

BeCause's Milestone Report

Tracking growth, impact, and momentum in sustainable travel, tourism and hospitality data.

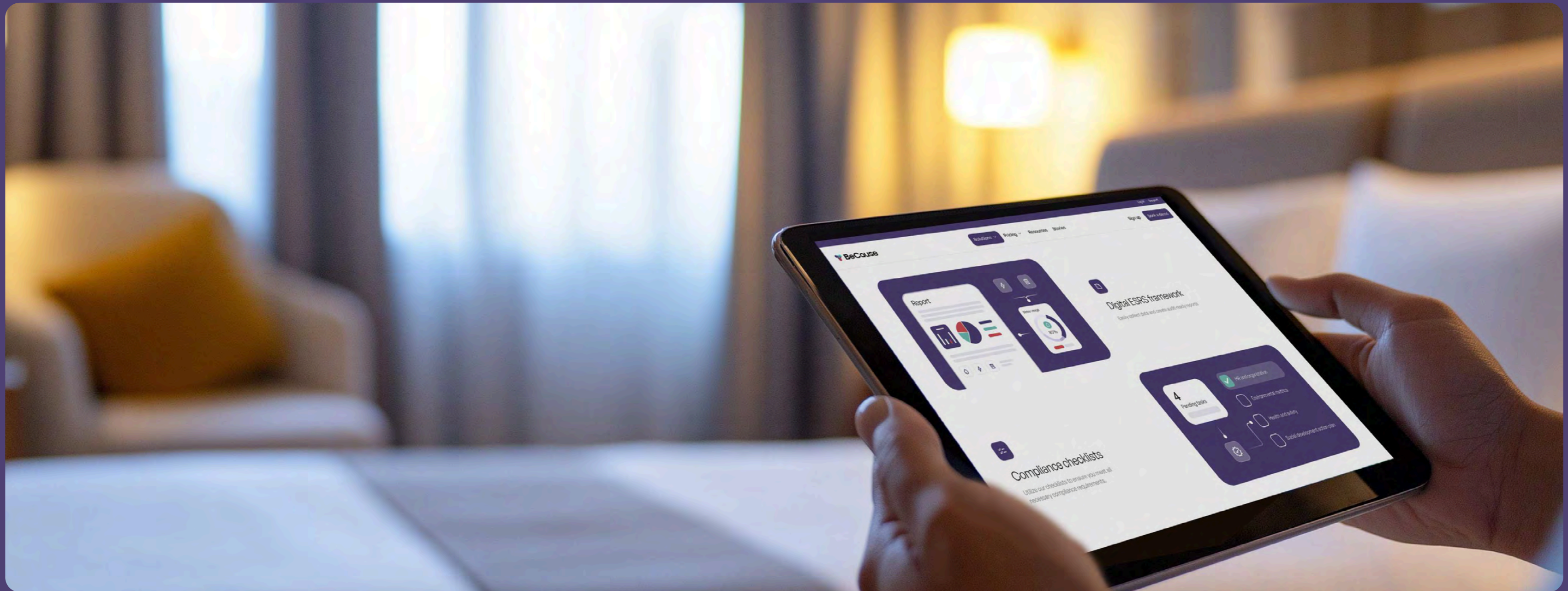


Table of contents

From our CEO	1	Why it matters?	2
Chapter 1: Adoption	10	Chapter 2: From Adoption to Impact	19
Customer growth	13	Unlocking operational and commercial value	20
Data insights	15		
Chapter 3: Traveler Behavior & Demand	27	Chapter 4: Challenges, Barriers & Learnings	30
		Our journey	31
		Lessons and learnings	32
What's Next?			34

From our CEO

In just a few years BeCause has transformed from a bold idea into the hospitality industry's sustainability backbone; powering live, verified data flows between over 50,000 accommodations, 148 global marketplaces, and countless certifiers and systems.

This milestone report is a testament to what we can achieve together. In these pages, you'll see how our community-centric approach has unified the ecosystem, made sustainability data actionable, and helped turn compliance into competitive advantage. Our mission, to accelerate sustainable innovation and real impact, has never felt more urgent, nor more possible. The steps taken and partnerships forged are just the beginning.

Thank you for being a vital part of this journey. With momentum on our side and critical new alliances ahead, we are ready for an even bigger leap forward—together.

Onwards,

Frederik Rubens

CEO and Co-founder | BeCause



Why it matters?

In just a few years BeCause has transformed from a bold idea into the tourism and hospitality industry's sustainability backbone; powering live, verified data flows.

With a proven business model, BeCause has defragmented sustainability reporting and delivered measurable impact. Three years in, we're not just operating, we're defining the trusted infrastructure for a transparent, accountable, and data-driven future in sustainable travel.

Who are BeCause?

BeCause are proud to be the sustainability data hub for the travel and hospitality industry, turning scattered, one-off requests for sustainability data into a coordinated flow of verified information. This enables travel partners to sell, book, certify, report, and promote their sustainability efforts with clarity and efficiency.

The data hub is a digital infrastructure that connects the entire travel, tourism, and hospitality ecosystem, including hotels, online marketplaces, certifiers, and industry authorities.

Trusted by thousands of hotels worldwide, BeCause enables standardized data collection, verification, data sharing, and reporting aligned with more than 20 sustainability frameworks and integrated with over 140 global marketplaces – including majors like Booking.com, Expedia, Google, Sunweb, easyJet holidays, British Airways and more.

Our platform simplifies ESG management for individual properties and global hotel chains like, e.g. Radisson, Sonesta and Accor, helping them meet regulatory requirements, improve transparency, and unlock commercial opportunities by sharing their efforts with the travelers directly in their search.

By serving as the digital backbone for sustainability data, BeCause accelerates the hospitality industry's transition to a more transparent, comparable, and accountable future.



Cut workload.
Unlock revenue.
Show real progress.

Our mission and vision

Our mission is simple yet ambitious: to make sustainability simple and accessible for everyone in the tourism ecosystem.

We empower businesses with tools to manage their sustainability data effectively, enabling them to make informed decisions that benefit people, the planet, and their bottom line.

Our vision is a future where sustainable choices flow seamlessly across the travel and tourism ecosystem, making it easy for every decision-maker and traveler to contribute to a thriving planet and companies.

We have set a bold and audacious goal: to power the sustainability journey of five hundred thousand hospitality providers by 2028, helping them seamlessly manage, validate, and amplify dynamic sustainability data to drive real, measurable impact.

This milestone report marks a significant chapter in that journey; highlighting our technology advancements, growing ecosystem, partnerships, and the meaningful outcomes that adoption of our platform has delivered so far.

As you explore this report, you will see why we believe the industry will look dramatically different in a few years' time; stronger, more collaborative, and better equipped to respond to global sustainability challenges. We invite you to join us on this journey, as we continue to build a future where sustainable travel is the norm.

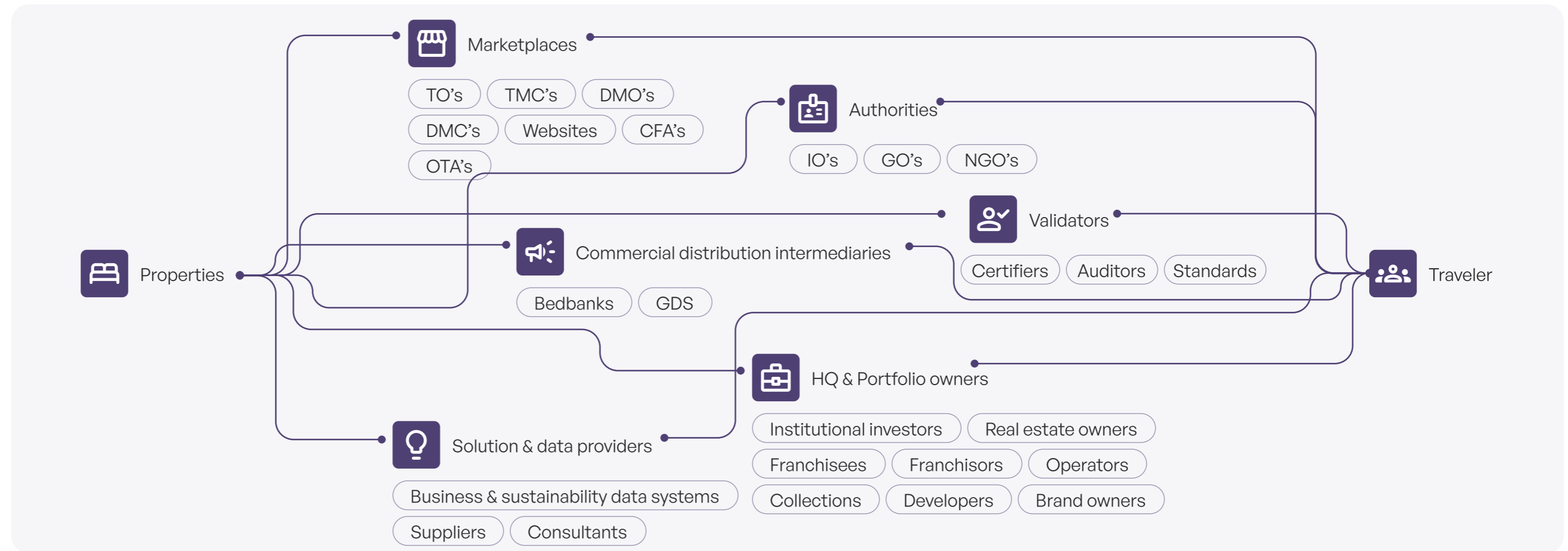


How we streamline the ecosystem

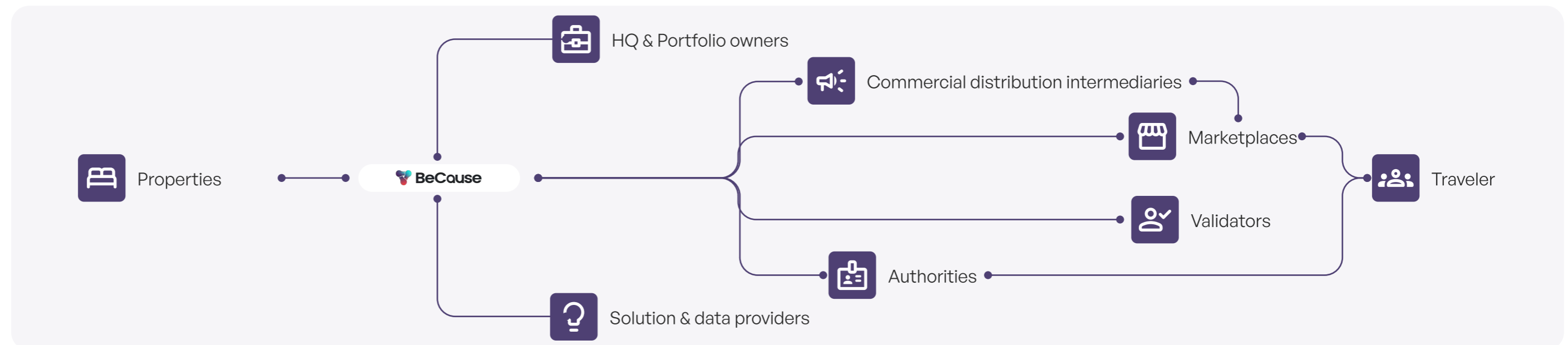
BeCause streamlines sustainability data across the travel ecosystem by acting as a centralized infrastructure that connects properties directly with all core stakeholders, via standardized digital flows and integrations.

