

# **2023 IMPACT REPORT**

The impact areas in this 2023 Impact Report includes Governance, Community, Environment and Customers.



**GOVERNANCE** 



**COMMUNITY** 



**ENVIRONMENT** 



**CUSTOMERS** 



# **DISCLOSURE QUESTIONNAIRE**



## **GOVERNANCE 2023**

## 1. Mission and Engagement

## Level of Impact Focus

Our approach to creative positive impact is to consistently incorporate social and environmental impact into decision-making because we consider it important to the success and profitability of our business.

#### Mission Statement Characteristics

Our written corporate mission statement includes a legal commitment to social and environmental responsibility, and we changed our internal governance structure to become accountable to all shareholders.

#### Mission Statement

Our mission is to advance sustainability, social responsibility and principled business practice with accountability and transparency, help leaders drive systemic change and be Climate Positive this decade.

#### Stakeholder Engagement

The process that NOW follow in order to listen to, collaborate with, or inform our existing stakeholders varies. For members of the NOW Force for Good Alliance, we have an internal communication forum called the NOW Think-to-Action Forum. For the followers of itmustbeNOW.com, we have social media channels and a quarterly newsletter. For hospitality companies, we prioritize members of NOW and our strategic partner EarthCheck, and alliance partners Pride of Britain and Preferred Hotels and Resorts. For media and influencers, we retain a PR Agency – Indigo8 PR. For NOW Advisors, we provide an annual report and schedule quarterly or bi-annual virtual meetings.

#### Social/Environmental Key Performance Indicators

IT MUST BE NOW was a BCorp Certified company since we launched in 2017 until 2021. We met their strict standards and scored above the B Impact Assessment score minimum requirement of 80. We joined the UN Global Compact in January 2022 and will abide by their strict standards and Communication on Progress requirement.

## 2. Ethics and Transparency

#### **Governance Structure**

Our company's highest level of corporate oversight are the Owners and Non-Fiduciary Advisory Board.

## Code of Ethics / Code of Business Conduct

Our Code of Business Conduct from A to Z:

- **Accountable and Transparent**: We comply with governing laws, industry standards and conflict of interest protocols to ensure accountability and communicate with transparency. We are responsible for what we do, and we are honest in our dealings with stakeholders. We invoice in accordance with the standards and legal agreements.
- **Advocacy**: We advocate for the overall positive impact of travel and tourism, and the education establishments. We support social and environmental initiatives, create programs and support campaigns to build awareness for the wider community.
- **Anti-corruption**: We have zero tolerance for corruption internally and conduct Due Diligence with service suppliers on retainer, project cooperations, and members of the NOW Force for Good Alliance.
- <u>Decent work:</u> We support the right for decent, just and favorable conditions of work in a safe and healthy environment, protection against unemployment, equal pay, freedom of association and the effective recognition, and non-discrimination in respect of employment and occupation. We are against forced labor and child labor.
- **Integrity and Honor**: We act with integrity and honor in all our dealings. We maintain the highest ethical standards in our business and personal conduct. We have a culture of friendship and there is no place for prejudice, discrimination, bias or abuse. We treat everyone fairly, courteously, respectfully and with dignity.
- Motivation and Passion: We are motivated to take on big challenges and passionate
  about building long term business relationships. We encourage our team to freely
  express and be constructive, questioning and committed to personal excellence and selfimprovement.
- Respect and Support of Human Rights: We respect and support non-discrimination and freedom from harassment, and refrain from knowingly entering business relationships that, directly or indirectly, expose our team to undue health and safety risks, or that use exploitative practices. We embrace diversity, inclusiveness, and equal opportunity, and recognize our responsibility to respect human rights in our operations. We publish articles on human rights in our platform to make a positive contribution.
- **Sustainability**: We recognize our responsibility to help protect our planet and support the UN Sustainable Development Goals. We are committed to minimizing our business impact on the environment and supporting those who are working to improve global environmental sustainability and aiming to achieve Climate Positive. We comply with all applicable environmental laws and regulations. We are conscious of our carbon footprint and based our business in an eco-building with geothermal for heating and solar panels to heat water. We use a hybrid vehicle powered by renewable energy, travel by train, fly less and conduct virtual meetings whenever possible. We minimize and recycle waste, support local suppliers as a priority, and work with agencies with shared values. Our carbon footprint is minimal, and we aim to reduce first before offsetting with high integrity and high-quality carbon offsets.

#### Reviewed / Audited Financials

We produce financials that are reviewed or audited by an independent third party – accounting firm: Steuern + Recht Partner AG in Bern, Switzerland.

