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SUSTAINABLE
ENERGY WEEK

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

30.06.2026 | Brussels, Belgium

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OPENING REMARKS

Ben Butters
Eurochambres CEO

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UNDERSTANDING ENERGY USE ACROSS THE HORECA VALUE CHAIN

Giuseppe Saija
Project Manager at
Fondazione Fenice Onlus

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

Remy Mercks
Vice President
Operations of WiZiU

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

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The HORECA value chain

Giuseppe Saija
Fondazione Fenice
30.06.2026 | Brussels, Belgium

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The project aims to support the Clean Energy Transition of the HORECA sector with a holistic approach to demonstrate the economic viability of collaborative models in greening value chains and to proposing benchmarks and standards for regulatory and policy improvements.

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Map the value chain to favour the decoupling the HORECA growth from the consumption of finite natural resources

1. Map the value chain
2. Identify the actors
3. Identify best practices and existing initiatives
4. Hotspots analysis for the identification of opportunities
5. Develop new business models across the value chain

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LIFE CYCLE STAGES:

- Raw Material Extraction (cradle)
- Manufacturing & Processing
- Transportation
- Usage & Retail
- Waste Disposal, also called the (grave)

GUEST EXPERIENCE

- Travel organisation and booking
- Transportation
- Accommodation
- Food & Beverage
- Services, leisure and excursions

DIRECT AND INDIRECT ENERGY PROCESSES

- Energy consumption (Lighting, Heating, Ventilation and Air Conditioning)
- Owner, managers
- Fuel energy suppliers
- Maintenance services
- Usage & good and service suppliers
- Waste Disposal

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KEY TRANSVERSAL FACTORS: ***n° of ROOMS*** ****star**** ***geographical location*** ***travel purpose***

Indirect energy processes

- GOVERNMENT — INSTITUTION, INFRASTUCTURES, PROMOTION ORGANISATION
- SOCIETY — LOCAL VALUES, CULTURAL TRADITIONS AND HERITAGE, ENVIRONMENTAL ATTRACTION
- SHAREHOLDERS — HOTEL DESIGNER, DEVELOPER & HOTEL COMPANY INVESTOR
- FINANCE — LENDER, BANK, INVESTOR
- INTERNAL STAKEHOLDERS — HOTEL OWNER, BRAND FRANCHISOR, HOTEL OPERATOR, HOTEL ASSET MANAGERS

GOODS & SERVICES SUPPLIERS

- FUEL/ENERGY SUPPLIERS
- MAINTENANCE SERVICES
- GOODS & SERVICES SUPPLIERS: FURNITURE, EQUIPMENT, TEXTILES, ETC..
- CONSUMABLES SUPPLIERS
- TRAVEL AGENCIES
- TOURISTIC OPERATORS AND INTERMEDIARIES
- OUTSOURCED LAUNDRY
- FOOD & BEVERAGE SUPPLIERS
- OUTSOURCED SERVICES

- purchased goods&services
- capital goods
- fuel&energy related activities
- transport and distribution
- waste generated in operation

GUEST EXPERIENCE | Organization & booking | **Transportation** | **Accommodation** | **Food & Beverage** | **Services, leisure & excursions** | Support services

Accommodation				Food & Beverage		Services, leisure & excursions		
COMMON AREAS	OUTDOOR	ROOM	LAUNDRY & CLEANING	BAR-LOUNGES	RESTAURANT	WELLNESS	SPORT	SIGHTSEEING
• Lighting • Heating, Ventilation and Air Conditioning	• Lighting	• Lighting • Heating, Ventilation and Air Conditioning • Sanitary Hot Water	• Appliance energy consumption	• Lighting • Heating, Ventilation and Air Conditioning • Appliance energy consumption	• Lighting • Heating, Ventilation and Air Conditioning • Appliance energy consumption	• Lighting • Heating, Ventilation and Air Conditioning • Heating systems • Sanitary Hot Water	• Lighting • Heating, Ventilation and Air Conditioning	