Instead of fragmented, manual exchanges between individual entities, data moves seamlessly and efficiently through the BeCause hub, ensuring verified sustainability information is instantly accessible and reusable for booking, certification, reporting, marketing, and compliance needs. This eliminates duplication and friction, creating a transparent, trusted network where every partner interacts with the same live sustainability data.

Without BeCause data exchange looks like this:



With BeCause data exchange streamlined:



Enabling certification and data transparency

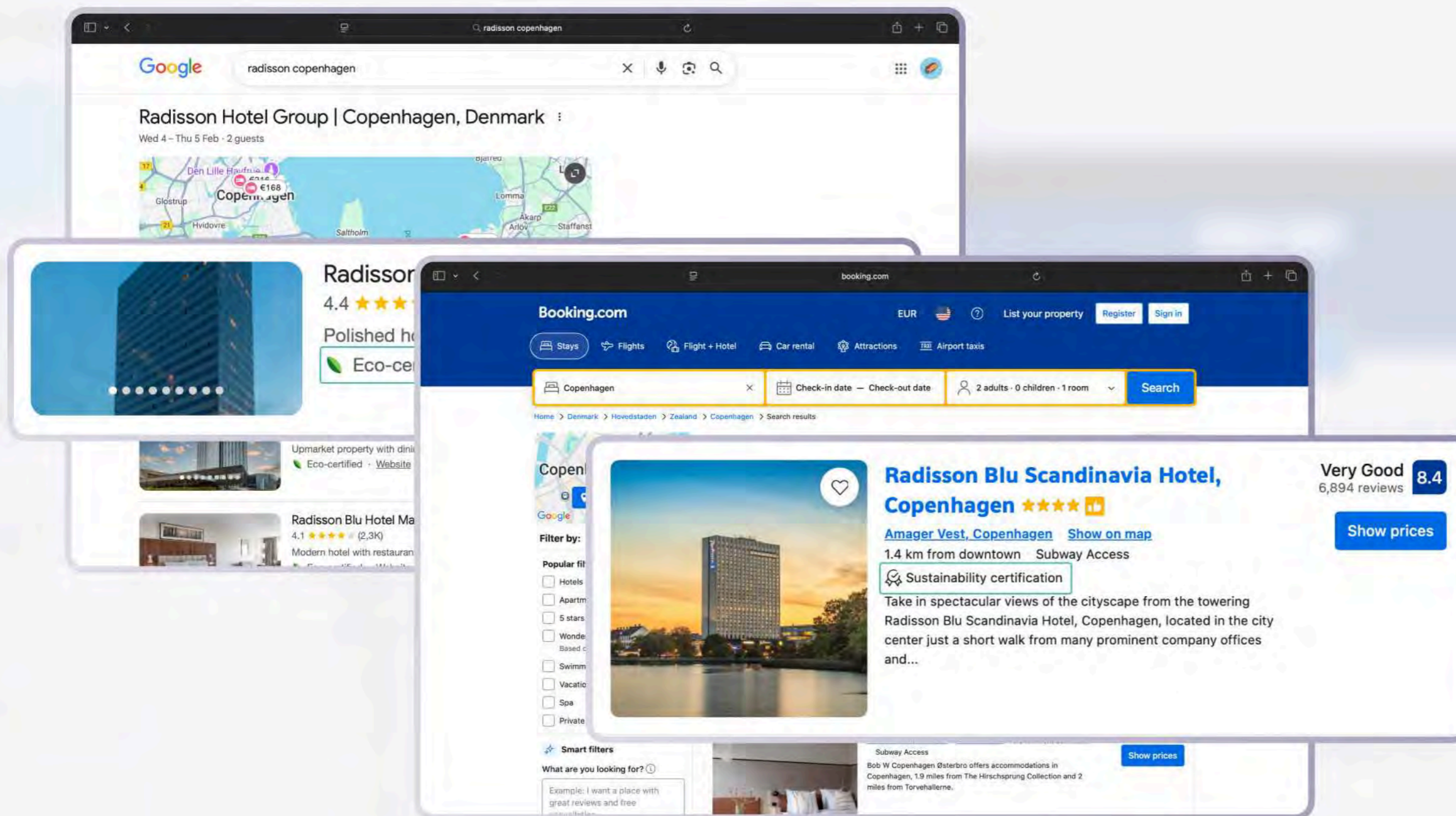


Figure 1: Two OTA's exhibiting certification data through BeCause

A centralized data hub means:

- One source of truth
- Data flows into corporate business proposals and certification applications automatically
- You enter your data once and it gets mapped to all relevant frameworks
- Your sustainability certifications can be automatically shared to travel marketplaces (i.e. booking platforms, tour operators and OTAs)

BeCause's sustainability strategy

Current sustainability practices we adopt:

Social

BeCause we believe in a thriving workplace and community.

- Grow an engaged and inclusive workplace.
- Give back to employees, communities and the planet.

Environmental

BeCause we care about our footprint on the planet.

- Measure and reduce our carbon footprint.
- Promote responsible consumption.

Product

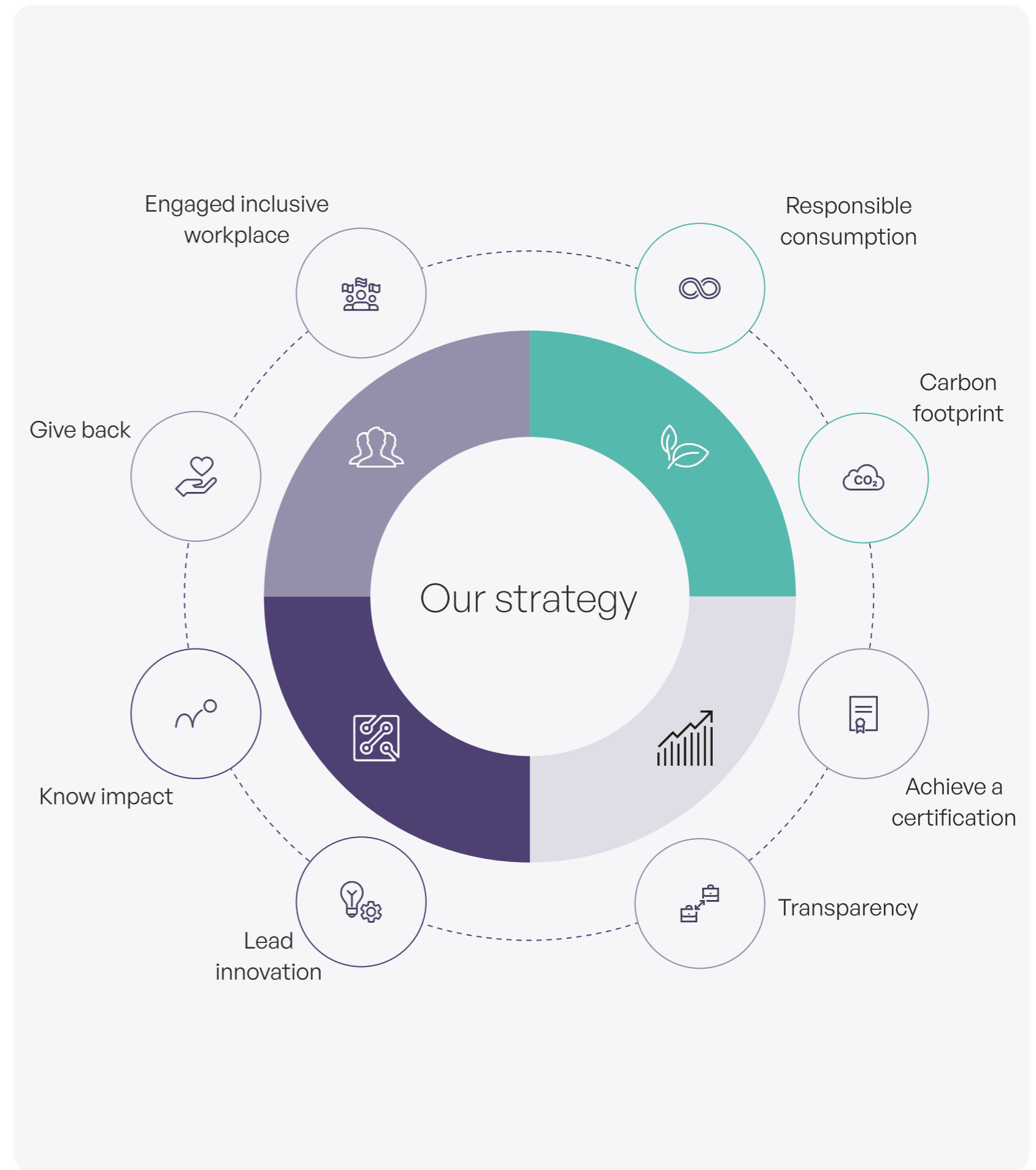
BeCause impact is rooted in innovation and collaboration.

- Track and report on our product impact.
- Lead innovation in ESG data for hospitality.

