



The World's First Travel Platform Providing CO₂ Neutral Hotel Stays

OFFSETTING YOUR CO₂ FOOTPRINT FOR FREE

“Promoting the widespread adoption of global sustainable tourism standards ensures to drive conservation and poverty alleviation”

Global Sustainable Tourism Council

“70% of travellers expect companies to demonstrate commitment to preserving the natural environment”

Lonely Planet

“CO₂ emissions from international tourism accounts for 5% of the world's total, with accommodations representing 21%”

UN World Tourism Organisation

GreenHotelWorld Offers a Low Price Guarantee at Hotels Worldwide, Offsets Hotel CO₂ Emissions & Provides CSR Reporting, all for FREE
Help us make the Planet a Little Greener

Travel CO₂ Emissions



Sustainable & Responsible Travel Solutions

- We **offset travellers CO₂ emissions** produced through hotel stays for **FREE**.
- **CO₂ emissions from international tourism** account for **5% of the world's total** (UNWTO) with **accommodations accounting for 21%** of this amount.
- Estimated global average energy use per guest-night in hotels is 130 Mega Joules (MJ). This corresponds to **20.6 kg CO₂ per overnight stay**. *This is viewed as a conservative estimation.*
- For **FREE**, GreenHotelWorld **commits to offset 26.6 kg CO₂ per overnight hotel stay** booked via our reservation platform .
- Travellers are guaranteed **CO₂ neutral** overnight hotel stays for all reservations booked on our platform. This is approved & verified by our **CO₂ offset partner** [myclimate](#).

Hotel Offer



Green & CO₂ Neutral Hotels

- GreenHotelWorld offers a low price guarantee in **130,000+ hotels worldwide** (and growing), of which 8000+ are certified green hotels through partnerships with Expedia, Booking, TripAdvisor & other OTAs.
- When a traveller selects a “non green” hotel, GreenHotelWorld personally commits to **offset their CO₂ emissions**, transforming every stay into a **CO₂ neutral** stay. This does not cost our site user a penny, there are **no hidden costs**.
- GreenHotelWorld offsets CO₂ emissions produced by hotel stays through our partnership with myclimate, engaging in a selection of sustainable development projects. *(see page 5 for details)*
- With eco-conscious travellers in mind, we created a **Unique Green Rating Algorithm** that searches & filters all green hotels based on their certified and verified green practices, assuring that green hotels certified by the **highest quality eco-labels** are given the highest priority to travellers.
- We systemized the standards introduced by the **Global Sustainable Tourism Council (GSTC)** to determine its **green practices categorization**. The GSTC serves as the international body for establishing and managing standards for **sustainable tourism** and is recognized as the accreditation body for **green hotel certification labels**. *(see page 6 for a list of our closest eco-label partners)*



With our **low price guarantee & third party CO₂ emissions offset reporting**, companies feel confident in strengthening their Corporate Social Responsibility strategies & efforts with GreenHotelWorld

- **Company Intranets** : Custom URLs published on corporate intranets for employee hotel reservations
- **Corporate Newsletters** : Companies include their custom URLs in internal correspondence, reminding employees of the importance of travelling responsibly in alignment with their CSR policies
- We provide regular **complimentary reporting** on CO₂ emissions offset generated by corporate partners. Partners can use this information in external & internal communications as well as their **CSR reporting**. While many companies charge for this service, we believe in encouraging corporate sustainable travel efforts & therefore offer this service free of charge.
- Filter hotels by green practices, keeping aligned with CSR policies.

FREE Event Pages for Conferences & Special Events

- Free & **customizable event web pages** available for all special events & conferences
- Organizers publish pertinent information : simple & rapid
- **Maps** of green & CO₂ neutral hotels near events are displayed on event pages facilitating CO₂ neutral hotel bookings
- We provide **widgets (booking engines)** that are easily customized for integration on company websites with unique URLs to **track corporate bookings**.
- **Complimentary reporting** for total CO₂ emissions offset generated by event attendees

Event Information

Attendees can search & filter by specific hotel green practices, price, distance to event, hotel reviews, landmarks, name, & address.

