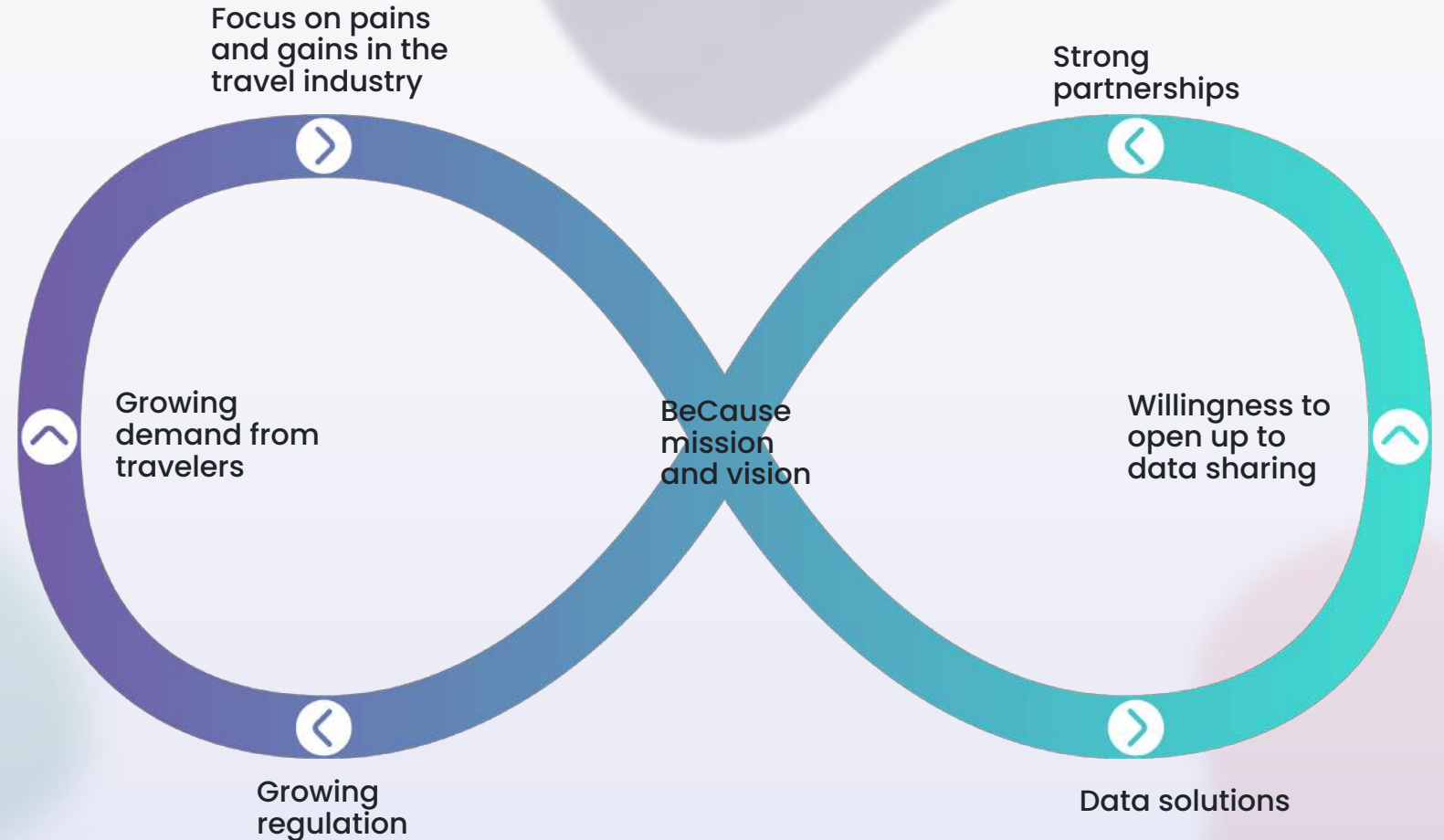
## **Jahanzeeb Ahmed – Dane/Pakistani**

- CCO at BeCause for 4 years
- Responsible for all commercial aspects of BeCause; Marketing, Sales and Customer Experience
- Driven by understanding the pain and challenges of the different actors within travel and using that as fuel to ultimately drive the travel and tourism industry in a more sustainable direction.

