

NEARLY ZERO ENERGY HOTELS, THE POTENTIAL FOR CHANGE

neZEH 2016 International Conference
FITUR Green 2016, IFEMA, Madrid (Spain) – January 20th, 2016



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Information is power - we all have a role to play!

Christian de Barrin, CEO of HOTREC



HOTREC at a glance



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



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



INSTITUTIONAL LANDSCAPE

Sustainable and Responsible Tourism – Institutional landscape:

- UNWTO Global Code of Ethics
- UNWTO protect children campaign
- European Charter for a Sustainable and Responsible Tourism
- HOTREC position on sustainability

➔ The hospitality industry is strongly committed to fostering sustainable & responsible tourism!



UNWTO CODE OF ETHICS FOR TOURISM



- 5 November 2015: HOTREC officially signed the Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism
- The Code builds on 10 principles that cover the economic, social, cultural and environmental aspects of tourism.



➔ Article 3 of the Code: "Tourism, a factor for Sustainable development"



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UNWTO PROTECT CHILDREN CAMPAIGN



UNWTO PROTECT CHILDREN CAMPAIGN

- From exploitation in Travel and Tourism
- 5 March 2015: HOTREC joins the Executive Committee of UNWTO World Tourism Network for the protection of children



➔ An evident duty of care!



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European Charter for a Sustainable and Responsible Tourism (ongoing):

- Objective: Foster sustainable and responsible tourism policies
- HOTREC supports initiative and commented on charter
- Important: Charter not to be burdensome for SMEs



HOTREC & SUSTAINABILITY

The importance of sustainability for HOTREC & hospitality industry

HOTREC & hospitality industry position on sustainability



HOTREC & 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

➔ **Nearly Zero Energy HOTELS is part of the answer!**



Background Reminder –NeZEH: CHALLENGES



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 for hoteliers (...)

- Lack of knowledge/awareness of feasible options on energy efficiency
(Lack of information)
- Improving energy efficiency requires understanding of technical options and sensitivity for competitiveness advantages
- Lack of skilled technical people, specially in micro-hotels



Benefits 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



Benefits for hoteliers to develop energy efficiency measures

- Improve the image of the hotel
- Duty of care to society
- Contribute to a sustainable Tourism

➔ but the industry needs financial aid and incentives ... EU FUNDING



Key drivers for hoteliers to undertake energy efficiency measures:

- Information sessions
- Awareness raising campaigns
- Information materials /brochures
- Trainings, Workshops of hotel owners/managers, staff and clients explaining & promoting the benefits of energy efficiency etc



INFORMATION IS POWER...

- Adequate information and awareness raising on the benefits of undertaking energy efficiency measures is key for hoteliers to become more Green and to start developing zero energy strategies

➔ Information & Communication: a first step and key driver for hoteliers to start investing in energy efficiency ...



Examples of awareness raising campaigns /trainings/ workshops developed by HOTREC national associations



Austria: Public & Private awareness raising



Brochures:

- Organiser: Developed by APHA + APRA + Public Authorities
- Target groups: hoteliers and restaurateurs
- Brochure contains guidelines on energy management based on the Austrian Energy Efficiency Act

Workshops:

- Organiser: Austrian Energy Agency
- Target group: hoteliers
- Objective: Show hoteliers how to improve their energy management (ex: use of Wood pellets)



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Denmark: public and private involvement



- State, municipalities, NGO's and energy companies produce information materials about energy efficiency management for different target groups: including hospitality businesses
- HORESTA: Developed specific materials (brochures etc.) containing tips for hotels and restaurateurs to improve their energy efficiency management



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Germany: Energy Campaign Hospitality



- IHA- D + DEHOGA “EnergieKampagne Gastgewerbe” - awareness raising campaign focused on improving energy efficiency in the hospitality industry
- Objective: Reduce energy consumption in hotels and restaurants and reduce energy costs
- Campaign provides information for hoteliers & restaurateurs through numerous channels:
 - Practical tips on the campaign internet portal
 - Guidelines on energy efficiency management
 - Facilitates exchanges between hotels & restaurants



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Germany: Energy Campaign Hospitality



Services included:

- Ideas to reduce energy costs
- Information to guests
- Users can enter their energy consumption data, control it and find ways to reduce it

Tips for hoteliers:

- Window cleaning: Through clean windows more light is coming in, less need of internal lights
- Cleaning of illuminates: Dirty bulbs are making light less effective.
- Repairs: Check and repair isolation of doors, repair water-taps if water is leaking, etc.
- Electrical thermostats for heating elements to better regulate heating e.g. in hotel rooms



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Involving staff & clients

Communication tips to staff and clients on energy efficiency – are very important!

- “Dear employee please switch off the lights when leaving the room”
- “Dear employee please remember that a fully filled dishwasher saves energy”
- “Dear guests in order to save the environment we only wash towels which are not clean any more”



Nearly Zero Energy Hotels - Examples

Examples of Nearly Zero Energy Hotels



Austria: Boutique Stadhalle Hotel

- It is a Zero Energy Balance Hotel
- During 1 year the hotel creates the same amount of energy that it is needed to run it
- Only renewable energy sources (solar panels etc), ground water heat pumps etc are used



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Finland: Hotel Haikko

- Member of the Finish 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



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France: Hotel la Croix de Savoie

Hotel BIO-CLIMATIQUE:

- Ecological materials used in the construction
- Renewable energy:
 - Solar energy: used to produce hot water
 - Rain water used for toilettes, watering of plants etc.
 - Heat of the hotel produced by wood only
- Electric navette for clients



➔ Reduction of CO2 emissions



Conclusions

- Communication is key in promoting sustainability
- Focus should be put on both awareness raising of hoteliers on the benefits of undertaking energy efficiency measures (including competitive advantages and costs savings) and on employees awareness raising and engagement
- It is not only about energy efficiency products and materials but also about **people engagement and commitment for the benefits of future generations**

