

Nearly Zero Energy Hotels Challenges and opportunities

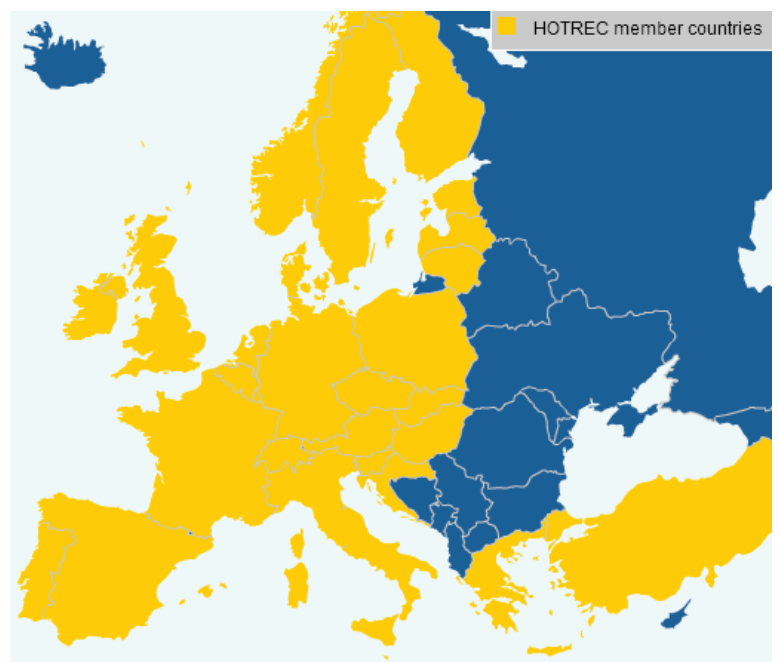
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HOTREC at a glance

- **Umbrella Association of Hotels, Restaurants and Cafes in Europe**
- **42 National Associations**
- **28 European countries**
- **The voice of the hospitality industry at EU level**



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Hospitality industry in economic terms

- 1,8 million businesses
- 99% SMEs
- 91% micro enterprises, i.e. employing less than 10 people
- 460 billion EUR contribution to economy (3,7% of EU GDP)

→ **It employs 10.2 million workers in the EU, which together with tourism makes it the 3rd socio-economic activity**

The importance of sustainability for the tourism industry **The Commission's priorities**

New EU governing landscape:

New Commission – New Parliament - 2014-2019

European Commissioner for industry's priorities:

1. Streamlining the regulatory and administrative framework impacting tourism at European level, but also at national, regional and local level
2. Promoting the digitalisation of the tourism SMEs
3. Upgrading the skills and competences in the tourism sector
4. Promoting sustainable and responsible tourism
5. Fostering low and medium season tourism exchanges
6. Improving intermodality and transport connectivity
7. Joint promotion of Europe as a tourist destination
8. Improving the governance of tourism

European Charter for a Sustainable and Responsible tourism

- Part of the 2010 Communication on Tourism "Europe, the World's N°1 destination"
- Encourage sustainable and responsible tourism policies (to be unveiled at a EC/UNWTO event in April 2016)
- The industry fully supports it and highlights that strong consideration should be given to the fact that a lot of buildings are heritage buildings and 91% of the industry is composed of microenterprises.

NEARLY ZERO ENERGY HOTELS ARE PART OF THE ANSWER!

The importance of sustainability for the Tourism industry

The hospitality industry's position

HOTREC position paper on sustainability

- “HOTREC fully agrees with the need to **promote sustainable responsible and high quality tourism**”
- Main focus:
 - Promotion of the use of **energy efficient products** and **renewable energy sources**
 - Promotion of projects aimed at building capacity on **energy management for SMEs** in the sector
 - Promotion of sustainable water resource use and waste management
 - Serve as a best practice sharing platform

Challenges faced by hoteliers when undertaking energy efficiency measures

- Adapt infrastructures of hotels to energy efficiency specially in old/historical buildings
- High costs to implement energy efficiency measures
- Source of finance and credit schemes of financial institutions pose significant problems

Challenges

- Lack of knowledge/awareness of feasible options on energy efficiency
- Improving energy efficiency requires understanding of technical options and sensitivity for competitiveness advantages
- Lack of skilled technical people, especially in microhotels