# Things are happening

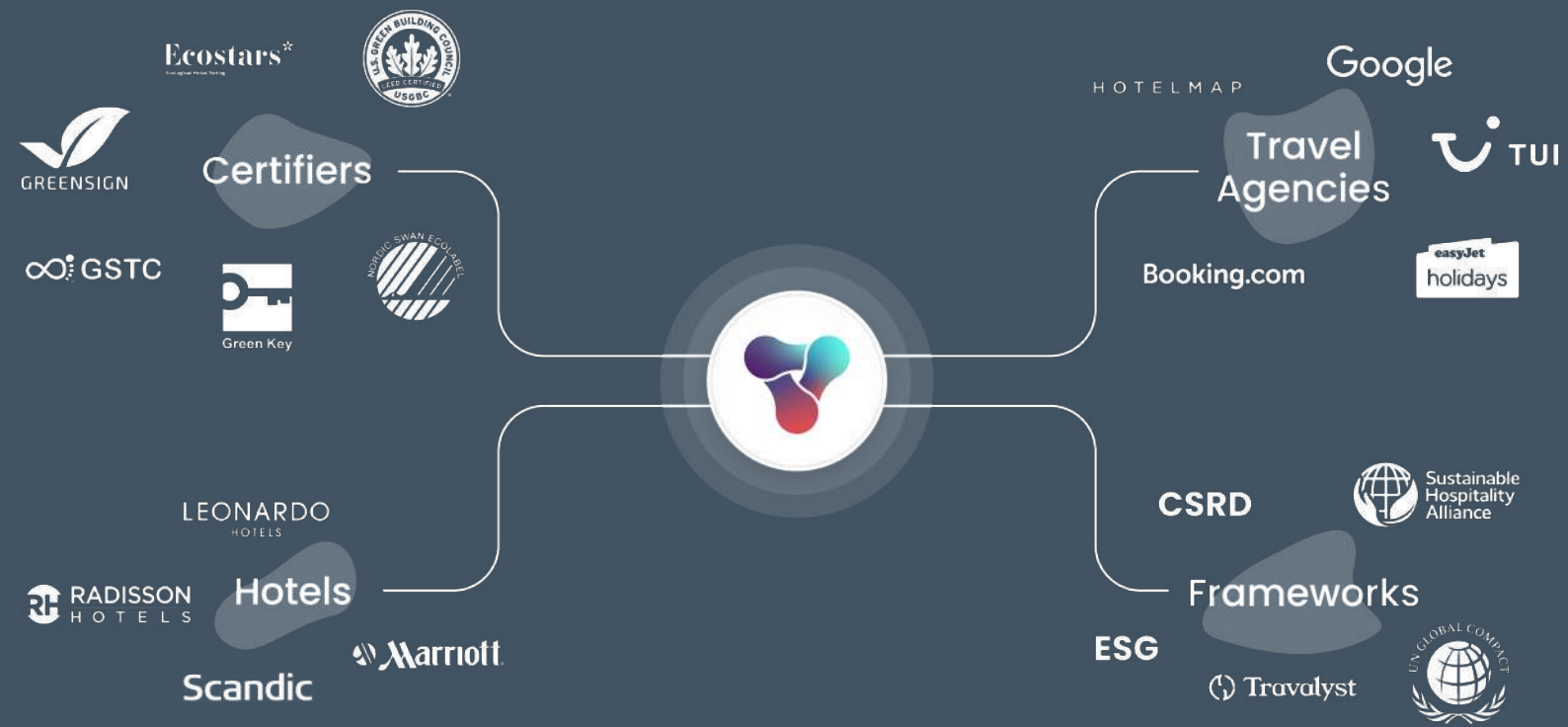


How the **industry** is **gathering** to put sustainability on top and how **tech** solutions and an open approach to **data sharing** has accelerated that.





