

2024 Media Kit



BeCause
because.eco

| About BeCause

BeCause is an enterprise 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, the planet, and their profits.

BeCause works with over 22,000 hotels, including brands like Radisson, certification entities like GreenKey, industry partners like the Global Sustainable Tourism Council, and marketplaces like Booking.com. For more information, visit because.eco.



For more information visit

» **because.eco**

Company Background

BeCause was founded by Frederik Steensgaard and Jonas Jacobsen in Copenhagen, Denmark, and launched in 2021. It all started with a mix of frustration and hope: frustration about the terribly unconnected supply and demand for sustainability in the marketplace and hope about the amazing power that companies possess to change entire industries towards a greener direction. They just needed the right tool to initiate this change and process.

With this in mind, they embarked on the journey to make BeCause the only management hub companies need to seamlessly manage their sustainability data and empower them to create a more sustainable future, both for the planet and for their businesses. The goal is to make sustainability everyone's everyday business.

Today, BeCause helps more than 22,000 companies manage their sustainability data by streamlining and automating their processes. This includes sustainability-certified hotels, certification entities like GreenKey, industry partners including UN GSTC, and marketplaces such as Booking.com and Google.

However, they are far from finished. There is so much more to do to make sustainability everyone's everyday business. This is what motivates BeCause every day to continue their journey of assisting companies in driving this change and making a real-world difference.



| Team Bios



Frederik Rubens
Steensgaard

Co-Founder
& CEO

Frederik Steensgaard is the Chief Executive Officer and Co-Founder of BeCause. Prior to founding BeCause in 2018 with a vision to help companies unlock the full potential of sustainability, Frederik enhanced his entrepreneurial, technology, and managerial skills in project management and consulting while working for employers such as William Demant, Market Minds, and 180 Degrees Consulting over the course of more than a decade.

Frederik is an elected member of the Climate Committee at the Danish Industry Federation, where he contributes to discussions and initiatives aimed at promoting sustainability. He holds a master's degree, summa cum laude, in business, sociology, and entrepreneurship from the Copenhagen Business School.



Jonas Bruun
Jacobsen

Co-Founder
& CTO

Jonas Jacobsen is the Chief Technology Officer and Co-Founder of BeCause. Prior to founding BeCause, Jonas built up 10 years of experience developing software solutions with his expertise in engineering. He implemented and designed technical platforms while co-creating and managing programs like Swipp, Politiken Plus, and Aller Service.

Notably, Jonas also engineered internal, non-consumer facing systems for industry giants like Hempel and William Demant Holding. With his trail of technological triumphs, Jonas looks forward to helping companies collect, coordinate, and communicate their sustainability information how and wherever they need it.

Team Bios



Jahanzeeb Ahmed
Chief Commercial
Officer

Jahanzeeb Ahmed is the Chief Commercial Officer of BeCause. Jahanzeeb priority is in advancing and expanding BeCause's commercial endeavors, with a primary emphasis on customer success, marketing, and sales. He actively engages in understanding the challenges encountered by a diverse range of stakeholders across different ecosystems and works closely with the technology and sustainability teams to strategically position BeCause as a solution to tackle these challenges.



Deny Fröjd
Chief Financial
Officer

Deny Fröjd is the Chief Financial Officer of BeCause. Denny is responsible for steering the company's financial operations. Tasked with comprehensive management and oversight, he directs crucial aspects such as financial reporting, budgeting, and risk management, playing a vital role in ensuring the organization's financial health and strategic success.



Alina Arnelle
Chief Sustainability
Officer

Alina Arnelle is the Chief Sustainability Officer of BeCause. Alina's primary responsibility revolves around shaping and implementing the company's strategy, focusing on integrating the latest sustainability trends and keeping the organization abreast of industry-specific advancements. In her proactive role, she leads the development of specifications and guides the evolution of the BeCause platform, particularly in sustainability-related domains.

BeCause Board Members



**Christian
Oxlund**
Chair



**Frederik
Steensgaard**
CEO



**Jonas
Jacobsen**
CTO



Carsten Mahler
Founder,
Prolab Holding



Andreas Rasmussen
General Partner,
Ugly Duckling Ventures



Kärt Siinlats
Venture Partner,
Superangel.io

BeCause Resources

Download [here](#) to read the full report.

2023

Travelers Want More Sustainable Options. Can Marketplaces Deliver?

How travel marketplaces can drive hotel bookings and grow revenue by showcasing sustainability labels and supply

2023

While Property data updates are a more sustainable and timely.

In the fragmented landscape of disconnected systems, travel marketplaces working to present sustainability information to customers on their platforms often incur the grueling task of manually uploading this data to work with their systems and uploading it to their databases, resulting in sporadic data updates. Why does this matter?

