



>>> 24 June 2015 in Nice  
*International conference*

# SUSTAINABLE AND COMPETITIVE HOTELS THROUGH ENERGY INNOVATION NEARLY ZERO ENERGY HOTELS 2015



*Hotel BEST WESTERN  
Ajaccio Amirauté, France*



*Hotel Amalurra, Spain*



*Hotel Cubix, Romania*



Co-funded by the Intelligent Energy Europe  
Programme of the European Union





### ENERGY

- Reduce your operational and maintenance costs.
- Increase independence from energy suppliers.
- Improve your energy efficiency; take advantage of funding opportunities.



### BRANDING

- Attach the green concept to your brand image.
- Gain visibility in a new market segment: the "sustainability market".
- Increase your competitive advantage.



### ADD VALUE

- Reduce your carbon footprint.
- Meet your corporate and social responsibility targets.
- Increase living comfort and innovate in guests' experience.
- Increase your customers' loyalty.

## WHAT IS A NEARLY ZERO ENERGY HOTEL

A nearly Zero-Energy Hotel (neZEH) is a hotel that has a very high energy performance. The nearly zero or very low amount of energy required should be covered to a very significant extent from renewable sources, including energy from renewable sources produced on-site or nearby.

## JOIN THE neZEH NETWORK. TOOLS TAILOR MADE FOR YOU!



### Training and Capacity Building

- Training courses for hotel owners and staff.
- Technical guides, practical informational material.
- Access to experts' advice.



### E - toolkit

- Assess your energy performance.
- Find out solutions to minimize your hotel's energy cost and to reach neZEH status.
- Get an estimate of cost and return on investment.



### Marketing tools

- Tailor made marketing guidelines and promotional tools for nearly zero energy hotels.
- Visibility at European and national level.



### neZEH community

- Be part of a European network.
- Exchange experiences and know-how with other hotel owners.
- Link hoteliers with building professionals and energy companies.



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TECHNICAL UNIVERSITY OF CRETE (TUC)  
SCHOOL OF ENVIRONMENTAL ENGINEERING  
RENEWABLE AND SUSTAINABLE ENERGY  
SYSTEMS LABORATORY

## PRESENTATION

24 June 2015 in Nice

### *Sustainable and competitive hotels through energy innovation - neZEH 2015*

This conference is organized in the framework of the European project neZEH (nearly Zero Energy Hotels), co-funded by the European Commission under the Intelligent Energy for Europe Programme and gathering a consortium of 10 partners from 7 European countries, among them the United Nations World Tourism Organization (UNWTO) and the Network of European Regions for a Competitive and Sustainable Tourism (NECSTouR).

The nearly Zero Energy Hotels 2015 conference -neZEH 2015- will offer a unique forum for attendees from the tourism and hotel sector, sustainable buildings and energy efficiency professionals, EU policy makers, representatives from national, regional and local authorities, as well as other interested stakeholders in order to actively exchange, share and challenge the opportunities of energy innovation through nearly zero energy strategies, as a means to enhance sustainability and competitiveness in the hotel sector.

The language will be English and French with simultaneous translation.

This international conference is taking place as part of the Innovative City Convention 2015.



**The neZEH conference is taking place at Nice Acropolis, Palace of congress**

**<http://www.nice-acropolis.com/>**

**Adress : Esplanade Kennedy - BP4083 - 06302 Nice**

**Tel: +33 (0)4 93 92 83 00**

## PROGRAMME

9:00-9:30

Registration and welcome coffee

9:30-9:50

Welcoming speech:

- *Stéphane POUFFARY (Founder and Honorary president) - ENERGIES 2050*  
- *Michel TSCHANN (President) - Nice Côte d'Azur Hoteliers Syndicate*

Working session I - TOWARDS NEARLY ZERO ENERGY BUILDINGS IN  
EUROPE – OPPORTUNITIES FOR THE HOTEL SECTOR

*Moderator : Anita DERJANEZ - REHVA*

9:50-10:05

Nearly Zero Energy Building Challenges – Inspiration from European  
projects. *Philippe MOSELEY (project advisor) - European Commission,  
Executive Agency for Small and Medium-sized Enterprises (EASME)*