#### Company Transparency

The following information is publicly available and transparent

- Beneficial ownership of the company
- o Financial performance to team members and Non-Fiduciary Advisory Board
- Social and environmental performance (Impact Report)
- Membership of Non-Fiduciary Advisory Board. View <u>HERE</u>.

## **Impact Reporting**

As a BCorp Certified company since we launched in 2017 to 2021, we publicly shared our Impact Report with our social or environmental performance in the BCorp website and in itmustbeNOW.com. We joined the UN Global Compact in January 2022 and we are required to submit our second Communication on Progress Report before July 2023.

#### 3. Governance Metrics

Last Fiscal Year End: December 31, 2022.

Reporting currency is in Swiss Francs (SFR /CHF).

#### 4. Mission Lock

We have made a legal commitment by changing our corporate governance structure in our business registration papers to be accountable to all stakeholders, not just shareholders.



## 1. Community Impact Area

We have a formal standing commitment to donate 2% of net profits to charitable causes.

Our company create a positive benefit for stakeholders such as charitable partners that support the UN Global Goals by providing a website listing in itmustbeNOW.com for SDG Collaborations which is promoted in the landing page with editorial support.

We do not have a formal written standing donation policy each year, but we have personally been donating to the following:

- Circle of Friends (HongKong Cancer Society)
- Medicins Sans Frontiers / Doctors Without Borders
- Fondation Pro Juventute
- Fondation Suisse de Cardiologie
- Krebsliga Schweiz Lique Suisse Centre le Cancer
- Recherche Alzheimer Suisse
- Suisse d'Appels Pour Animaux
- Terre des Hommes
- World Wildlife Fund Hong Kong

## 2. Diversity, Equity and Inclusion

#### Diverse Ownership and Leadership

IT MUST BE NOW founder is a woman and an individual from an underrepresented racial or ethnic minority. The Chairman and CEO is a man.

#### % Supplier Diversity Policies or Programs

We track diversity of ownership among our suppliers and give preferences to suppliers with ownership from underrepresented populations.

#### % Supplier Ownership Diversity

We have two major service suppliers on annual retainer. Supplier of PR service Indigo Eight PR Ltd. is owned by a woman and all consultants are women. Supplier of website development and maintenance Milagro Interactive Ltd. is based in India with ownership from underrepresented populations.

## 3. Economic Impact

## Geographic Structure and Scope

Our main office is based in Canton of Vaud in Switzerland. NOW Transforming Hospitality GmbH is the owning company of IT MUST BE NOW, a small technology and leadership platform focused on advancing sustainability and achieving Climate Positive.

#### New Jobs Added Last Year 2022

No jobs were added, we made sure we maintained our existing team and services for website maintenance, PR, social media and marketing and continued to pay salaries and monthly fees.

#### Spending on Local Suppliers

We supported independent local suppliers for basic living expenses.

#### **Impactful Banking Services**

Our company's banking services is with UBS (Union Bank of Switzerland) in Gstaad. They have been at the forefront of sustainable finance and aim to be the financial provider of choice for clients who wish to mobilize capital towards the achievement of the 17 Sustainable Development Goals and the orderly transition to a low-carbon economy.

#### 4. Civic Engagement and Giving

#### Corporate Citizenship Program

We take part in the following civic engagement (excluding political causes) prior to 2020:

- o Community or pro-bono service to mentor students attending hotel schools.
- Collaborations to support charitable organizations supporting the UN SDGs view itmustbeNOW.com – SDG Collaborations
- Free annual membership to NOW Force for Good Alliance to qualified underserved groups such as Genghis Khan Retreat which support Mongolian nomadic communities.

#### % of Revenue Donated

NOW had little revenue 2020 to 2022 and we did not have funds for donation. We made donations from our personal savings.

#### Policy Advocacy for Social and Environmental Standards

Our company has offered promotional support in itmustbeNOW.com for Fridays for Future, 350.org and Ecocide.

## Advancing Social and Environmental Performance

We launched the NOW Climate Positive Program & Award to make it easier for hotels, tourism facilities and education institutions to be sustainable, accountable and transparent, gain knowledge and build capacity, meet reporting obligations and achieve ambitions to be Climate Positive.

## 5. Civic Engagement & Giving

## Social and Environmental Screening of Significant Suppliers

Companies with annual retainer services and Project Coordination agreements are required to undergo a KYC Compliance Process with a detailed Due Diligence Questionnaire and review of communication materials.

NOW has annual retainer agreement with Indigo Eight PR Ltd. for public relations in London (UK) starting September 2022 and continued retainer with Milagro Interactive Ltd. with offices in Chandigarh (India), London (UK) and Texas (USA) for website development and maintenance.