# The Sustainability Data Hub for Travel





# Who do we help

Segment

Hotels

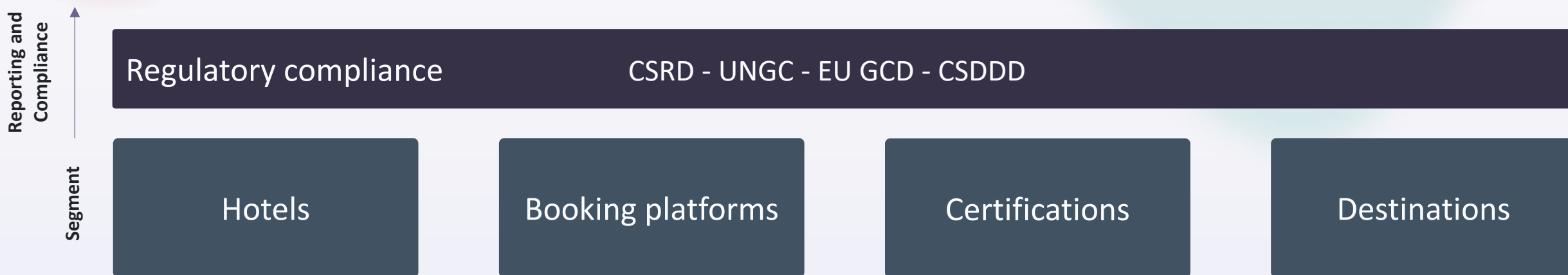
Booking platforms

Certifications

Destinations



# Who do we help and with what





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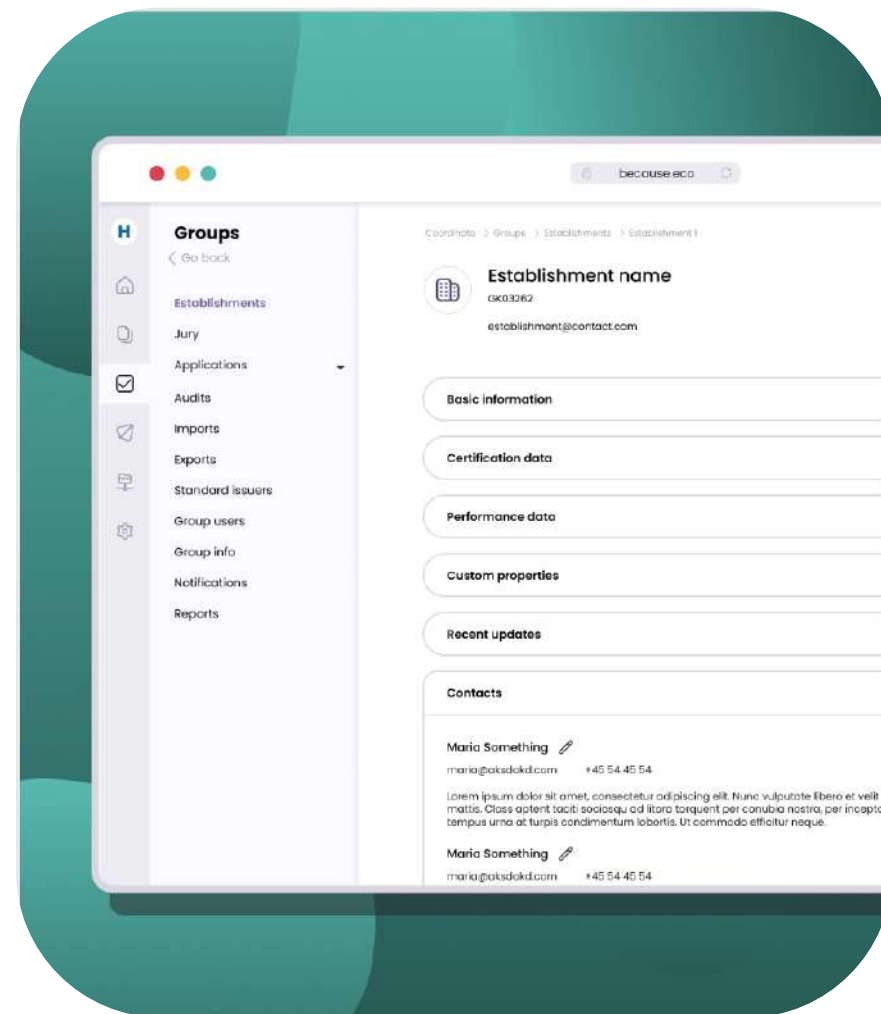




BECAUSE FOR TRAVEL AGENCIES

# Get real-time sustainability data on hotels

Showcase sustainability information on your accommodation supply in your marketplace and assist travelers in making informed decisions based on trustworthy data from third-party partners such as certifications.