10:05-10:20

The European Initiative Nearly Zero Energy Hotels. *Stavroula TOURNAKI  
(Senior expert, neZEH Project Manager) - Technical University of Crete -  
Renewable and Sustainable Energy Systems Lab*

10:20-10:35

Challenges and Opportunities of nZEB strategies for the accommodation  
Sector. *Christian DE BARRIN (CEO) - HOTREC, the European trade  
association of Hotels, Restaurants and Cafés*

10:35-10:50

Example towards a neZE Hotel. The step-by-step deep retrofitting approach.  
*Francesco NESI, director of ZEPHIR–Passivhaus Italia - EuroPHit Project*

10:50-11:05

Q&As

11:05-11:20

Coffee break

Working Session II: DEMONSTRATING THE FEASIBILITY AND HIGHLIGHTING  
THE OPPORTUNITIES

*Moderator: Rodrigo MORELL (Managing Director) - CREARA*

11:20-11:30

The neZEH pilot hotels: approach and tools. *Nigel CLARIDGE (Senior Adviser  
EU funding/project manager) - Sustainable Innovation*

11:30-12:00

The story of three neZEH front runners - neZEH Pilot hotels.  
- *Hotel CUBIX, Braşov, Romania*  
- *Hotel BEST WESTERN Ajaccio Amiraute, France*  
- *Hotel Natural Resort Amalurra, Spain*



12:00-12:10

Q&As

12:10-12:50

ROUND TABLE: "Building up on the frontrunners experiences-How to make it happen"

*Moderator: Peter HUG (managing director) - eu.ESCO - European Association of Energy Service Companies*

*Panellists :*

- Reka CSEPELI (Responsible for Sustainable Development) - Regional Tourism Committee of Ile-de-France*
- Simon CAMAL (Project engineer) - EuroPHit Project*
- Julien Thuilliez (Assistant Director) - Ethic Etapes, Cannes Jeunesse*

12:50-13:00

Q&As

13:00-14:00

Lunch break

Plenary session – FROM NEARLY ZERO ENERGY BUILDING POLICIES TO SUSTAINABLE TOURISM AND CITIES

*Moderators: Stéphane Pouffary (Founder and Honorary President) - ENERGIES 2050 & Philippe MOSELEY (project advisor) - European Commission, EASME*

14:00-14:20

European Policies and Energy Efficient Buildings. *Philippe MOSELEY (project advisor) - European Commission, Executive Agency for Small and Medium-sized Enterprises (EASME)*

14:20-14:40

Policies to enforce the transition to neZEH. *Theocharis TSOUTSOS (Professor, neZEH project coordinator) - Technical University of Crete- Renewable and Sustainable Energy Systems Lab*

14:40-15:00

The potential of the building sector in sustainable and low-carbon strategies. *Arab HOBALLAH (chief) - Sustainable Lifestyles, Cities, and Industry - United Nations Environment Programme (UNEP)*

15:00-15:20

Sustainable tourism : toward sustainable consumption and production, the United Nations Year Framework Programme (10YFP). *Zoritsa UROSEVIC (UNWTO Representative to the United Nations in Geneva) - World Tourism Organization (UNWTO)*

15:20-15:40

Enabling a systemic approach for sustainable urban strategies. *Jean-Pierre NDOUTOUM (Director) - Institut de la Francophonie pour le Développement Durable (IFDD)*



15:40-16:00

Questions to panellists by the moderator

16:00-16:15

Coffee break

Working Session III - SUSTAINABILITY AS A MARKETING OPPORTUNITY IN THE HOTEL SECTOR – A GROWING AWARENESS IN CLIENTS BEHAVIOR

*Moderator: Ulf SONNTAG, NIT (Institute for Tourism Research, Kiel, Germany) - NECStouR*

16:15-16:30

How to talk to travellers about sustainability. *Helena EGAN (Director of Industry Relations) - TripAdvisor*

16:30-16:45

Montenegro: Towards a low carbon tourism destination. *Jelena JANJUSEVIC (director) - Center for Sustainable Development, Government of Montenegro/UNDP*

16:45-16:55

Q&As

16:55-17:35

ROUND TABLE: "Making the hotels' engagement visible: Sustainability as a selection criteria"

