



HOTEL
ENERGY
SOLUTIONS

HES E-Toolkit

Experience by Pilot Destination Strandja Region



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PRESENTATION OVERVIEW

- I. SERC and Strandja Region
- II. Conference and launch of the Pilot Testing
- III. Main outcomes so far
- III. Feedback
- IV. Further steps





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SERC and Strandja Region

Social and Environmental Responsibility Center

Established 2008 as a not-for-profit, non-governmental organization

Relevant Experience:

- Implementation of Cleaner Production (CP) and Corporate Social Responsibility (CSR) methodologies in tourism sector
- Trainings on CP and CSR methodologies
- Trainings on efficient environmental and socially responsible measures for hotels affiliated to Kuoni Group
- Organization of workshops and conferences, dissemination materials, others





SERC and Strandja Region

STRANDJA REGION

Main characteristics:

- rural destination with sparse development
- developed brand Strandja
- combination of natural park and coastline
- family hotels and guest house dominate
- seasonal operation





Conference and launch of Pilot Testing

Conference and Pilot Testing - 24.11.2010, Burgas, Bulgaria

Involvement of:

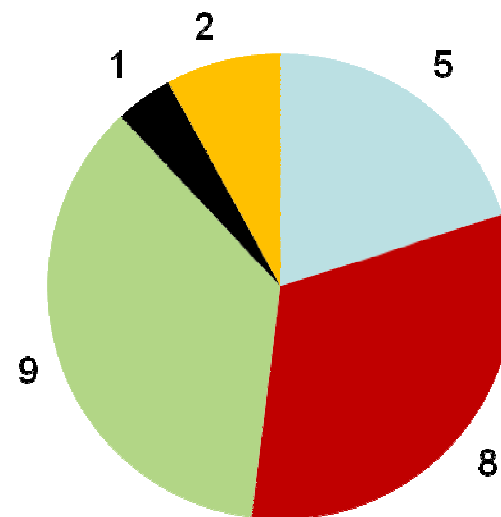
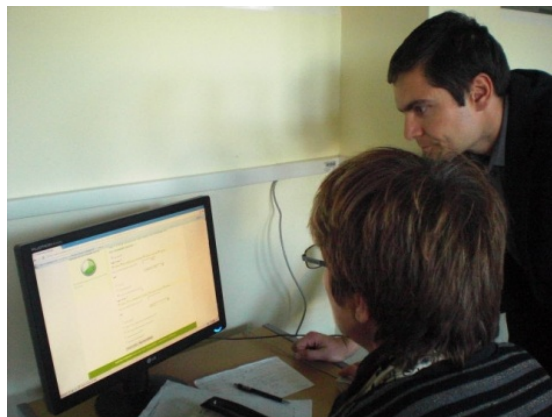
- regional administration (under the patronage of Governor)
- regional tourist association
- Strandja Natural Park
- representatives of hotels taking part in the pilot test
- media representatives and other interested stakeholders





Conference and launch of Pilot Testing (contd.)

- ➔ 12 pilot tests on 24.11.2010
- ➔ 13 pilot tests by 31.12.2010
- ➔ Additional interest by 3 other hotels



Number of hotels
by type

- Hunting lodge
- Family hotel
- Guest house
- City hotel
- Others





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Conference and launch of Pilot Testing (contd.)





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Conference and launch of Pilot Testing (contd.)





Main outcomes so far

- **Raised awareness on energy efficiency and renewables in hotels**
 - New technologies such as water restrictors, heat pumps
 - Organizational measures: policy, training, communication

- **Good picture on the current energy performance and possible no cost, low cost and high cost investments to improve it**
 - Clear indicators – kWh/m² and kWh/guest nights
 - Information on CO₂ emissions





Main outcomes so far (contd.)

Hoteliers declared they would **start immediately with staff instruction and motivation and other organizational measures** where not applied until then.

Example: Ms. Valchanova, Family Hotel Gergana:
“After the conference, I instructed housekeepers and kitchen personnel to be cautious regarding energy and water use, additional procedures as using half-load regime of the washing machine and convection oven were added to their everyday work practices”.