NOW has a Project Coordination Agreement with Earthcheck Pty Ltd. in Brisbane (Australia) and Vitol S.A in Geneva (Switzerland).

#### Supplier Screen Topics

The only local suppliers we support is for banking, for servicing our hybrid car, for groceries and maintenance service for our office, as needed, in Switzerland. All are following local laws and regulations, including those related to social and environmental performance.

#### **Supplier Evaluation Practices**

NOW is a technology and leadership platform focused on sustainability and we have very few suppliers for office supplies. We purchase digital equipment from Apple and Samsung, and we subscribe to Swiss.com for mobile and WiFi services. We use HP devices for minimal printed and laptops. These companies are transparent about their sustainability commitments and Business Codes of Ethics.

#### Outsourced Staffing Services and Screening/Monitoring of Services

We do not outsource staffing.



#### **ENVIRONMENT**

## 1. Environment Impact Area Intro

#### **Business Model**

IT MUST BE NOW is a technology and leadership B2B platform offering a NOW Climate Positive Program & Award to hospitality companies, tourism facilities and education institutions for members of the NOW Force for Good Alliance starting September 2022. We provide a funded Integrated Sustainability Program (EarthCheck Certified + training + independent audit and NOW communication tools to engage all stakeholders) and help entities achieve Climate Positive by providing access to certified carbon offset projects with Voluntary Carbon Credits with fixed pricing to control risks.

## 2. Environmental Management

#### Virtual Office Stewardship

We have a policy encouraging sustainable practices and the purchase of sustainable products. We prioritize working digitally and using less paper and other office supplies, printing only when necessary, purchasing recycled office supplies locally when available, and recycling waste.

The NOW office is in a chalet building with a geothermal system for heating and solar panels to heat water. Electricity is provided by renewable hydro energy. The Swiss waste management is excellent, and the process is strictly followed. We use a hybrid electric vehicle, and use renewable electrical energy for distances up to 50 km. We calculate and offset the carbon footprint of air travel.

#### 3. Air & Climate

#### Monitoring Energy Use

Electricity usage is monitored and recorded, and we have reduced usage to the maximum. We also use portable solar devices from Little Sun which provide lighting and energy to charge mobile phones and tablets.

#### Total Renewable Energy Use

Total energy used from renewable resources during the last 12 months: 4,328 kw.

#### Monitoring Greenhouse Gas Emissions

NOW company reduce its greenhouse gas emissions for Scope 1 and 2 by ensuring that we use electricity from renewable hydro energy sources, a geothermal system provide renewable energy for heating, and solar panels provide renewable solar energy to heat water.

#### 4. Water

#### Monitoring and Managing Water Use

We are conscious that water is an important resource and should not be wasted. The NOW office have eco-machines for dishwashing and laundry, low-flow faucets and showers, and a toilet flushing system that minimize water use. Rainwater is collected to water the garden and we have local grass that thrive in the alps. Water waste goes to a water recycling facility.

#### **Total Water Use**

In Switzerland, water used is not monitored by the utility company. Houses and buildings are charged for water based on the square meter size of the whole property. Starting 2023, the utility companies will start to monitor water use.

#### 5. Land and Life

#### Monitoring and Reporting Non-Hazardous Waste Generation and Disposal

Our company monitor and manage our waste production.

Swiss waste management is excellent, responsible and very strict, and includes the safe disposal of e-waste and other hazardous and non-hazardous materials. Each bag of garbage is weighed and eventually burned to create energy. Paper, plastic, batteries, Nespresso capsules, and glass is separated to be recycled. Organic waste is separated and made into compost. Old clothing and footwear is donated to charity.

Waste disposal is included in Swiss taxes and the NOW office pays CHF 150 per year.



## 1. Customers Impact Area Introduction

## <u>Customer Impact Business Model Intro</u>

The accelerating and disastrous impacts of climate change is an economic, social and environmental threat cause by human activities that emit increasing Green House Gas emissions.

IT MUST BE NOW is an advisor and facilitator, helping hotel companies, tourism facilities and education institutions that become members of the NOW Force for Good Alliance to advance sustainability with accountability and transparency, and achieve Climate Positive this decade.

#### Customer Focus of Products or Service

In 2023, we offer the **NOW Climate Positive Program & Award** with a funded Integrated Sustainability Program with EarthCheck Certified, extensive training to build capacity and independent audit for accountability, and NOW Tools to communicate with transparency, engage all stakeholders and build trust. Hospitality companies, tourism facilities, and education institutions with ambition to be Climate Positive will receive our priority support and access to carbon offsetting projects with carbon credits with option to cap pricing for up to 10 years to control risks.

