About

Based in Vancouver, British Columbia, Canada, Big Room operates the .eco gTLD in partnership with the global environmental community. The registry was founded on the principles of accountability and transparency to address key challenges, such as greenwashing and misinformation, through the use of unique eligibility criteria leveraging the .eco profile system and the .eco trustmark.

gTLD use case
.eco

Category
Community gTLD

Registry Operator
Big Room, Inc

Contact

🔗 **https://go.eco**

✉ **marketing@bigroom.eco**

gTLD

What motivated you to apply for a new gTLD?

We recognized that there was an opportunity to support the global environmental community by providing a clear, identifiable mark to distinguish businesses, individuals, and nonprofits that are dedicated to helping our planet. Through unique eligibility criteria leveraging the .eco profile system and the .eco trustmark, .eco is founded on the principles of accountability and transparency to address key challenges of the environmental space, such as greenwashing and misinformation.

How are you using the gTLD?

We're using the TLD to provide a clearly identifiable, trusted mark for the global environmental community. We launched in 2017 and are now carried by all leading registrars and reseller platforms. We now have registrants in more than 190 countries and we have seen consistent growth over that period with high retention and almost no abuse.

What were some of the considerations you made before applying?

We assembled a consortium of over 50 leading environmental organizations to support our application. Groups like World Wildlife Fund, Greenpeace, and the United Nations Environmental Programme collaborated with us to create a charter and guide the development of the registry policies. The support of the community was instrumental in the success of our application and in the subsequent growth of the TLD.

How has your organization benefited from operating a gTLD?

Our regular interaction with members of the .eco community is the greatest benefit. The work that our community members are doing is truly inspiring and makes us hopeful for a sustainable future!

How has having a gTLD changed or impacted your business?

As the .eco registry, we feel compelled to do our part to operate a sustainable business. We have been a certified B Corporation since 2010 and certified carbon neutral since 2021.

We operate the .eco Champions program to highlight and amplify the work of leading members of the .eco community. We profile these members on our website and in our quarterly newsletters. We also operate a community grants program that offers .eco domains for free to environmentally focused nonprofits, where the cost of registration can be a barrier to launching a new initiative or campaign.

"We operate at the intersection of technology and sustainability. We try to give back to the community by helping .eco members and the public understand the environmental impact of technology decisions — especially in the domain and web hosting space — and how they can make more sustainable choices. We try to lead by example and try to boost our collective impact by engaging and working with the .eco community."

– Big Room, Inc, Registry Operator

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