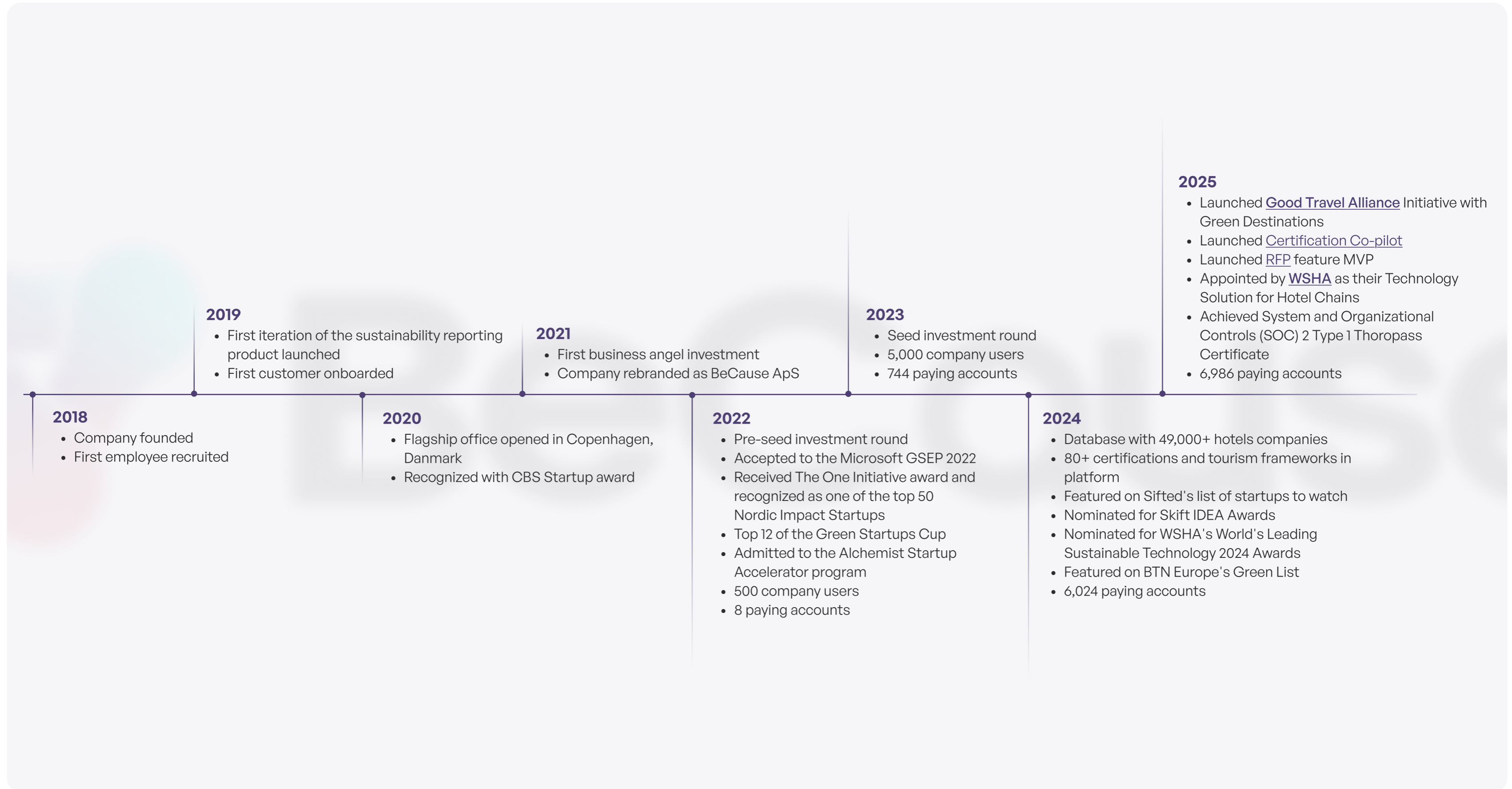
Economical

BeCause governance is guided by purpose.

- Enhance corporate governance and transparency.
- Achieve a recognised sustainability certification.



Key milestones and growth timeline (2018–2025)



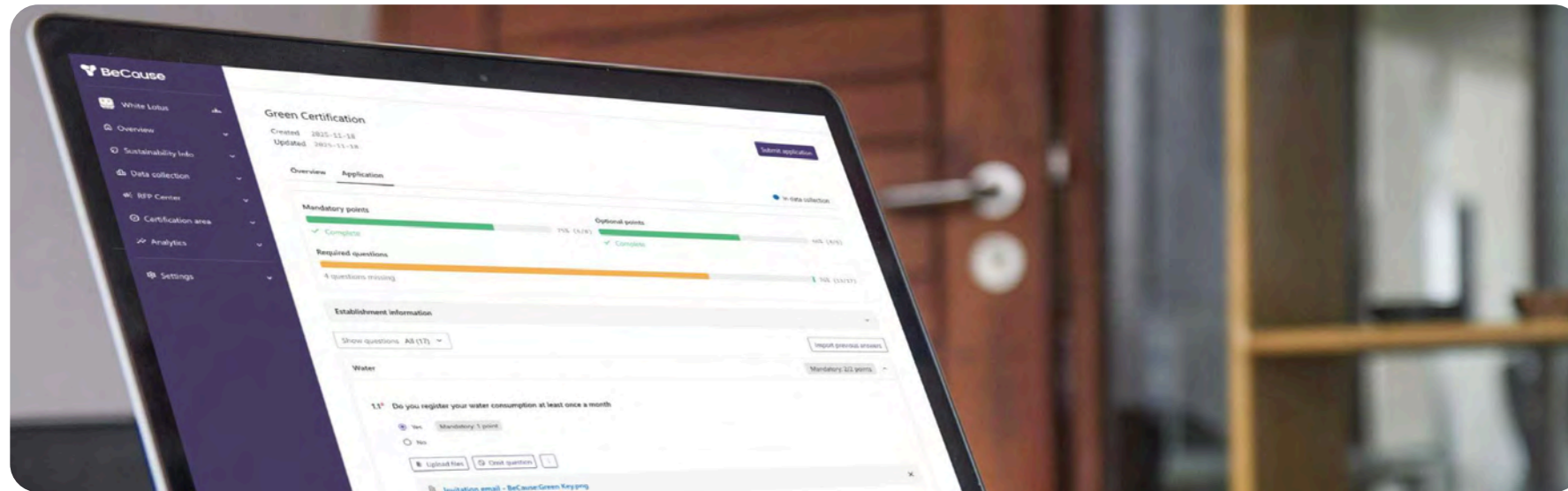
Performance: 2023 vs. 2025

Customer satisfaction

2023	2025
92.3%	94.1%

Median first customer service response time

2023	2025
38min	17min



Net promoter score (NPS)

2023	2025
29	34

Number of marketplaces/OTAs using our data

2023	2025
42	148

Number of claimed accounts

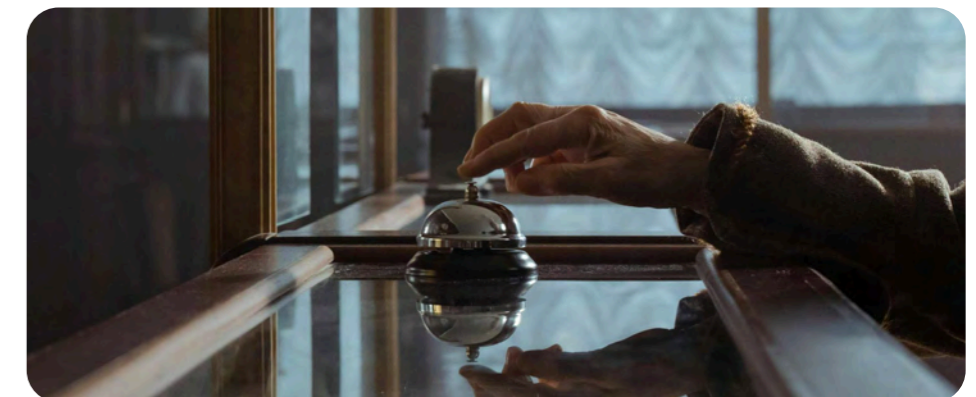
2023	2025
3,352	19,724

Number of frameworks on BeCause

2023	2025
8	~27

Number of certification organizations

2023	2025
57	76



Chapter 1:
Adoption

BeCause's partnerships and rapid customer growth have established us as the leading data hub for sustainability in travel and hospitality, enabling industry-wide adoption of verified standards and accelerating responsible practices.

Explore how centralizing data drives efficiency, trust, and higher sustainability standards across the sector.

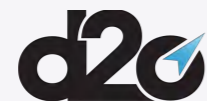
Some notable partnerships include:



[Read more](#)

[Read more](#)

[Read more](#)

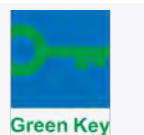


[Read more](#)

[Read more](#)

[Read more](#)

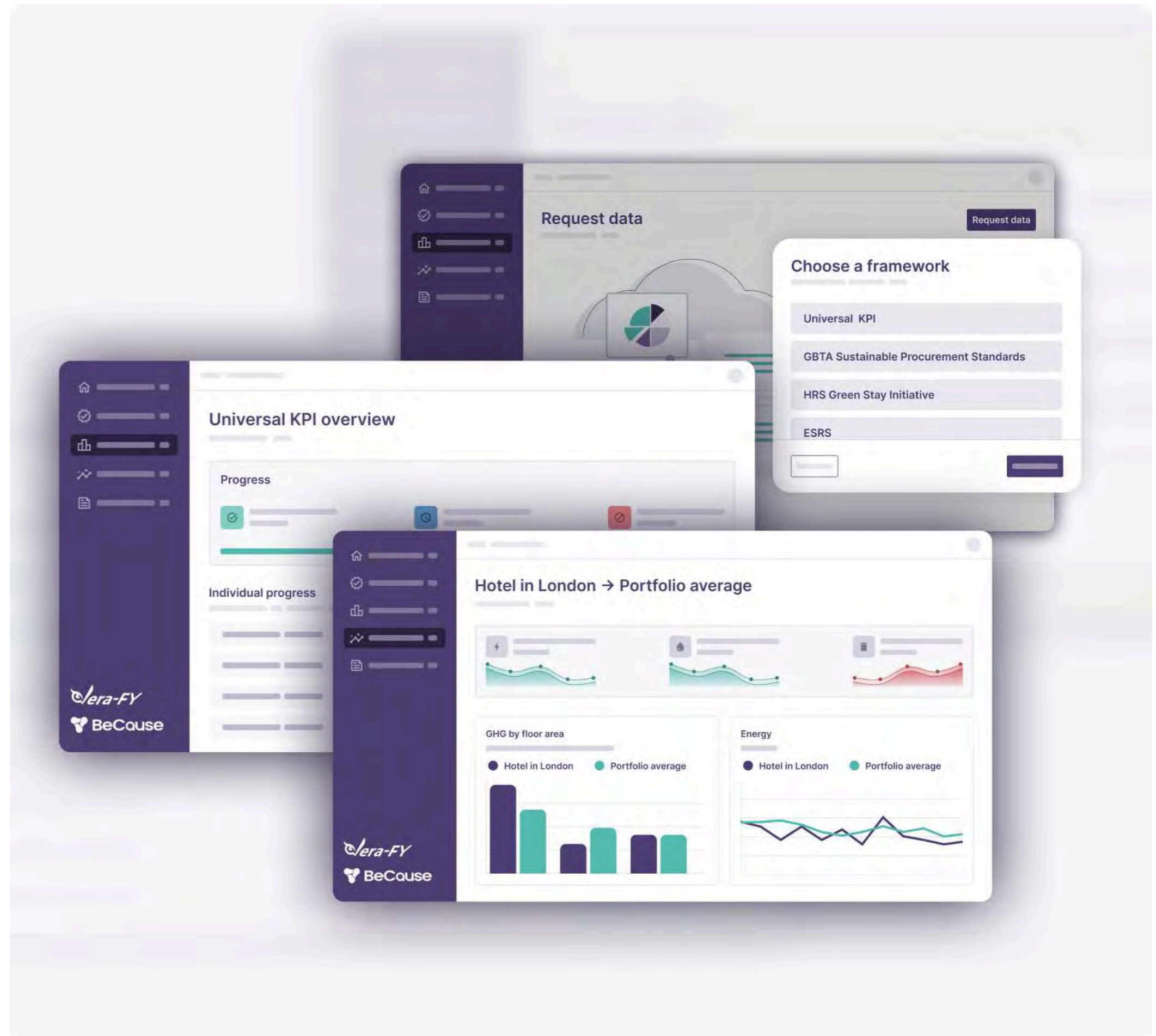
Some of our customers:



BeCause powering industry initiatives through data and technology

Vera-FY is a new global standard and sector-wide platform for hotel sustainability data, created by the World Sustainable Hospitality Alliance and powered by BeCause, that enables hotels to collect ESG data once, and then verify, benchmark, and share it consistently across certifications, regulatory frameworks, corporate proposals, and guest-facing channels.

As the digital backbone of Vera-FY, BeCause provides the underlying data hub and open integrations that transform fragmented, spreadsheet-based reporting into a unified, automated infrastructure. Connecting thousands of hotels and dozens of partners so that sustainability insights can drive real commercial decisions and impact across the hospitality ecosystem.



