



HOTEL
ENERGY
SOLUTIONS

'Towards More Competitive Hotels'

Zoritsa Urosevic, UNWTO

Excellence in Energy for the Tourism Industry – Accommodation sector: SME hotels (EETI)
Contract N°: IEE/07/468/S12.499390
Last update: 19/01/2017





What is HES about?

The HES project is the Industry response to climate imperatives in line with **EU targets** and the **UNWTO DAVOS PROCESS** :



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





WHO IS INVOLVED?



UNEP

UNITED NATIONS
ENVIRONMENT
PROGRAMME
www.unep.org



UNWTO

WORLD TOURISM
ORGANIZATION
www.unwto.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



Supported by
**INTELLIGENT ENERGY
EUROPE** 



WHO IS INVOLVED?

Co-funded by:

**European Agency for
Competitiveness and
Innovation (EACI) -
Intelligent Energy Europe**



Endorsed by:

**Sustainable Energy
Europe Campaign**



Official Partner





GOALS of the project



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

&

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



WHY do we need to act



ENERGY SAVINGS

Hotels can **save up to 30%** of their current energy consumption!

&

CLIMATE CHANGE

The accommodation sector worldwide represent **1%** of the total **CO₂ emissions** and **52% of total world rooms** are located in Europe



WHY ENERGY SAVINGS IN HOTELS?

- ➔ **Hotel sector** is one of tourism industry's largest drivers of employment and economic revenue
- ➔ It is also a **resource-intensive sector**
 - * Potential to achieve **30% savings** on energy use by 2020



*EU Action Plan for Energy Efficiency (2006)

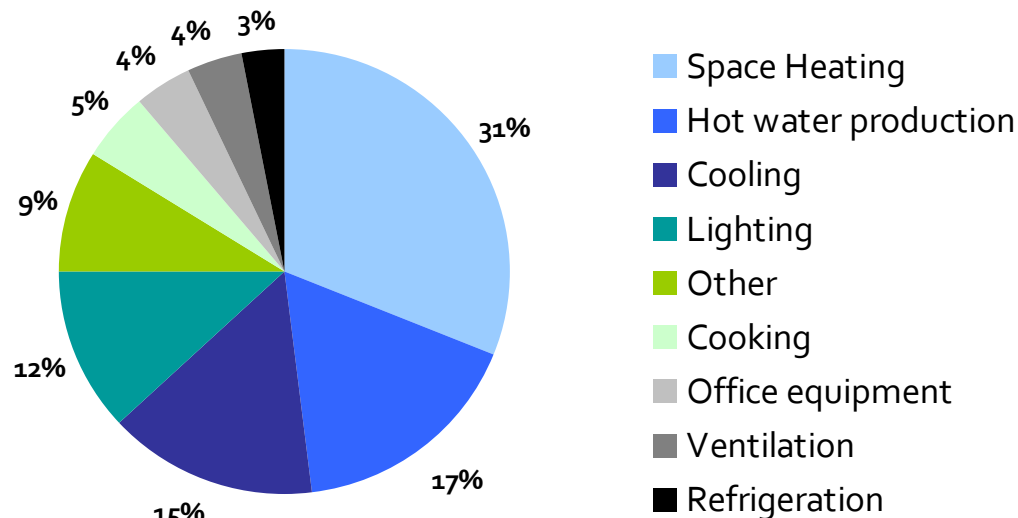




WHY ENERGY SAVINGS IN HOTELS?

Energy use in a typical hotel* ...

- ➔ 40% electricity
- ➔ 60% natural gas & oil fuels



* Leonardo Energy – Energy Efficiency in Hotels: Application Guide (Nov.2008)



5





WHY SME HOTELS?

➔ Half of the world's hotels are located in **Europe**, and **9 out of 10 of these are SME hotels**

➔ **Use of EE and RE technologies** in SME hotels' is far below its real potential

➔ Majority of these hotels are relying on older, less efficient equipment



Hotel Alle Ginestre Capri (Italy)



WHO will benefit

SME HOTELS

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

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





WHO will benefit

DESTINATIONS



- ➔ Receive **knowledge and know-how** on specific destinations
- ➔ Provide **added value** to their destination
- ➔ Receive access to **training tools** on best practices and incentives for all 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



WHAT HES CAN DO?