Direct energy processes

WASTE MANAGEMENT & RECYCLING

Guest arrival → **Energy comsuption** → **Energy sustainability**

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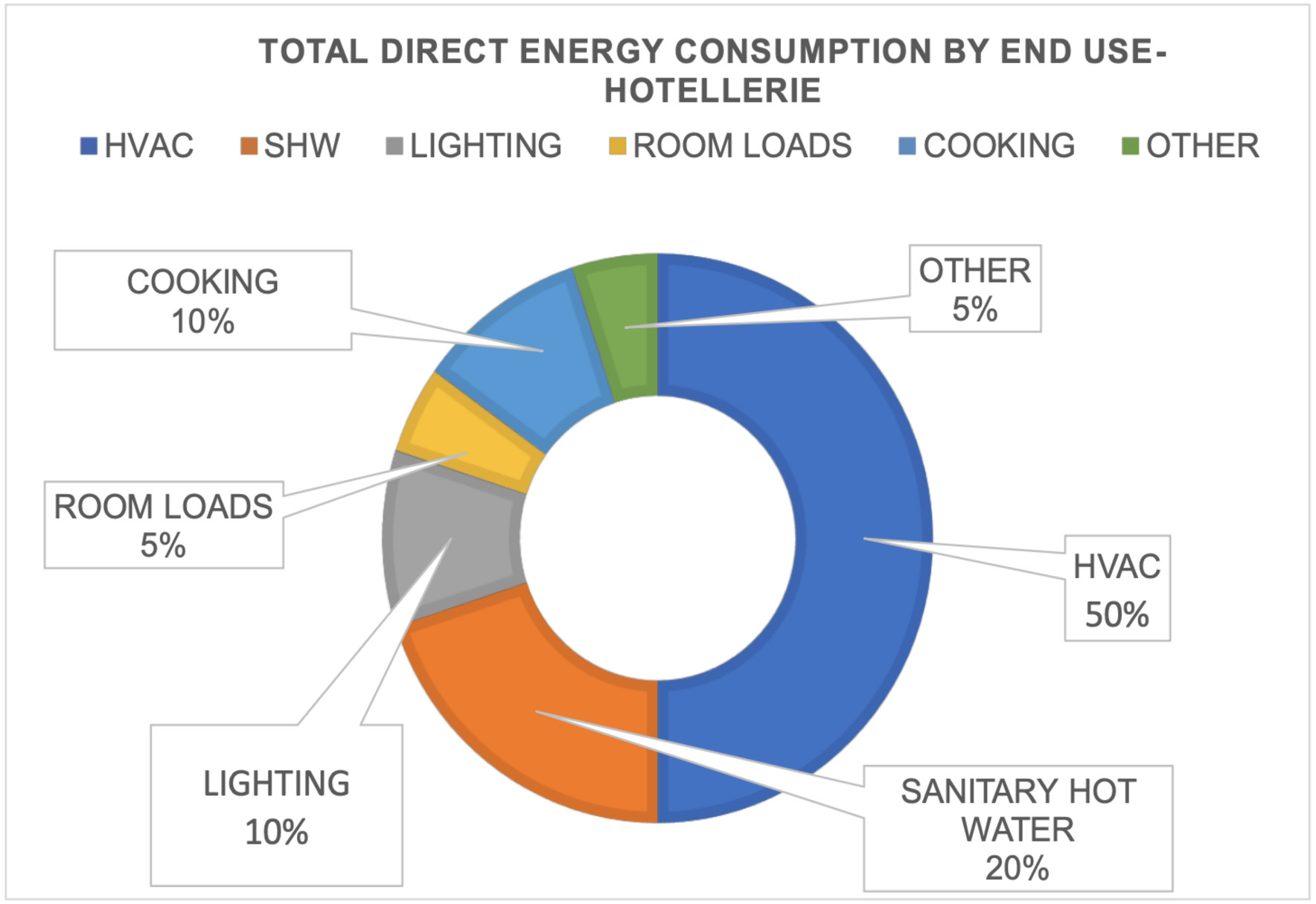

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KEY TRANSVERSAL FACTORS: ***n° of ROOMS*** ****star**** ***geographical location*** ***customer profile***

other actors

- GOVERNMENT
- SOCIETY
- SHAREHOLDERS
- FINANCE
- INTERNAL STAKEHOLDERS

- INSTITUTION, INFRASTUCTURES, PROMOTION ORGANISATION
- LOCAL VALUES, CULTURAL TRADITIONS AND HERITAGE, ENVIRONMENTAL ATTRACTION
- HOTEL DESIGNER, DEVELOPER & HOTEL COMPANY INVESTOR
- LENDER, BANK, INVESTOR
- HOTEL OWNER, BRAND FRANCHISOR, HOTEL OPERATOR, HOTEL ASSET MANAGERS