*Moderator: Zoritsa UROSEVIC (UNWTO Representative to the United Nations in Geneva) - World Tourism Organization (UNWTO)*

Panellists :

- *Michel TSCHANN (president) - Nice Côte d'Azur Hoteliers Syndicate*
- *Fiona HUMPHRIES (Relationships Manager) - Travelife*
- *Anya NIEWIERRA (General Director Tourist Board South Limburg)- Limberg Region, Netherlands*

17:35-17:45

Q&As

17:45-18:00

Conclusion and adjourn

- *Theocharis TSOUTSOS (Professor, neZEH project coordinator) - Technical University of Crete, Renewable and Sustainable Energy Systems Lab*
- *Stéphane POUFFARY (Founder and Honorary President) - ENERGIES 2050*

19:00-20:30

Networking Cocktail - Offered by Travelife

(Upon invitation only, for more information: [info@energies2050.org](mailto:info@energies2050.org))



## SPEAKERS (ALPHABETICALLY)



### **YOSUNE BADIOLA GOENAGA** - Hotel Amalurra, Spain

She is working at the External Relations Department and as a co-director of the Health and Treatment Center of the Resort in Amalurra. She trained as massage therapist in USA where she lived for 13 years. She learned other therapy techniques; Ayurveda (a year in India), shiatsu (Canada), reflexology (Japan), osteopathy, Reiki, etc. Nowadays she has an open clinic in Centro Loratze in Bilbao.



### **CHRISTIAN DE BARRIN** – HOTREC

He held several senior communication and association management positions in major trade associations for complex industry sectors, including metals, consumer goods, air transport and media. He worked for an EU Think-Tank and delivered trainings at the European Training Institute. He was also Board Member at the European Association of Communication Directors and a columnist at French radio.



### **SIMON CAMAL** - La Maison Passive

Project Engineer, he is certifying buildings to the passive house standard and teaching NZEB design since 2011. He is currently working on step-by-step deep retrofits within the IEE project EuroPHit. He is project leader for France and also in charge of the European dissemination for EuroPHit.



### **NIGEL CLARIDGE** - Sustainable Innovation

Consultant in the IT industry in the areas of telecommunication, computer software and Internet. He is currently working in the field of energy efficiency and on a European project for Intelligent Energy (neZEH). He is a senior user experience adviser at Advince AB, associate senior usability consultant at Usability Partners AB and senior EU adviser to Sustainable Innovations AB (Sust).



### **RÉKA CSEPELI** - Regional Tourism Committee of Ile-de-France

Head of the Sustainable Department in the Office of tourism of the Paris Region since 2010. Since 2008, she has been teaching environmental issues and social responsibility in tourism in several universities, she also participated in several international conferences as an intervener on tourism and sustainability issues and has written several articles in academic journals on these subjects.



### **ANITA DERJANECZ** - REHVA

In charge of EU public affairs, and of the implementation of European projects in the field of buildings energy efficiency and indoor air quality. She is secretary of the REHVA Technical Research Committee and assists the work of the REHVA Task Forces to elaborate technical guidebooks. Before joining REHVA, she worked as Head of Brussels Office of the South-Transdanubian Regional Innovation Agency.



### **HELENA EGAN** - TRIPADVISOR

Destination marketing specialist covering Europe, the Middle East, Africa and Asia Pacific for TripAdvisor since 2008 and director of Industry Relation since September 2014. Prior to joining TripAdvisor, she worked at NORTHSTAR Travel Media in London, Hot Recruit, Euro London, VisitBritain and Tumlare, she has over 16 years of experience in the travel and tourism industry.





**ARAB HOBALLAH** - UNEP

Chief of Sustainable Lifestyles, Cities and Industry Branch in UNEP. Previously he worked in the UNEP Regional Seas program as the Deputy Coordinator of the Mediterranean Action Plan and he participated in different projects in several institutions, including the World Bank projects in developing countries. He has created and managed various global initiatives, including on buildings and cities.



**PETER HUG** - eu.ESCO, European Association of Energy Service Companies

Managing Director VDMA, German Engineering Federation. European expert in building efficiency, sustainability, finance, cleaning technologies and maintenance. He promotes building automation and controls for smart buildings. Moreover, he is in charge of various projects in the cleaning systems industry all over the Europe, extending his activities to markets in India and China.