Booking.com

WebBeds

easyJet  
holidays

TUI

Google

hotelbeds

Tripadvisor

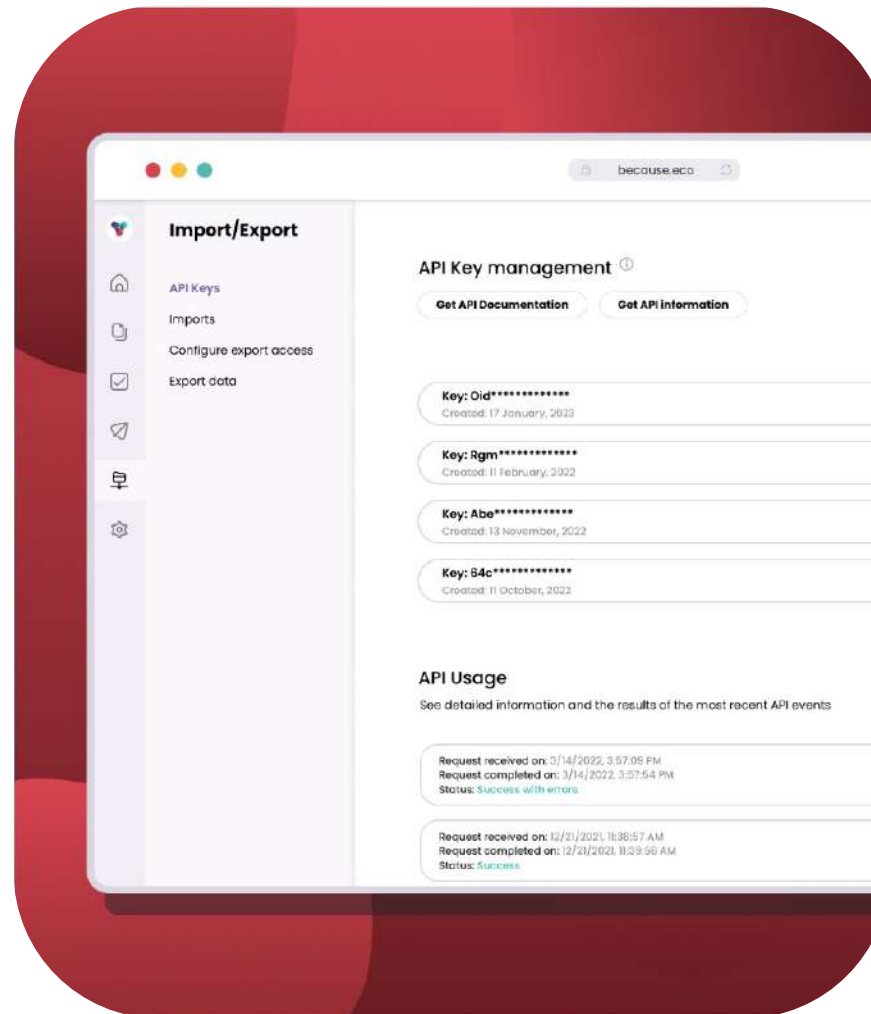




BECAUSE FOR CERTIFICATIONS

# 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.

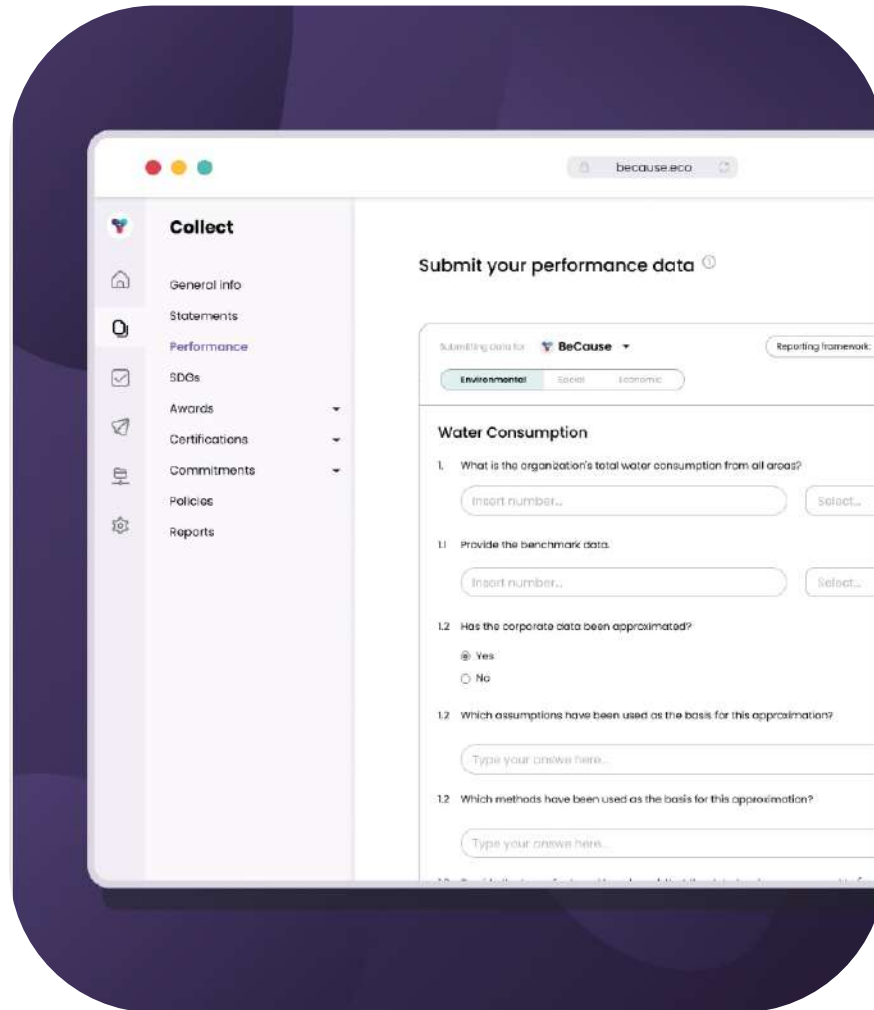




BECAUSE FOR HOTELS

# BeCause makes sustainability management flow simpler, faster, and cheaper for hotels.

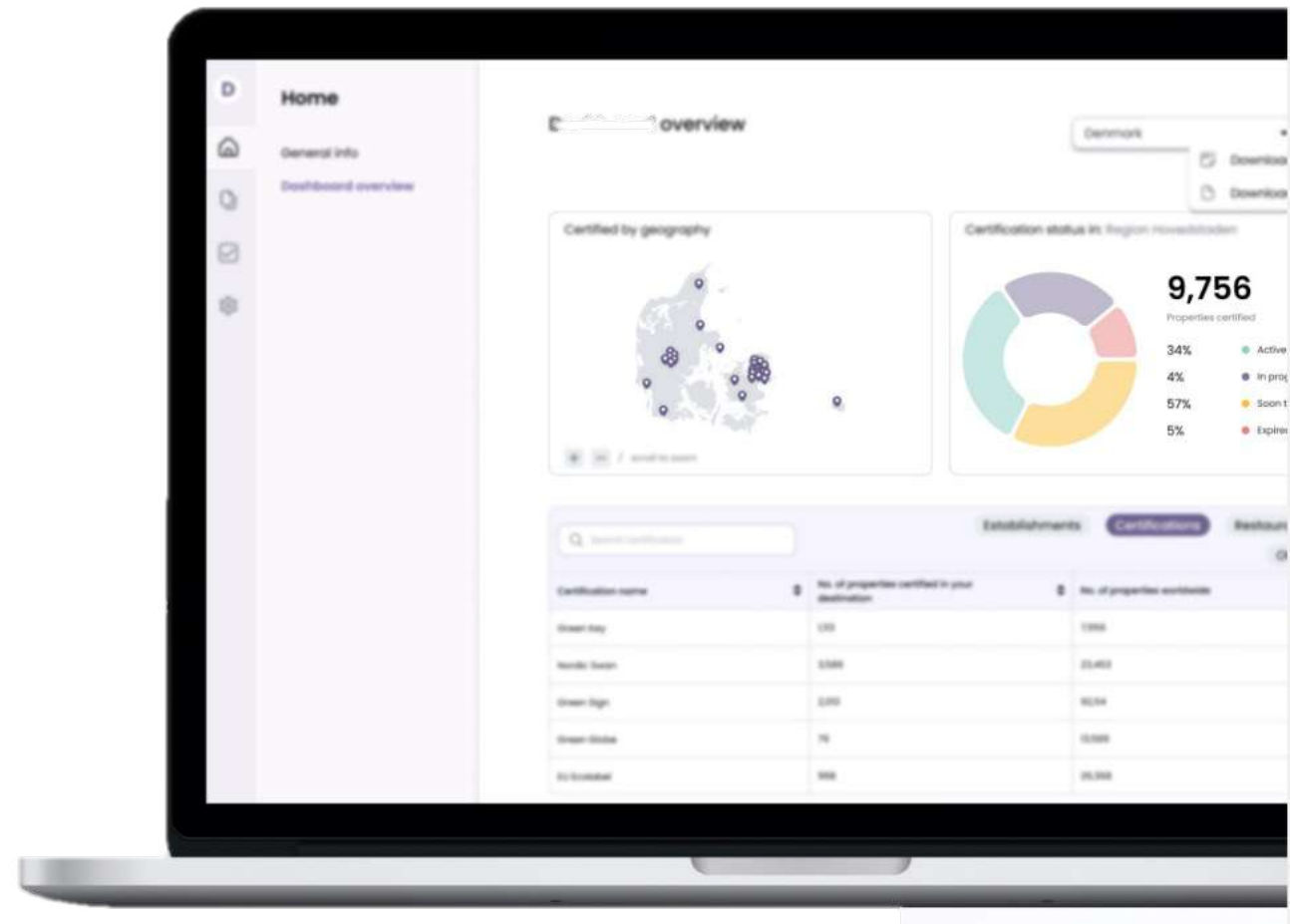
Use our ecosystem to manage your property sustainability data, create and report in multiple frameworks, showcase your certifications on OTAs, and much more.





