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Paris region facing the climate change challenge

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SUSTAINABLE AND COMPETITIVE HOTELS THROUGH ENERGY INNOVATION - NEZEH 2015
L'INNOVATION ÉNERGÉTIQUE AU SERVICE D'UN TOURISME DURABLE ET COMPÉTITIF
HÔTELS PRESQUE ZÉRO ENERGIE – EDITION 2015
24 June, 2015 – Nice ACROPOLIS




Key points





A/ Climate footprint study for the world's top tourist destination



B/ A need for concrete tools to enhance sustainability



General framework: COP 21 – Climate Conference
Paris, 30 November – 11 December 2015






Paris Ile-de-France



- Almost 12 million inhabitants
- 1st economic region of Europe in terms of GDP
- The largest hotel supply in Europe
- The largest exhibition area in Europe
- 2nd airport hub in Europe


Sustainable and competitive hotels through energy innovation - neZEH 2015, 24 June 2015 Nice, France
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Key points Tourist Activity



47,0 of French and international tourists
millions



184,1 of overnight hotel stays
millions

€22,1 billion spent by French and international tourists

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Sustainable Tourism in the world's number one destination

Paris region aims to become a reference as a **Sustainable destination** in line with its leading position

Educate professionals and tourists the challenges of sustainable development in general and climate change in particular



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Carbon footprint of tourism in the Paris region

Prospective study on the future of tourism in our destination, including a *Bilan carbone* assessment

Diagnostic tool developed by **ADEME** (French Agency for Environment and Energy Management).
An accounting method for GHG emissions for any organization, industrial or tertiary companies, public administration, communities or territory.



Carbon footprint of tourism in the Paris region

17.5 million $teqCO_2$ of GHG emissions due to the tourism activity in Paris and its region

Tourism sector in the Paris region has a **very high energy intensity** (responsible for almost 30 % of GHG emissions)

3.6 million trips around the Earth by car

The study evaluates the economic **vulnerability** of the tourism sector

Set up of a CC **mitigation policy** for the tourism industry in order to prepare the stakeholders to its impacts and to foster action

Labels: INNOVATIVE CITY, Paris

The scopes

- Arrivals and departures of tourists
- Departures of the region's inhabitants for travel/holiday
- Business and Leisure

The studied sectors: transportation (air, route, etc.), accomodation, transportation within the destination, activities, restaurants, etc.

3 scenarios for 2050

- Business as usual
- Intermediate
- Factor 4

Labels: INNOVATIVE CITY, Paris



Take action by adopting concrete tools

An urgent need for **concrete measures** in order to help our stakeholders of the different segments of the tourism chain (accommodation, transport, restaurants, museums, historic sites and monuments, leisure parks, etc.) to **adapt** their activity to the effects of climate change

Environmental management tools : hotel energy solutions, hybrid or electric car park, water resource management, waste management, etc.

Key message : Sustainability can also enable significant benefits



Enhance and optimize environmental performance of the accommodation sector

An innovative web tool application dedicated to the tourism industry

malice
PERFORMANCES ÉCOCOMPTABLES ET ENVIRONNEMENTALES


Main objective :

- improve the stakeholders' **awareness** of the climate change impacts on the tourism industry
- + How to **reduce expenses**


- Helps to **reduce costs and environmental impacts** of accommodations and restaurants
- Helps to **communicate** the environmental performance to the customers, the hotel staff and the decision-makers, thanks to the **environmental tag**
- Provides a tool for managing a network, territory or chain
- Facilitates the obtaining of European Eco-label

Ecolabel

The Environmental Tag




French Ministry of Ecology's initiative born in 2011: it aims to **inform customers** about the environmental impacts of several economic sectors (appliances, real estate, accomodation and restauration, food, etc.)








The Environmental tag applied to the hospitality industry

NOTE ENVIRONNEMENTALE DE LA NUIT D'HÔTEL
Le Morgane 2011

3,2 / 5



3,2

-  CONSUMPTION D'EAU
Water consumption
-  CONSUMPTION D'ÉNERGIE
Energy consumption
-  QUANTITÉ DE DÉCHETS
Amount of Waste generated
-  ÉMISSIONS CLIMATIQUES
Emissions of GHG
-  POURCENTAGE DE PRODUITS ÉCOLOGIQUES / BIOLOGIQUES
Percentage of ecofriendly and organic products

The economic criteria:

- ✓ Annual cost
- ✓ Investments

Assessment by hotel, by post, by practice and equipment

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Paris Climate Conference 2015

Side event

Identify together and put to the test measurements and tools facilitating the tourism industry's adaptation to the impacts of climate change

Main objective: accelerate the transition to a low carbon approach

Focus on carbon measurement: identification of methods and tools on an international level

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Thank you for your attention

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