Includes maps of green & CO₂ neutral hotels located near event

Hotels nearby Vienna Energy Forum 2015

The Vienna Energy Forum 2015 (VEF 2015) will take place only a few months before the Sustainable Development Goals Summit in New York and the UNFCCC Conference of the Parties (COP 21) in Paris. By emphasizing the multiple benefits of the Post-2015 Development and the Climate Agenda and by showcasing best practices and actions on the ground, the VEF 2015 aims at contributing to both. [More event information.](#)

Check In 18 Jun 2015 for 1 night Change

View the list of hotels

Green Practices (What is this?)

- ☐ Environmental protection
- ☐ Social responsibility
- ☐ Local resources
- ☐ Cultural heritage
- ☐ Verified by auditor

Distance to Event

- ☐ < 2 km
- ☐ < 4 km
- ☐ < 8 km
- ☐ < 16 km
- ☐ < 32 km

Price (per night per room)

Reviews & Stars

Search by Hotel Name

Search by Hotel Address

Event location

Green certified hotel

Carbon Neutral Stay

Park Inn by Radisson Uno City Vienna

★★★★★ | **ESL C** (What is this?)

0.30 km from Vienna Energy Forum 2015

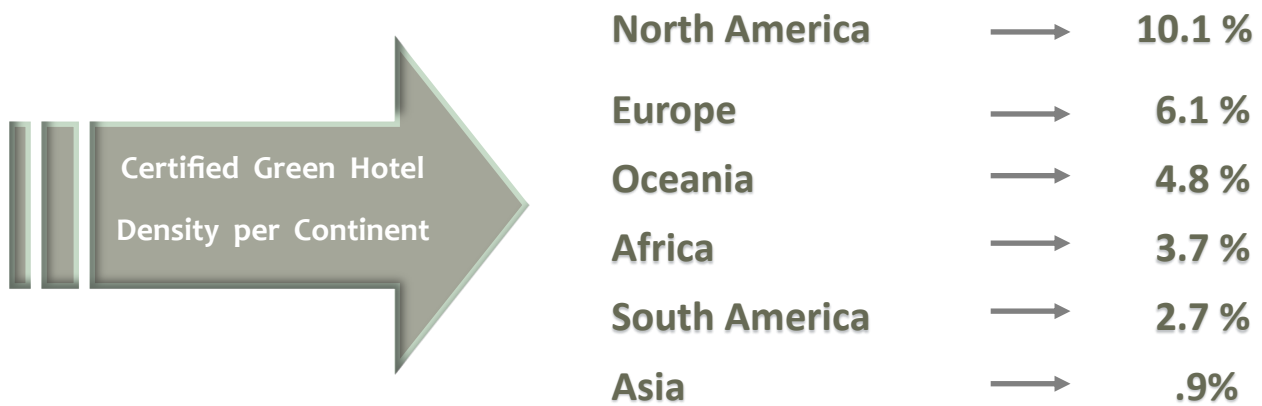
Total From EUR 139

[View info](#)

Select

Global Certified Green Hotel Density

The First to Calculate Green Hotel Density Locally & Globally



- ⇒ Canada, Netherlands and Nordic countries have high Green Hotel Density
- ⇒ Green Hotel Density in Asia is low because there are few active eco-labels
- ⇒ Eco-label Competition : USA, Germany, Italy and the UK have the most eco-labels competing

****analysis based on more than 132,000 properties from the Expedia Affiliate Network 2015**



- As a climate friendly company, we **offset the CO₂ emissions of all overnight stays** of our travelers through our partnership with myclimate.
- **myclimate** engages in sustainable climate protection activities worldwide and is one of the world's leading providers of voluntary CO₂ offsetting measures.
- myclimate's **CO₂ offset projects are characterised by adherence to extremely strict criteria** (CMD, Gold Standard, Plan Vivo) and by contributing to a sustainable development in the project region.

GHW has selected the following CO₂ Emissions Offsetting Projects



Kolar Biogas Project : Karnataka, India

Through the CO₂ offset project "Kolar Biogas Project", myclimate and its local partner SKG Sangha **contribute to the reduction of greenhouse gas emissions and to less degradation of the forest.**

Locals earn money & save time collecting fuelwood & suffering less from indoor pollution. Installs domestic biogas plants in around 10,000 rural households. Biogas installations are fed with animal dung and kitchen wastewater, and generated gas is mainly used for cooking. The slurry of remaining manure serves as high quality fertiliser replacing chemical products. The biogas plant **removes the need for firewood consumption** and is a clean burning fuel that produces less soot & other matter produced by burning fuelwood and kerosene.