Main outcomes so far (contd.)

- Hoteliers usually have some plans for energy performance improvement but the toolkit gives them the possibility to **prioritize the options, to start looking for suppliers and financing, and to expand their knowledge about further opportunities**
- Hoteliers who already have invested in RET and EE now think **how to evaluate the effect of these technologies, to extend their application and to communicate the results to their guests and local community**

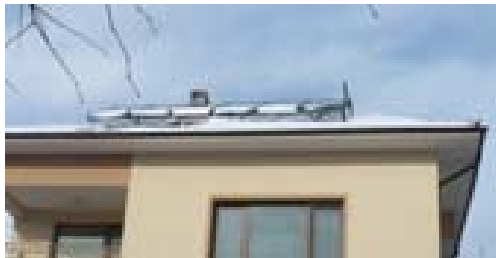




Main outcomes so far (contd.)

With the technical advice from SERC, hoteliers now are more self-confident in expanding their efforts

Mr. Dobrev from “Dobrevi” guesthouse decided to replace his flat-plate collectors with more efficient vacuum-tube ones, to be able to use them for DHW in winter.





Main outcomes so far (contd.)

Ms. Kirova from Hotel Diana decided to replace the old log-woods burning boiler with a new one on pellets





Barriers and stimuli to invest in RE&EE

Barriers

- **Awareness for and the lack of practice for some RE&EE technologies** in the region, e.g. no and low cost measures, pellet boilers, vacuum tube solar collectors, heat pumps, etc.
- **Seasonal operation** of the most of participating hotels – they operate only 2-3 months during the summer period
- **Lack of regional and local supportive incentives in terms of financing**





Barriers and stimuli to invest in RE&EE

Stimuli

- **Increasing price of electricity and fossil fuels**
- **Natural Park Brand and promotional activities of the local associations and NGOs**
- **Availability on the market of the main RE&EE technologies** applicable in hotels. Suppliers provides cost calculations but Energy Service Companies (ESCOs) and energy performance contracting schemes are not popular in the sector.





Feedback

Language barrier

- For rural regions the English version of the HES toolkit is a barrier. The owners of guests houses are usually elderly people speaking Bulgarian or other languages but not English

Accessibility to the Internet

- The Internet access in rural regions is limited and local people do not use often the services provided by the global network

SERC organized the first part of its pilot testing in a computer hall with internet access in the main city of the region Burgas. For those hoteliers that were not able to attend, SERC staff provided print-outs of the questionnaire and filled it in with the hoteliers during the hotel visits later on





Feedback (contd.)

Energy audits and energy management in hotels

- Generally the hoteliers do not have time to analyze their energy consumption
- Also energy audits are not applied widely for hotels, especially small ones and operating only during the summer
- HES toolkit gives to the hoteliers a first picture of the energy consumption per square meter or guest nights. In case of not good indicators the hoteliers are advised to contact an energy auditor to make further analyses
- The collected input information for the toolkit serves as a baseline for further analysis, monitoring of the energy consumption and taking decision for investments





Feedback (contd.)

General communication and contacts with supplier

HES toolkit promotes communication of the energy policy and results to the general public – guests, local authority, suppliers and local community

Hoteliers are encouraged to be in touch with technology suppliers and to discuss further improvement of their energy performance and application of other technologies.

In general: The toolkit provides a very good assessment of the energy performance and RES technologies already applied in the hotels and gives very useful pieces of advice and proven solutions for improvement. **The hoteliers find the toolkit as a very useful first step of a process of continuous energy performance improvement for a better environment and sustainability of their services.**





Further steps

Activities to be undertaken	Dates
Support meetings and mini-audits	Jan 2011
Identification of and contact to suppliers	15-30 Dec 2011
Drafting of action plans	Jan 2011
Incentives and factors affecting Energy efficiency (EE) / Renewable energy (RE)	Jan 2011
Promotional event for non-participating hoteliers	Feb 2011
Feedback and lessons learnt for upgrading HES toolkit	Continuous
5 case studies	Jan 2011
Translating activities	Jan-Feb 2011
Dissemination activities and reporting	Continuous



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