

HOTEL ENERGY SOLUTIONS



Don't miss these important upcoming events!



CONFERENCE
Towards a More Competitive Industry
21 JAN 2010

Discover the solutions that Europe's leading hotels and destinations are implementing to save energy, be more competitive and reduce GHG emissions.



EXHIBITION
Energy Technologies for the Hotel Sector
20 – 24 JAN 2010

A special exhibition showcasing the most advanced technology designed specifically for the accommodation sector. Meet directly with the experts to discover how to boost your profits and reduce your business' carbon footprint.

WHAT WILL THE PROJECT DO?

Hotel Energy Solutions will deliver **information, technical support and training** to help small and medium sized hotels across the 27 EU countries to increase their use of energy efficiency and renewable energy. This will help to **reduce hotel operational costs, while increasing competitiveness and sustainability** and assist in alleviating the industry's impact on climate change.

The Hotel Energy Solutions Project will undertake three key functions:

- **Develop a toolkit** and supporting materials to assist SME hotels to plan for and invest in energy efficiency (EE) and renewable energy (RE) technologies.
- **Test the toolkit in hotels** – and use the lessons learned to improve the tools.
- **Disseminate and promote the toolkit to hotels** – highlighting practical solutions for increased use of energy efficiency (EE) and renewable energy (RE) technologies in SME hotels across the European Union, alongside tools enabling SME hotels to benchmark their energy performance and prioritise the most cost-effective investments for improving their energy performance.

Within participating hotels, the Hotel Energy Solutions Project aims to achieve:

- 20% increase in energy efficiency
- 10% increase in usage of renewable energy technologies

WHO IS INVOLVED?

Hotel Energy Solutions is a European Commission co-funded initiative which brings together key organisations in the fields of tourism and energy technologies: the **World Tourism Organization** which is coordinating the project, the **United Nations Environment Program**, the **International Hotel and Restaurant Association**, the **European Renewable Energy Council** and the **French Environment and Energy Management Agency**.

WHY DO WE NEED TO ACT NOW?

While the hotel sector is one of the **tourism industry's largest drivers of employment and economic revenue**, it is also one of the most energy-intensive part so the industry, and emits **21% of the total CO2 emissions** from tourism. The EU Action Plan for Energy identifies the tertiary sector, including hotels, as having the potential to achieve **30% savings** on energy use by 2020 – higher than savings from households (27%), transport (26%) and the manufacturing industry (25%).*

Almost **half of the world's hotels are located in Europe**, and 9 out of 10 of these are small and medium -sized (SME) hotels. Currently, the SME hotel sector's use of energy efficiency and renewable energy technologies is far below its real potential, and the majority of hotel's are relying on older, less efficient equipment.

As well as reducing CO2 emissions, adopting up-to-date energy technologies can help boost the competitiveness and sustainability of these hotels.

To reach the full potential savings of 30% savings on energy usage by 2020, SME hotels need the training, information



and technical support that the Hotel Energy Solutions project is developing.

* Summary of the Technical Report on Climate Change and Tourism: Responding to Global Challenges, presented at the Second World Conference on Tourism and Climate Change, organised jointly by UNWTO, UNEP and WMO in Davos, Switzerland, October 2007.

WHO WILL BENEFIT?

The project presents substantial opportunities for SME hotels, technology providers, hotel associations providing support to their members, and destinations working to reduce CO2 emissions and improve their competitiveness.

SME HOTELS and ASSOCIATIONS in participating countries, who will benefit through:

- Participating in the survey, helping ensure that the toolkit will effectively and accurately respond to the SME hotel sector's needs
- Receiving primary access, free of charge, to the use of the toolkit that will increase the competitiveness and sustainability of their businesses
- Decreasing their carbon footprint and enhancing the level of their Corporate Social Responsibility (CSR)
- Receiving invitations to major conferences, tourism industry fairs and events
- Networking, partnership and business opportunities with the leaders in the industry of tourism and energy efficiency/renewable energies

DESTINATIONS - National, regional and local tourism and government authorities, who will benefit through:

- Receiving access to knowledge and know-how specific to destinations, enabling them to address policy issues in terms of energy efficiency and renewable energies
- Providing added value to their destination stakeholders and communities by disseminating the project's practical solutions
- Receiving access to training tools on best practices and incentives for all levels of destination management

TECHNOLOGY PROVIDERS - Energy efficiency and renewable energy technology specialists/suppliers who may create new business and networking opportunities by:

- Taking advantage of the significant potential for developing adapted technologies in the tourism sector, as identified by the Project

- Stimulating research, innovation and the development of new products
- Participating in conferences and fairs involving tourism and technology stakeholders

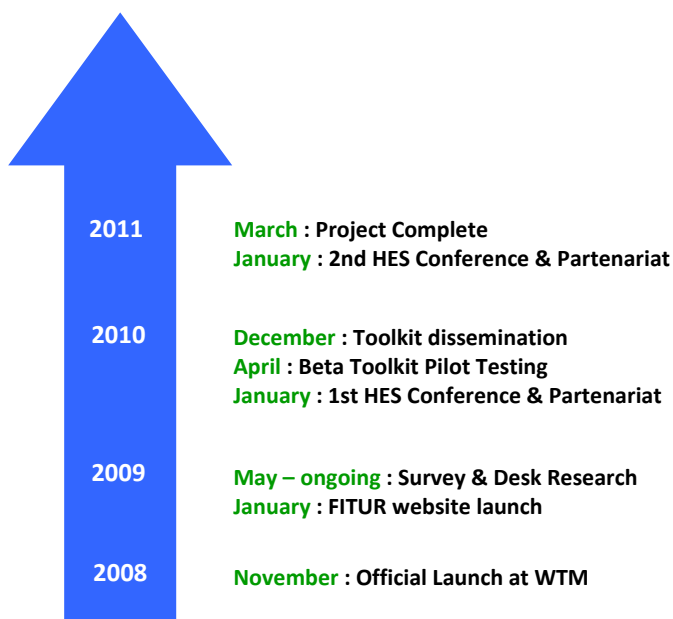
HOW TO BECOME INVOLVED?

For more information on how to become involved in this project, please contact the Project Coordinator directly:

Ms. Zoritsa Urosevic
Executive Secretary
UNWTO Business Council

Email: zurosevic@unwto.org or jdevine@unwto.org

WHEN ?



CONTACT OUR PARTNERS

World Tourism Organization (UNWTO)
www.unwto.org
United Nations Environment Program (UNEP)
www.unep.org
International Hotel & Restaurant Association (IH&RA)
www.ihra.com
European Renewable Energy Council (EREC)
www.erec-renewables.org
French Environment and Energy Management Agency (ADEME) www.ademe.fr

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