

EE4HORECA NEWS

SEPTEMBER 2025



EnergyEfficiency4HORECA
Co-founded by the
European Union



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Top News

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improve energy efficiency in
hospitality**

The Malta Experience in
addressing the Energy
Efficiency Gap in SMEs



2025 Upcoming activities

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Improving the business case for energy efficiency

The EnergyEfficiency4HORECA project manager, Ivana Almora, represented the project at the launch of the European Commission's announcement of a €17.5 billion initiative to support over 350,000 SMEs in improving their Energy Efficiency (EE). This is a crucial step in strengthening Europe's green transition, competitiveness, and growth.

Energy Efficiency is about modernization. Through the initiative, the Commission has identified over 1,650 EE solutions that are both profitable and easy to implement solutions. This will help modernise European businesses on their way to energy efficiency improvement.

A central innovation of the initiative is promoting Energy Efficiency as a Service (EEaaS), which will enable SMEs without upfront capital to access tailored financing and ensures they can modernize and profit from efficiency gains.

The EE4HORECA project highlights the importance of pairing financing with understandable and practical business models. EE4HORECA has developed and taught beneficiary companies a sustainable business model that helps them understand EE and its application in the HORECA value chain. This reflects a key point raised during the event's panel discussion: if we want SMEs to engage, the business case must be clear, practical, and actionable.

As shown by similar LIFE-funded projects such as EE4SMEs, access to finance remains a major barrier in implementing EE measures. Surveys and discussions with SMEs consistently revealing that, due to lack of access to adequate financing mechanisms, companies tend to stick to "soft" measures.

More info: Ivana Almora, EE4HORECA project manager (almora@eurochambres.eu)





Initiating energy efficiency improvements in hospitality operations

The [Latvian Chamber of Commerce and Industry](#) organised last March and May, the first module of the training SMEs titled “Does energy efficiency in the HORECA sector differs from the requirements for spaceflight?”. SME representatives attended the training led by Jānis Kļaviņš, energy efficiency expert and Head of the Energy Management department at Latvian State Real Estate Agency. Mr Kļaviņš explored the parallels between the energy efficiency requirements required in the hospitality industry and the highly demanding field of space exploration.

Although the operational environments could not be more different, both sectors strive to maximize efficiency, reduce resource consumption, and ensure sustainability. In the Hospitality sector, energy efficiency translates into economic competitiveness, reduced environmental impact, and improved service quality for customers.

The training provided participants with practical guidelines for initiating energy efficiency improvements in hospitality operations. Cost-saving opportunities were highlighted, as well as waste reduction strategies and the integration of smart technologies.

Addressing the Energy Efficiency Gap in SMEs: The Malta Experience

Energy efficiency is often very challenging in small enterprise mainly due to lack of expertise, limited human resources and insufficient financial means. The closing meetings held after each of the 25 energy audits between Jun-23 and Jan-25 helped to better understand the challenges and needs of this business segment in Malta. The understanding of it, was essential for the development of a training plan for SMEs. Experts’ presentations included current topics such as PV Technology, Best Practice, Financial Incentives, and Eco-Certification including ISO50001 and Green Key.

To ensure that the information sessions were delivered in a clear and timely manner, a major communications campaign was put in place. In addition, partnerships with business organisations such as [The Malta Chamber](#) further increased the effective reach of the target audience. In total, more than 156 participants attended the training sessions that concluded on 18-Feb-25.



The next training session, scheduled for **30 September 2025**, will address best practices in the HORECA sector and will be led by experts from [Ekodoma](#). The training will be held in cooperation with TRIBE Riga City Centre Hotel, which will share its own experience in pursuing energy efficiency.

Full programme in Latvian [here](#).



Promoting emission-free public transport for a climate-friendly tourism

The HORECA value chain represents 8% of the global energy consumption, making it one of the more energy-intensive sectors. In Austria, tourism is a key economic factor: direct and indirect value generation amounted to around € 29,5 billion in 2023 – that is 6,2 % of gross domestic product.

In the accommodation sector, energy consumption per overnight was about 54 % between 2008 and 2019. Investments in improving the range of services offered to guests have usually led to the optimisation of energy consumption. First of all, it has helped remain competitive in terms of running costs, secondly, investments were turned into a wide range of advisory services and subsidies available for environmental measures, and third, it increased environmental awareness, which is considered a positive trademark for tourism businesses.

According to F.act, an initiative of the Innsbruck University dealing with tourism in the Tyrol region, three quarters of tourists in the Alpine region travel by car, representing more 50% of the emissions there.

Among the visitors, thirteen percent arrive by plane, causing 36% of greenhouse gases. CO₂ emissions per person and kilometer are 730 grams for a domestic flight, 141 grams for a diesel car, and only 4 grams for a train in Austria.

Promoting quiet and emission-free public transport is a key goal for making tourism more climate-friendly.

Regional projects show how innovation can help by offering electric shuttle services and other green transport options. Hotels or guesthouses can support this by offering e-bikes, free public transport tickets, or flexible shuttle services.

The Alpine Pearls initiative, an initiative that supports car-free holidays in the Alps serves as an example of the possible solutions for the emission issue.

In Werfenweng, a village 50 km from the south of Salzburg, visitors can use free public transport, electric shuttles to train stations and ski areas, and even a local electric car fleet.

UPCOMING

ENVIRONMENTAL AND ENERGY TRANSITION IN BUSINESSES IN THE HORECA SECTOR

Training via TEAMS

on October 27 from 2:00 PM to 5:00 PM,
on October 28 from 2:00 PM to 5:00 PM,
or on November 28 from 2:00 PM to 5:00 PM

CHAMBRE DE COMMERCE
ET D'INDUSTRIE
1^{er} ACCÉLÉRATEUR DES ENTREPRISES



Initiating energy efficiency improvements in hospitality operations

Energy efficiency and ecological transition remain major challenges for professionals in the HORECA value chain, often due to lack of expertise, limited human resources, and financial constraints. To address these issues, [CCI France](#), through its training branch, the Center for Sustainable Development and Environmental Training ([CFDE](#)), is promoting the “**Environmental and energy transition in business in the HORECA sector**” training series. The sessions will take place in October and November 2025.

The main objective is to raise awareness and equip HORECA businesses with practical solutions for improving energy efficiency, managing waste, and optimizing water consumption, based on needs identified by CCI advisors. Experts' presentations will cover energy efficiency regulations and funding opportunities, best practices for waste reduction and compliance with new EU obligations, water consumption optimization and reuse solutions, and eco-certification standards and sustainable business models for the HORECA sector.

Participants need to fill out the [registration form](#) and send it to Marina Lebec, marina.lebec@ccifrance.fr

Supporting the clean energy transition in the HORECA supply chain

[Unioncamere del Veneto](#) invites all companies in the hospitality, food service, and agri-food sectors to take part in three training webinar sessions focus on supporting SMEs in implementing energy efficiency measures. The initiative also aims to propose standard benchmarking parameters and contribute to regulatory and policy improvements, as well as demonstrating the economic feasibility of collaborative models to make the supply chain more sustainable.

28 October | Energy efficiency and key elements from conception to production within a HORECA supply chain

18 November | Energy audits and energy consumption hot spots promoted in the IMPAWATT platform

2 December | Incentive instruments and calls for proposals for energy efficiency

All the details of the programme in Italian can be found [here](#).

05/07



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UPCOMING



EnergyEfficiency4SMEs
Co-Funded by the European Union



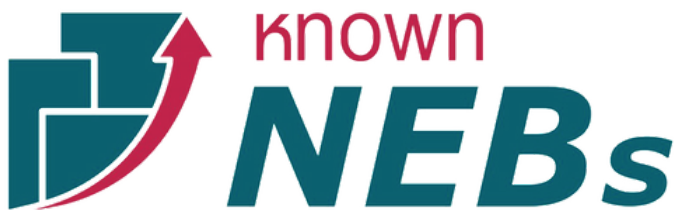
ENERGY EFFICIENCY IN ACTION:

Equipping SMEs for a Green
Transition

DATE	TIME
16 October 2025	08:30 - 14:00 CET

Brussels - Belgium

[Register now](#)
www.ee4sme.com



Advancing the role of Non-Energy Benefits in EU's energy transition

On 3 October, the [e7 Energy Innovation Engineering](#) will promote the final conference of the EU project [KNOWnNEBs](#). This is the last event of a series of 3 programme that showcased results, lessons learnt and future opportunities of integrating Non-Energy Benefits (NEBs) into energy efficiency audits.

The final event is an hybrid conference in Vienna with a keynote speech from Peter van Kemseke (European Commission, von der Leyen Cabinet) on the Green Deal and current EU energy policy.

Besides the participation, it will be a unique opportunity to network, exchange knowledge, and shape the future of energy auditing and policy development in Europe.

Participation is free of charge, but registration is required. Registration can be done [here](#).

Supporting the clean energy transition in the HORECA supply chain

On 16 October, Eurochambres and the EnergyEfficiency4SME project will host the "Energy Efficiency in Action: Equipping SMEs for a Green Transition" event in Brussels.

The main objective is to bring together SMEs, policymakers, and stakeholders to discuss how the knowledge, tools, and methodologies developed can continue to drive SME energy efficiency beyond the project's lifetime.

Chambers and other interested stakeholders are invited to join this final event to understand how to help SMEs improve energy performance in some of Europe's most energy-intensive sectors, such as accommodation and food services, agri-food manufacturing, and metalworking.

All the information is available [here](#).

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??? EDITION



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07/07



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