**FIONA HUMPHRIES** - Travelife

Relationships Manager at Travelife for Hotels and Accommodations, she commercialises the internationally recognized sustainability certification for hotels and accommodations. She has working for organisations like the British Standards Institution and the London Development Agency and Action Sustainability. She is also an Associate of the Institute for Environmental Management and Assessment.



**JELENA JANJUSEVIC** - Montenegro/UNDP

Professor of Economics and Director of the Centre for Sustainable Development. She is involved in many projects dealing with energy efficiency, renewable energy, macro-economic analysis, capacity building of public administration, etc. She has published several macroeconomic, socio-economic and financial analysis about Montenegro and Regional Development.



**RODRIGO MORELL** - CREA

Partner and Director at Creara, leading company in the field of Energy Efficiency. He has been part of the panel of experts that supported the government on the development of Energy Efficiency standards, becoming a member of the Managing Group of the Spanish Energy Efficiency Technical Platform (PTE-EE) and President of the ESCO Association (A3E).



**PHILIPPE MOSELEY** - European Commission, EASME

Project Advisor at the EASME (Executive Agency for Small and Medium-sized Enterprises) in Brussels, working in the Horizon 2020 Energy Unit and tasked with managing several programmes on behalf of the European Commission. Before, he worked 15 years as an architect and urban designer, delivering energy efficient building projects across Europe. Philippe is a member of the Royal Institute of British Architects (RIBA).



**JEAN-PIERRE NDOUTOUM** - IFDD

Director of the Francophone Institute for Sustainable Development (IFDD) in Quebec City. He worked for six years for the Ministry of Mines, Energy and Petroleum of Gabon as Education Officer, then as Director of studies on forecasting, economics and finance. In 1996 he joined the IFDD program as a specialist in energy policies (access to energy, energy efficiency and renewable energy).





**FRANCESCO NESI - ZEPHIR**

Director of ZEPHIR – Passivhaus Italia, EUROPHIT project partner. ZEPHIR aims to disseminate the scientific concept of Passivhaus and Zero Energy Building in Italy and Mediterranean countries, offering energy consulting services, certification, and training in this area. Recently, he was elected as member of the jury board for the International Passivhaus Window Award.



**ANYA NIEWIERRA - Tourist Board of South Limburg**

General Director of the Tourist Board of South Limburgs since 1993, she has 32 years experience in tourism. Furthermore she held and holds various supervisory board roles with organizations related to tourism, culture or landscape development. Between 2010 and 2012 she was par example chairwomen of EDEN and the first president of the EDEN Association.



**STÉPHANE POUFFARY - ENERGIES 2050**

He has been working in the international cooperation field for more than 25 years. Founder and Honorary President of the NGO ENERGIES 2050. Prior to that, he has worked for several national and international institutions (ADEME, UNEP). He intervenes in France and abroad in universities, engineering schools, professional training and in many organizations, international associations and networks.



**ULF SONNTAG - NIT/NECSTouR**

Head of market research and associate director at NIT. The general focus of his work is understanding the dynamics of tourism on regional, national and international levels. Sustainable tourism development has been a core of NIT’s research and development projects for a long time. A recent study funded by the German Federal Environment Ministry shows that there is a rising demand for sustainable holidays.



**MICHEL TSCHANN - Syndicate of Hoteliers Nice Côte d’Azur**

Marketing director and director of the hotels Splendid (4 stars), Gounod (3 stars) and the Splendid Spa in Nice that has obtained the European Ecolabel. He is also President of the Syndicate of “hotelkeeper” of Nice Côte d’Azur, elected member of the Chamber of Commerce and Industry of Nice Côte d’Azur and of the Regional Chamber of Commerce and Industry.



**THEOCHARIS TSOUTSOS - Technical University of Crete**

neZEH Project Coordinator, Director of the Renewable and Sustainable Energy Systems Laboratory and Director of the Graduate Programme “Environmental Engineering” at the School of Environmental Engineering. He is activating in the Sustainable Energy field for 30+ years, has worked in 80+ sustainable energy projects and is the author of 300+ articles in International Journals and Conferences.



