



neZEH International Conference

“Nearly Zero Energy Hotels the Potential for Change”

20th January, 2016

*IFEMA - Centro de Convenciones Norte, Madrid (Spain)
Rooms N107-N108, 1st floor*

www.nezeh.eu



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“Nearly Zero Energy Hotels - the Potential for Change”

The neZEH consortium partners organise the **neZEH 2016 International Conference: “Nearly Zero Energy Hotels, the Potential for Change”** (open for all public), within the framework of **FITUR Green 2016**, one of the thematic areas showcased during the trade fair.

The conference will introduce the main challenges faced by hotels in the transition to nearly zero energy and explore contemporary business and economic growth solutions. The leading example of the neZEH pilot hotels will pave the way towards these objectives.

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

The neZEH partners will present two of the main steps to take into consideration when engaging in a neZEH project - the rollout plan for the renovation and the financing.

A good, sustainable refurbishment plan must take into consideration other factors beyond the technical specificities of the project; it will take note of all actors involved, such as the local authorities, as well as the administrative and legal requirements that might limit the ambitious project.

The agents involved in energy efficiency projects constantly point out the lack of funding and appropriate supporting instruments as one of the biggest barriers in developing potential efficiency. Thus, the search of financing is a key step in the neZEH project; public or private funding will be needed in order to implement the pre-agreed rollout plan.

Session 2: Innovating for the Accommodation Industry 3.0

The majority of the hotels in Europe do not have the knowledge or the technical know-how to define alone the best renovation plan.

The session will showcase the steps taken for sustainable nZEB renovation, what neZEH initiative is 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 will specifically focus on how the lack of adequate information hinders 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? Are capacity building or training activities enough?

Experts and the public will be invited to debate other possible solutions – such as awareness and sensitization campaigns of hotel owners, staff and clients, actions promoting the benefits of investing in becoming a neZEH – how much attention is being given to the matter and the spill-over effects these can have.

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Programme

11.00 – 11.30	Welcome Speeches neZEH 2016 Conference and FITUR GREEN 2016 Opening
	<ul style="list-style-type: none"> Márcio Favilla, <i>Executive Director, UNWTO</i> Alvaro Carrillo de Albornoz, <i>General Director, Instituto Tecnológico Hotelero (ITH)</i> Philippe Moseley, <i>Project Advisor, European Commission, Executive Agency for Small and Medium-sized Enterprises (EASME)</i>
11.30-12.00	Competitive tourism for achieving sustainable development
	<ul style="list-style-type: none"> Joan Abad, <i>Deputy Director of Tourism Spatial Planning - Generalitat de Catalunya - Government of Catalonia</i>
12.00-12.30	Zero Energy strategies in the hotel sector: the Nearly Zero Energy Hotels project insights.
	<ul style="list-style-type: none"> Stavroula Tournaki, <i>Senior Expert, EU Projects Management, Technical University of Crete - Renewable and Sustainable Energy Lab - neZEH Project Coordinator</i>
12.30-14.00	Session 1: Becoming Nearly Zero Energy...Get started!
	<ul style="list-style-type: none"> Pablo Hernández Ubiria, <i>Commercial Director of RH Hotels, Corona Del Mar - Benidorm, Spain - (neZEH pilot hotel)</i> João Cotrim de Figueiredo, <i>President, Turismo de Portugal</i> Alain Dupeyras, <i>Head of the Tourism Unit, OECD Centre for Entrepreneurship</i> José María Martín Rigueiro, <i>Director - Banca de Empresa Segmento Turístico-Hotelero, Banco Sabadell</i> Vlaho Kojakovic, <i>Senior Banker, Property&Tourism Team, European Bank for Reconstruction and Development</i> <p><i>Moderator: Nigel Claridge, Senior Adviser EU funding/project manager, Sustainable Innovation</i></p>
14.00-15.30	BREAK (free time)
15.30 – 17.00	Session 2: Innovating for the accommodation Industry 3.0
	<ul style="list-style-type: none"> Björn Jonzon, <i>Hotel Owner and Managing Director, Stora Brännbo Konferens och Hotell - Sigtuna, Sweden - (neZEH pilot hotel)</i> Tassos Papadourakis, <i>Hotel Owner and Managing Director, Ibiscos Garden Hotel, Rethymnon - Crete, Greece (neZEH pilot hotel)</i> Mónica Chao Janeiro, <i>Environment & Sustainability Corporate Manager, NH Hotel Group</i> Alvaro Carrillo de Albornoz, <i>General Director, Instituto Tecnológico Hotelero (ITH)</i> Cláudia Lisboa, <i>Hotel Energy Solutions, UNWTO</i> <p><i>Moderator: Rodrigo Morell, Managing Director, CREARA</i></p>
17.00 – 18.00	Session 3: Information is Power – we all have a role to play!
	<ul style="list-style-type: none"> Irene Goikolea, <i>Manager, Hotel Amalurra - Bizkaia, Spain (neZEH pilot hotel)</i> Ilona Lelonek Husting, <i>policy officer, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW)</i> Christian de Barrin, <i>CEO, HOTREC</i> Olle Jonäng, <i>senior advisor, Region Västra Götaland (Sweden)</i> <p><i>Moderator: Cristina Nuñez, NECSTouR Coordinator</i></p>
18.00 - 18.15	Conclusions
	<ul style="list-style-type: none"> Zoritsa Urosevic, <i>Representative to the United Nations in Geneva, UNWTO</i>

MC: Mr Samiti Siv, Programme Officer, UNWTO

The European initiative neZEH

neZEH is an **EU-funded project** which aims at accelerating 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. 16 Hotels in 7 European countries are already on their way to becoming neZEH. **Find out more at www.nezeh.eu**

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.
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ENERGIES 2050
France



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