



## Energy Efficiency Solutions Information to guests

### General information on the solution —

#### “Targets”:

- Hotel area: *not applicable*
- End-use: all (*lighting, space heating, space cooling, specific usage of electricity, etc.*)

#### Related criteria of the EU Eco-label:

Providing information to guests on the hotel’s environmental policy, on the EU Eco-label, on the actions taken and on the way the guests can support the environmental objectives is a mandatory criterion of the EU Eco-label (#26).

#### About its implementation:

- Ease: Easy (\*)
- Best moment: can be done at any time.
- Relevant initial situation: the hotel does not have any strategy in its environmental policy for providing environmental information to guests, nor does it inform guests about the simple actions they can take to help save energy.

#### Cost:

- Time to be spent on the preparation of the information documents and money to be spent on editing (it may cost around 1,000 euros for production of 150 brochures of 15 pages, and much less if you do your own editing and printing).

#### Indicative return on investment time:

< 1 year

### Description of the solution —

For your energy efficiency policy to be successful, it is essential to involve your guests. That is why we strongly recommend that you let them know you care for the environment and invite them to take simple actions to support your efforts.

Most of your guests will be happy to know that your hotel is committed to reducing its negative environmental impacts, and they will be keen on learning about the simple actions they can adopt to limit waste of energy and improve the environmental friendliness of their stay.

1. Let your guests know that you care for the environment!



2. Inform your guests that energy conservation actions greatly contribute to limiting the environmental impact of your activity and of their stay.



3. Tell your guests about the simple actions they can take to support your efforts!



### Recommendations

*What should you say about your environmental policy?*

- State the environmental objectives that you have set for your hotel and provide information on the actions you are taking to reduce its environmental impact. It is important to explain that reduction of the hotel's energy consumption is part of your environmental strategy. You may say, for instance:

*"Huge amounts of energy are used by hotel facilities worldwide, most being derived from fossil fuels, thus generating huge amounts of greenhouse gas. By improving the energy efficiency of our hotel and by avoiding waste of energy, our*

*hotel is taking an important step to reduce its greenhouse gas emissions and to contribute to the preservation of the earth's natural resources."*

- If the energy savings obtained are re-invested in new environmental measures or are used to improve the quality of service delivered to the guests (e.g. increased food quality), it is recommended that you let your guests know!

*Which simple actions can you advise your guests to take in order to reduce energy consumption?*

- The table below provides examples of the advice you can provide to your guests. But feel free to give it a personal touch, and make sure that the message you deliver is suited to your establishment

### 8 simple actions you can take to reduce the energy consumption of the hotel, while maintaining your comfort at the same level!



#### Help us save electricity:

- By avoiding waste of electricity, you will contribute to the preservation of our natural resources and landscapes. That is why we invite you to shut down electrical appliances when not in use:
  1. stop air-conditioning when leaving the room,
  2. switch off lights when leaving the room,
  3. avoid sleep mode for televisions.



#### Help us reduce energy used for space heating and cooling:

- Did you know that almost half of the energy consumed in hotels is used for space heating and cooling and that an important part of it is just wasted?
  4. close windows when the heating system or air-conditioning system is switched on;
  5. keep the room temperature reasonable in winter (around 20-22°C) and in summer (around 25-26°C).



#### Help us save water:

- Water is a precious resource for humans. By using water with care, you will contribute to its preservation and you will also reduce the important amount of energy used to heat the water!
  6. take a shower instead of a bath, if possible,
  7. inform the cleaning staff if you are willing to keep your towels more than one day,
  8. inform staff in case of water leaks.

*Thank you for supporting our environmental objectives & Let the hotel manager know if you have any suggestions to reduce energy consumption and improve the hotel's environmental friendliness!*





*Which information medium to use (oral communication, leaflets, brochures, video...)?*

- The main point is to have an **active communication** (written, oral or visual).
- If you want to inform your guests about your environmental policy and about the actions they can take to reduce energy consumption, it is recommended that you provide them with a **written document** (eg. a brief notice, leaflet or brochure). You may want to hand out this document at the reception desk or leave it in the guest rooms.
- In addition, to ensure maximum impact of your communication, it is important that the staff at the **reception desk** inform arriving guests that the hotel has an environmental policy.

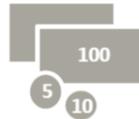
Finally, you may also consider mentioning your energy policy on your Internet website.

#### **Link with other solutions in the database**

Because staff have a key role to play in informing the guests, it is important to involve them in your energy policy too (see solution n°IV: staff training).



## Benefits for the hotel



Cost reduction

### Energy saving

Involving your guests in your energy efficiency action plan is a very cost effective measure: it will help maximise energy savings, and will cost you almost nothing.



Meet today's client expectations

### Increasing environmental awareness of clients

Guests are becoming increasingly aware of environmental issues and they are getting more and more sensitive to the environmental policies of hotels. They will therefore appreciate knowing that you are taking actions for a more sustainable business.

## Benefits for the environment

# CO<sub>2</sub>

Carbon emissions reduction

- It is difficult to quantitatively evaluate the reduction in carbon emissions that you will get from guest involvement but you can be certain that it won't be negligible.
- Just to give an example: For a 1,000 m<sup>2</sup> hotel with an annual energy consumption of 250 kWh/m<sup>2</sup> (47% of electricity and 53% of gas), and if the French emission factors are applied, a 10% energy saving on electricity and gas represents:

**4.05 teq CO<sub>2</sub> avoided each year**

*French emission factor for electricity: 84.3 gCO<sub>2</sub> / kWh.*

*French emission factor for gas: 231 gCO<sub>2</sub> / kWh (Source: ADEME).*

## Market availability

Maturity of the solution: mature.

Type of service providers: Pro-environmental organisations working in the hotel industry sector may be able to help you set up your communication strategy.

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