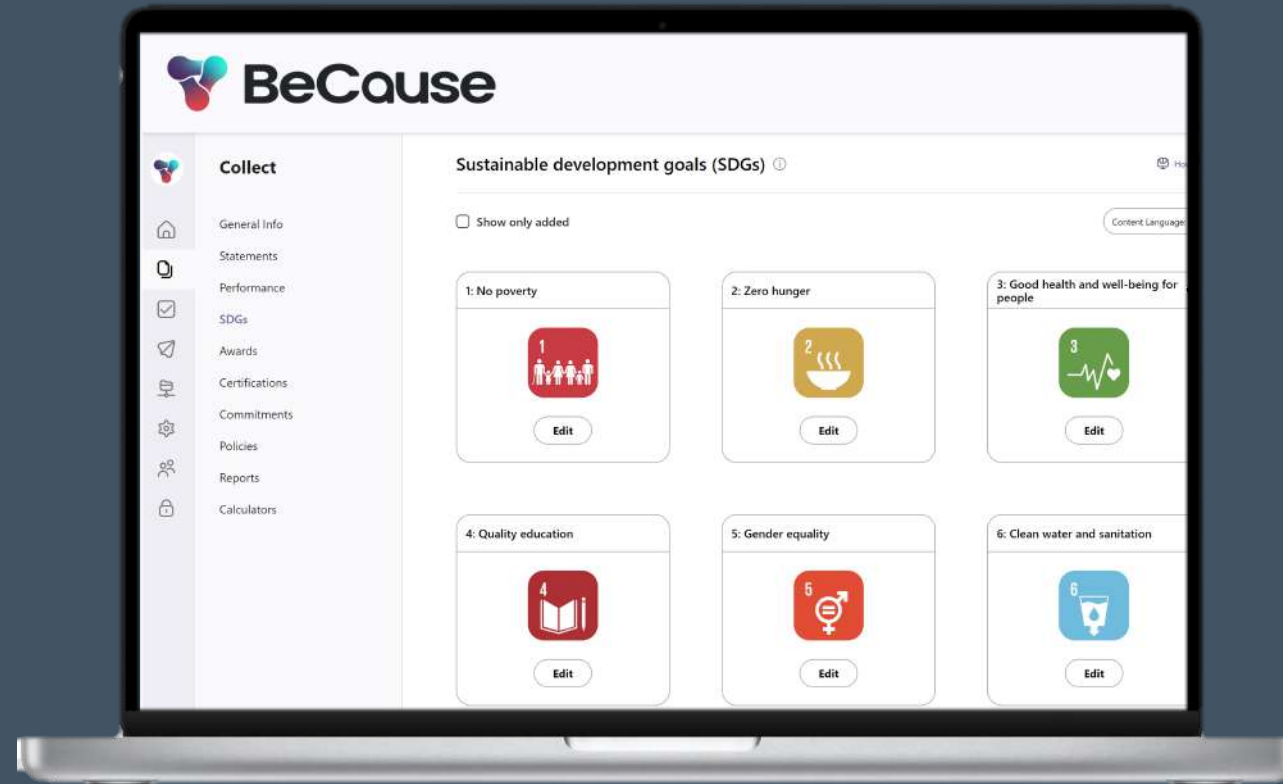
# With BeCause, destinations can gain an overview of the certified properties on their destination

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?





