

# EE4HORECA NEWS

MARCH 2026



EnergyEfficiency4HORECA  
Co-founded by the  
European Union



## Top News

Energy Efficiency in  
Latvia's HORECA sector

The crucial link between  
Energy Efficiency and  
employee motivation

**Smart Strategies  
for Sustainable  
Management:  
Corte Novella's  
story**

**SAVE THE DATE**

**EnergyEfficiency4HORECA's  
final event**



**UPCOMING**



## New hotel, smart energy: Corte Novella's story

Corte Novella, a [newly opened hotel](#) in Brescia, Italy, faced the common challenge of managing energy without historical data or advanced monitoring systems. With guidance from Unioncamere del Veneto, the hotel adopted a structured energy management approach, using simple measurements and the PDCA cycle to identify key areas for improvement.

Even without major investments, small actions, such as optimising room temperatures, adjusting central thermostats, training staff on proper equipment use, and planning for presence and lighting sensors, led to significant energy and CO2 savings.

This case shows that careful planning, staff engagement, and progressive improvements can turn energy efficiency into a long-term operational and strategic advantage, right from day one.

Read the full article [here](#).

More info: Chiara Bianchini, Project Manager ([chiara.bianchini@ven.camcom.it](mailto:chiara.bianchini@ven.camcom.it))

## Smart Strategies for Sustainable Management

As per the Corte Novella's case, the fundamental starting point for any intervention in energy management is the analysis of real consumption, highlights Beatrice Marchi, from the University of Brescia, underlining how the historical analysis of the bills allows companies to map the critical areas and priority interventions.

**"What is unknown  
cannot be controlled"**

There are simple, high-impact ways for businesses to boost energy efficiency and sustainability. Training staff to use equipment correctly can deliver immediate savings at virtually no cost, while sourcing locally reduces transport emissions, supports the community, and appeals to eco-conscious travelers. Embracing circular economy practices, such as seasonal menus and managing food surpluses, transforms waste into resources and lowers disposal costs.

To make improvements financially feasible, businesses can start small, reinvesting savings from low-cost measures into more advanced technologies. National incentives like the Thermal Account 3.0 and Transition Plan 5.0 offer contributions and tax credits for energy and digitalization upgrades, while Energy Communities enable shared self-consumption and additional energy incentives.

By combining practical management actions with smart funding strategies, businesses can cut costs, reduce environmental impact, and build a solid foundation for long-term efficiency.



# Latvia's HORECA sector steps up on Energy Efficiency

The EnergyEfficiency4HORECA training cycle in Latvia has successfully concluded, marking an important achievement for the sector: 100 companies and 150 professionals from Latvian SMEs have participated in the different training modules. Coordinated by the Latvian Chamber of Commerce and Industry, the initiative brought together HORECA entrepreneurs, managers and specialists as well as value chain representatives with one clear objective: to turn energy efficiency and in a broader sense sustainability into a practical business advantage.

Over five focused modules, participants moved from understanding the fundamentals of energy efficiency to identifying concrete, day-to-day improvements that reduce costs and strengthen sustainability performance. They explored real-life energy efficiency and sustainability examples from hotel and restaurant representatives, discussed sustainability certification, and gained insight into structured energy management practices.

In cooperation with ALTUM, the Latvian state development finance institution, which provides financing to businesses using the EUNextGeneration programme, one training module addressed one of the main barriers to action: financing. With guidance on support instruments and funding opportunities relating to energy efficiency, participants left equipped to move forward with accessing available funding.

The training cycle concluded with a forward-looking discussion on value chain cooperation and the tangible business benefits of sustainability, reinforcing that energy efficiency is no longer just an environmental consideration, but a driver of competitiveness and resilience in the HORECA and hospitality sector.

Some of the training sessions were recorded and remain accessible online, allowing even more professionals to benefit from the knowledge shared. [Basic principles of energy efficiency](#) and [Financing energy efficiency improvements](#).

The strong engagement of Latvian SMEs confirms a clear trend: the sector is interested and open to energy efficiency and sustainability, however, the sector still faces challenges. EE4HORECA has helped to raise awareness on a more sustainable and future-ready HORECA industry in Latvia by combining information on practical tools, financial knowledge and peer exchange.

More info: Linda Lappuķe, Director of EU Projects Department ([linda.lappuke@litrk.lv](mailto:linda.lappuke@litrk.lv))



UNIONCAMERE  
VENETO

## From training to action: LIFE EE4HORECA webinars spark HORECA company interest

Following the series of webinars organized as part of the European project LIFE EE4HORECA – Energy Efficiency for HORECA, Unioncamere del Veneto, as an Italian partner of the project, registered over **140 requests for information** and in-depth information from companies, stakeholders and users belonging to the supply chain who had not participated in the live meetings. Furthermore, the analyses of the statistics of the institutional website revealed that the recordings of the training sessions were viewed by around thirty users on YouTube, confirming the impact of the content also in asynchronous mode.

This post-event interest demonstrates how training materials – presentations, digital tools and recordings – continue to be concrete tools for SMEs in the HORECA sector, fostering the transfer of knowledge and the dissemination of good energy practices in the territory.

In particular, companies that consulted ex-post materials showed particular interest in concrete and immediately applicable tools: analysis of consumption from bills to identify inefficiencies and plan targeted interventions; benchmarking tools to compare their consumption with industry standards; funding opportunities, such as national incentives and Renewable Energy Communities, to make investments sustainable; and zero-cost strategies, involving staff and improving day-to-day operational practices, generating immediate and lasting benefits.

The webinars took place online on 13 January, 21 January, and 2 February 2026, with the participation of around 15 business and industry stakeholders. The initiative, carried out by Unioncamere del Veneto as a partner of the LIFE EE4HORECA project, provided companies with practical tools to map consumption, identify waste hotspots and plan efficiency measures, strengthening the skills needed to manage energy and business in a sustainable manner.

Participation in events and subsequent interest confirms that the project's training and dissemination activities can generate an impact that goes beyond direct participation by consulting the materials and disseminating information among practitioners.

More information and meeting materials can be [found here](#).

More info: Chiara Bianchini, Project Manager ([chiara.bianchini@ven.camcom.it](mailto:chiara.bianchini@ven.camcom.it))

# Employee motivation: crucial for energy efficiency management



In the HORECA sector — particularly in hotels — energy efficiency is not just about technology, but about people. Findings from the [Austrian Energy Institute for Businesses](#) (EIW) within the EnergyEfficiency4HORECA project show that employee motivation is the most widely implemented measure.

Among the 84 SMEs surveyed, employee motivation leads current actions (19%), followed by lighting upgrades (17%) and energy management systems (15%). Other measures such as ventilation (8%) and heating (7%) lag behind, while photovoltaics top renewable energy investments at 11% — showing that while technical solutions matter, people-focused approaches are already taking the lead.

Looking ahead, businesses plan to scale up their efforts, with lighting (45%) and energy management (42%) as top priorities. Investments in renewables (36%), building automation (30%) and insulation (27%) also feature prominently, while areas like cooling, transport (both 19%), ventilation (17%) and heating (14%) receive less attention.

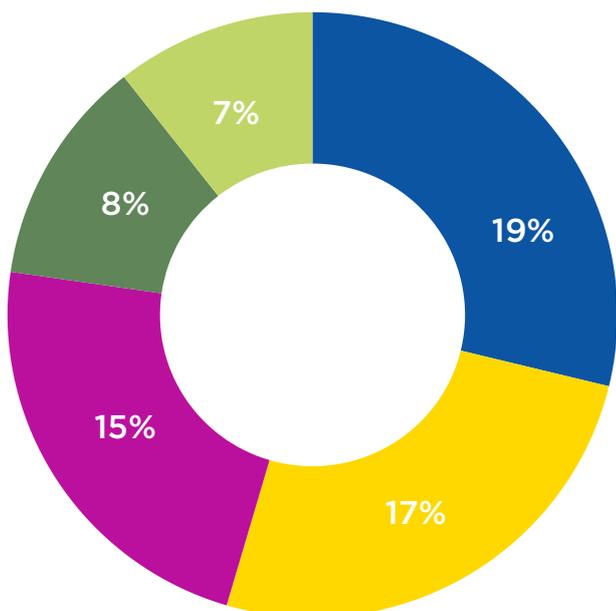
Beyond operations, motivated employees also help communicate sustainability efforts to guests, strengthening customer loyalty. And how you motivate matters: research shows that social influence — feeling part of a group or following what others do — is far more effective than purely rational arguments when encouraging energy-saving behaviours.

Read the [full article](#).

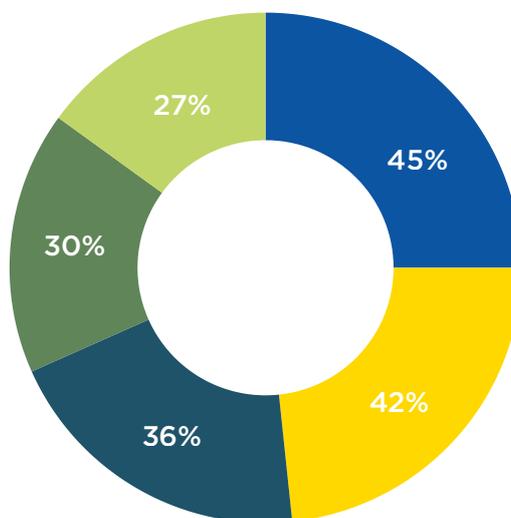
Mario Jandrokovic, EIW  
[m.jandrokovic@energieinstitut.net](mailto:m.jandrokovic@energieinstitut.net)

Implemented measures

- Employee motivation
- Lighting
- Energy Management System
- Ventilation
- Heating



- Lighting
- Energy Management
- Renewables
- Building Automation
- Insulation



# ENVIRONMENTAL AND ENERGY TRANSITION IN BUSINESSES IN THE HORECA SECTOR

Training via TEAMS 

On March 02 from 2:00 PM to 5:00 PM



CHAMBRE DE COMMERCE  
ET D'INDUSTRIE

l'ACCELERATEUR DES ENTREPRISES

2026

MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## Training sessions on ecological and energy transition in HORECA

On 2 March, CCI France, in partnership with CCI Nice Côte d'Azur, organised an online training session entitled "Ecological and Energy Transition in Businesses in the HORECA Sector", as part of the EnergyEfficiency4HORECA project. The training brought together directors and employees from SMEs across the hospitality sector, focusing on reducing energy consumption, improving waste management and optimising operating costs.

Participants were able to clarify their regulatory obligations and identify concrete courses of action, illustrated through practical, real-life examples, to progressively integrate more sustainable practices into the day-to-day management of their establishments. The session also fostered peer-to-peer exchange, helping to spread good practices across the HORECA community.

The training contributed to strengthening participants' awareness of sustainability requirements, while also equipping them with practical tools to improve resource efficiency and identify cost-saving opportunities. More broadly, the sessions highlighted the sector's growing commitment to embracing sustainable practices and accelerating the transition towards more resilient and energy-efficient business models.

## UPCOMING

Are you part of the HORECA sector or its value chain (hotels, restaurants, cafés, suppliers, service providers) in France?

Then, don't miss the final free online training session on ecological and energy transition promoted by CCI France and CCI Nice Côte d'Azur on 23 March.

The training is part of the EnergyEfficiency4HORECA project, co-funded by the EU. Participants will have the opportunity to learn how to reduce energy, water, and waste costs. identify practical efficiency solutions, collaborate across the HORECA ecosystem, and access relevant tools and funding opportunities.

23 March 2026



From 14h30 à 17h30



Online

Register [here](#).

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**EE4HORECA**  
Co-funded by  
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**SAVE  
THE  
DATE**

**Powering Sustainable  
Hospitality  
Value-Chain Solutions for  
Energy-Efficient HORECA**

**30.06.2026 | 09:00 - 16:00**  
**Brussels, Belgium**



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