

# The Hotel Energy Solutions

## Fostering innovation to fight climate change in the accommodation sector

In a world looking for new models of economic growth and development, fighting climate change and adopting sustainable management practices is no longer an option, but a condition for survival and success.

The tourism sector is well aware of this reality.

Tourism is today one of the largest drivers of employment and development. Millions of people are employed in the sector around the world, in a wide range of positions and levels, contributing significantly to local economic growth and well-being.

Tourism is also responsible for 5% of the world's CO2 emissions, out of which hotels and other types of accommodation account for 2%. A comparatively small, yet important, footprint that the tourism sector has assumed as a priority to be addressed.

In response to the challenge of climate change, the Hotel Energy

Solutions (HES) project aims to increase energy efficiency in European small and medium hotels by 20% and their use of renewable energies by 10%, demonstrating that economic growth and sustainability can, and should, go hand in hand.

The HES software, an innovative online tool, will empower and guide hotels to better understand their energy consumption and show them how to improve energy management and cut costs, thus moving towards a greener economy.

Hotel Energy Solutions, a UNWTO-initiated project made possible by the support of Intelligent Energy Europe, was implemented in close partner-

ship with UNEP, IH&RA, EREC and ADEME.

While built for EU Members in line with EU Energy Policies, the project is expected to be rolled-out globally over the coming years. Once adapted, the project will benefit hotels worldwide, thus contributing to climate change mitigation while helping hotels increase business profits.

We invite hotels and destinations to make the most out of this innovative tool and reduce their carbon footprint while ensuring the economic and environmental sustainability of the sector.

**Taleb Rifai**  
Secretary-General, UNWTO



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The project was created as a response to climate imperatives in line with EU targets and the UNWTO Davos process 2007.

### HES E-TOOLKIT

Hotel Energy Solutions bridges the existent gap between available Energy Efficiency/Renewable Energy technologies and their actual use in SMEs in the accommodation sector. In response to the challenge of climate change, HES provides an innovative online mitigation toolkit: the HES e-toolkit to help hotels reduce their carbon footprint and operations costs, thus increasing business profits.



The project delivers information, technical support & training to help Small and Medium Enterprises (SMEs) in the tourism and accommodation sector across the EU 27 to increase their energy efficiency and renewable energy usage. HES provides an innovative software - the HES E-toolkit - as well as a number of resources to learn more about and improve energy management.



The hotel sector is one of the tourism industry's largest drivers of employment and economic revenue but at the same time it is one of the most energy-intensive. Hotels and other types of accommodation account for 2% of the 5% global CO2 emitted by the tourism sector.

The project's focus on SMEs is particularly important, as the utilization of out-dated technologies, lack of human and financial resources and a limited awareness and knowledge on greener alternatives may all be contributing to decreasing their competitiveness.

### HES PROMOTIONAL VIDEO



<http://vimeo.com/29604479>

### THE HES E-TOOLKIT IS QUICKLY COMPLETED AND EASY TO USE

What do I need to start?

40 minutes of time

What do I need to do?

Register,  
fill out  
the questionnaire

What do I get as a result?