Hotspots:

Red boxes represent main energy consumption points across the value chain

Indirect energy processes

GOODS & SERVICES SUPPLIERS

- FUEL/ENERGY SUPPLIERS
- MAINTENANCE SERVICES
- GOODS & SERVICES SUPPLIERS: FURNITURE, EQUIPMENT, TEXTILES, ETC..
- CONSUMABLES SUPPLIERS

TRAVEL AGENCIES

TOURISTIC OPERATORS AND INTERMEDIARIES

OUTSOURCED LAUNDRY | FOOD & BEVERAGE SUPPLIERS | OUTSOURCED SERVICES

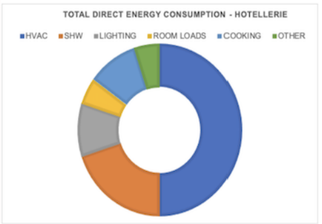
- purchased goods & services
- capital goods
- fuel & energy related activities
- transport and distribution
- waste generated in operation

GUEST EXPERIENCE → Organization & booking → **Transportation** → **Accommodation** → **Food & Beverage** → **Services, leisure & excursions**

Accommodation				Food & Beverage		Services, leisure & excursions		
COMMON AREAS	OUTDOOR	ROOM	LAUDRY & CLEANING	BAR-LOUNGES	RESTAURANT	WELLNESS	SPORT	SIGHTSEEING

Direct energy processes

COMMON AREAS	OUTDOOR	ROOM	LAUDRY & CLEANING	BAR-LOUNGES	RESTAURANT	WELLNESS	SPORT	SIGHTSEEING
• Lighting • Heating, Ventilation and Air Conditioning	• Lighting	• Lighting • Heating, Ventilation and Air Conditioning • Sanitary Hot Water	• Appliance energy consumption	• Lighting • Heating, Ventilation and Air Conditioning • Appliance energy consumption	• Lighting • Heating, Ventilation and Air Conditioning • Appliance energy consumption	• Lighting • Heating, Ventilation and Air Conditioning • Heating systems • Sanitary Hot Water	• Lighting • Heating, Ventilation and Air Conditioning	



WASTE MANAGEMENT & RECYCLING

Guest arrival → Energy consumption → Energy sustainability

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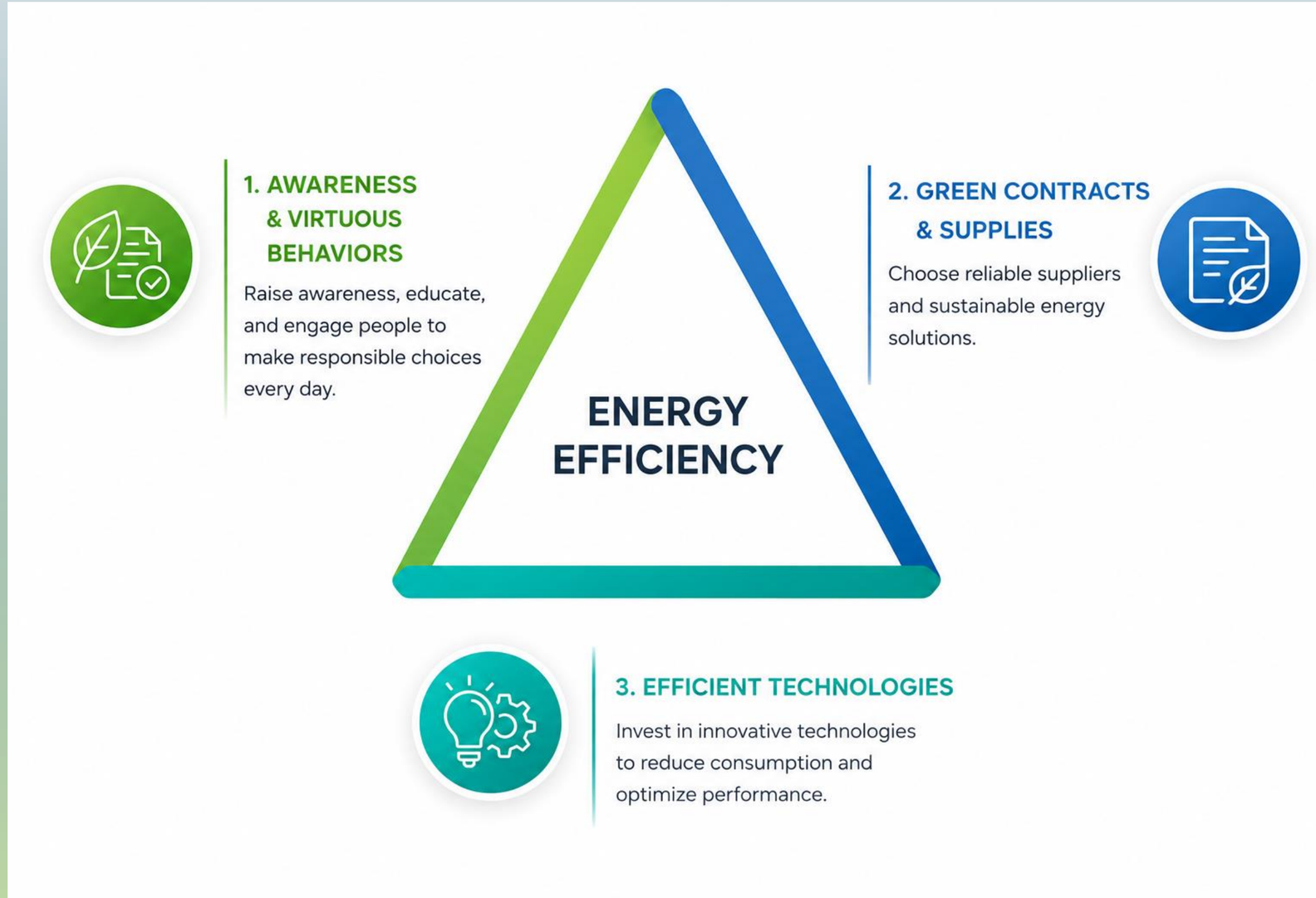
The three axis of energy efficiency