Drivers for hoteliers to develop energy efficiency measures

- Reducing costs and become more competitive
- Customer driven demand
- Attract new clients that are looking for environmental-oriented hotels



Drivers for hoteliers to develop energy efficiency measures

- Improve the image of the hotel
- Need to act sustainable
- Contribute to a sustainable tourism sector

➔ but the industry needs financial aid and incentives



The importance of sustainability for the Tourism industry

Initiatives from HOTREC & its Members

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Malta: pan-European project to reduce water consumption in the hotel industry

- Objective: identify water savings' potential in the hotel industry (ex.: 5.5 million nights spent in 247 hotels in Malta, Belgium, Czech Republic, Ireland and Slovenia)
- Research confirmed that the industry wide adoption of:
 - Flow rate regulation on showers and wash-hands basin and greywater treatment would reduce by 37% water consumption and decrease energy's needs requirements for hot water

 **and savings of 1.4 billion Euros/year for the industry**

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Belgium: training for hospitality businesses supported by the Flemish government

- **Tool:** “inspiration guide” that gathers testimonials of hoteliers that took significant steps on energy savings
- **A few examples communicated:**
 - Use of super isolating materials (glass, bricks)
 - Elevator with energy recovery (75% energy savings)
 - Lower the temperature of their swimming pool (1° means energy savings of 15%)
 - Remove the ice cub maker
 - Replace all showers and taps by saving showers and taps
 - Use of LEDS



Spain: awareness raising campaigns Decalogo del hotel eficiente (by ITH)

How to improve the energy efficiency of an hotel in 10 steps:

1. Train employees to save during the cleaning and maintenance operations
2. Re-negotiate prices with your energy provider
3. Incorporate new tools to monitor on a daily basis energy consumption
4. Reduce water consumption for example by installing water filters
5. Change the lighting into efficient lighting
6. Change the heating systems by energy efficient ones
7. Changing the air-conditioning systems by efficient ones
8. Promote efficient electrical systems
9. Review the energy mix by including renewable energy sources
10. Renovate the facade of the building using super isolating materials

Turkey: Greening Hotels

- Launched during the 5th World Water Forum of 2009
- Objective: improve energy savings in all areas of the hotel
- Main concerns within the project:
 - Minimum energy wasting without compromising service quality
 - Maximum guest satisfaction
- Key drivers: decrease water consumption, use of detergents; and promotion of recycling (plastics, paper and batteries)



➔ **agent of change for the staff and guests**

The importance of sustainability for the Tourism industry

Examples of nearly zero energy hotels

Austria: Boutique Stadhalle Hotel

- It is a Zero Energy Balance hotel
- During one year the hotel creates the same amount of energy that is needed to run it
- **Only renewable energy sources (solar panels), ground water heat pumps etc. are used**



Finland: Hotel Haikko

- Is member of the Energy Efficiency Agreement
- Successful energy environmental management:
 - 60% of the heating energy is derived from the sea
 - 35% of heating energy is created by using non-polluting natural gas
 - Oil heating may be used only in the coldest time of the winter
 - **hotel only uses locally produced environmental friendly electricity**



Norway/Sweden: Scandic hotels

- 1993: started developing sustainability programmes
- Environmental strategy included minor simple initiatives such as reducing the frequency of washing towels
- Since 1994 Scandic has reduced:
 - **Water consumption by 17%**
 - **Energy consumption by 22%**
 - **CO2 emissions by 38%**
- Others: **over 11, 000 employees trained to take environmental issues into account**



Spain: Barceló Hotels

- Develops its activities under the principles of environmental sustainability
- Actions are developed within 6 areas:
 1. Waste management
 2. Energy savings
 3. Sustainable design and construction
 4. Training
 5. Restoration of the native ecosystem
 6. Information



Conclusion

Old/Historical buildings

- Converting historical buildings into nearly zero energy hotels is practically impossible
- In this case - Actions to minimize energy consumption through implementation of new technologies is possible

➔ **Financial support is needed as it is very costly**

New buildings

- Sustainable criteria
- Low energy consumption
- Making use of renewable energy

➔ **New constructions are close to nearly zero energy**

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Conclusion

- The hospitality industry is strongly committed to sustainability and energy efficiency
- Sustainability is in the benefit of all and a win-win situation as at the end it also reduces costs
- **It is not only about energy efficient products and materials but about people engagement and commitment for the benefits of future generations**



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Thank you for your kind attention!

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