It matters for two reasons. Firstly, it's highly inefficient, consuming time and resources. Secondly, it's unreliable. While consumers may be willing to invest more in sustainable properties, they want assurance that the data they are presented with to assess a hotel's sustainability credentials are current and trustworthy.

If data is only uploaded at infrequent intervals, such as every few months or yearly, it becomes less valuable to travel marketplaces seeking to capitalize on the growing demand for sustainable travel.

In line: Providing the most accurate and up-to-date information is essential for driving revenue in this market.

With Current Sustainability Management Practices

Supporting the travel industry's growth and this industry's ability to meet the needs of the future is a challenge that requires a multi-faceted approach. It's not just about the products and services we offer, but also the way we manage our operations and the impact we have on the environment.

Our estimates suggest that hotels collectively spend \$8 billion annually solely on collecting sustainability data.

Empowered by industry data, we can make informed decisions and drive meaningful change. Let's work together to create a more sustainable future for all.

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SUSTAINABLE DATA EFFICIENCY:

Best Practices to Ensure Optimal Sustainability Data Management for Your Travel Marketplace

Four actionable tips to help your marketplace manage sustainability data more effectively.

#4

Leverage Big Data to Find New Efficiencies and Opportunities.

Collecting, organizing, and communicating sustainability data via a management hub will help minimize the headaches caused by manual data processing. But with that data, it can also allow you to save time and money and improve your overall sustainability efforts. Research with expertise in leveraging capabilities of a sustainable data hub, more Research with expertise in leveraging capabilities.

Consumers get multi-decided quality on their high environmental factors.

#2

Reduce, Reuse, Get Smart.


Simply, it's important to have a platform that centralizes sustainability credentials from hotels and enables those to be automatically routed for additional certifications that could give and some of your travel marketplace a multi-decided confidence of their booking's sustainability options. When it comes to sustainability data, there should be a single source of truth accessible by all stakeholders. After all, sustainability data is only useful if it's trustworthy and readily available. That can't happen if metrics are recorded in siloed databases for individual stakeholders.

Currently, much of the sustainability data utilized by travel marketplaces is recorded in multiple spreadsheets and emailed to several stakeholders. A sustainability management platform eliminates these manual and disconnected processes. It allows data, like certification status, to be easily updated for maximum efficiency, removing a major pain point and enhancing the visibility of sustainability information.

© BeCause Sustainable Data Efficiency Best Practices | Oct 2023

Download [here](#) to read the full checklist.

Recent Announcements




PRESS RELEASES | AUGUST 23, 2023

easyJet holidays Partners with BeCause to Expand Hotel Sustainability Data Capabilities

The sustainability startup will help easyJet holidays automate and simplify the way it presents sustainability-certified hotels to

[Read article](#)




PRESS RELEASES | JULY 24, 2023

BeCause Partners with Booking.com to Provide API for Third-Party Sustainability Certification Data

The partnership will enable Booking.com to automate the way it updates and manages information about accommodations with

[Read article](#)




COMPANY UPDATES | MAY 17, 2023

AI Startup BeCause Advances Tourism Sustainability Practices with Strong Support from Angel Investors

BeCause Secures High-Profile Backers, Setting Stage for Rapid Expansion and Business Model Validation

[Read article](#)




PRESS RELEASES | DECEMBER 18, 2023

WebBeds partners with BeCause to increase the availability of eco-certified properties listed on its platforms

WebBeds, the global marketplace providing accommodation ground product distribution services to the travel industry, has partnered

[Read article](#)

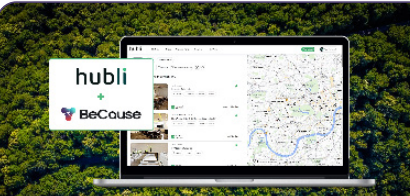


PRESS RELEASES | DECEMBER 6, 2023

Danish Start-up BeCause Raises Nearly \$2M to Revolutionize Sustainability in the Travel and Tourism Industries

Funding Will Help Meet Growing Demand for BeCause Solutions from Global Travel Brands and Enterprise Companies.

[Read article](#)



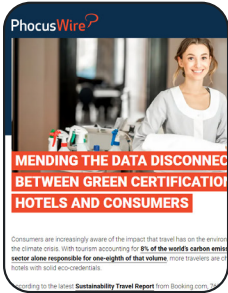
PRESS RELEASES | JANUARY 17, 2024

hubli partners with BeCause to power sustainable meetings

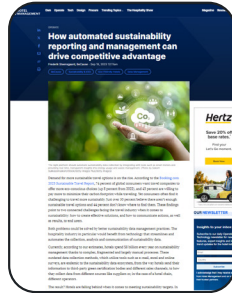
The partnership with the leading hospitality sustainability data management hub will enable hubli to make more eco-certified

[Read article](#)