Reforestation Initiative : San Juan de Limay, Nicaragua

Community-based reforestation initiative in the Platanares watershed, smallholder **farming families collaborate to reforest underutilised portions of their land.**

Through better land-use management and more sustainable use of forest resources the forest cover of the nearby watershed will be increased and the quality of life improved for locals. Three different types of plantations are applied on farmers' properties: Mixed species plantations, boundary planting and silvopastoral planting. All planted species are native to the region and chosen in consultation with local smallholder groups and professional foresters. By October 2013, 233 smallholders were participating putting a total of 643.48 ha (this equals about 900 soccer fields) under reforestation sequestering a **total of 190,663 tons of CO₂ over the project crediting period.**



Energy Efficient Cooking Stoves : Siaya, Kenya

This project promotes **energy efficient cooking stoves for rural communities** in Siaya County in Nyanza Province, Western Kenya.

Community Savings and Loaning (CSL) Groups enhance the financial capacities of rural households in the project area using a traditional three-stone fireplace for cooking and thereby burn large amounts of firewood in a very inefficient way. The construction of 48,900 completely efficient cook stoves within seven years for households in Siaya County will **reduce the negative ecological impacts** of the traditional cook stoves. The program is helping to reduce CO₂ while making a significant contribution to sustainable development in the region. This CO₂ offset project is certified by the Gold Standard Foundation.



Green Tourism Certification Label Partners

Green tourism certification labels (eco-labels) play a very important part in greening the tourism industry. Some estimate that more than 140 eco-labels are active throughout the industry. Of these, 50+ eco-labels certify hotel green practices. At GreenHotel-World, we list the **hotels certified by these 50+ eco-labels**. Some of our closest partners include :

Biosphere Responsible Tourism. The only GSTC-Recognized and GSTC-Approved certification scheme worldwide. A Biosphere Hotel is a sustainable accommodation centre integrated into its environment, promoting social and economic development of the local community. They minimize their environmental impacts and actively collaborate in the local development, offering the client a different product, based on the maximization of the tourism experience through the integration of the visitor in the environmental, cultural and social setting.

Fair Trade Tourism. A non-profit organisation that promotes responsible tourism in southern Africa and beyond. The aim of FTT is to make tourism more sustainable by ensuring that the people who contribute their land, resources, labour and knowledge to tourism are the ones who reap the benefits. This includes fair wages and working conditions, fair purchasing and operations, equitable distribution of benefits and respect for human rights, culture and the environment.

GREAT Green Deal. This label was launched in 2009 in Guatemala, and is intended to cover the Central American region and The Caribbean. The program is intended to provide consumers with an independent guide to hotels, resorts, bed & breakfasts, restaurants, tour operators, canopy parks, and tourist transportation companies, which are actively helping neighbour communities and the environment, as well as are implementing quality, safety & security policies and best practices.

Green Key. Green Key is a voluntary eco-label for tourism facilities that promotes sustainable tourism and aims to contribute to the prevention of climate change by awarding and advocating facilities with positive environmental initiatives. Tourism facilities awarded a Green Key adhere to national or international Green Key criteria. The criteria have been designed to be easily understood by tourists, feasible for the tourism industry, and clearly verifiable through control checks.

Green Seal. For twenty-five years, Green Seal has been developing science-based programs to create a more sustainable world. The US non-profit pursues their mission through standard setting, product certification, and public education. Their intent in developing standards is to help companies, hotels, restaurants, and cleaning services reduce their environmental impacts. Green Seal's hotel standard – GS-33 – is used by hotels across the US as a best practices guidebook for sustainable hospitality operations. Hotels certified to GS-33 have proven that they are the sustainability leaders in their industry.

Hoteles+ Verdes. The Ecolabel is the badge that recognizes and certifies those Argentinian Hotels demonstrating a sustainable, friendly management environment and support a socially responsible community in the destination in which they operate. For granting of this Ecolabel, the hotel is required to comply with a set of criteria based on the GSTC standard and will receive an achievement level as Beginner, Advanced or Excellence.