#### Positive Impact of Products/Service

The positive outcome of our products/service is advancing sustainability, actioning an energy transition strategy to measure + reduce + offset carbon emissions, and help to achieving Climate Positive.

#### Beneficial Product type

The NOW product and service focus on training and micro learning education to help build capacity, on supporting the UN SDS to support environmental and social issues and have a direct focus on improving the impact of organizations.

#### 2. Customer Stewardship

## Managing Customer Stewardship

NOW manages customer stewardship by creating a culture and practice that creates inclusiveness. We do this through collaborations that engage with stakeholders to create new services and solutions, encouraging change and allowing resources to make positive change happen, and through faster and deeper learning to discover new ideas to engage with a more inclusive future.

#### Monitoring Customer Satisfaction and Retention

Monitoring customer satisfaction and retention is vital strategic and management tool. At NOW, we invest our efforts in improving the customer experience by making the customer's journey easier. The ease of having problems resolved is a much better predictor for satisfaction than having expectations exceeded.

This service philosophy requires different measurements and the Customer Effort Score (CES) is a customer feedback metric that measures the ease of interaction instead satisfaction rate. This scoring model applies to all client-facing processes, which makes it extremely easy to take corrective actions and a highly reliable method to predict customer behavior and satisfaction.

#### 3. Education

## **Education Product Description**

The education product for Year 1 is the Introduction to Sustainable Tourism Leaders, consisting of three online, fully self-paced micro-credential courses designed for busy professionals.

#### **Revenues from Education**

Revenues for the micro-learning virtual courses is paid to EarthCheck who produced the education product and provides the license.

## **Tracking Beneficiaries**

Beneficiaries of the education training and capacity building are members of the NOW Force for Good Alliance.

#### Communities Served

The communities served are travellers, hospitality companies, tourism facilities, and students and education institutions.

#### Management of Education

EarthCheck manages the production and licensing of the education program.

#### Innovative Educational Product/Services

The Introduction to Sustainable Tourism Leaders is the educational product for the first year. These micro-learning courses must be completed as a full set to provide practical insight into what it means to deliver sustainable tourism and hospitality experiences.

Each course has  $10 \times 30$  micro learning = 5 hours x 3 courses = 15 hours TOTAL

- Course 1: Introduction to sustainability in travel and tourism
- Course 2: Principles of Sustainable Tourism, Goals & KPI's
- Course 3: Role of Sustainability in Experience Development & Marketing



## **DISCLOSURE QUESTIONNAIRE**

The NOW Due Diligence Questionnaire is part of the NOW KYC Compliance process. KYC means Know Your Customer / Collaboration / Cooperation.

It is included in the next few pages.



## **NOW Due Diligence Questionnaire**

1. Company Overview		
a. Company name (in full)		
b. Trading names (if any)		
c. Registration Number		
d. Registered Address		
e. Invoicing Address (if different from above)		
f. Operating Address (if different from above)		
g. VAT Number (for EU companies only)		
h. Date of Incorporation	Date	
	i. Link to website	
j. Details of main bank	Name	
	Address	
	Account Number	
	Account Name	
	Swift or IBAN	-

k. Principal activities of company (e.g. alliance, communications, consultancy, consumer,				
marketing, trader, supplier, consumer, refinery)				
I. Countries in which you operate				
m. Number of employees	25			
2. Company Operations	_			
a. What is the intended busine	ess you are looking to do with NO	OW?		
b. Name of NOW contact				
c. Regarding this business, do you require any regulatory or operational licenses?		YES NO		
If yes, please provide details				
d. Source of funds for intended business				
3. Ownership and Management	į.			
a. Is your company listed or part of	f a listed Group?			
an as your company notion or parcon a notion croup.				
If yes, please provide the name of the Stock Exchange				
b. Is your company regulated, or pa	YES NO			
If yes, please provide the name of the Regulator				
c. To the best of your knowledge, are there any other beneficial owners of your company (for instance, but not limited to bearer shares or trusts) who are not listed on the company share register that you have provided us with?				

