

# EE4HORECA NEWS

JUNE 2026



EnergyEfficiency4HORECA  
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## Powering Sustainable Hospitality: Value- Chain Solutions for Energy-Efficient HORECA

EnergyEfficiency4HORECA's  
final event



## Top News

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use across the  
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– lessons and success  
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Energy Efficiency  
Platform Impawatt  
and the Energy  
Efficiency Hub for SMEs



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

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

### Powering Sustainable Hospitality: Join the Final Conference

The hospitality sector is at a pivotal moment. Faced with rising energy costs, increasing sustainability requirements, and growing customer expectations, hotels, restaurants, and catering businesses must find new ways to improve their energy performance while remaining competitive.

On **30 June in Brussels**, the EnergyEfficiency4HORECA project will bring together industry leaders, policymakers, SMEs, and sustainability experts for its **Final Conference, "Powering Sustainable Hospitality: Value-Chain Solutions for Energy-Efficient HORECA."**

This event will showcase the project's achievements and explore practical solutions that can help businesses across the **HORECA value chain reduce energy consumption**, lower costs, and accelerate their sustainability journey. Participants will discover innovative tools, proven methodologies, and real-life examples of collaboration that are helping transform the sector.

[Join us](#) to learn how **energy efficiency** can become a driver of resilience, competitiveness, and sustainable growth for Europe's hospitality industry.

### WHAT TO EXPECT

Participants will gain insights into:

- Practical energy efficiency solutions tested by SMEs
- Value-chain collaboration models involving suppliers, service providers, and hospitality businesses
- Key lessons learned from pilot actions across Europe
- Tools and methodologies supporting implementation and replication
- Opportunities for scaling and future cooperation

The conference will highlight how collaboration across the ecosystem can drive cost savings, sustainability, and long-term resilience in the sector.

### PROGRAMME HIGHLIGHTS

The event will feature:

- Presentation of final project results and impacts
- Case studies from companies involved in pilot actions
- Expert discussions on barriers and success factors
- Exchange with stakeholders from across the HORECA value chain
- The agenda is designed to combine policy perspective, technical expertise, and real-life experience, ensuring concrete takeaways for participants.

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## Understanding energy use across the HORECA value chain

Energy efficiency in the HORECA sector is often approached one building or one business at a time. But what if the real opportunities lie beyond the walls of individual hotels or restaurants?

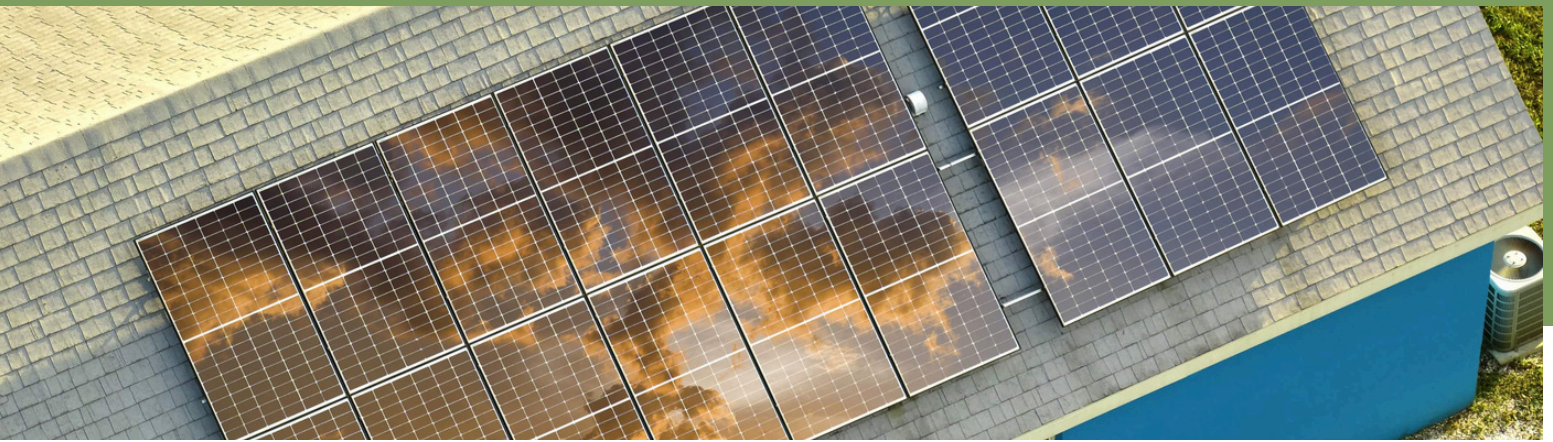
The session “**Understanding energy use across the HORECA value chain**” opens the EE4HORECA final event by setting a shared foundation for all participants. It invites them to step back, look at the sector as a system, and understand how energy is used directly and indirectly, across the full value chain, from suppliers and logistics to daily operations and staff practices.

The session starts with a presentation on the research and mapping work carried out within the project. Drawing on analyses covering both large companies and SMEs, a clear picture will be offered of current energy practices in the sector. By presenting a conceptual energy map of the HORECA value chain, it will be highlighted where energy is consumed, where impacts accumulate and most importantly, where interventions can make the biggest difference. This will then allow to identify transferable best practices and reveal energy “hotspots” that are often overlooked when companies act in isolation.

Building on this foundation, participants will be invited to shift perspective. Rather than looking at energy use as a standalone issue, the session will delve into why a life-cycle approach is essential for long-term sustainability. It will be discussed how energy efficiency is not just about costs and savings, but also about wider benefits such as comfort, resilience, competitiveness and organisational performance. The session will explore how different business models, ownership structures and company sizes influence decision-making in the sector and why there is no single pathway to sustainability, but multiple drivers pushing businesses to adapt.

