



Goodwings aims to turn the hotel industry into a catalyst for sustainable change | Photo source [Goodwings](#)

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## HOTEL BOOKING PLATFORM OFFSETS 100 PER CENT OF CARBON EMISSIONS FROM HOTEL STAYS

 TRAVEL & TOURISM

### Goodwings doesn't spend on advertising and instead uses the money to buy carbon credits that support the Envira Amazonian Project in Brazil

**Spotted:** The Denmark-based, hotel booking platform Goodwings offers subscription-based access to more than one million hotels worldwide at wholesale rates. However, Goodwings is more than the average booking site, the company is a B Corp–certified member aiming to turn the hotel industry into a catalyst for sustainable change. With Goodwings, all hotel stays are 100 per cent carbon compensated, supporting people and the planet for free.

Its business model is built on partnerships, with a global network of 100 nonprofit partners in over 40 countries acting as their ambassadors and marketing channels. The money saved on advertising then gets redirected towards projects and people who are actively working towards the SDGs.

Lara Mulady, Head of Communications at Goodwings, told Springwise that “We wanted to take the focus away from radical innovations and instead look at how we could change existing services to make it easier for people to have an impact every day”.

Every year, the company collects data on the total number of nights booked on Goodwings and passes it on to Carbonfund.org, their partner in carbon neutralisation. They then calculate the total carbon footprint for the year and to offset this, they buy carbon credits for Carbonfund.org’s Envira Amazonian Project in Brazil with all the money that would normally go towards their marketing budget.

The project, which is certified by both the VCS and CCBS, ensures the preservation of an endangered tropical rainforest ecosystem while also providing the local community with amenities such as a new school, educational programs and health clinic.

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## **Takeaway:**

With the birth of the 2015 Paris Agreement came the realisation that we need to do more to help people and the planet. However, both governments and the private sector are struggling to find the funds to help realise the SDGs. Whilst radical innovations can play a major role, there is a need to consider how we can change existing services and create business models that enable positive impact through everyday actions — such as booking a hotel.