



**NeZEH International Conference**  
**“Nearly Zero Energy Hotels the Potential for Change”**  
**FITUR Green 2016 Opening**

20 January 2016, 11:00  
(IFEMA - North Conference Center, Room N107-N108)

**Mr. Márcio Favilla Lucca de Paula**  
Executive Director for Operational Programmes and Institutional Relations  
World Tourism Organization

**Speech**

*[check against delivery]*

**H.E. Mr Fatumanava Pa’o Luteru, Ambassador of Samoa**

**Mr Alvaro Carrillo de Albornoz, General Director, Instituto Tecnológico  
Hotelero (ITH)**

**Panelists and Moderators**

**Estimados amigos**

It is a pleasure to open this seventh edition of FITUR Green.

Allow me to start by thanking FITUR and the Hotel Technology Institute (ITH),  
represented by its Director, Alvaro Carrillo, as well as the partners of the

Nearly Zero Energy Hotels Initiative and the European Commission who, together with UNWTO, make this forum possible.

This year FITUR Green focuses on “Innovative and Sustainable Management: A Commitment to the Tourist”. Co-organized by the Hotel Technology Institute (ITH), the World Tourism Organization (UNWTO) and FITUR, FITUR Green seeks to **bring innovation and sustainability** to the tourism sector, in order to boost competitiveness for the private sector and for destinations, vis-à-vis current trends and consumers’ expectations and demand.

This three-day event will also showcase successful national and international initiatives, projects and practical experiences through a series of roundtables, interventions and workshops.

Today in particular we are presenting a response to the needs of the private sector - the hotels in particular - to become more energy efficient and competitive through the **Nearly Zero Energy Hotels project (NEZEH)**, co-financed by the EC and built on UNWTO’s experience from the Hotel Energy Solutions initiative (HES). HES has now over 20,000 users worldwide and more than 1,500 hotels in Europe using its electronic toll to be more resource efficient.

**NEZEH’s objective is twofold:**

- **For tourism enterprises**, NEZEH provides tailored technical expertise for pilot hotels to become Zero Energy, helping them to create and boost the necessary knowledge with its broad scope of partners, an ambitious online tool for NEZEH based on HES

- **For government and regional authorities**, it aims at providing and anticipating policies for tourism related to the new EU regulation for nearly zero energy consumption buildings (nZEB). By 2020, all 28 EU countries are expected to reach nZEB levels, and tourism stakeholders need to be prepared

Both NEZEH and HES initiatives respond to UNWTO's and our partners' commitment to contribute to the achievement of the universal **Sustainable Development Goals** 12 and 13, related respectively to sustainable consumption and production patterns (SDG12) and to climate change (SDG13). More particularly, HES and NEZEH address how to achieve sustainable consumption and production across and along the value chain which is fully in line with one of the main political outcomes of the United Nations Conference on Sustainable Development in 2012 (Rio+20): the establishment of the **10-Year Framework of Programmes on Sustainable Consumption and Production Patterns** and particularly of the **Programme on Sustainable Tourism (10YFP STP)**.

The Programme on Sustainable Tourism is led by UNWTO and the Governments of Morocco, the Republic of Korea and France, with the support of the United Nations Environment Programme.

## **Estimados amigos**

Tourism is today one of the largest and fastest growing economic sectors in the world. It represents 9% of global GDP, 6% of global exports and 1 in every 11 jobs worldwide.

UNWTO has just announced the results for international tourism arrivals for 2015. For the sixth consecutive year, an above-average growth was recorded, this time of 4.4% to reach 1.184 million, which means 50 million more international arrivals than the year before, despite the troubling geopolitical and economic environments in many parts of the world. The number of international tourist arrivals is expected to further increase, reaching 1.8 billion by 2030 according to UNWTO forecast.

Yet, for our sector to be more and more a force for good and perceived as such, we need to ensure the promotion and development of sustainable, resilient and responsible tourism, which requires vision, innovation, correct planning, good management and sound monitoring, embraced by all relevant stakeholders.

FITUR Green has been enriching the dialogue around Corporate Social Responsibility and has become over the years a key forum to share solutions and experiences. FITUR Green has helped the tourism sector – both the private operators and policy makers - to shift from theory to practice and has supported the private sector to successfully integrate environmental, socio-economic and cultural considerations into its business vision, strategy and operations.

As the UN system has defined the new Sustainable Development Goals (SDGs) along with governments, businesses and the civil society, time has come to highlight the key role that tourism is called to play in these global processes and initiatives: FITUR Green certainly provides important tools to guide us in this respect and, as the UN specialized agency for tourism, we at UNWTO fully recognize this important contribution from FITUR.

Based on a UNWTO recommendation submitted to the UN General Assembly, the year 2017 will be observed as the **International Year of Sustainable Tourism for Development (IYSTD 2017)**. This comes 50 years after the International Tourist Year (1967), 15 years since the celebration of the International Year of Ecotourism (2002) and represents an invaluable opportunity for the international tourism community to further advocate for sustainable tourism as a key tool for inclusive development and resilient growth.

I want to thank again our friends and partners of FITUR Green as well as of the NEZEH project, in particular the Technical University of Crete, the Instituto Tecnológico Hotelero and the European Commission, and also all the panelists that have kindly accepted our invitation to share their knowledge and experience in this event.

Thank you very much for your kind attention and I wish you all very successful exchanges and interactions.