

HOTEL ENERGY SOLUTIONS

Excellence in Energy for the Tourism Industry and SME's



'Towards a More Competitive Industry'
An Introduction to Europe's Major Hotel Energy Initiative



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PROJECT

The HES project responds to climate imperatives in line with EU targets and the **UNWTO DAVOS PROCESS 2007** :



- ➔ To **adapt** tourism businesses and destinations to **changing climate** conditions
- ➔ To **mitigate CO₂ emissions**
- ➔ To **support investment** in **energy efficiency and renewable energy technologies**




PARTNERS



UNITED NATIONS WORLD
TOURISM ORGANIZATION

www.unwto.org

Intelligent Energy  Europe

EXECUTIVE AGENCY FOR
COMPETITIVENESS &
INNOVATION

<http://europa.eu>



UNEP

UNITED NATIONS
ENVIRONMENT
PROGRAMME

www.unep.org



INTERNATIONAL HOTEL
AND RESTAURANT
ASSOCIATION

www.ihra.com

ADEME



ENVIRONMENT AND
ENERGY
MANAGEMENT AGENCY

www.ademe.com



EUROPEAN RENEWABLE
ENERGY COUNCIL

www.erec.org



OBJECTIVES



20% increase in energy efficiency among participating SME hotels in Europe

&

10% increase in usage of renewable energy technologies among participating SME hotels in Europe



WHY we need to act



ENERGY SAVINGS

Hotels can **save up to 30%** of their current energy consumption by implementing **simple solutions**

&

CLIMATE CHANGE

Almost half of the world's hotels are located in Europe and these hotels account for **21%** of global accommodation's **CO₂ emissions**



HOW : the e-toolkit

Benchmarking

on energy management
of SME hotels in the EU



Technological Solutions

in Energy Efficiency &
Renewable Energy



Return on
investment
calculator



Carbon
footprint
calculator





WHO will benefit



SME HOTELS

By adopting up-to-date energy technologies, SME hotels can:

- ➔ Enhance their **competitiveness**
- ➔ Boost their **sustainability**
- ➔ Reduce **CO₂ emissions** and increase their level of **Corporate Social Responsibility**
- ➔ Benefit from **partnership** and networking opportunities



WHO will benefit



DESTINATIONS

- ➔ Receive specific **knowledge and know-how** relating to destinations
- ➔ **Enhanced image and branding** through commitment to sustainability
- ➔ Receive access to **training tools** on best practices and incentives for varying levels of destination management



WHO will benefit




EE AND RE TECHNOLOGY PROVIDERS

- ➔ Excellent opportunity for creating **new business** and networking
- ➔ Stimulate research and innovation and the development of **new products**
- ➔ Participate in **conferences and fairs** involving tourism and technology stakeholders



WHEN



2011

March : HES eToolkit ready for dissemination

January : FITUR, 2nd HES Conference



2010

March – October : Beta Toolkit **Pilot Testing** in 4 destinations

January (20 – 24) : FITUR, 1st **HES Conference & Technology Exhibition**



2009

May – ongoing : **Survey** and researches

January : FITUR **website** launch



2008

November : **Official Launch** at WTM



GET INVOLVED

TAKE PART IN **EUROPE'S
LARGEST** HOTEL ENERGY SURVEY



AND BENEFIT FROM

- ➔ Access to **energy management tools** designed specifically for hotels
- ➔ Involvement in **Europe's largest** hotel energy initiative
- ➔ Being one step closer to **cutting your energy costs** & enhancing your business competitiveness



CONTACT US



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