Customer growth

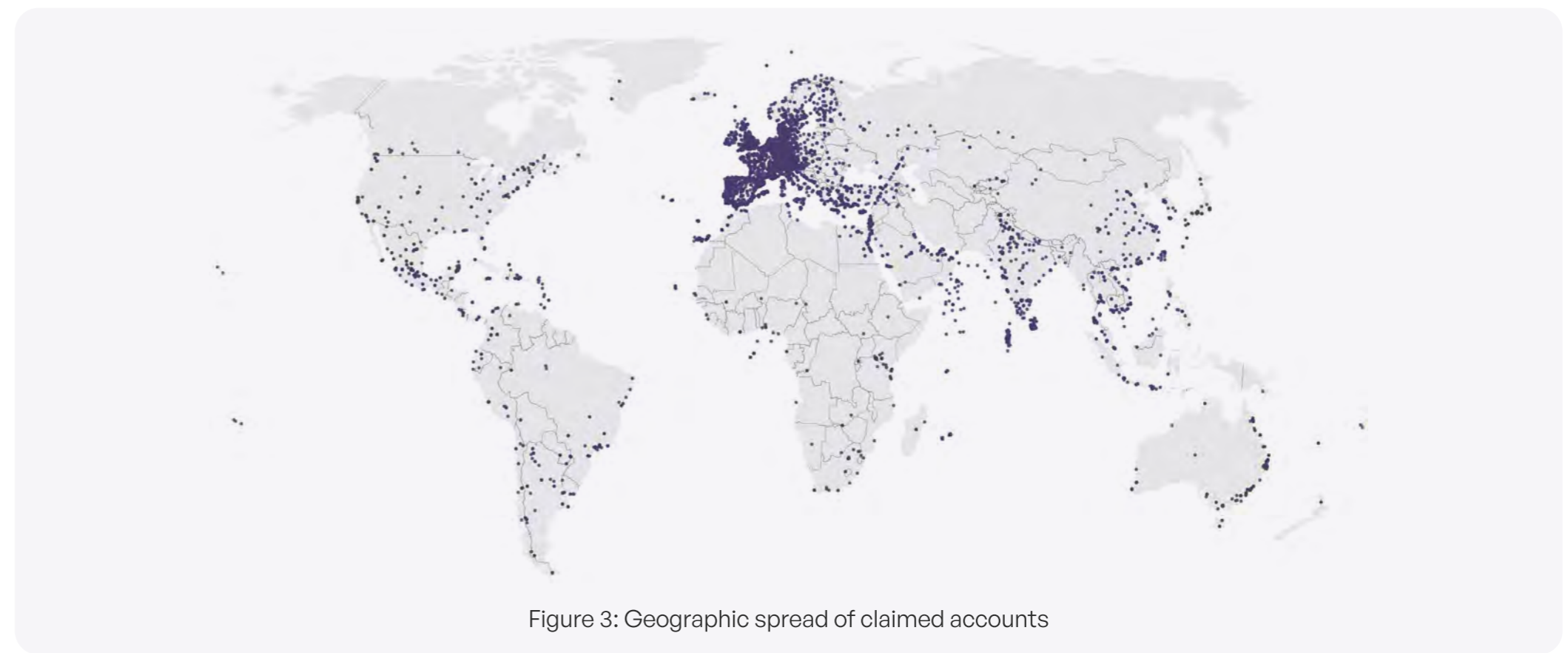
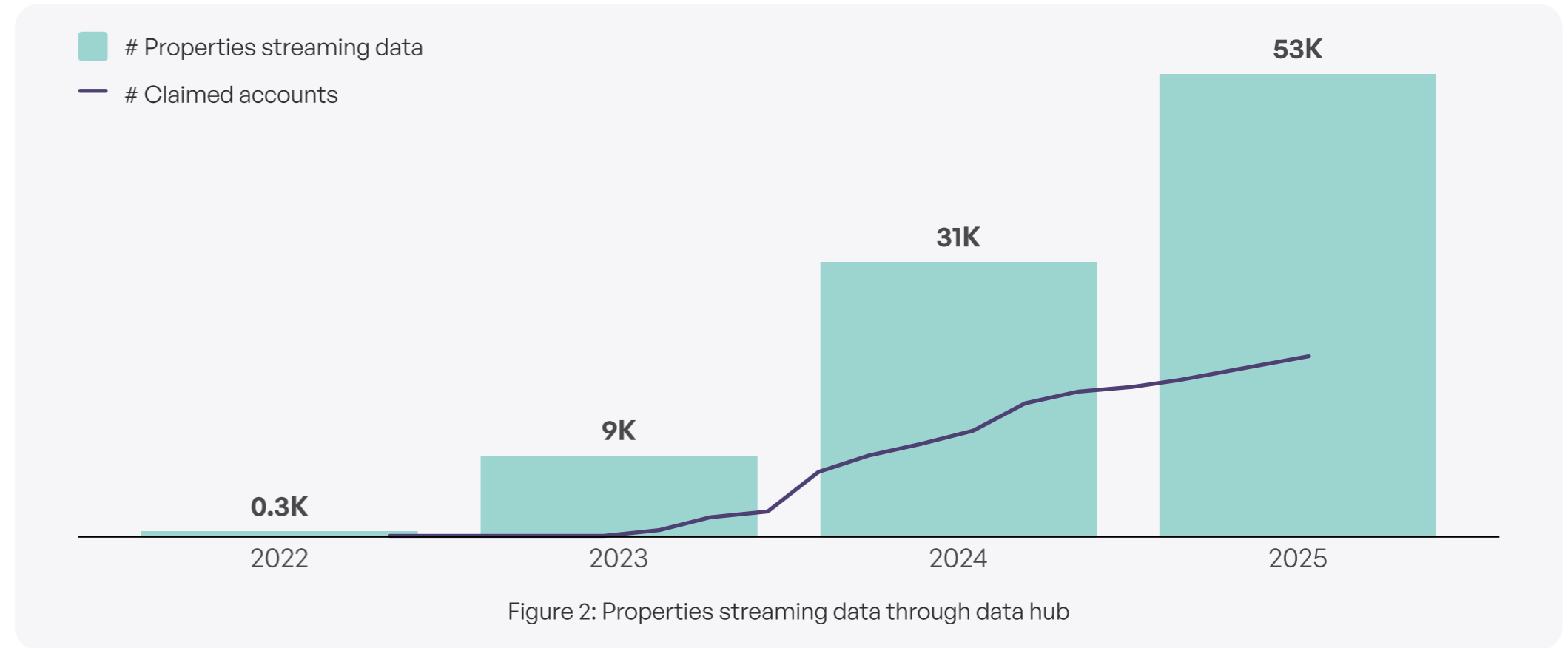
Customer adoption has surged 360% over the past three years, with 52,600 properties streaming live sustainability data through BeCause by the end of 2025.

This reach includes properties claiming¹ and actively managing their accounts (Figure 2) as well as those integrated from external sources, demonstrating broad platform scalability.

- Geographic expansion (Figure 3) spans Europe, North America, Asia, Africa, and the Middle East.
- North America and Western Europe lead in property numbers; Asia, especially China and Turkey, show rapid increases.
- Strong engagement appears even in smaller markets like Estonia, Latvia, and Caribbean nations.
- Fastest growth seen in Brazil, Australia, India, South Africa, and Mexico.

¹ Claimed accounts which refer to hotel or accommodation profiles on the BeCause platform where ownership has been verified and the property has actively taken control of its sustainability data, rather than simply being listed or imported without verification. This means the property itself has claimed responsibility for their account and can manage, update, and share their verified sustainability credentials and data directly through the hub. Unclaimed accounts are typically imported into BeCause from external sources such as online travel agencies (OTAs), global marketplaces, industry databases, hotel group listings, and certification partner records. The process involves aggregating accommodation or hotel data from these third-party platforms to create a comprehensive profile on the BeCause platform, even before the individual property owner or manager has actively engaged or verified their account. This allows BeCause to centralize sustainability information for properties, which can later claim and verify their accounts to take direct control over their data management and sustainability reporting.

Hospitality companies



Growth per customer segment

BeCause has driven remarkable growth in both marketplaces (including OTAs) and certifications over the past year, with marketplace customers now representing 52% of our revenue and certification customers making up a significant share (31%).

These two segments have consistently fueled platform expansion, as the onboarding of industry giants like Expedia, Google, Booking.com, and multiple certification partners has accelerated revenue and deepened cross-industry data integrations.

This combined growth has been central to our success, reflecting increasing industry trust and reliance on BeCause as the de facto infrastructure for hospitality sustainability data.

