



HOTEL
ENERGY
SOLUTIONS

Annual Conference
Hotel Energy Solutions
'An Innovative Energy Toolkit for Hotels'

10:00h-18:00h
Thursday, 20 January 2011
FITUR Madrid

Opening Session & Welcome

Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)

José Enrique Núñez, Consejal Presidente del Distrito de Centro, Ayuntamiento de Madrid

Ghassan Aidi, President & CEO, International Hotel & Restaurant Association (IH&RA)

Hotel Energy Solutions – Introductory Presentation

Thimothée Noël, Project Officer, European Agency for Competitiveness and Innovation

Zoritsa Urosevic, HES Project Coordinator, World Tourism Organization (UNWTO)

[Presentation Z. Urosevic](#)

SESSION I

Presentation of the HES e-Toolkit & Experiences by Pilot Destinations Hoteliers

After two years of research by various UN institutions, energy agencies, technology providers and end users, the innovative application for SME hotels in support of their energy management efforts, and hotelier testimonials of the application's potential for energy savings in the accommodation sector will be presented for the first-time.

What is the HES e-toolkit?

Richard Tapper, Senior Energy Expert, Hotel Energy Solutions (UNWTO)

[Presentation R. Tapper](#)

Isidoros Passas, Senior IT expert, Hotel Energy Solutions (UNEP)

[Presentation I. Passas](#)

HES e-Toolkit in practice (I)

Zoritsa Urosevic, HES Project Coordinator, World Tourism Organization (UNWTO)

Zdravko Georgiev, Pilot Destination Local Energy Expert in Strandja Region (Bulgaria), HES Project

[Presentation Z. Georgiev](#)

Mariona Luis Tomás, Pilot Destination Expert in Palma, Hotel Energy Solutions (HES) Project

[Presentation M. L. Tomas](#)

Bernat Vicens Meier, Manager, Marina Luz Hotel, Palma de Mallorca (Spain)

[Presentation B. Vicens](#)

Alvaro Carrillo de Albornoz, Director General – Hotel Technology Institute (Spain)

[Presentation A. Carrillo](#)

Endorsed by:



SESSION II

Energy Technologies to Boost your Hotel's Competitiveness

Major technology providers will demonstrate their latest innovations in EE/RE technologies for the accommodation sector in a session moderated by representatives from Europe's leading energy management agencies.

Energy Efficiency (EE) Technologies

Anthony Dupont, Project Manager, International Programmes & Partnerships Unit, International Affairs Division, the French Agency for the Environment and Energy Management (ADEME)

[Presentation A. Dupont](#)

David Albertín, Hospitality Business Development – Hotel Illumination, PHILIPS S.A. Lighting

[Presentation D. Albertin](#)

Jaume Alcover, Solutions Manager, SENERTEC - Baxi Calefacción, S.L.U

[Presentation J. Alcover](#)

Jens Nørgaard, Application Manager in Commercial Buildings, GRUNDFOS Management A/S

[Presentation J. Norgaard](#)

Renewable Energy (RE) Technologies

Emmanuela Giovannetti, Project Manager, European Renewable Energy Council (EREC)

Lorenzo Romero Sánchez, Commercial Department, CLIMATEWELL Spain

[Presentation L. Romero](#)

Michael Schneider, Sales Manager Spain, TiSUN GmbH

[Presentation M. Schneider](#)

Enric Nebot, Certification Sales Manager, TÜV Rheinland – Spain

SESSION III

Incentives & Support for Energy Efficiency (EE) & Renewable Energies (RE) Installation in Hotels

What is the role of a destination in creating a framework conducive for the sector to be more efficient and competitive? Representatives from HES pilot destinations will discuss the services they offer for supporting and guiding hotels in energy efficiency and renewable energy use.

Supporting competitive and sustainable hotels

Joanna María Borràs, Deputy Mayor of Institutional Relations and Tourism, Town Council of Palma (Spain)

Pedro Oliver, General Coordinator for Institutional Relations, Tourism, Commerce and Consumer Affairs of Palma City Council (Spain)

[Presentation P. Oliver](#)

Susanne Nolden, International Affairs and Protocol Department, Municipal Government of Bonn (Germany)

[Presentation S. Nolden](#)

Mariana Assenova, Steering Committee Chairperson, Social & Environmental Responsibility Centre (SERC) (Bulgaria) [Presentation M. Assenova](#)

Sonia Manzanares, Project Director, Haute-Savoie Chamber of Commerce (France)

[Presentation S. Manzanares](#)

David Pérez, Partner, ECLAREON (Spain)

CONCLUSIONS

Márcio Favilla, Executive Director for Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO)