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Press Release

Eco-Tourism: connecting eco-hotels with responsible tourist Partnership between World Green Citizen and Ecompter

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World Green Citizen and Ecompter join forces as a change agent driving for a system level change about sustainability within the hotel and hospitality industries.

In the hotel and hospitality industries sustainability can be a valuable business driver as long as the companies can tell their sustainability story in a credible and gratifying way to their personnel and guests.

Recognizing transparency and accountability as the key towards credibility and good governance World Green Citizen and Ecompter promote practices based on openness and the availability of information that is verifiable. World Green Citizen and Ecompter are proud to announce their collaboration in providing travelers with a user-friendly platform that benchmarks the sustainability performance of the hotel and hospitality industry. The platform connects travelers and hotels by providing unbiased and uniform sustainability information. This enables travelers to conveniently take sustainability into account when booking travel, which in turn motivates and rewards hotels for improving their environmental performance.

Van Tran, CEO and founder of World Green Citizen, is delighted with this latest partnership and the incorporation of the Ecompter application in the World Green Citizen platform. "Ecompter brings an innovative and pragmatic approach to tourism providing eco-conscientious tourists with easy-to-understand information and advancing the adoption of sustainable principles and practices in the hotel and hospitality industry."

Says Ville Valorinta, the CEO of Ecompter, "partnership with World Green Citizen is a perfect example of how we want to enhance environmental sustainability within the travel value network – that is by making unbiased and concrete environmental information available to a large mass of travelers thus encouraging them to use sustainability as one of their purchase criteria."

Ecompter delivers Sustainability as a Service for hotels. The Ecompter cloud service enables hoteliers to manage their sustainability process in an easy and effective way: implementation – measurement - communication. Ecompter has customers in over 10 countries both in Europe and Asia.

Online sustainability platform World Green Citizen reaches out to citizens around the globe encouraging a better understanding of the need for sustainable practices in all avenues of life and helping them to adopt a sustainable living attitude and habit via awareness, facts, and actions.



"Be the change that you want to see in the world" **Mahatma Gandhi.**

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