

**neZEH**  
NEARLY ZERO ENERGY HOTELS  
[www.nezeh.eu](http://www.nezeh.eu)

Co-funded by the Intelligent Energy Europe Programme of the European Union.

LEED  
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**Nearly Zero Energy Hotels:  
A new business model?**

- Zoritsa Urosevic – World Tourism Organization

**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

INNOVATIVE CITY

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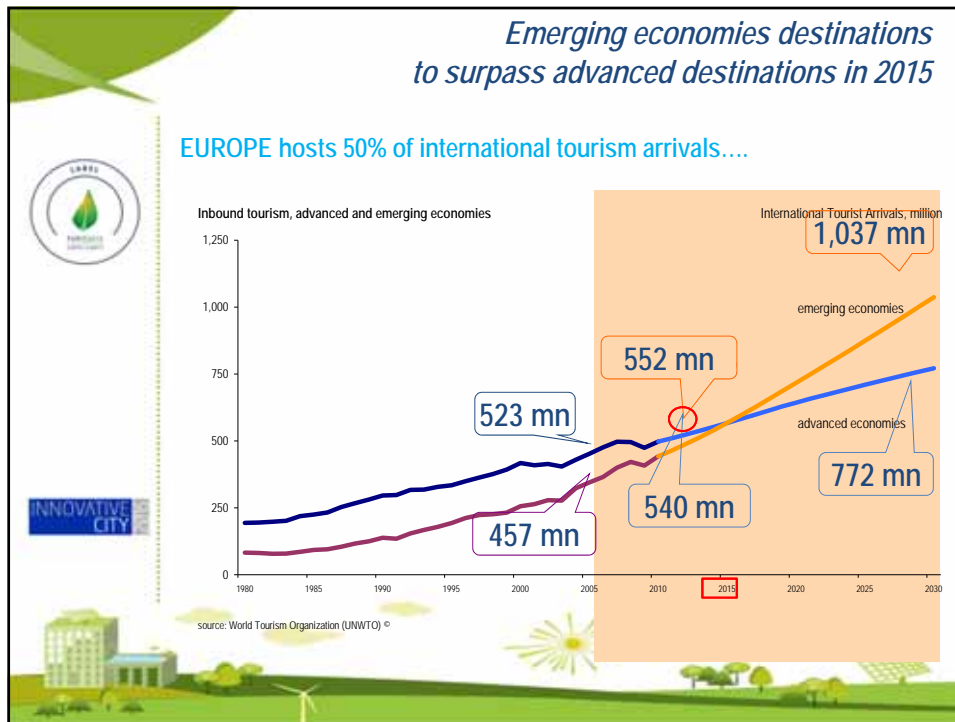
**Tourism in the world: key figures**

9% GDP	1/11 JOBS	US\$ 1.3 TRILLION IN EXPORTS	6% OF WORLD'S EXPORTS	6% EXPORTS OF LEAST DEVELOPED COUNTRIES
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**WHY TOURISM MATTERS**

Sustainable and competitive hotels through energy innovation - neZEH 2015, 24 June 2015 Nice, France  
*L'innovation énergétique au service d'un tourisme durable et compétitif – Hôtels Presque Zéro Energie*

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## The accommodation sector is...

- Generator of income and jobs-intensive
- A great consumer of energy

Tourism is responsible for 5% of global world CO<sub>2</sub> emissions, out of which hotels and other types of accommodation account for 1%.

Nevertheless, with better energy management, there is a significant scope for hotels to reduce their carbon footprint while increasing business profits

World Tourism Organization | a specialized Agency of the United Nations

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The infographic is titled "Hotel Energy Solutions" and features the neZEH logo (NEARLY ZERO ENERGY HOTELS) and the website www.nezeh.eu. It is supported by LEED, the European Union (Intelligent Energy Europe Programme), and INNOVATIVE CITY PARIS. The central graphic shows a green box with a plus sign and the word "increase" on the left, and a list of benefits on the right: Profits, Competitiveness, Sustainability, Responsibility, and Brand value. Below this, a green box with a minus sign and the word "reduce" on the left, and a list of costs on the right: Costs, Energy consumption, Carbon footprint, Tourism impact on Climate Change. At the bottom, it mentions the World Tourism Organization as a specialized Agency of the United Nations.

The infographic is titled "Users and Visits on HES website" and features the neZEH logo and website. It is supported by LEED, the European Union, and INNOVATIVE CITY PARIS. The central graphic shows a world map with a legend indicating 1 to 1000 users. Text on the right states: "1450 users from 28 EU countries" and "10,925 visits worldwide". At the bottom, it mentions "Sustainable and competitive hotels through energy innovation - neZEH 2015, 24 June 2015 Nice, France" and the French slogan "L'innovation énergétique au service d'un tourisme durable et compétitif - Hôtels Presque Zéro Energie".




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## From HES to neZEH....

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The **Nearly Zero Energy Hotels (neZEH)** is a response to the *European Directive on the energy performance of buildings (2010/31/EU, EPBD recast)*, contributing directly to the EU 2020 targets and supporting EU Member States in their national plans for increasing the number of nZEBs.