**ZORITSA UROSEVIC - UNWTO**

UNWTO Representative to the United Nations in Geneva. She participated in the formulation of the 10YFP for Tourism and she is involved in the build-up towards the universal Post 2015 agenda and the SDGs. From 1993 to 2004, she worked for the Seychelles at the Ministry of Industry and the Ministry of Tourism and Transport, as Director of International Cooperation at regional and global levels.

# PRESENTATION OF THE neZEH PROJECT



The European initiative Nearly Zero Energy Hotels (neZEH) aims at accelerating the rate of refurbishment of existing hotels into Nearly Zero Energy Buildings (nZEB) by:

- Providing technical advice to committed hotel owners
- Demonstrating the profitability, feasibility and sustainability of investments towards nearly Zero Energy
- Undertaking training and capacity building activities
- Promoting front runners at national, regional and EU level to increase their market visibility.

neZEH is a response to the European Directive on the energy performance of buildings (2010/31/EU, EPBD recast), contributing directly to the EU 2020 targets and supporting EU Member States in their national plans for increasing the number of nZEBs. The neZEH initiative will run for three years (2013-2016) and is co-funded by the Intelligent Energy Europe Programme (IEE) of the European Commission.

The neZEH activities will result to:

- 10-14 pilot projects in 7 countries (Croatia, Greece, France, Italy, Romania, Spain, Sweden) to prove the feasibility and sustainability of neZEH projects; demonstrating successful examples will challenge much more SMEs to imitate
- An EU neZEH network, to facilitate exchanges between the supply (building professionals) and the demand side (SME hotel owners)
- A practical e-tool, for hotel owners to assess their energy consumption status and to identify appropriate solutions for energy efficiency improvement
- Technical and informational materials to support the implementation and uptake of nZEB projects
- Tailor made marketing guidelines and promotional tools to assist front runners to communicate efficiently their business to potential customers
- 15.000+ hotel owners informed; methodology and results available to any hotel for scaling up.

Benefits for the hospitality sector :

neZEH offers a competitive advantage to SME hotels which represent 90% of the European hospitality market and benefits the whole hospitality industry through energy saving and reduction of operational costs, unique positioning in a highly competitive market, improved image and service among guests, access to a whole new “sustainability” market segment, both individuals and companies, increased living comfort as an added-value for hotels’ guests, corporate Social Responsibility targets met; environmental, social and economic sustainability.

Benefits for the EU Community :

The neZEH will raise awareness and knowledge of the nZEB concept at regional, national and European level and will promote the endorsement of nZEB policies. This way it will contribute to sensitise national authorities to put in practice policies that support SMEs in undertaking refurbishments to become nZEB, 190 M€ investments in sustainable energy by 2020 , new green jobs creation, reduction of GHG emissions up to 100.000 tCO<sub>2</sub>e/year by 2020.



# SUSTAINABLE AND COMPETITIVE HOTELS THROUGH ENERGY INNOVATION - neZEH 2015

24 JUNE 2015, NICE



[www.nezeh.eu](http://www.nezeh.eu)

**Join the network neZEH : [www.nezeh.eu](http://www.nezeh.eu)**

Have access to the latest information on technological, financial and regulatory solutions and get expert advice

## THE NEZEH CONSORTIUM



United Nations World  
Tourism Organization



Federation of  
European  
Heating and  
Air-conditioning  
associations



Network of European Regions for  
a Sustainable and Competitive Tourism

**NECSTouR**

Network of European  
Region for a Sustainable  
and Competitive Tourism



Sustainable Innovation  
Sweden



Istituto Superiore sui  
Sistemi Territoriali per  
l'Innovazione  
Italy



ENERGIES2050  
France



Energy Institute  
Hrvoje Požar  
Croatia



Creara Consultores S.L.  
Spain



Agency of Braşov for  
Energy Management and  
Environment Protection  
Romania



TECHNICAL UNIVERSITY OF CRETE (TUC)  
SCHOOL OF ENVIRONMENTAL ENGINEERING  
RENEWABLE AND SUSTAINABLE ENERGY  
SYSTEMS LABORATORY

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