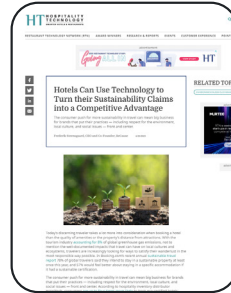
Media Coverage



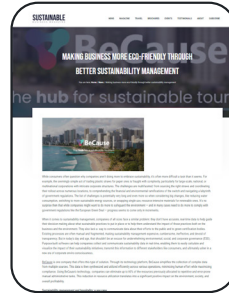
PhocusWire



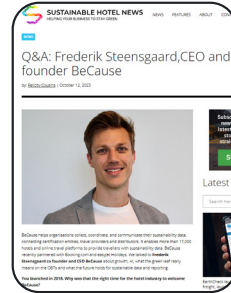
Hotel Management



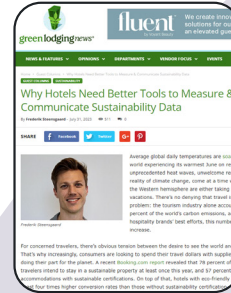
Hospitality Technology



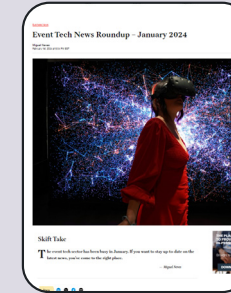
Sustainable Business Magazine



Sustainable Hotel News



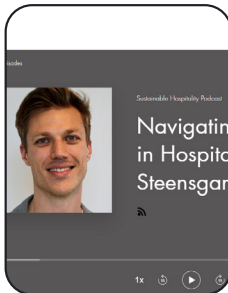
Green Lodging News



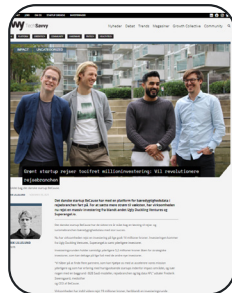
Skift Meetings



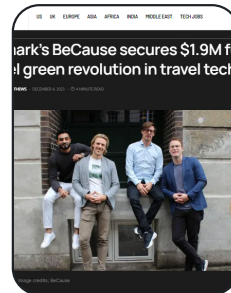
Mergermarket



Sustainable Hospitality Podcast



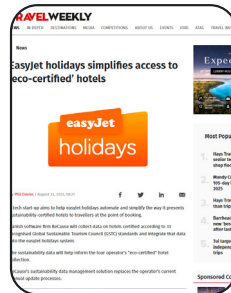
Tech Savvy Media



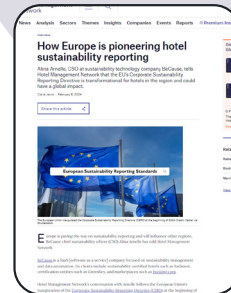
Tech Funding News



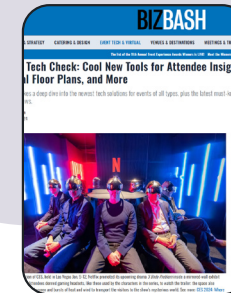
Travolution



Travel Weekly



Hotel Management Network



Biz Bash

| Customers

22,000+

hotels streaming data
through BeCause

50+

Certifiers using
BeCause

15+

Marketplaces using
BeCause

IOs partnered with BeCause:



**Examples of newest brand
name additions using BeCause:**

WebBeds



Booking.com



easyJet

Google

hubli
by MeetingsBooker

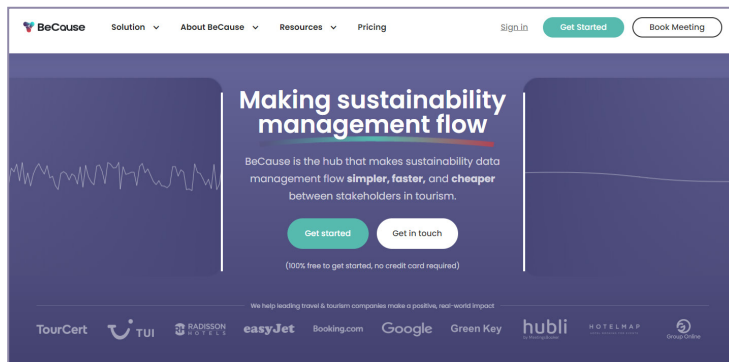
Connect with BeCause

Contact Info:

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For press inquiries contact Vanessa Horwell at vhorwell@thinkinkpr.com

Website



LinkedIn

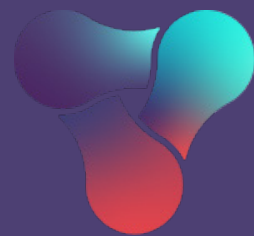


Instagram



BeCause Assets:





BeCause

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