**neZEH initiative aims at accelerating** the rate of refurbishment of existing hotels into Nearly Zero Energy Buildings (nZEB) by providing:

- **POLICIES Recommendations** for adapting nZEB directive for the hotel sector
- **neZEH toolkit** for SMEs hotels to comply with nZEB directive, through demonstration and front runners

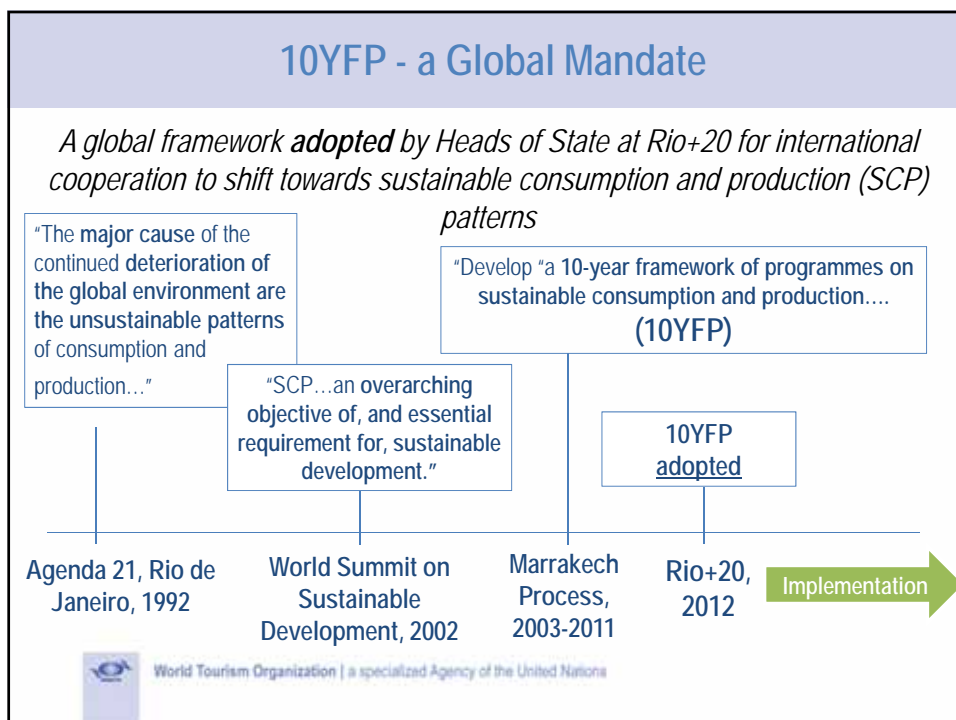
Global Action for Sustainable Consumption and Production

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**The Sustainable Tourism Programme of the 10-Years Framework of Programmes on Sustainable Consumption and Production**

UNWTO  
République Française  
MCST  
MOROCCO

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## The 10YFP Sustainable Tourism Programme (STP)



To accelerate the shift towards sustainable consumption and production (SCP) patterns

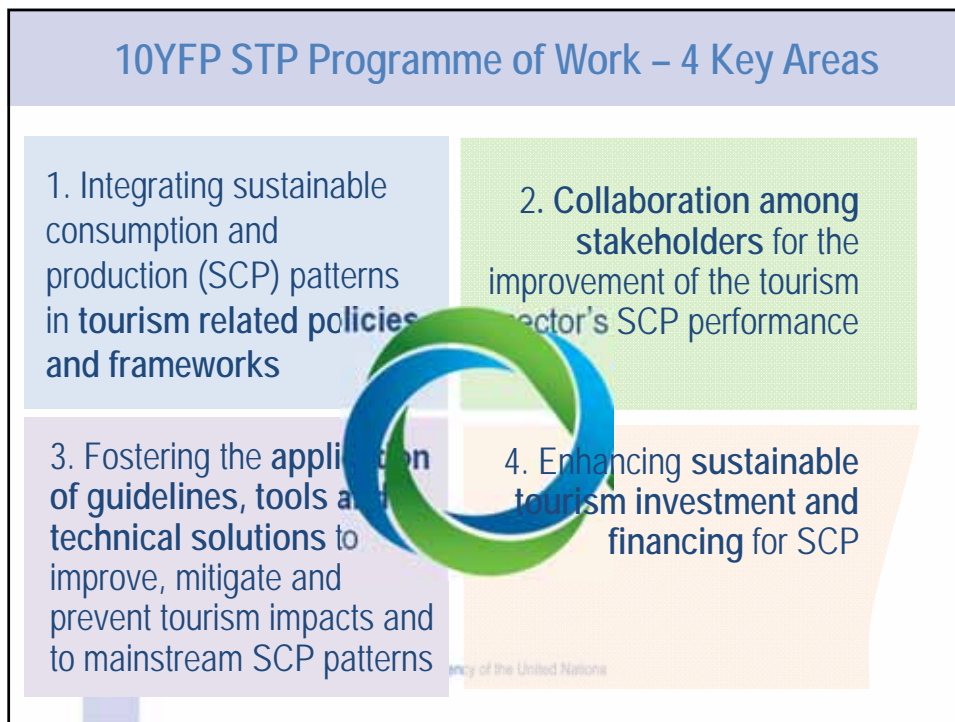
*International Tourist Arrivals reached 1,138 million in 2014 (+4,7%)*




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## 10YFP Multi-stakeholder Advisory Committee (MAC)







## 10YFP STP Flagship Projects




[www.nezeh.eu](http://www.nezeh.eu)

A multi-stakeholder joint effort to  
Accelerate the shift towards SCP

- Led by Lead, Co-Lead, MAC member or Partner
- Large scale (approx + USD 1million/ + 2years)
- Support the PoW
- Regional (transnational) approach /National character when high significance
- Accelerate the shift towards SCP
- Trigger change beyond project area
- Endorsed by the MAC





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## Thank you for your attention

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