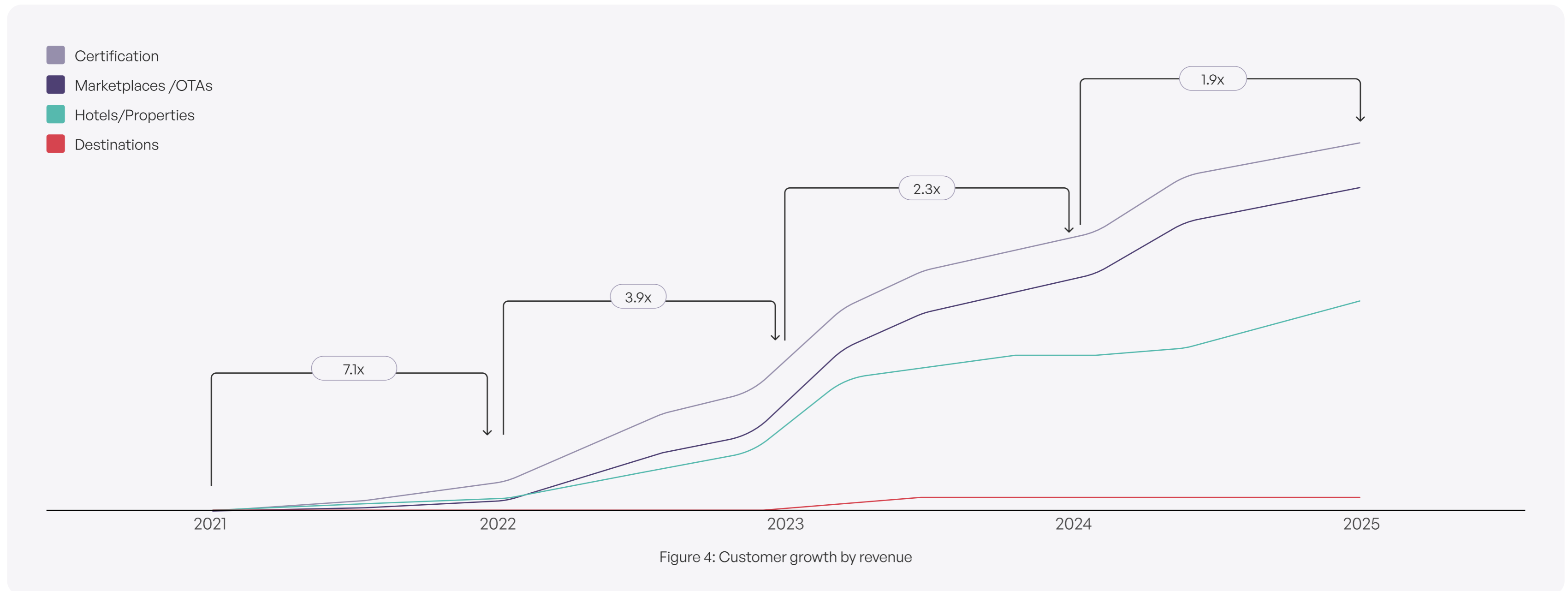
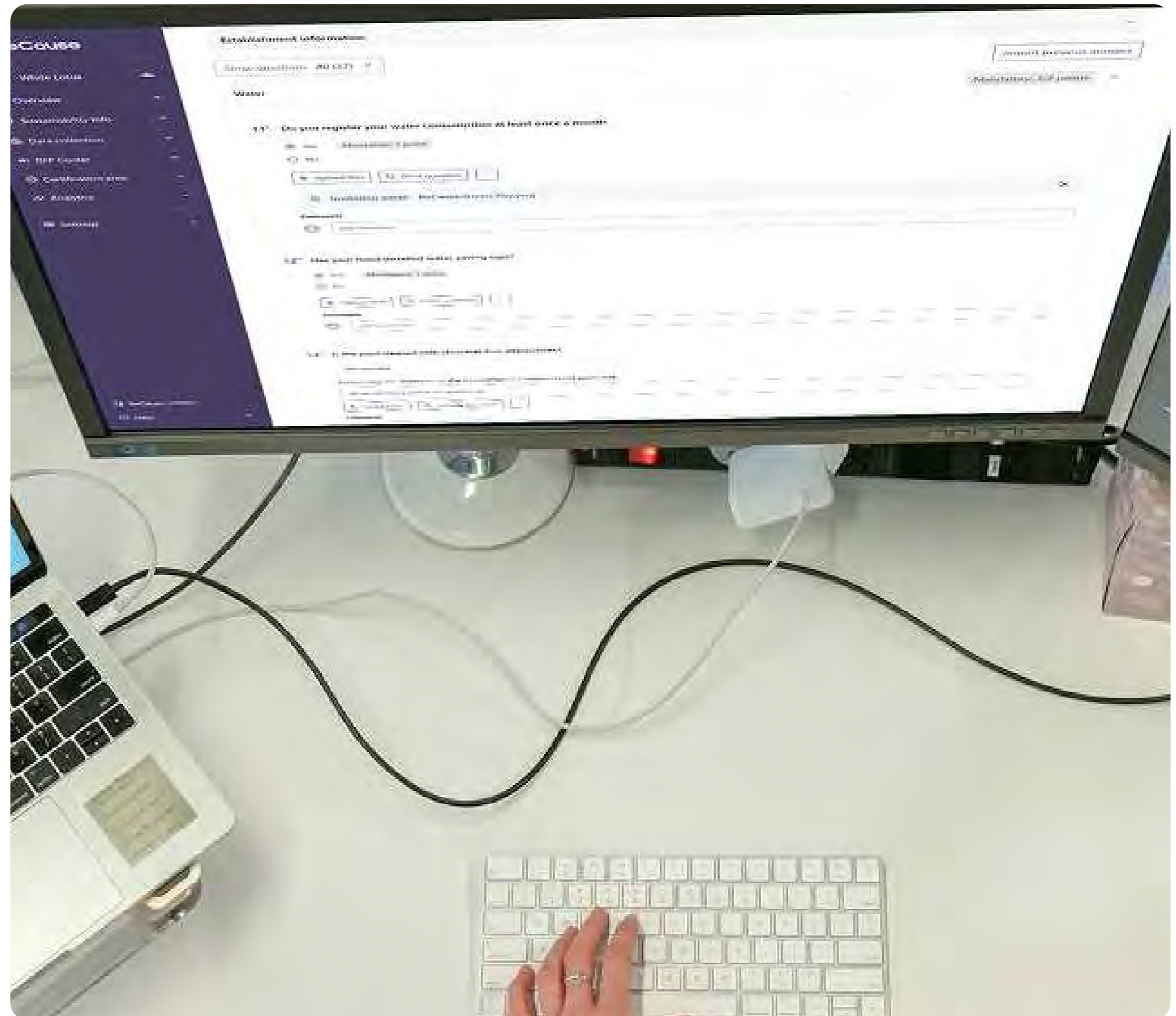


Figure 4: Customer growth by revenue

Data insights

With over 5 years of sustainability data ingested by the BeCause data hub, we were able to reach conclusions about how the data is being used to inform decision-making and framework adoption. There are currently **over 27 different sustainability frameworks** available on the BeCause platform.

What makes our platform unique is that common questions are mapped across all frameworks. This means when you enter information about your sustainability practices, your answers are automatically duplicated to every relevant question in each applicable framework, saving you time and reducing repetitive data entry.



Framework adoption

What is a sustainability Framework?

A sustainability framework is a structured set of guidelines, principles, or standards designed to help organizations measure, manage, and report their environmental, social, and governance (ESG) practices in a consistent and transparent manner. Frameworks often provide a roadmap or checklist, enabling organizations to both track improvements and demonstrate progress toward recognized sustainability objectives.

By providing a common language and criteria, sustainability frameworks enable businesses to align their operations with global best practices, demonstrate accountability to stakeholders, and drive meaningful improvements for people, the planet, and long-term profitability.

Our data analytics show that properties using BeCause focused especially on consumption, emissions, supply chain inputs, and safety, as evidenced by the most answered questions (Table 1.)

These metrics underscore the industry's shift **toward resource monitoring and carbon tracking** as compliance and reporting become increasingly central to business operations.

Table 1: Top 10 most answered framework questions in BeCause

Top 10 most answered questions in the platform	Number of times question was answered since BeCause began
Purchased electricity	67,335
Total water consumption	62,205
Water - Inputs from third party suppliers	61,896
Total energy consumption	60,967
Natural gas	55,675
Inputs from groundwater -medium quality water (category 2 - moderate treatment needed)	36,219
Total GHG emissions	35,548
Total GHG emissions per room night	32,894
Gross Scope 2 GHG Emissions	29,808
Gross Scope 1 GHG Emissions	29,654

Certification adoption

Table 2: Top 30 total (current and previous) certifications by number of certification holders in BeCause

Certification	Certification
Green Key (FEE)	Travelife for Accomodation
ISO 14001:2015	Nordic Swan Ecolabel
ISO 50001:2018	BREEAM In-Use
ISO 9001:2015	Green Globe Certification
Green Tourism	Austrian Ecolabel
Türkiye Sustainable Tourism Program	DEHOGA Umweltcheck
Biosphere Certified	EarthCheck Certified
Ecostars ESG AI	Hotel Sustainability Basics
Bioscore Sustainability Certification	ECOsmart
LEED (Leadership in Energy and Environmental Design)	Ecotourism Australia Sustainable Tourism Certification
EU Ecolabel	Sakura Quality An ESG Practice
GSTC Criteria	China Green Hotel
GreenSign Hotel	Hoteles mas Verdes
SOCOTEC Sums	Green Meetings
Green Key Global Eco-rating	Good Travel Seal

Framework adoption data insights:

- Continuous ESG data collection via BeCause has **increased sector transparency, comparability, and accountability.**
- The most collected data types link directly to **carbon, water, energy, and supply chain reporting**, which are increasingly central to regulatory and commercial requirements.
- Hotels and hospitality groups are **prioritizing frameworks that offer global credibility and automatic sharing** to multiple booking platforms, enabling seamless integration of sustainability credentials in the customer decision process.

By centralizing data hub operations, and fostering framework adoption, BeCause has empowered stakeholders to make informed, quantitative decisions that shape their sustainability strategy and reporting standards.

37,865
at year end 2025

certified properties streaming data through BeCause

In summary

The last three years of innovation have done more than build technical infrastructure, they have driven real change across travel and hospitality.

By centralizing sustainability data and streamlining sharing, BeCause boosts efficiency and enables informed decisions across the industry. This means greater transparency, better partnerships, and higher standards for sustainability.

Next, Chapter 2 shows how BeCause's data-driven approach helps accelerate and verify sustainability practices, building trust and supporting a more sustainable future.



Chapter 2:

From Adoption to Impact

33 billion kg CO₂e tracked, 7.7 billion cubic meters of water monitored, and 23,348 properties connected to major booking platforms; driving both operational transparency and commercial momentum.

See how BeCause enables measurable sustainability gains by automating data management, streamlining certification processes, and delivering real-time, actionable insights.

Unlocking operational and commercial value

BeCause transforms sustainability from administrative burden into competitive advantage by centralizing data, automating workflows, and enabling real-time decision-making across hotels, travel marketplaces, and certifiers.

In five years, BeCause has evolved from a data collection tool into critical infrastructure for the travel ecosystem. Across three customer groups, the impact is clear:

- Marketplaces experienced reduced manual certification management and increased eco-property visibility.
- Hotels have cut administrative workload by up to 60%, free up their teams for strategic work, and improved their RFP conversion rates.
- Certifiers have scaled their operations, reduce data errors, and enhanced their market credibility.

Measurable impact across customers

The following insights were captured from customer interviews and operational data, highlighting BeCause's measurable impact across hotels, marketplaces, and certification organizations:

Strengthened consumer trust:

Marketplaces and certification organizations leverage verified, real-time certification data, ensuring only accurate, up-to-date credentials are visible to travelers and partners, meeting regulatory standards and marketplace expectations.

Automated efficiency:

Properties, marketplaces, and certifiers have replaced manual processes with automated API integrations, saving staff significant time and resources, driving productivity, and reducing administrative burdens.

Elevated certification visibility:

Third-party certifications are surfaced more easily on booking platforms and processed faster for both hotels and certifiers, supporting sustainability goals and increasing eco-property visibility.

Enhanced operational and strategic value:

Centralized, real-time data allows hotels and certification bodies to benchmark performance, align KPIs, prepare for new regulations, and inform decisions, improving both compliance and reputational outcomes.

Simplified communication:

Unified data sharing helps properties efficiently communicate credentials, and fosters collaboration among certifiers, marketplaces, and hotels.

Continuous improvement:

Real-time analytics and benchmarking empower ongoing excellence in resource management, support successful completion of commercial proposals, and cultivate sustainability mindsets throughout organizations.

"I really think that the role of BeCause helps to advance the sustainability industry. It supports and standardizes sustainability information, which is really beneficial for platforms like ours."

Thomas Loughlin

Program Manager Sustainability | Booking.com



"One of the ambitions of our sustainability strategy, Holiday Better, is to help customers make more sustainable holiday choices, and hotel certification plays a key role in this. With over 8000 hotels on offer, it was previously challenging for us to easily identify certified properties and include them in our collection for customers. Partnering with BeCause has addressed this by providing a reliable, comprehensive data, supporting our mission to make more sustainable holidays mainstream."

Scott Lawson

Senior ESG Manager | easyJet Holidays



"Since implementing BeCause, our teams have become more conscious of sustainability, able to use data to create action plans and improve resource management daily."

Dr. Renée Nicole Wagner

Corporate Director ESG & Quality Management | Orascom Hotel Management



"They came with a potential solution to a problem we've had a long time, namely, how do we transfer the general information about certified establishments to booking.com and other data similar OTAs."

Finn Bolding Thomsen


International Director | Green Key International



Resource consumption tracking

BeCause's data hub has enabled travel, tourism and hospitality properties to measure, report, and compare sustainability at massive scale, illustrating a major commitment toward renewable energy tracking and water stewardship.


The data flowing through our hub equates to:

 **33,060,959,948.56**
kgCO₂e
Total CO2 emissions tracked

This amount is as much as the entire country of Sweden emits in a year.