If yes, please provide details			
d. Board of Directors, Authori (if there is insufficient space,		_	
			D : (1:11
Full name	Job title	Nationality	Date of birth
e. Ultimate Beneficial Owners	(individual(s) who ultir	nately owns/controls the	company)
Full name	Job title	Nationality	Date of birth
ruii iidiile	Job title	Nationality	Date of birti
4. Regulatory information	(where applicable)		
	(писте пррисшате)		
ACER Code			
Legal Entity Identifier (LEI)			
5. Programs, Policies and	Procedures		
a. Does the company maintai	n programs/procedures	/controls for the followin	ig?
Governance:			
- Ethics & transparency			YES NO
Community: Impact			
- Community oriented business models - Charitable Giving Commitment			YES NO YES NO
	O. To all release		120
Community: Diversity, Equity - Diverse ownership & leadership	)		YES NO
- Supplier diversity policies & programs			YES NO
Community: Economic Impact	t:		YES NO
<ul><li>Spending with local suppliers</li><li>Impactful Banking Service</li></ul>			YES NO

Community: Civic Engagement & Giving:	V/50 NO
- Corporate citizenship program	YES NO
- Impactful banking service	YES NO
- Volunteer service hours	YES NO
- Charitable donations	YES NO
Community: Supply Chain Management	
- Supplier screening & evaluation	YES NO
- Local hire and outsourcing	YES NO
Environment: Impact & Management	_
Environment: Impact & Management - Products or process structured to restore or preserve environment	YES NO
- Virtual office stewardship	YES NO
- Monitor scope 1 carbon emissions - business space & transportation	YES NO
- Monitor scope 2 carbon emissions - purchased electricity, steam, heating & cooling	YES NO
- Monitor scope 3 carbon emissions – waste (food, packaging & water), supply chain	YES NO
freight transport, business travel, employee commute	ILS   NO
Customer: Impact	VEC
- Product or service promotes education on social issues	YES NO
- Product or service promotes education on environmental issues	YES NO
- Product or service to benefit purpose driven business	YES NO
- Product or service to benefit underserved businesses	YES NO
- Monitor customer satisfaction	YES NO
Disclosure:	
- Alcohol, tobacco, gambling, firearms, pornography	YES NO
- Hazardous Discharges Into Air/Land/Water (Past 5 Yrs)	YES NO
- Animal product or service / Genetically modified organisms	YES NO
- Human rights violations	YES NO
- Facilities located in sensitive ecosystems	YES NO
- On-Site Fatality	YES NO
- Supply chain negative social & environmental impact	YES NO
- Bribery, Fraud, or Corruption	YES NO
- Anti-Money Laundering	YES NO
- Anti-Competitive Behavior	YES NO
- Financial Reporting, Taxes, Investments, or Loans	YES NO
- Political Contributions or International Affairs	YES NO
- Breaches of Confidential Information	YES NO
- Labor issues (including safety and discrimination)	YES NO
- Violation of Indigenous Peoples Rights	YES NO
- Suppliers in conflict zones	YES NO
- Suppliers with negative social impact	YES NO
- Suppliers Negative Environmental Impact	1.20
Health, Safety, Social and Environment (HSSE)	YES NO
b. Please briefly describe the procedures that ensure compliance	

c. Please provide further detail on your due diligence program covering the areas selected above (including internal procedures)					
d. Does your due diligence process include requesting information on the source of funds of your customers, where applicable?					
	e. Does the company have trading relationships with counterparties that are either state owned, or have shareholders who are Public Officials*?				
If yes, please provide details					
7. Declarations					
-	board member, authorized signatory or senior o a Public Official* or to their family members?	YE	S	NO	
If yes, please provide details					
signatory or senior ma fined for, indicted for,	or any shareholder, board member, authorized inagement ever been investigated for, convicted of, or charged with a criminal offence or regulatory nout limitation, any related to bribery or corruption?	YE	S	NO	
If yes, please provide details					
Are there any current	investigations pending against any of the above?	YE	S	NO	
If yes, please provide details					
signatory or senior ma	any shareholder, board member, authorized inagement ever been debarred, suspended or itution, or are such penalties being pursued against	YE	ES	NO	

If yes, please				
provide details				
d. Please confirm that t	nat your operation of the bank account whose	YES NO		
details you have provid	ed in this questionnaire is not in breach of			
	ng, without limitation, laws relating to tax evasion economic sanctions) and that you are lawfully	1,		
	nts from and/or receive payments into such			
account.	, ,			
7. Documents to pro	ride			
Certificate of Incorpora	ion			
Articles of Association of	r jurisdictional equivalent			
Current shareholders re	Current shareholders registery			
Shareholders organizat Beneficial Owners	onal chart (or overview), up to the Ultimate			
Most recent audited financials				
•	ddress and email address) of at least one			
lending institution and	ommercial partner)			
*A Public Official is	defined as an individual in any country or territor	ry who holds (or has		
	administrative or judicial position of any kind, or			
exercises a public	unction for or on behalf of any country or territor	У		
	uthorized signatory, or member of your legan formation given above is true and accurate as of t			
Signature				
Print Name				
Job title				
Date				
_				