

### III. Case Study: Eco Badges in Travel Industry – Booking.com

Eco badges help travel and tourism companies to boost transparency, offer responsible alternatives to travellers, and demonstrate positive environmental performance.

In 2021, Booking.com announced the launch of its Travel Sustainable badge, a global sustainability measure. They collaborated with industry experts, to identify a set of meaningful practices for a property to consider in five key areas: waste, energy and greenhouse gases, water, supporting local communities, and protecting nature. By creating its own framework and methodology for its sustainability measure, Booking.com cements itself as a pioneer for eco badge creation in travel and tourism. It demonstrates the time and resources the company has invested in this initiative to provide travellers with sustainable alternatives. The company is not just doing the bare minimum to appear to be acting sustainably; it is operating proactively to ensure it is not lagging behind the competition in terms of environmental performance.

Source: [Eco Badges Travellers Transparency](#)

