

PRESS RELEASE

“Nearly Zero Energy Hotels, the Potential for Change” neZEH 2016 Conference @FiturGreen Madrid – 20 January 2016

On 20th January 2016, the **UNWTO** with the support of **NECSTouR** and **neZEH consortium partners** organised in Madrid during the International Tourism Trade Fair – FITUR its 2016 international conference “**Nearly Zero Energy hotels, the Potential for Change**”. The conference led the opening of the 3 days sessions under the exhibit **FITUR Green 2016**, this year under the topic of “**Renewing Tourism**”.

Gathering more than 110 attendees and followed by more than 1035 people on webcast, the conference was an excellent forum to discuss the main challenges faced by hotels in the transition to nearly zero energy and explored contemporary business and economic growth existing solutions, driving tourism towards an **innovative and sustainability** sector.



The conference was composed by three different sessions introducing the key **main steps to follow as to ensure a neZEH successful story**: assessing the hotel energy performance and developing a business plan; building up a renovation plan and roadmap; training the staff and informing the guests.

Session 1: Becoming Nearly Zero Energy...Get started!

The neZEH partners jointly with neZEH pilot hotels, presented two of the main steps to take into consideration when engaging in a neZEH project - the rollout plan for the renovation and the financing, taking into consideration other factors beyond the technical specificities of the project; actors involved, as well as the administrative and legal requirements that might limit the ambitious project.

Session 2: Innovating for the Accommodation Industry 3.0

The session showcased the steps taken for sustainable nZEB renovation, what neZEH initiative is has been doing to help the accommodation industry – introducing the neZEH e-toolkit- and expects to shed some light on what is already being done, where to look for help and call the attention to the potential new market for the technologies producers.

Session 3: Information is Power – we all have a role to play!

This session conference specifically focused on how the lack of adequate information hinder the efforts of the accommodation industry – how to change the trend? What is the neZEH initiative, and its pilot hotels, doing to help improving the situation?

Among the speakers and experts, the event counted with the opening words of Márcio Favilla, Executive Director of **UNWTO**; Alvaro Carrillo de Albornoz, General Director of **Instituto Tecnológico Hotelero (ITH)**; Philippe Moseley, Project Advisor, **European Commission, Executive Agency for Small and Medium-sized Enterprises (EASME)** and Joan Abad, Deputy Director of Tourism Spatial Planning of the **Government of Catalonia**.

Moreover, four neZEH pilot hotels showcased their performances and implemented measures to achieve neZEH status: **RH Hotels, Corona Del Mar** (Benidorm, Spain), **Stora Brännbo Konferens** (Sigtuna, Sweden), **Ibiscos Garden Hotel** (Rethymnon, Greece) and **Hotel Amalurra** (Bizkaia, Spain)

The Conference presentations and video recordings are available online at http://www.nezeh.eu/news/en_the_nezeh_2016_international_conference_at_fitur_green_2016_successfully_took_place_in_madrid_20_january_2016_the_video_recordings_and_presentations_are_now_available_online.html

The **nearly Zero Energy Hotels -neZEH-** is a project co-funded by the **European Commission** in the frame of the **Intelligent Energy Europe Programme**, aiming to accelerate the rate of large scale renovations of hotels into nearly Zero Energy Buildings (nZEB) by providing technical advice to committed hoteliers and demonstrating flagship nZEB projects in the European hospitality sector.

Sixteen pilot hotels across **seven** European countries (Croatia, France, Greece, Italy, Romania, Spain and Sweden) follow a renovation plan to become nearly Zero Energy Hotels and stand out as **examples of good practice** in Europe.

THE neZEH TEAM



Technical University of Crete,
Renewable and Sustainable Energy
Systems Lab – (Coordinator)
Greece



United Nations World
Tourism Organization



Federation of European
Heating and Air-conditioning
Associations



Network of European
Region for a Sustainable
and Competitive Tourism



Agency of Braşov for
Energy Management and
Environment Protection
Romania



Creara Consultores S.L.
Spain



ENERGIES 2050
France



Energy Institute
Hrvoje Požar
Croatia



Istituto Superiore sui
Sistemi Territoriali per
l'Innovazione
Italy



Sustainable Innovation
Sweden

CONTACTS: Technical University of Crete, Renewable and Sustainable Energy Systems Lab, Mrs Stavroula Tournaki • +30 28210 37861 • stavroula.tournaki@enveng.tuc.gr • info@nezeh.eu • www.nezeh.eu