

PRESS RELEASE

nearly ZERO ENERGY HOTELS

The European Initiative neZEH

neZEH is an EU-funded project which aims at accelerating the rate of large scale renovations of hotels into Nearly Zero Energy Buildings (nZEB), by supporting the European private hospitality sector and promoting the front runners. The project is providing support to the European private hospitality sector for three years (2013-2016), and the Consortium includes 10 partners from 7 European countries, among which 2 European associations and 1 UN organization. 10-14 hotels in Europe will directly benefit from technical assistance, provided by the consortium as pilot hotels, in order to become Nearly Zero Energy Hotels (neZEH).

A **Nearly Zero Energy Hotel (neZEH)** is defined as a hotel which operates with a very low or nearly zero amount of energy, using renewable energy sources to a significant extent, including energy produced on-site or nearby.

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 project's focus will be on the Small and Medium (SME) Hotels, which represent 90% of the European hospitality market.

The actions foreseen in this project include:

- a) **10-14 renovation pilot projects** in **7 countries** to act as “living” examples, demonstrating their competitive advantages and sustainability;
- b) **a practical e-tool for SME hotel owners** to assess their energy consumption state and identify the best, most feasible options for improving energy efficiency;
- c) **practical training, informational materials** and **capacity building activities** to support nationally the implementation and dissemination of neZEH projects;
- d) **marketing material and guidelines** which will help hoteliers in communicating their environmental performance and improving their image; at the same time challenging much more SMEs to invest in refurbishment projects in order to achieve nZE levels and
- e) a **dynamic communication channel** between the building sector and the hotel industry as a consequence of networking activities.

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Turning a hotel into a Nearly Zero Energy Building can result in important benefits for the hotelier, such as: a) energy savings and reduction of operational costs; b) increased competitiveness in a highly competitive market; c) improvement of the hotels' image among guests; c) improvement of the Corporate Social Responsibility policy of the hotel and d) comfort of living in an nZEB as an added-value for the hotels' guests.

During the first months of project's life the consortium partners focused on identifying existing neZEH cases, analysing national legislation and financial mechanisms, developing the pilot cases methodology, creating synergies and communicating the project in national and EU level. In addition, **two meetings** have been held in **Crete** (Greece) and **Brasov** (Romania).

By the end of the project, **15.000 hotel owners** will have learned about the benefits and shared success stories of nZE hotels; the market visibility of the neZEH concept will have increased and even more hotels will take on the challenge to invest in solutions that achieve nZE levels, helping in creating new "green" jobs in the mid- and long-term.

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United Nations World Tourism Organization



Network of European Regions for
a Sustainable and Competitive Tourism

Network of European Regions for a Sustainable and Competitive Tourism



Federation of European Heating, Ventilation and Air-conditioning Associations



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