



Tourism and Renewable Energy Initiatives World Tourism Organization (UNWTO)

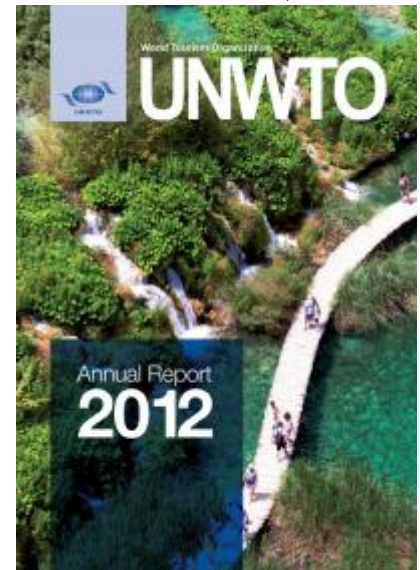
IRENA- CYPRUS EVENT ON RENEWABLE ENERGY APPLICATIONS FOR ISLAND TOURISM

29-30 May 2014
Paphos, Cyprus



World Tourism Organization (UNWTO)

- a specialized agency of the United Nations (UN) and the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how.
- plays a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism, paying particular attention to the interests of developing countries.
- intergovernmental organization with membership includes 162 countries and territories and over 420 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.
- encourages the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimizing its negative social and environmental impacts.
- committed to the United Nations Millennium Development Goals, geared toward reducing poverty and fostering sustainable development.



UNWTO's Mandate

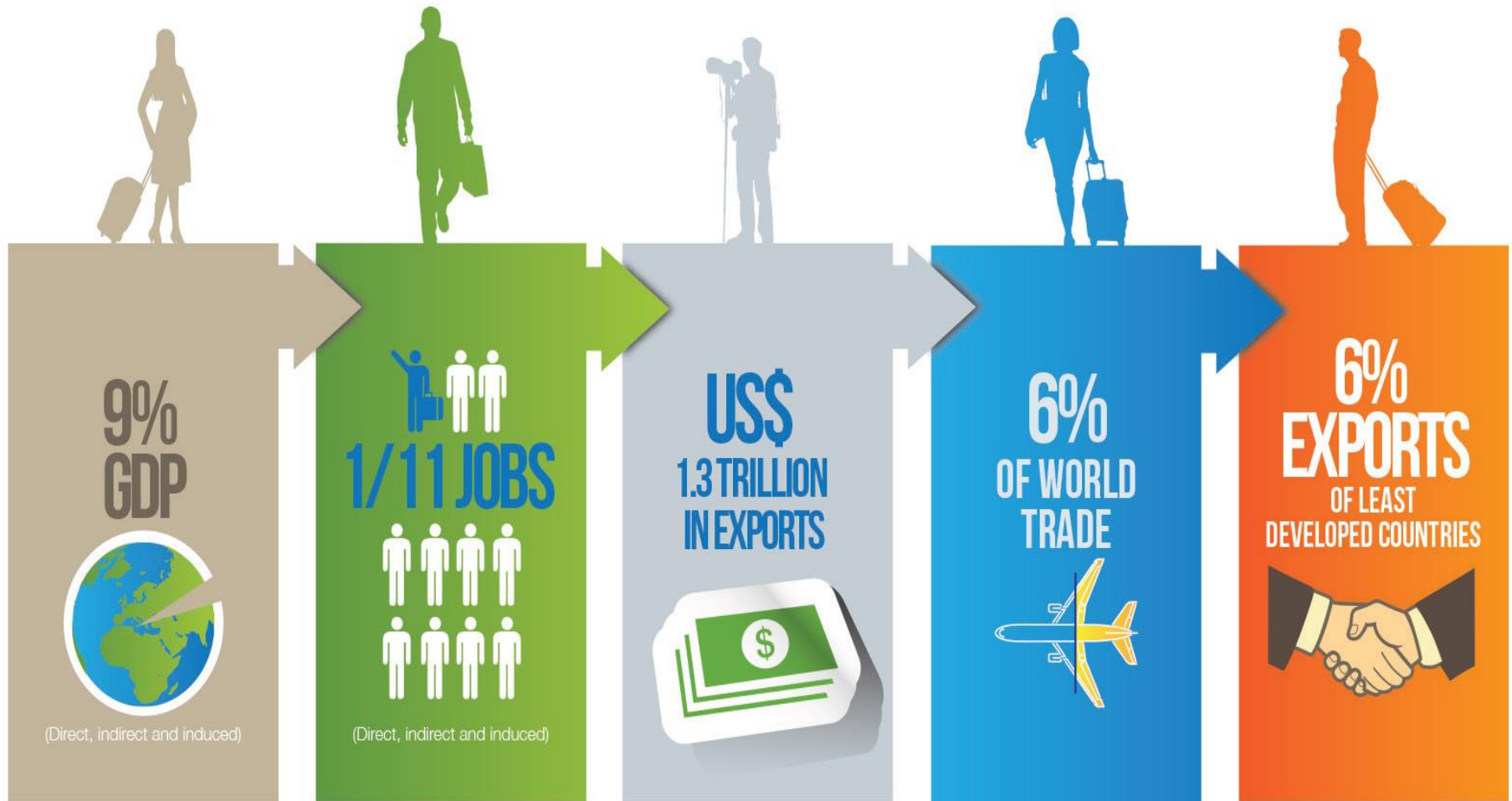
An aerial photograph of a tropical coastline. The water is a vibrant turquoise color, transitioning to a deeper blue further out. The shoreline is lined with dense, lush green vegetation. A small, rocky peninsula or island is visible in the upper left portion of the frame. The overall scene is bright and scenic, representing a natural tourism destination.