Legambiente Turismo. Legambiente (League for the Environment) is the most widespread environmental organization in Italy, with 20 Regional branches and more than 115,000 members. With the eco-label that bears his name, it tends to achieve the objectives of Legambiente to improve the livability of the city and the region, seeking convergence with the social sectors and create opportunities in the local economy. The label contributes to environmental quality of tourist accommodation which is growing in importance in the choice of vacation destinations.

Malta ECO certification. National scheme for ensuring the environmental, socioeconomic, and cultural sustainability of hotels and farmhouses on the Maltese Islands and has been recognised by the GSTC as fully reflecting GSTC program criteria. Launched by the Malta Tourism Authority in 2002 and today represents over 16% of 3—5 star hotels. The certification was extended for farmhouse accommodation in 2013.

Responsible Tourism Tanzania (RTTZ) is a non-profit organization that will encourage and promote a more sustainable tourism industry within Tanzania and it has four (4) levels of certification namely Seed, Sapling, Tree and Fruit and this move makes Tanzania, the second East African state to launch a voluntary certification scheme, after Kenya.

TourCert. The non-profit company for certification in tourism, awards the CSR label to tourism companies. The CSR system for hotels increases energy and environmental efficiency and thereby reduces costs. It promotes the purchasing of high quality eco-fair and local products, offers fair working conditions and involves both employees and guests.

TripAdvisor GreenLeaders Program : The GreenLeaders Program recognizes hotels and B&Bs that engage in environmentally friendly practices, making it easier for travellers to find and book a greener stay. TripAdvisor has developed this program with help from national and international green industry experts including the US Green Building Council's LEED Certification Program, the United Nations Environment Program, the US Environmental Protection Agency's ENERGY STAR program, and other sustainability experts



Who is GreenHotelWorld ?

GreenHotelWorld BV was founded in 2014 in the Netherlands by Robert Boer and Willem Blom, and later by joined by Jonas Casanova Bachs. The company currently operates in Switzerland, the Netherlands and Spain.

MISSION STATEMENT :

We believe that we cannot overcome today's climate change challenges without drastically changing our economic system. If we want to succeed in slowing down the warming of our planet and create a prosperous future for many generations to come, we need to change the way we conduct business.

Our belief is that the travel industry is THE place to start this transition to a sustainable economic model. Not only because 5% of the world's carbon emissions can be contributed to the travel industry. More importantly, because there is hardly any person in the world not dealing with the travel industry in one way or another. The travel industry is uniquely positioned to take the lead and showcase the world why and how we can transition to a new economic system based on both profitability and sustainability.

We aim to educate and empower our customers to be part of the transition to a sustainable economic model. Why should the consumer pay to offset the carbon emissions of a service sold to them by a travel company? At GreenHotelWorld, we therefore offset all carbon emissions of our customers' overnight stays booked through us at no additional cost! Moreover, we aim to educate our customers what green really is; we inform our users which green credentials hotels have, how to find the greenest hotels and become part of a transition to a Green Hotel World!

Founder Biographies

Robert Boer—Co-Founder

Robert started his career working part-time for a small internet startup in the middle of the internet bubble in the Netherlands. Ten years and four continents later as Senior Manager IT advisory for a big 4 consultancy company in Switzerland, Robert, Robert decided to launch a business strongly focused on proving that a business model based on sustainability, rather than only profitability, positively affects the bottom line. Through this vision, GreenHotelWorld was born. Robert is responsible for product development and operations.

Willem Blom—Co-Founder

After traveling the world during his studies at the Erasmus University in Rotterdam, Willem worked for Amadeus. His entrepreneurial spirit called him back to Holland where he founded the online marketing agency Expand Online in 2008. Expand Online is a Dutch market leader in online advertising and web analytics, and a winner of the Deloitte Fast50 and the FD Gazelle Award as the 2nd fastest growing company in the Netherlands. Willem loves the internet, sustainability and traveling and together with Robert came up with the idea of GreenHotelWorld. Within GreenHotelWorld Willem is responsible for marketing, business development and partnerships.

Jonas Casanova Bachs

Jonas began his professional career abroad, and met Willem in France while working for Amadeus. After moving to Amadeus London, Jonas returned home to Barcelona to join a semiconductors startup founded by a professor of the UPC. Jonas brings computer science knowledge to the team and is in charge of new developments we have in our technology roadmap. The idea of contributing to a more sustainable travel industry by rewarding hotels that care about ecology got him at first sight.