 **7,703,875,541.88 m³**
Total water tracked

Greater than New York City's entire annual freshwater usage!

 **33,374,632,014.91 kWh**
Total energy tracked

It represents the annual electricity consumption of Denmark.

Improved efficiency

Hospitality and accommodation providers
Through partnerships with leading hotel groups, BeCause has demonstrated the measurable power of data-driven sustainability across the hospitality sector.

With **Orascom Hotels Management**, BeCause empowered precise, real-time visibility into energy, water, and waste consumption across a diverse portfolio, enabling faster, evidence-based decisions and freeing-up teams to focus on long-term ESG strategy.

Similarly, our collaboration with the **Radisson Hotel Group** transformed ESG performance tracking by centralizing data collection and reporting. This shift eliminated inefficiencies from manual processes, providing Radisson with actionable intelligence to advance its Responsible Business Program and track progress toward net-zero goals.



14,296

at year end 2025

properties using the
carbon measurement tool

13,132

at year end 2025

properties using the
water measurement tool

BeCause has digitized two key sustainability tools: [HCMI](#) (Hotel Carbon Measurement Initiative) and [HWMI](#) (Hotel Water Measurement Initiative), to enable hotels to easily calculate, track, and report their carbon emissions and water usage. By integrating these frameworks, BeCause enabled 14,296 properties to use the HCMI and 13,132 properties to use the HWMI tools, automating data collection, standardizing calculations, and generating real-time insights.

This digital approach streamlines sustainability reporting, supports compliance, and empowers hotels to benchmark performance, set reduction targets, and demonstrate environmental leadership to guests and partners.

Commercial impact

Another break-through in work efficiencies and commercial impact is for hotel brands, such as Sonesta International Hotels, who use BeCause for their sustainability data for Request for Proposal (RFP) processes.

Sonesta's RFP Manager, Danielle Rhodes, and Director of Strategic Initiatives, Ethan Case, described how BeCause's centralized data platform has transformed their ESG reporting and RFP management. Before adopting BeCause, Sonesta faced significant inefficiencies caused by fragmented systems and manual data collection across more than 1,200 hotels, making it difficult to provide timely, consistent, and verifiable sustainability data.

Sales teams now generate complete, **data-backed RFP responses faster, improving both accuracy and speed.**

This automation has allowed Sonesta to cut RFP response times, complete submissions more thoroughly, and ultimately increase their bid conversion rates—all while demonstrating genuine environmental performance.

[Watch the webinar](#) for more details.



Through BeCause, Sonesta now aggregates all ESG metrics in one accessible data hub, enabling corporate and property-level teams to auto-populate standardized frameworks such as GBTA and HRS Green Stay, drastically reducing administrative workload.

By simplifying sustainability data integration into RFP workflows, BeCause empowers hospitality groups to turn ESG transparency into measurable business advantage and operational excellence.

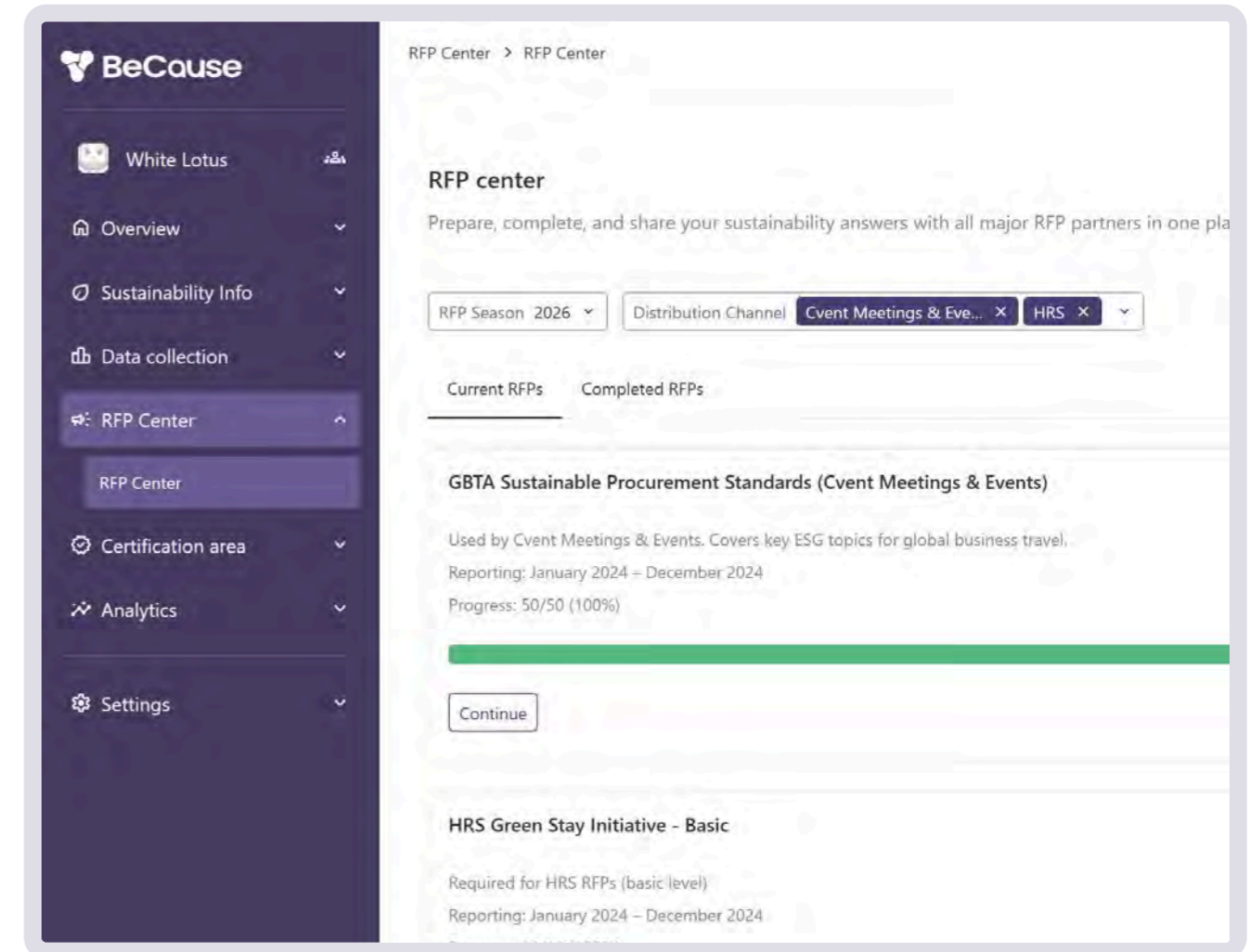


Figure 5: Request for proposal dashboard

23,348
at year end 2025

properties connected to HRS Green Stay and Cvent

Certification organizations

BeCause supports over 76 certification organizations, including [Green Key](#) and [GreenSign](#). These organizations leverage the BeCause data hub to streamline certification management, cut administrative workloads, and present sustainability performance more transparently on booking platforms. The result is a trusted, data-rich ecosystem where sustainability becomes an operational advantage and a market differentiator.

[Certification Co-pilot](#) is an innovative feature designed to accelerate the adoption of sustainability certifications in tourism by streamlining the entire certification journey.

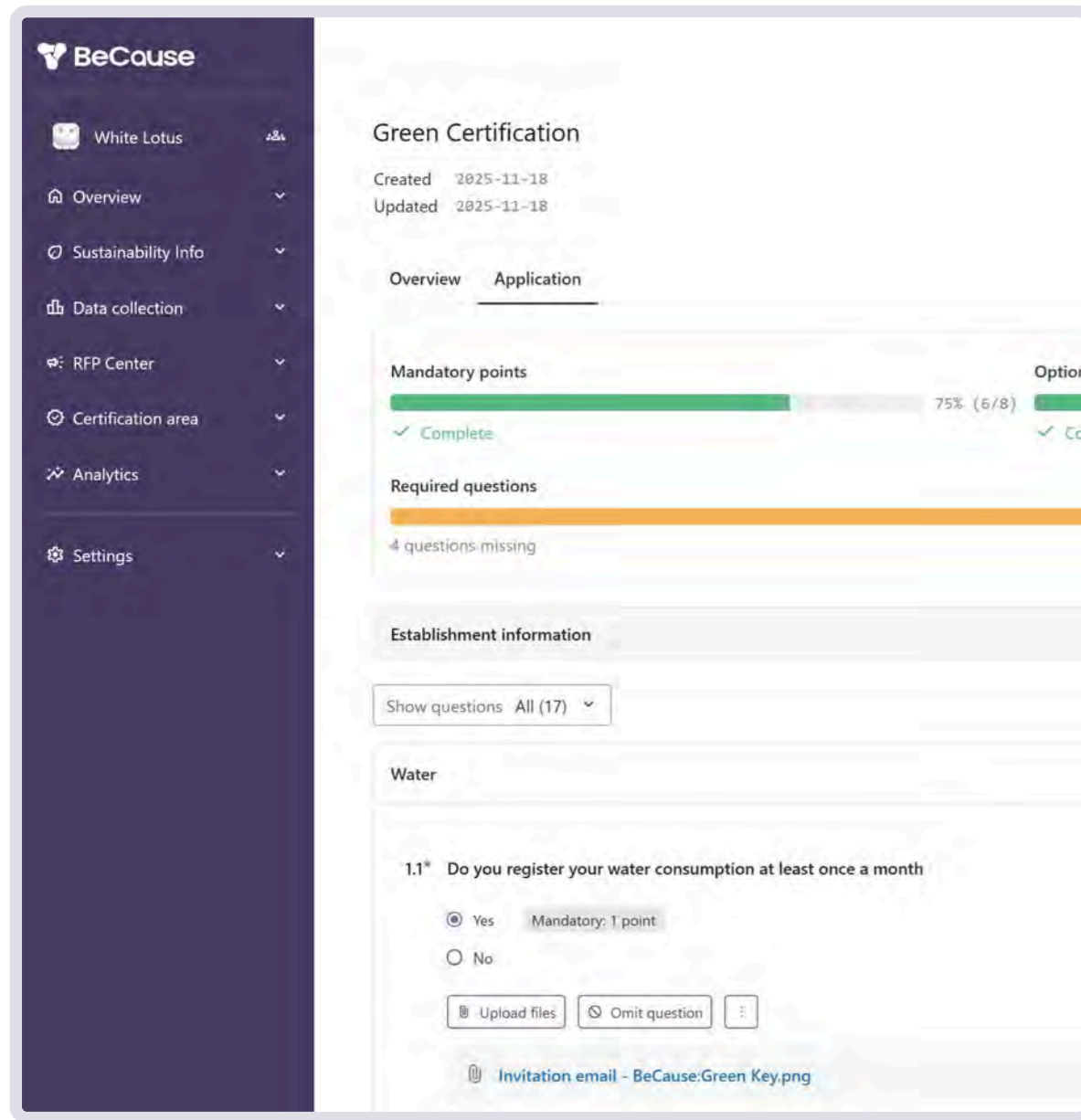


Figure 6: Co-pilot dashboard

Benefits for certification organizations

The platform delivers five key benefits for certification organizations: reducing manual work by automating repetitive tasks and data entry for their applicants, scaling faster through digital, efficient processes that reach more applicants, gaining insights via real-time overviews of applicant progress and performance.