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Technologies

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VIRTUOUS BEHAVIORS FOR ENERGY EFFICIENCY

Small actions, big impact.

1. ADJUST THE TEMPERATURE

Heat in winter: 19–20°C
Cool in summer: 25–26°C

Small changes, great savings.

2. TURN OFF THE LIGHTS

Turn off lights when you leave a room.

Use natural light whenever possible.

3. UNPLUG AND SAVE

Unplug devices and chargers when not in use.

Stand-by mode also consumes energy.

TOGETHER FOR A SUSTAINABLE FUTURE

4. USE WATER RESPONSIBLY

Save hot water and reduce unnecessary consumption.

5. IMPROVE INSULATION

Close windows and doors and use blinds or curtains to keep the temperature more stable.

EVERY ACTION COUNTS

Our daily choices make a difference for us and for the planet.

LET'S BUILD A MORE EFFICIENT FUTURE TOGETHER.

6. MONITOR AND IMPROVE

Be aware of your energy consumption and look for ways to reduce it every day.

SAVE ENERGY | SAVE MONEY | RESPECT THE ENVIRONMENT | BUILD A BETTER FUTURE

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GREEN CONTRACTS & SUPPLIERS
A PILLAR OF SUSTAINABILITY

We choose responsible partners to build a better future.

1. RESPONSIBLE CHOICES
We select suppliers and partners who share our commitment to the environment, ethics and transparency.

2. SUSTAINABILITY CRITERIA
We integrate environmental, social and governance (ESG) criteria in our selection and evaluation processes.

3. LONG-TERM PARTNERSHIPS
We build solid and lasting relationships based on trust, collaboration and shared values.

4. LOWER ENVIRONMENTAL IMPACT
We prioritize low-impact solutions to reduce emissions, waste and resource consumption.

5. CONTINUOUS IMPROVEMENT
We work together with our partners to drive innovation and promote increasingly sustainable practices.

6. TRANSPARENCY & COMPLIANCE
We ensure compliance with regulations and promote clear, traceble and responsible supply chains.

TOGETHER, WE CREATE VALUE

- Protect the Planet
- Create Positive Impact
- Generate Value
- Build a Sustainable Future

Sustainable choices today, a better world tomorrow.

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Thank you for your attention!