The promotion of **responsible, sustainable and universally accessible tourism.**

“The fundamental aim of the Organization shall be the promotion and development of tourism with a view to contributing to economic development, international understanding, peace and prosperity”

- UNWTO Statutes

Why Tourism matters today



WHY TOURISM MATTERS



Program for Energy Efficiency in Thai Hotels (PEEK)

UNWTO Program for Energy Efficiency, Thailand

(PEEK) 2008-2011

- Pilot interventions in energy efficiency and renewable energy measures
- Reduce GHG emissions



Outcomes of PEEK

- Knowledge, awareness, planning
- Some hotels continuously monitor energy consumption
- Great interest generated and best practices replicated to other regions (e.g. STREAM)



Sustainable Tourism through Energy Efficiency with Adaptation and Mitigation Measures (STREAM)

COMPONENTS

MITIGATION

Reduce emission of green house gases in tourism

Baseline data collection

Technological Installations



ADAPTATION

Reduce vulnerability toward climate change impact

Training & Community Awareness Programs



STREAM Achievements

- **Interventions with 9 hotels 2 restaurants on EE & RE**
- **Environment-themed Green Energy Concept attraction**
- **38,000 mangroves planted, 11,000 seedlings, 53 tons CO2 sink**
- **18 schools** involved in Mangrove Ambassador Program
- mangrove tour **fully managed by local community groups**
- 1,400 fragments of corals planted, **BBKSDA manages independently**
- **2 bamboo bike** prototypes to inspire further production, linked to new attraction, and more..



PLEASE REUSE THE TOWELS

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**JOIN YOUR FELLOW GUESTS IN
PROTECTING THE ENVIRONMENT**

**JOIN YOUR FELLOW GUESTS IN PROTECTING THE
ENVIRONMENT AND CLAIM YOUR REWARD**

Studies show that when given the chance, the vast majority of hotel guests will help save energy and water by using their towels more than once.

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Join the other guests in our Resource Savings Program by reusing your towels.

Join the other guests in our Resource Savings Program by reusing your towels.

Want to participate in the Program? Great! Please hang your towels over the towel rack

As a thank you for participating, you will be awarded a complementary voucher to plant your own mangrove!!

If you choose not to participate in the Program, leave your towels on the floor and we will replace them.



For more information on how to collect your reward, please ask at reception.

by of th

The accommodation sector is...

- Generator of income and jobs-intensive
- A great consumer of energy

Tourism is responsible for 5% of global world CO2 emissions, out of which hotels and other types of accommodation account for 2%.

Nevertheless, with **better energy management**, there is a significant scope for hotels to reduce their carbon footprint while increasing business profits





- ✿ UNWTO-initiated project
- ✿ Supported by **Intelligent Energy Europe**
- ✿ Implemented in partnership with **UNEP, IH&RA, EREC** and **ADEME**.



Goals

- ✿ 20% increase in energy efficiency
- ✿ 10% increase in the use of renewable energies by in SMEs across the EU, demonstrating that economic growth and the environment can and should go hand in hand.





- **Easy-to-use**, free-of-charge **online software**
- Can be used by any type of accommodation property
- **Created by UN and Europe's** leading tourism & energy agencies
- **A reference** to other projects, financial institutions, European Energy programmes and **recommended by** users
- **Accuracy of the results of the e-toolkit**
- Can be used to identify gaps in the sector and address the shortfalls
- **Empowers users** to better understand, plan for and invest in EE and RE technologies;
- Provides **communication tools** to sensitize guests and involve staff.



Hotel energy calculator



Project

[My account](#)
[My projects](#)

 User: **demo_user**
[Log Out](#)

[Questionnaire](#)

[Energy related report](#)

[Energy solutions](#)

[Return on investment calculator](#)

[Carbon footprint](#)

[Market your activities](#)

This is an off line demo version

Updating any values of the forms won't affect the results of the example



HOTEL ENERGY SOLUTIONS

e-toolkit







Current project: **Pleasure**



Energy Solutions

Recommendations based on the data entered in the questionnaire

According to your answers the following are the proposed solutions to be implemented at your hotel

	Reduce your energy consumption!		Use renewable energy!
	No / small investment	High investment	
Heating / Cooling	Prevention of air infiltration and of unnecessary outdoor air supply Read more ... 	Efficient solutions for active space cooling Read more ... 	Aerothermal heat pumps Read more ... 
General electricity	Energy saving light bulbs Read more ... 	Key card systems to switch off electricity in guestrooms Read more ... 	Solar Photovoltaic Read more ... 

How to go further

Obtain in-depth recommendations: ask for an [energy audit of your hotel](#)



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



www.nezeh.eu

The **Nearly Zero Energy Hotels (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.





TOWARDS ZERO ENERGY HOTELS

The project **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



Expected results



An EU level neZEH network, facilitating exchanges between the supply (building professionals) and the demand side (SME hotel owners)



A practical e-tool, to empower SME hoteliers to assess their energy profile and to choose best technical solutions in order to reach an nZE level. *Consortium will upgrade the HES tool.*



10-14 pilot projects, in 7 countries, to act as “living examples” challenging much more SMEs to invest in neZEH projects



15.000+ hotel owners informed and gained access to the project results in EU level



Tailor made **marketing guidelines and a set of promotional tools** to help front runners to communicate efficiently and to widely promote their business to potential customers and tour operators.



**Thank you very much for
your attention!**

Sofía Gutiérrez

Deputy Director

Sustainable Development of Tourism

World Tourism Organization (UNWTO)

www.unwto.org



World Tourism Organization | a specialized Agency of the United Nations