The session will also showcase a practical, operational viewpoint to illustrate how sustainability is implemented day-to-day within a hotel chain. From energy management to staff involvement, real examples will be shared of how criteria, standards and procedures are applied across the value chain. Sometimes, impact comes from attention to detail—where even something as simple as a shower head must meet strict requirements to genuinely deliver water and energy savings.

Together, these perspectives will give participants a common understanding of how the HORECA value chain works from an energy perspective, why business models matter, and where change can start.



## Building skills for a sustainable HORECA sector

Achieving a more sustainable and energy-efficient HORECA sector is not only a matter of technologies and investments. It is, above all, a matter of skills, awareness and confidence.

The session “**Building skills for a sustainable HORECA sector**” puts people and businesses at the centre of the **clean energy transition**. It showcases **how EE4HORECA translated research and sector knowledge into practical training and capacity-building** activities, and how companies across the value chain are now turning that learning into action.

The session will begin by setting the context: how EE4HORECA’s training modules were developed. Drawing on research results and living labs involving companies from across the HORECA sector, the project worked closely with businesses to understand their realities, constraints and priorities. This co-creation process ensured that training content was not theoretical but closely aligned with day-to-day operations, decision-making processes and challenges faced by hotels, restaurants and catering companies.

From there, the floor will shift to the voices of beneficiary companies who took part in the project’s capacity-building activities. Through their experiences, participants will gain insight into what energy management really looks like inside a business—from monitoring consumption and motivating staff, to balancing costs, comfort and service quality.

Speakers will reflect on their motivations for joining the training and how the sessions helped them better understand energy efficiency measures, financing options and sustainability from a value-chain perspective. Rather than focusing only on technical solutions, the discussion will highlight how training supported changes in mindset, internal organisation and strategic planning.

Importantly, companies will also share what happens after the training. Are the lessons being applied? Which measures are already underway? What challenges remain? And how has participation in EE4HORECA influenced their next steps—whether through staff engagement, or closer collaboration with suppliers and partners?

By grounding capacity building in real-world business experiences, this session shows how skills development becomes a catalyst for lasting change. It demonstrates that when SMEs are equipped with the right knowledge and tools, energy efficiency moves from being an external requirement to a strategic opportunity.



## Demonstrating impact – lessons and success stories

How can value-chain collaboration turn ambition into measurable impact? And what can different sectors learn from one another when it comes to accelerating the clean energy transition?

The session “**Demonstrating impact: lessons and success stories**” brings the final event to a close by showcasing **what has been achieved in practice** and how these achievements connect to wider European efforts to transform energy-intensive value chains.

Participants will be guided through the project’s qualitative and quantitative results. These outcomes demonstrate that a coordinated, value-chain-based approach can deliver results even in a highly fragmented sector dominated by SMEs. The session will also draw insights from other LIFE-funded initiatives, notably [REEValue](#) and [EENOVA](#), which address energy efficiency and renewable energy across different but closely related value chains.

From the REEValue perspective, participants will hear how collaboration structures within food, beverage and logistics value chains can help overcome persistent barriers particularly when it comes to financing. These insights will also show how strong technical audits and clear energy opportunities still require the right market and financial conditions to be translated into investment.

Insights from EENOVA will further enrich the discussion by shedding light on what happens when companies move from acting individually to working collectively at value-chain level. Experiences from regional food processing value chains will illustrate how collective discussions, trusted intermediaries and shared learning can speed up decision-making and implementation, and what needs to be in place for successful replication across regions and sectors.

Speakers will reflect on challenges encountered along the way, from organisational constraints and investment hesitations to the complexity of coordinating multiple actors. This assessment will help participants understand not just what worked, but why it worked, and under which conditions similar impacts could be achieved elsewhere.

By combining data, real-world experiences and cross-project perspectives, the session reinforces a shared message from all three initiatives: when value chains work together—supported by skills, collaboration and the right enabling conditions—clean energy transition becomes possible, scalable, and durable.



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# Connecting knowledge: the Energy Efficiency portal and Impawatt

The “Connecting knowledge: the Energy Efficiency portal and Impawatt” session will look beyond the project's achievements and focus on its long-term legacy. Participants will be introduced to two valuable resources designed to support SMEs and stakeholders in their energy efficiency journey: the [Impawatt Platform](#) and the [Energy Efficiency Hub for SMEs](#).

Together, these initiatives ensure that the knowledge, tools, and services developed through EnergyEfficiency4HORECA and other European projects remain accessible to businesses seeking to improve their energy performance and competitiveness long after the project's conclusion.

Read the [full dedicated article](#) on the EE4HORECA website to learn more about the Impawatt Platform and the Energy Efficiency Hub for SMEs.



The **Impawatt Platform** provides companies with practical support to assess, improve, and monitor their energy performance. Users can evaluate their current energy efficiency status, identify relevant energy-saving measures, explore best practices and training materials, access information on funding opportunities, and monitor energy consumption and improvement actions over time.

By offering tailored resources and tools, the platform helps businesses make informed decisions and implement effective energy efficiency strategies across their operations and value chains.

## Energy Efficiency Hub for SMEs



The session will also present the **Energy Efficiency Hub for SMEs**, a central repository created to increase awareness of the activities, services, and results of the LIFE-funded initiatives.

The Hub currently features 18 ongoing and completed projects, providing users with project summaries, contacts, websites, training materials, tools, platforms, and services available to SMEs.

Thanks to its search and filtering functions, businesses can easily identify relevant projects and resources, including tools such as the Impawatt Platform, that match their specific needs and sector.





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**07/08**



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[WWW.EE4HORECA.EU](http://WWW.EE4HORECA.EU)

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