





### Hoteliers business challenges

- > Reduction of operational and maintenance cost
- > Energy security
- > Market and guests expectations-Competitiveness
- > Regulatory-legislative changes
- > Funding opportunities for renovation
- > Climate change - environmental footprint
- > Sustainability

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### Energy policies in buildings calls for nZEB

Timeline of energy policies in buildings:

- 2012:** EPBD - National implementation; NZEB - MS report on progress; EED - Entry into force
- 2013:** EPBD - Application between 9/01/2013 and 9/01/2013; EED - National implementation
- 2014:** EPBD - MS list of measures and instruments; RES Directive - Minimum levels of RES; EED - Assessment of national transposition
- 2015:** NZEB - MS report on progress
- 2017:** EPBD - MS updated list of measures and instruments
- 2018:** NZEB - All new public buildings; NZEB - MS report on progress
- 2020:** NZEB - All new residential buildings

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**neZEH aims**

**To accelerate the rate of refurbishment of existing hotels into Nearly Zero Energy Buildings (nZEBs):**

- providing technical advice to hoteliers for nZEB renovations
- demonstrating the competitive advantages and sustainability of nZEB projects
- challenging further large scale renovations through capacity building activities and policy recommendations
- showcasing best practices and promoting front runners.

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**The neZEH countries**

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## Who we are







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TECHNICAL UNIVERSITY OF CRETE (TUC)  
SCHOOL OF ENVIRONMENTAL ENGINEERING  
RENEWABLE AND SUSTAINABLE ENERGY SYSTEMS LABORATORY

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## What is a neZEH hotel



A nearly Zero-Energy Hotel (neZEH) is a hotel that has a very high energy performance. The nearly zero or very low amount of energy required should be covered to a very significant extent from renewable sources, including energy from renewable sources produced on-site or nearby.

*Following the EPBD recast*

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## Why become a neZEH hotel

**ENERGY**

- Reduce your operational and maintenance costs.
- Increase independence from energy suppliers.
- Take advantage of funding opportunities.

**BRANDING**

- Extend your brand image with the green concept.
- Gain visibility in a new market segment: the "sustainability market".
- Increase your competitive advantage.

**ADD VALUE**

- Reduce your carbon footprint.
- Meet your corporate and social responsibility targets.
- Increase your guests' loyalty by improving living comfort and enriching experience.

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## Steps

Insights of good examples

Decide on the neZEH targets

Ranking of technologies-practical tools

Capacity building

Build on real examples

Front Runners

Policy recommendation

Capitalisation of results – Roadmap forward

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## 14-16 hotels towards neZEH

 Cortina	 L'Espérance Paris	 Les Deux Alpes Alpines Alps France, France
 L'Espresso Paris	 Marsa Alam Marsa Alam Egypt	 Marsa Alam Marsa Alam Egypt
 Cortina Cortina Italy	 Marsa Alam Marsa Alam Egypt	 Marsa Alam Marsa Alam Egypt
 Cortina Cortina Italy	 Marsa Alam Marsa Alam Egypt	 Marsa Alam Marsa Alam Egypt

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## Being a nearly Zero Energy Hotel implies acting in 3 key areas:

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## Link stakeholders

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## JOIN THE neZEH NETWORK: [www.nezeh.eu](http://www.nezeh.eu)

<p><b>Training and Capacity Building</b></p> <ul style="list-style-type: none"> <li>• Training courses for hotel owners and staff.</li> <li>• Technical guides, practical informational material.</li> <li>• Access to experts' advice.</li> </ul>	<p><b>E - toolkit</b></p> <ul style="list-style-type: none"> <li>• Assess your energy performance.</li> <li>• Find out solutions to minimize your hotel's energy cost and to reach neZEH status.</li> <li>• Get an estimate of cost and return on investment.</li> </ul>	<p><b>Marketing tools</b></p> <ul style="list-style-type: none"> <li>• Tailor made marketing guidelines and promotional tools for nearly zero energy hotels.</li> <li>• Visibility at European and national level.</li> </ul>	<p><b>neZEH community</b></p> <ul style="list-style-type: none"> <li>• Be part of a European network.</li> <li>• Exchange experiences and know-how with other hotel owners.</li> <li>• Link hoteliers with building professionals and energy companies.</li> </ul>
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[info.nezeh.eu](http://info.nezeh.eu)

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**neZEH contributes**

- to the European hospitality sector, helping hoteliers to reduce operational costs, to improve their image and services and so as to enhance their competitiveness
- to the 2020 targets:
  - Primary energy savings: 8.977 toe/year
  - Reduction of GHG emissions: 17.787 tCO<sub>2</sub>e/year

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The screenshot shows the neZEH website homepage. At the top, there is a navigation menu with links: HOME, ABOUT neZEH, PARTNERS, PILOT CASES, LIBRARY, NEWS, LEGIS, CONTACT US. The main heading is "NEARLY ZERO ENERGY HOTELS". Below this, there are several sections:
 

- What is neZEH?**: A short definition of the initiative.
- Why neZEH?**: Explains the environmental and economic benefits.
- Join the neZEH network**: Information on how to become a member.
- News**: A list of recent events and publications, including the neZEH 2015 International Conference.

 The footer of the page features a graphic of a sustainable hotel building with solar panels and wind turbines, along with the neZEH logo and the European Union flag.






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**Thank you for your attention**

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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*  
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**Sustainable and competitive hotels for energy innovation**  
 NEZEH 2015

Acropolis Nice – June 24th 2015