Once the questionnaire is completed, you have access to the different reports

Hotel Energy Solutions Official Partners



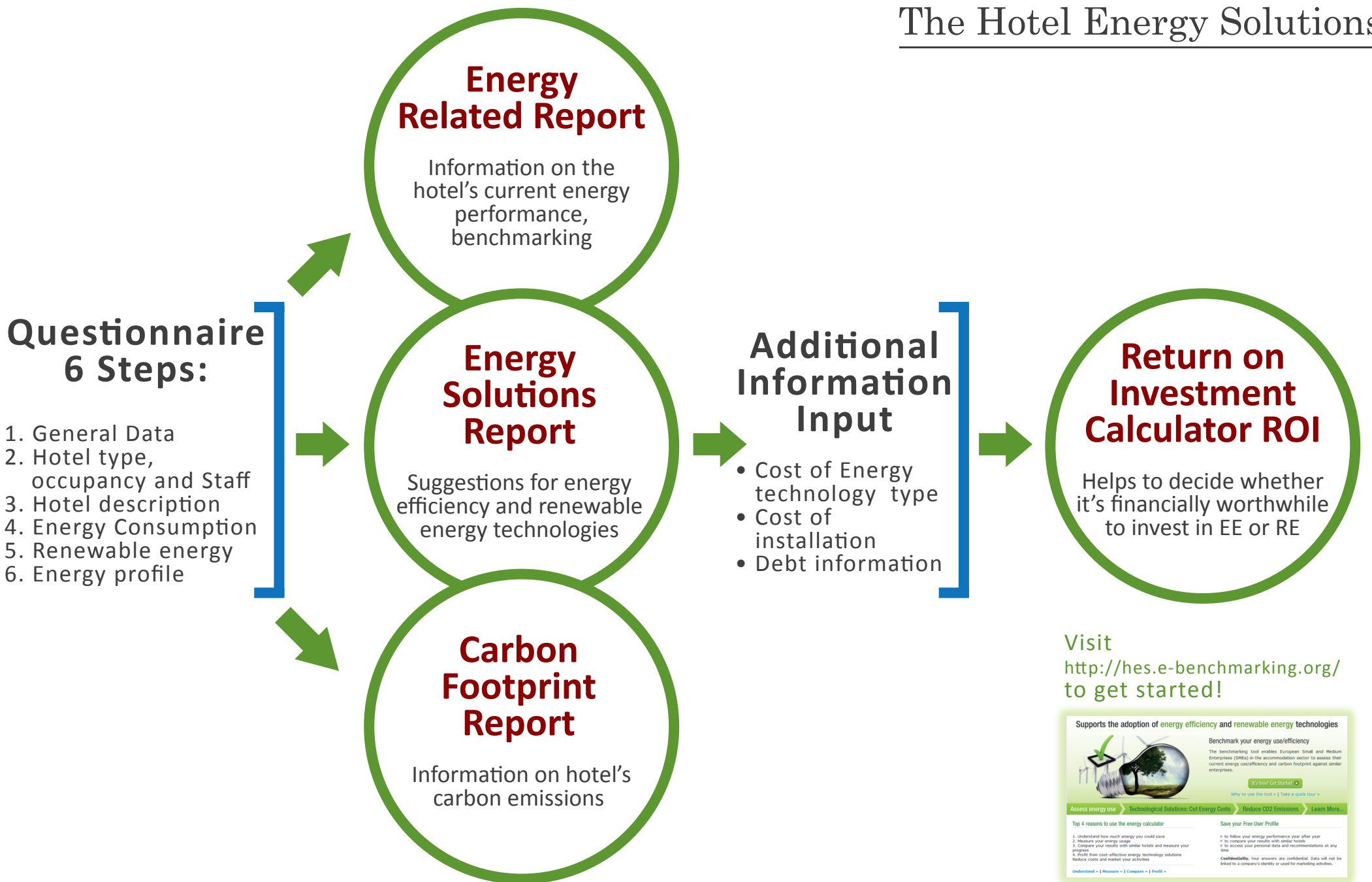
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# Summary of the toolkit process and reports

## The Hotel Energy Solutions

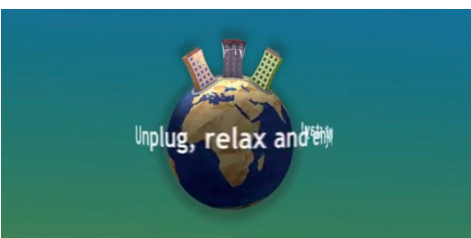


### COMMUNICATION MATERIAL

**Sensitize your guests!**  
Everybody has a role to play!

The first step is to begin with a change in our behavior and in how we use energy for our daily operations.

#### HES 3D Video



<http://vimeo.com/29033687>

#### BROCHURE

"Unplug, Relax & Enjoy Your Stay"

Preview:

<http://hes.unwto.org/sites/all/files/docpdf/ebrochure.pdf>



### ENERGY SCHOOL

**Learn basics on energy and technologies in the energy school.**

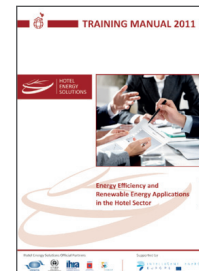
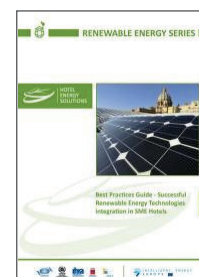
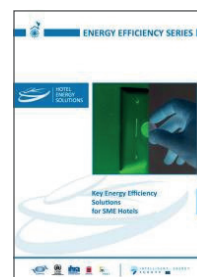
There are great opportunities for the hotel sector to **save on operational costs**. About 40% of the energy used by hotels is electricity, and 60% comes from natural gas and oil fuels. ¾ of this energy is used for:

- Space heating
- Hot water production
- Air conditioning and ventilation
- Lighting

These are all uses where energy efficiency can be increased dramatically, and where renewable energies can also be easily harnessed by use of simple, proven technologies. **Hotel Energy Solutions will help the sector achieve this and show that energy efficiency also enables cost reductions and enhanced competitiveness.**

### HES PUBLICATIONS

The HES publications provide effective, practical and cost effective ways for SMEs to improve their energy efficiency as well as implementing renewable energy solutions in an easy to use format for non-experts. All the information contained in the aforementioned publications has been used to build the HES e-Toolkit.



#### ENERGY EFFICIENCY SERIES

**Best Practices Guide - Successful EET Integration in SME Hotels.**

Factors and Initiatives affecting Energy Efficiency use in the Hotel Industry.

Key Energy Efficiency Solutions for SME Hotels.

Key Energy Efficiency Technologies Database for SME Hotels.

#### RENEWABLE ENERGY SERIES

**Best Practices Guide - Successful Renewable Energy Technologies integration in SME Hotels.**

Key Renewable Energy (RE) Solutions for SME Hotels.

#### RESEARCH SERIES

Analysis on energy use by European hotels: online survey and desk research.

#### TRAINING MANUAL 2011

**Energy Efficiency and Renewable Energy Applications in the Hotel Sector: TRAINING MANUAL.**