Certification Co-pilot has already demonstrated success with organizations like Green Key Denmark with 275 hotels in data collection and 675 certified properties achieving 100% certification compliance tracking.

Introducing Certification Co-pilot

Certification Co-pilot addresses critical challenges faced by certification organizations, including scaling difficulties, marketing limitations, client acquisition, and inefficient application and auditing processes. It is an end-to-end, user-friendly digital platform that simplifies certification management for both certifiers and applicants. It features two core components:

- **Application manager** that pre-fills applications using existing BeCause data, and
- **Audit manager** that streamlines audit processes and supports multiple audit types with external auditor collaboration.



1,211
at year end 2025

total
applications
processed
through
Certification
Co-pilot

In summary

BeCause enables hotels, marketplaces, and certifiers save time and simplify sustainability management. Real-time data sharing delivers actionable insights and strengthens transparency and trust, making sustainable practices accessible throughout the travel ecosystem.

As sustainability becomes embedded in operations and traveler choices, Chapter 3 examines how data-driven tools and certification filters are influencing real-world booking behavior and reshaping industry priorities.



Chapter 3:
Traveler Behavior & Demand

Sustainability is no longer a niche; it's a mainstream demand shaping both market offerings and traveler choices.

Learn more in our summary info-graphic.

Traveler awareness and decision-making in markets where BeCause is visible have increased significantly, with a marked shift towards sustainability as a mainstream travel priority.

The integration of sustainability certification filters on OTAs and the broader visibility of verified sustainability data have enabled more travelers to act on their environmental and social concerns when selecting accommodations or travel options.

The rise

↑**93%** from **71%** (2022) travelers want sustainable choices

The gap

54% of travelers want to be more sustainable

15-20% use sustainability certification filters on booking platforms

The impact

↑**19%** in bookings for certified properties

47% attracted to labels/certifications

The barriers

49% cost concern

37% doubt credibility of certification claims

Environmental progress

7.8% → **6.5%** emissions reduction

The data shows travelers **want it**.
The market is **responding**.
The future is **certified**.

In summary

The shifts in traveler priorities and the visible impact of sustainability filters across booking platforms reveal that sustainability is no longer a niche concern, it is shaping the future of the travel industry.

Real uptake of certified options and data-backed decisions show that market demand is driving meaningful operational and commercial change, pushing providers to meet higher standards and build trust through transparency.

Chapter 4 now explores the technical and operational lessons from BeCause's journey, showing how overcoming the barriers of siloed data, regulatory flux, and industry skepticism has created new momentum toward a truly integrated and impactful sustainability ecosystem.



Chapter 4:

Challenges, Barriers & Learnings

Our journey was shaped by bold experiments, meaningful pivots, and lessons—a story of growth that became a blueprint for resilience and innovation.

Explore the story of BeCause's evolution. Defined by challenges; technical, market-based, regulatory, and behavioral, that shaped the product and the ecosystem around it.

Our journey

From concept to industry breakthrough

BeCause began by addressing a fragmented sustainability data landscape where certifications, market platforms, and hotels operated in silos. Initially, certification bodies manually exported their certified-property data to travel marketplaces using excel spreadsheets. Which led to Booking.com creating an Application Programming Interface (API²) to avoid having to manually map each property to those in their platform. However, it was not realistic for booking.com to create an API with each and every certification organization. BeCause's breakthrough was automating that process with a unified upload system, a mapping engine, and an API framework, allowing every certification's data to flow into a marketplace without duplication.

That single technical innovation became the foundation for a broader ecosystem.

² An API (Application Programming Interface) is a set of rules and protocols that enables different software applications to communicate and exchange data with each other.

"The Because API has worked really well for us and has been a great addition to our platform as we have been able to showcase all our sustainable venues."

Shane McArdle
Developer | Hubli

hubli
by MeetingsBooker

Overcoming adoption barriers

Once the system worked, the next challenge was adoption. Certifiers would only integrate into BeCause if there were enough marketplaces onboard, and marketplaces expected broad certification coverage first. Breaking that deadlock required trust and proof of value. Signing major actors like Google, Booking.com, and later TUI and easyJet was pivotal. Together they validated the model and demonstrated that data interoperability could add value for all players.

The next hurdle was with hotels. Big hotel chains faced friction from franchisees and internal teams over data collection and system integration. BeCause helped bridge that by showing the commercial upside: **hotels with visible sustainability data performed better and benefited from growing demand for transparent reporting.** That catalyzed the significant hotel chains that followed, proving that sustainability data had moved from compliance to a competitive advantage.

These developments reflect a series of learnings: that data sharing must be **frictionless**; that adoption follows **proven commercial value**; and that **trust arises from clarity of role**. BeCause's position is that of a **connective tech-infrastructure**, bridging fragmented actors through interoperable, customer-centric technology, not competing with them.

Navigating regulatory flux

Regulatory pressures also shaped BeCause's journey. The arrival of the Corporate Sustainability Reporting Directive (CSRD) and the Green Claims Directive initially created urgency for compliance features. When EU regulatory timelines shifted and priorities changed, BeCause pivoted back to a "commercial-first" strategy, positioning sustainability transparency as a sales enabler rather than a mandated burden. This shift re-grounded the BeCause data hub to serve commercial readiness, anticipating how sustainability data would soon underpin procurement decisions at scale.

Building for an amplified future

Out of these challenges came several innovations that define BeCause today. Certification Co-Pilot helps hotels discover, pursue, and manage certifications by reusing data already in the platform. The RFP Centre (data integration tool) helps hotels automatically populate sustainability questions in corporate procurement systems, reducing admin time and reinforcing sustainability performance as a business asset.

Tackling systemic industry fears

Industry-wide skepticism and protectionism were major non-technical barriers. **Many stakeholders feared sharing data would erode their competitive edge or intellectual property.** Others assumed BeCause's presence meant dominance or control over certification standards. Clarifying its role as a neutral technology provider; not a governing body, certification, or advocacy group, was key. BeCause's stance is to enable everyone; marketplaces, certifications, and hotels, to interoperate while retaining ownership of their data.



Lessons and learnings

Each challenge along BeCause's journey has refined its perspective and strengthened its mission to solve sustainability interoperability at scale. Through diverse collaborations and technical iterations, several core learnings have emerged.

Technical resilience and modular design

have proven essential when serving a heterogeneous ecosystem, from certification schemes to global marketplaces to individual hotels. Flexibility in data architecture ensures that each stakeholder can engage with the platform meaningfully while maintaining ownership and integrity of their data.

Market alignment arises from solving for shared incentives. BeCause learned early on that adoption accelerates when all participants benefit simultaneously: certifiers gain streamlined distribution; marketplaces receive verified, real-time sustainability data; and hotels enhance their global visibility through transparent credentials.

Regulatory uncertainty continues to evolve, often inconsistently across markets. This has underscored the need for adaptability, recognizing that when compliance initiatives slow down, commercial logic and demonstrable efficiency remain powerful drivers of progress.

Perhaps most importantly, **industry trust** has been built not through control or scale, but through transparency and collaboration. BeCause's inclusive approach, grounded in open data pathways and credibility-first partnerships, has redefined what collaboration can look like in a historically fragmented sector.

BeCause's early mission, to make sustainability reporting accessible and interoperable, has grown into something more profound: enabling collective progress across an industry once limited by data silos and cautious participation.

The greatest outcome has not been direct intervention, but the measurable enablement of insights that empower each actor to act confidently and transparently.

While we acknowledge ongoing limitations such as partial data coverage and the lack of full industry-standard alignment, these gaps are also opportunities. They point to the need for continued partnership, iterative standardization, and education.

Ultimately, BeCause's measurable success lies not simply in the technology it provides, but in the conditions it enables: smarter data tracking, accelerated certification, better decision-making, and an industry discovering its shared capacity for progress. As insight leads to confidence and confidence to adoption, the cycle of sustainability transformation grows stronger.



In summary

The lessons from BeCause's five-year journey are clear: breaking down technical and market barriers, fostering industry trust, and accelerating interoperability have made sustainability practical, visible, and rewarding for everyone in hospitality and travel.

What began as a compliance challenge has become a catalyst for commercial success and genuine impact, with data-powered decisions now shaping industry standards and traveler choices.



What's Next?

The next wave of impact.

Over the past five years, BeCause has helped the hospitality industry move from fragmented sustainability reporting toward shared standards, scalable data, and measurable progress. But the work is far from done.

Sustainability is no longer just an ideal—it is a competitive edge and a shared responsibility. As the industry moves from ambition to accountability, the next phase is defined by scale, proof, and accessibility. It is about lowering barriers to action, connecting sustainability performance to business value, and enabling every hotel—large or small—to act, measure, and communicate with confidence.

The years ahead will determine how quickly the industry can move, how broadly impact can be created, and how clearly sustainability efforts translate into real-world outcomes. Now is the time for industry leaders, travelers, and partners to leverage transparent data, collaborate across silos, and make sustainable travel the norm.

These five initiatives reflect where BeCause is focused now—and how, together with partners across the ecosystem, we are working to move the industry forward.

The next chapter is not about doing more. It's about enabling more to do better.

Certification Co-pilot

A faster path from ambition to verified impact.

Scaling certified hotels globally from 50,000 to 500,000

Sustainability certification has long been a bottleneck in the hospitality industry; complex frameworks, repetitive data entry, and limited internal resources slowing down progress that matters.

With Certification Co-pilot, BeCause is changing that equation. Launched in pilot in early 2025, Certification Co-pilot enables hotels to apply for sustainability certifications through a single, guided, digital experience. Collecting data once and reusing it across standards, schemes, and requirements. What began as a pilot is already proving its potential: more than 1,200 unique hotel certification applications have been submitted through the solution in its first phase, in collaboration with national operators and certification bodies across multiple regions.



Now, the focus shifts from validation to scale.

Working hand-in-hand with marketplaces, certification partners, destination organizations, and hotel groups, we are expanding Certification Co-pilot to remove friction at every step of the certification journey.

Our ambition is clear: to help grow the number of certified hotels globally from approximately 50,000 today to 500,000 in the coming years, without increasing complexity or cost.

By lowering the barrier to entry, Certification Co-pilot transforms certification from a specialist exercise into an accessible, scalable driver of change—accelerating adoption, improving data quality, and enabling the industry to move faster together.

Turning sustainability into a measurable business asset

From good intentions to proven results; linking sustainability action to business performance.



For sustainability to scale, it must be understood not only as responsibility, but as value.

Across the industry, hotels invest time, resources, and capital into sustainability initiatives. Yet too often, the impact remains difficult to quantify, compare, or communicate. BeCause is closing that gap by strengthening the connection between sustainability performance and business outcomes.

Our next focus is proofing ROSI; Return on Sustainability Investment.

By advancing analytics, dashboards, and benchmarking capabilities, BeCause enables hotels and hotel groups to link sustainability efforts directly to both top- and bottom-line performance. Energy efficiency, water reduction, certification progress, and operational improvements are no longer isolated metrics - they become decision-ready insights.

This foundation empowers sustainability leaders, finance teams, and executives to make better-informed choices: where to invest, what to prioritise, and how to demonstrate impact internally and externally.

Over time, it creates a shared language between sustainability and commercial performance, moving ESG from reporting obligation to strategic advantage.

Proofing ROSI is not about simplifying sustainability. It's about making its value visible, comparable, and actionable—so progress can be scaled with confidence.