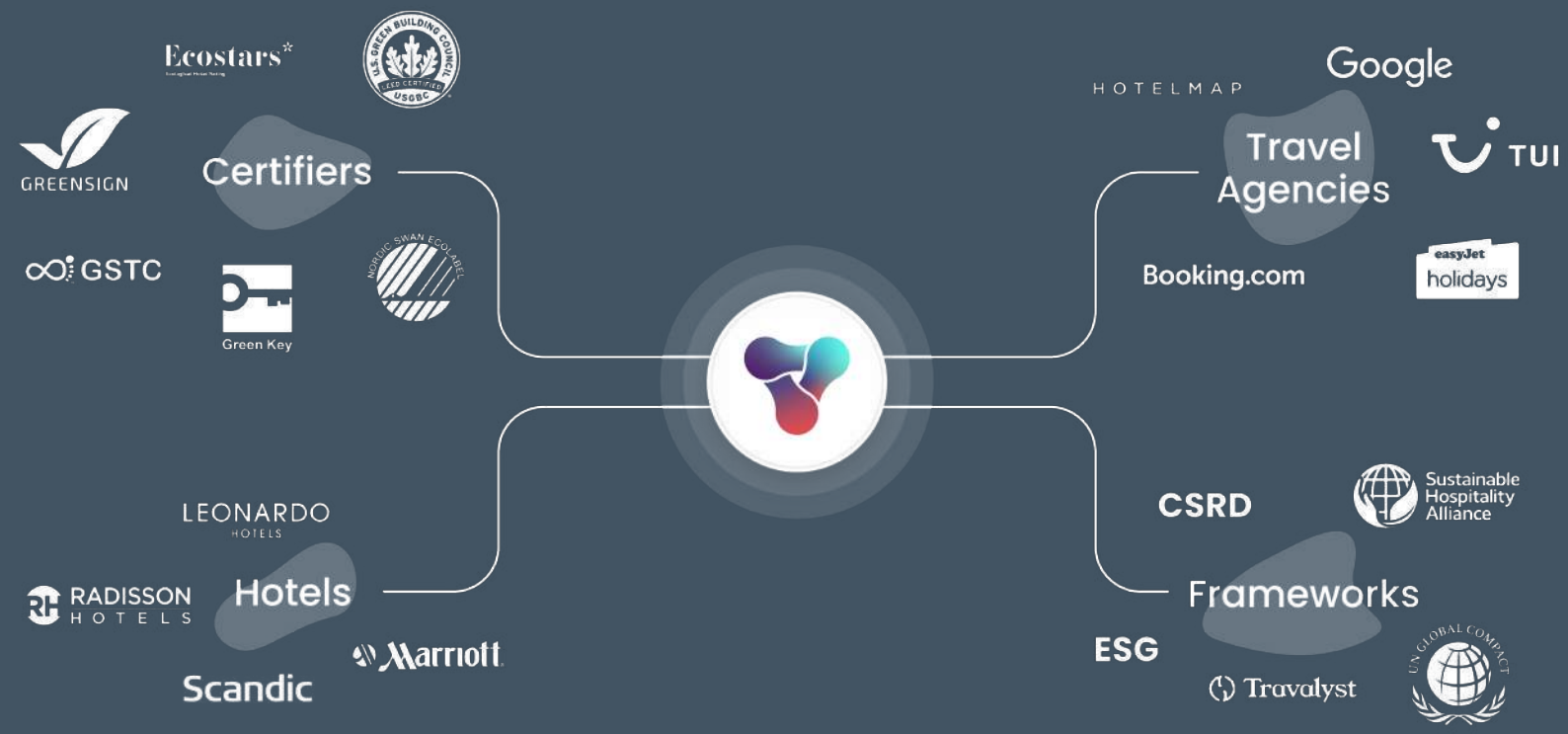
# All in one platform



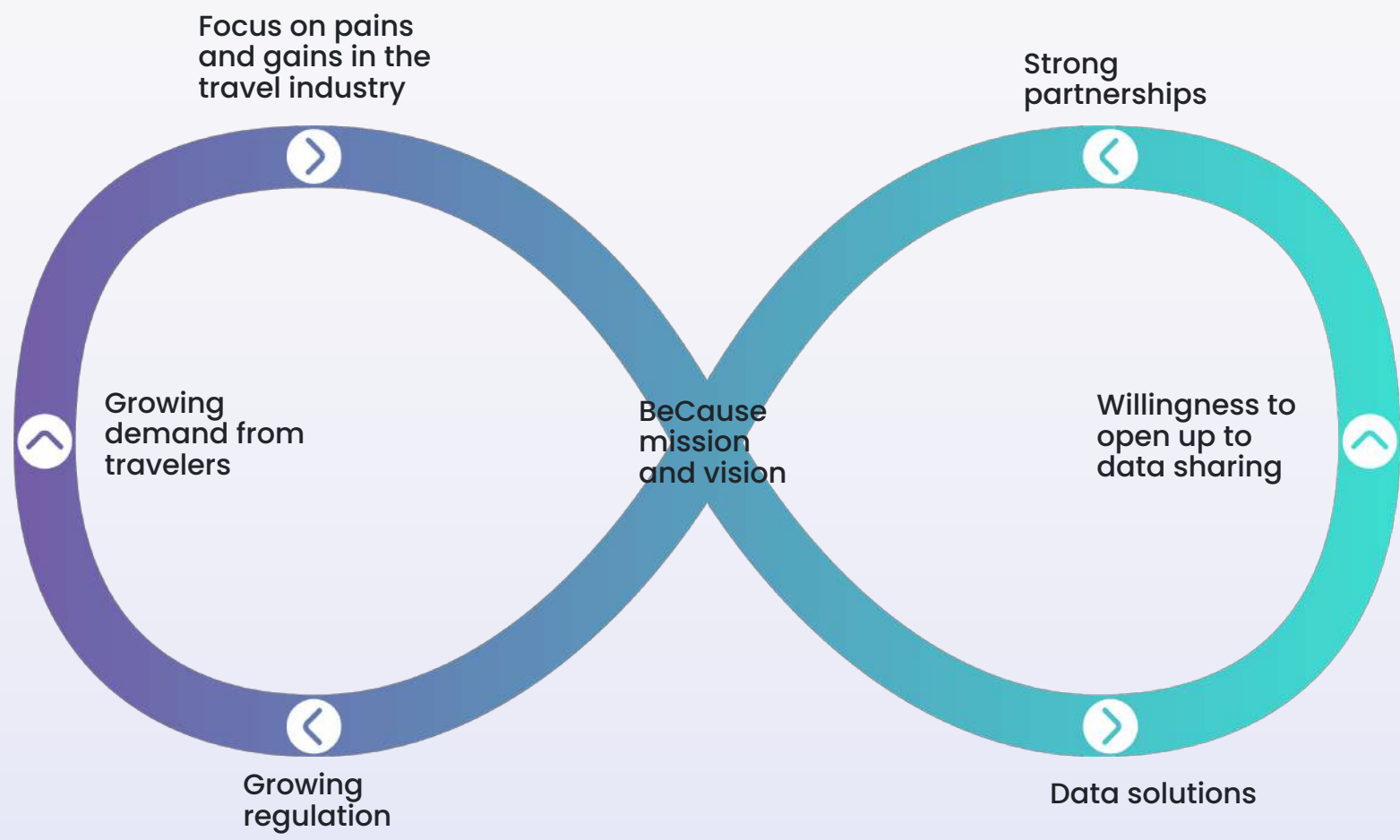
because.eco



# ...at the center of action

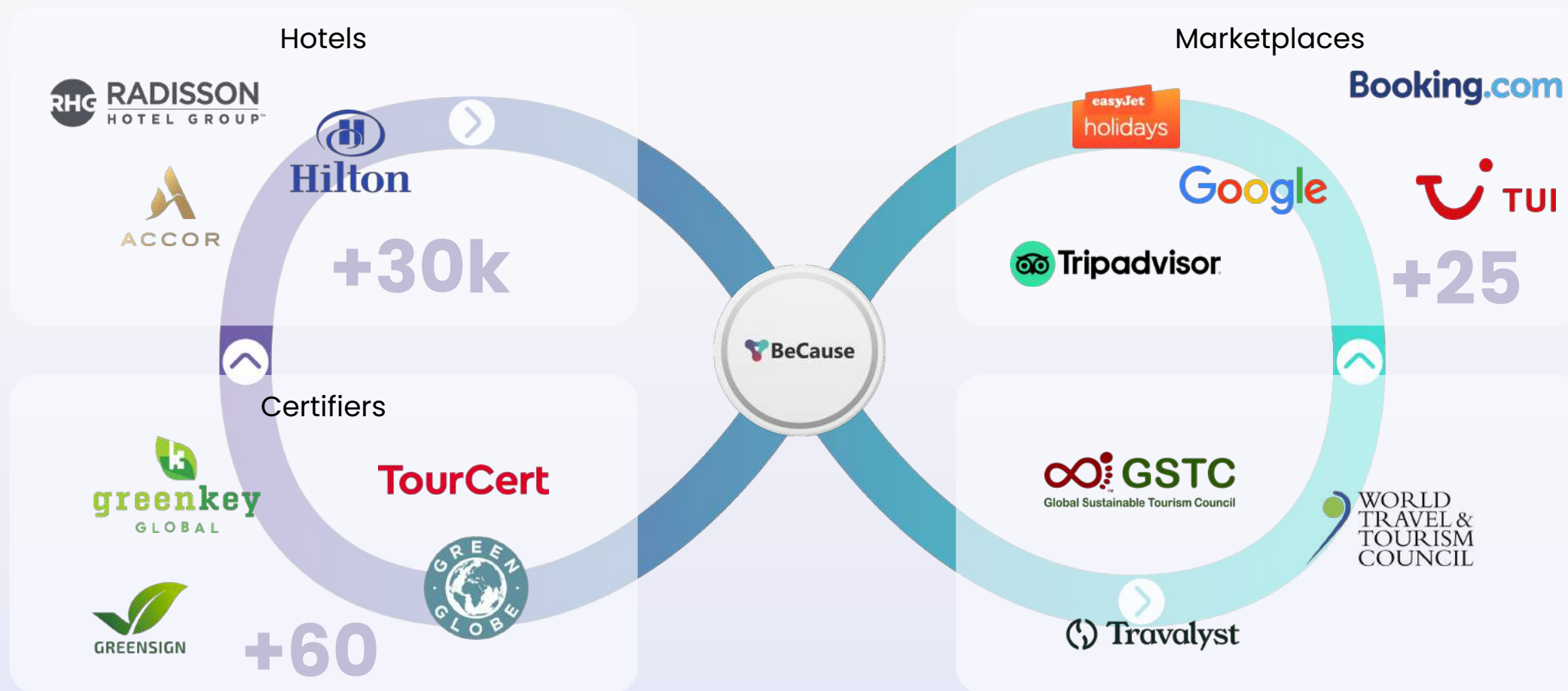


## because.eco





# The centralized hub trusted by the largest players in the industry







# And it's only the beginning

With an 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.

4/29/24

Data Sharing Infrastructure

Mapping Algorithms

Workflow Automations

Big Data

A.I. Assistant



# Thank you for listening!



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