➔ **Hotel Energy Solutions** delivers *free-of-charge* information and technical support to **increase SME hotels' potential savings** through **use of EE and RE technologies**



- ➔ Reducing **CO₂ emissions** by adopting up-to-date energy technologies
- ➔ Boosting the **competitiveness and sustainability** of these hotels



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





WHAT HES DELIVERS?

HES E-toolkit Beta Version Preview

The image displays three overlapping screenshots of the HES Energy Toolkit website. Each screenshot features the 'Hotelenergysolutions.net' header and 'Energy Toolkit' sub-header. The top-left screenshot highlights the 'Choose the right investment for your hotel' tool, featuring a piggy bank icon. The top-right screenshot highlights the 'Calculate your carbon footprint' tool, featuring a globe icon. The bottom-center screenshot highlights the 'Benchmark your energy use/efficiency' tool, featuring a lightbulb icon with a tree inside. Each screenshot includes a navigation menu with 'Sign Up', 'Log In', and 'Support' options, and a 'Get Started' button.





WHAT HES DELIVERS?

HES E-toolkit

The beta-version will be tested in **100 SME hotels** in **4 types of destinations**

- ➔ **Coastal:** Palma de Mallorca (Spain)
- ➔ **Mountain:** Haute Savoie (France)
- ➔ **Urban:** Bonn (Germany)
- ➔ **Rural:** Strandja (Bulgaria)





WHAT HES DELIVERS?

Publications

Energy Efficiency Series (4):

EE Solutions for SME's,
EE Technologies Database,
EE Best Practice Guide for SME's: successful case studies
Factors and Initiatives affecting Energy Efficiency use.

Renewable Energy Serie(4):

RE Solutions for SME's,
RE Technologies Database,
RE Best Practice Guide for SME's: successful case studies
Factors and Initiatives affecting Energy Efficiency use.

Research Serie(2):

Data on energy use by European hotels: Analysis of HES on-line survey and desk research;
EE and RE Technologies in Hotels: Overview of energy consuming activities in a hotel;
Improving use of energy efficiency and renewable energy technologies in hotels





WHAT HES DELIVERS?

Also...

HES Video and E-brochure

– for use as **communication tools** by hoteliers in support of transmitting the **importance of energy savings to their guests and staff**.

WEB Site and Supporting materials

– **Energy School**, a simple introduction to energy, technologies and important links for hotels in their respective country.





When?

2011

- August:** Project Completion
- June:** HES E-Toolkit, E-Brochure Presentation & Video
- May:** Beta Toolkit Pilot Testing Ends
- February:** HES Publication Series
- January:** 2nd HES Conference and Fitur Green

2010

- November:** Beta Toolkit Pilot Testing Starts
- January:** 1st HES Conference

2009

- May – ongoing:** Research
- January:** FITUR Website Launch

2008

- November:** Official Launch at WTM London





E-Toolkit – Adaptation

Hotel Energy Solutions
Energy Efficiency
Renewable Energy

Languages:
Spanish, English and French
Others....

+

Water

Waste

Languages

Regions
eg SIDS, cities

Soft Systems

Technologies

Water

Waste





HOW TO BECOME INVOLVED?

- ➔ **Register with HES** online and get access to the **HES E-toolkit** and materials!
- ➔ Participate in the **HES surveys!**
- ➔ **Contact us directly!**



Hotel Boutique Stadthalle (Austria)





CONTACT US



Ms. Zoritsa Urosevic

HES Project Coordinator

Email: zurosevic@UNWTO.org



Ms. Claudia Lisboa

HES Project Manager

Email: ICR-HES@UNWTO.org

World Tourism Organization (UNWTO)

www.unwto.org

United Nations Environment Programme (UNEP)

www.unep.org

**International
Hotel & Restaurant Association (IH&RA)**

www.ih-ra.com

**French Environment and Energy Management
Agency (ADEME)**

www.ademe.fr

**European Renewable Energy Council
EREC**

www.erec-renewables.org





HOTEL
ENERGY
SOLUTIONS