When sustainability data starts working for you

An intelligent sidekick for sustainability professionals—built on your data, for your reality.

Sustainability teams are rich in data but poor in time. As data volumes grow, so does the manual effort required to collect, validate, interpret, and act on sustainability information. BeCause is addressing this challenge by embedding intelligence directly into the sustainability workflow.

Our next feature introduces an AI-powered sustainability assistant. Designed to work alongside sustainability professionals, not replace them.

Built on a hotel's own data, the AI assistant understands context, performance, and progress at a granular level.

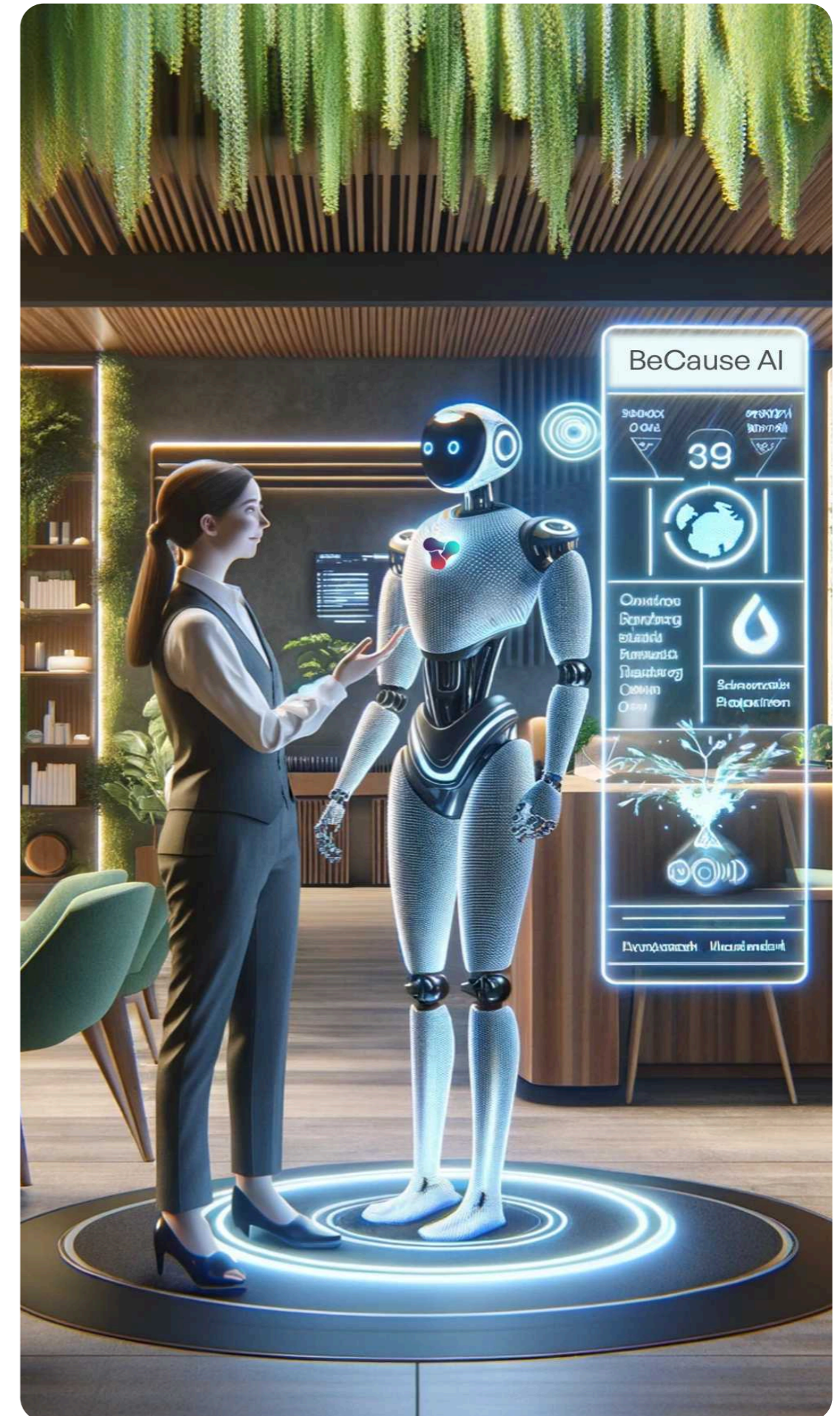
It supports daily work by helping collect and validate data, surface insights, guide reporting, ensure quality, and identify opportunities for optimization; freeing teams from repetitive tasks and enabling focus on strategy and impact.

“Imagine being able to talk to your sustainability data and getting answers you can actually act on.”

Jonas Bruun

CTO and Co-founder | BeCause

This is not generic AI. It is domain-specific, data-grounded, and purpose-built for hospitality sustainability - turning complexity into clarity and data into direction.



Sustainability for every hotel, not just the few

Lowering the barrier for independent hotels to measure, manage, and communicate what they already do.

Across the hospitality industry, thousands of hotels are taking meaningful sustainability actions; reducing energy use, managing waste, supporting local communities. Too often, those efforts go undocumented, unmeasured, and unseen.

BeCause is addressing this gap with a dedicated 'Single Hotel' product, designed specifically for individual properties with limited resources, budgets, and time.



The focus is simplicity and accessibility: an easy-to-use, always-available solution that allows hotels to collect, manage, analyse, and communicate their sustainability data without long-term commitments or high costs.

It enables hotels not only to do the right thing - but to show it, consistently and credibly.

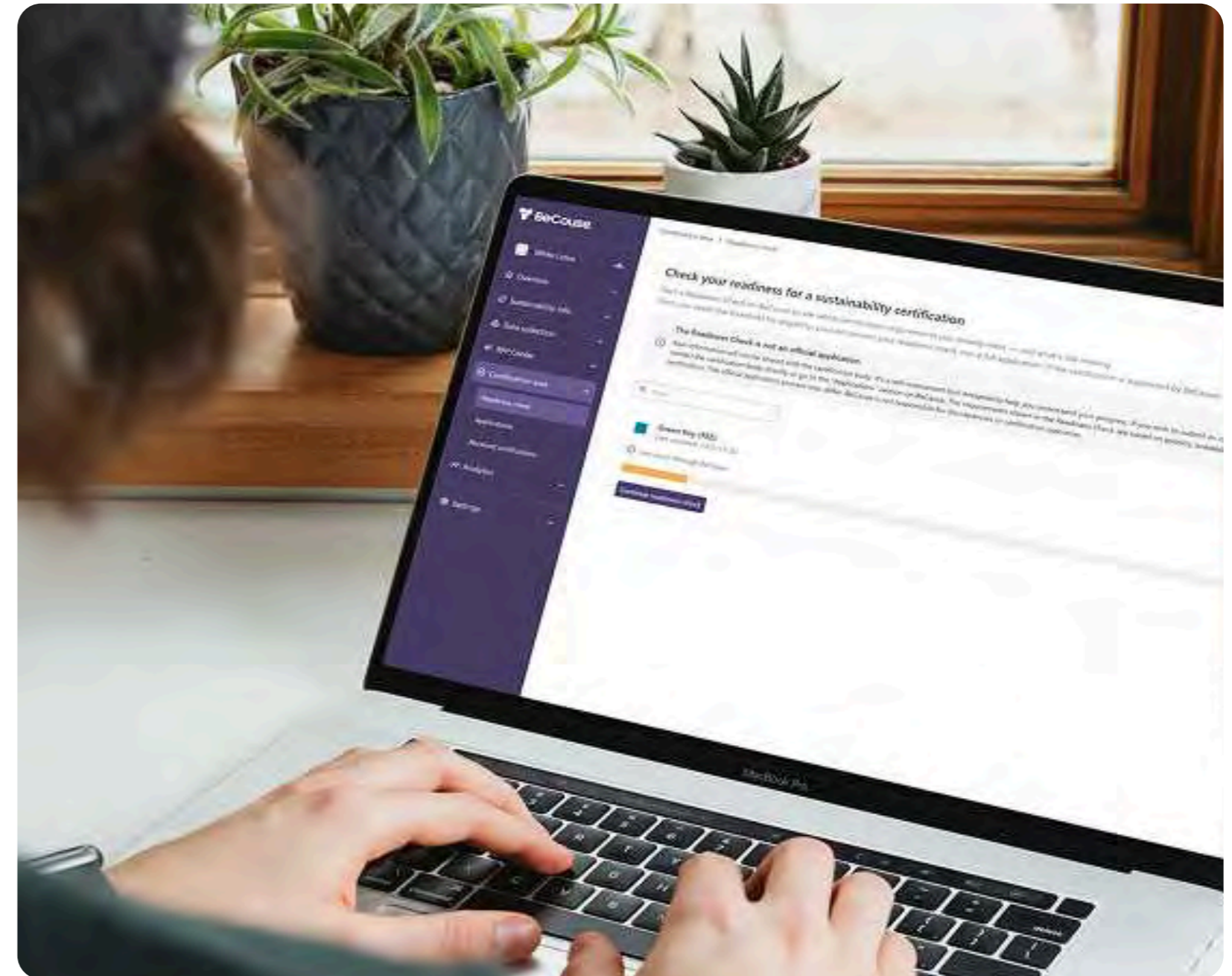
By democratizing access to sustainability data infrastructure, BeCause expands participation across the industry, ensuring that progress is not limited to only large groups or well-resourced organizations.

Because meaningful change happens not only at scale—but property by property.

Scaling impact through local product and presence

Global infrastructure, local relevance. Bringing sustainability closer to every market.

BeCause was built as a born-global company, serving hotels, partners, and organizations across borders from day one. That global foundation remains essential. But the next phase of growth requires something more.



Local presence.

As sustainability regulations, market maturity, and operational realities differ across regions, true scale depends on relevance at the local level. BeCause is entering a new growth phase, strengthening regional presence, deepening partnerships, and localizing products, frameworks, and support to meet market-specific needs.

This shift enables closer collaboration with local stakeholders, faster adoption, and stronger long-term relationships, while maintaining a shared global data backbone that ensures consistency, comparability, and trust.

By growing local on top of a global platform, BeCause accelerates market penetration and ensures that sustainability progress is both scalable and grounded in real-world context.

Closing reflections

The past few years have shown that when sustainability data flows, progress moves from ambition to execution across the tourism and hospitality ecosystem. By building a shared infrastructure rather than one-off solutions, BeCause has helped thousands of actors move from manual reporting to connected, comparable, and verifiable information.

From milestones to momentum

These milestones are only meaningful if they unlock faster, smarter action. As regulations tighten, expectations and preferences rise, and risks intensify, the industry will increasingly depend on reliable sustainability data to stay competitive, compliant, and credible.

An open invitation

BeCause will continue to serve as an independent, interoperable data backbone for travel, tourism and hospitality, and invites regulators, marketplaces, certifiers, hotel groups, and destinations to co-create what a truly net-positive industry looks like.



How you can be part of it

- If you are a hotel or hospitality provider, centralize your sustainability data in the BeCause hub and use it to power every booking, certification, and report.
- If you are a .marketplace—OTA, TMC, Bedbank or Tour Operator—integrate live, verified data so travelers can act on credible sustainability signals.
- If you are a regulator, standard-setter, or industry body, collaborate to align frameworks so data can travel as smoothly as people do.



Learn more and follow us:

