



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

Double Tree Hilton
30.06.2026 | 09:00 - 16:00 | Brussels, Belgium

AGENDA

09:00 – 09:30 WELCOME COFFEE AND REGISTRATION

09:30 – 09:45 OPENING REMARKS

Ben Butters - Eurochambres CEO

Filippo Gasparin - Project Officer CINEA

09:45 – 10:00 KEYNOTE SPEECH

10:00 – 11:00 UNDERSTANDING ENERGY USE ACROSS THE HORECA VALUE CHAIN

This session maps the HORECA value chain and its energy flows. Participants will discover key HORECA actors, from suppliers to hospitality operators, and analyse where and how energy is consumed across the sector.

The session will also present best energy efficiency practices identified through collaboration with companies and experts, and introduce benchmarking and business model tools developed to help businesses assess their performance and identify improvement opportunities.

Remy Mercks - Vice President Operations of WiZiU

Giuseppe Saija - Project Manager at Fondazione Fenice Onlus

Dr. Beatrice Marchi - Researcher of Department of Mechanical and Industrial Engineering at the University of Brescia

Moderator: Christine Weiker - Secretary General of the European Cold Storage and Logistics Association

11:00 – 11:10 GROUP PHOTO

11:10 – 11:45 COFFEE BREAK AND NETWORKING



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11:45 – 13:00

BUILDING SKILLS FOR A SUSTAINABLE HORECA SECTOR

Improving energy performance requires not only tools, but also knowledge and skills across the value chain. This session will share insights on capacity building challenges, lessons learned and how companies responded to training activities. Representatives from France, Italy, Latvia and Spain will share their national experiences.

CCI France

Unione Regionale delle Camere di Commercio Industria, Artigianato e Agricoltura del Veneto

Latvian Chamber of Commerce and Industry

Terrassa Chamber of Commerce and Industry

Moderator: Carmen Ayllon - Director for Transnational Projects of the Camara Oficial de Comercio, Industria, Servicios y Navegacion de Espana

13:00 – 14:30

NETWORKING LUNCH

14:30 – 14:45

CONNECTING KNOWLEDGE: THE ENERGY EFFICIENCY PORTAL AND IMPAWATT

This session introduces the project's Energy Efficiency Portal, designed as a one-stop hub connecting businesses and stakeholders with resources from EE4HORECA and other EU initiatives. Participants will also learn how companies involved in the project have used the IMPAWATT platform to assess their energy performance and identify efficiency measures.

Claudia Julius - Project Manager at SEnerCon



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14:45 – 15:55

DEMONSTRATING IMPACT: LESSONS AND SUCCESS STORIES

The final session highlights the tangible impacts of projects such as EE4HORECA, EENova, REEValue, BETTED combining both qualitative insights and quantitative results.

Beneficiary companies will share success stories, illustrating how businesses across the HORECA value chain have applied project tools, improved their energy management and identified new opportunities for collaboration.

Audrey Pujol - Economic Studies Officer at Nice Côte d'Azur Chamber of Commerce and Industry

Harald Grill - EENOVA Coordinator and Team Leader at ConPlusUltra

Christine Weiker - REEValue project and Secretary General at European Cold Storage and Logistics Association

Moderator: Mario Jandrokovich, Project and Communication Manager at Energieinstitut der Wirtschaft GmbH

15:55 – 16:00

CLOSING REMARKS AND ACKNOWLEDGMENTS