Giuseppe Saija

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Transition to Sustainable Business Model in HORECA sector

Beatrice MARCHI

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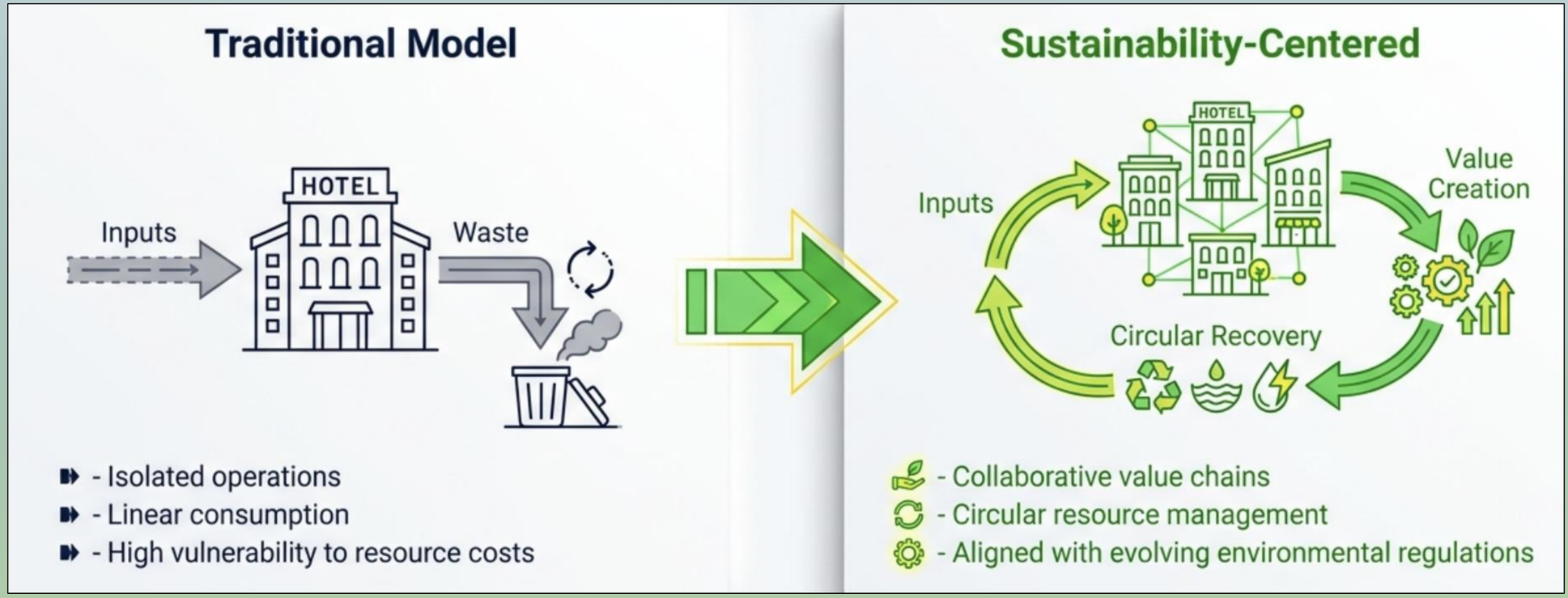
From Traditional to Sustainability-centered model



Achieving this transition requires more than good intentions; it requires rethinking the fundamental business architecture and leveraging value chain collaboration to achieve scale

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Rethinking the Business Model Canvas

The Sustainable Business Model Canvas adapts traditional business planning by embedding environmental and social value directly into the operational DNA of a HORECA activity

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Pillar 1: The Back Stage (Operation and supply)

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Pillar 2: The Front Stage (Value and Market)

Sustainable Value Proposition

Moving beyond basic service. Extending product life cycles, applying "Product-as-a-Service" models, and transforming sustainability into tangible guest value.

Responsible Customer Segments

Targeting guests who value and promote eco-friendly solutions.

Customer Relationships

Enabling guests to act sustainably during their stay without sacrificing comfort.

Sustainable Channels

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Pillar 3: The Bottom Line (Financial reality)

Cost Structure

Identifying the most significant energy and operational costs.

HORECA Application:

High upfront costs for energy-efficient tech are offset by long-term operational savings and reduced resource dependency.

Revenue Streams

Identifying core revenue drivers.

HORECA Application:

Monetizing sustainability through premium eco-positioning, attracting corporate clients with strict CSR requirements, and leveraging collective up-marketing.

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Collaboration enablers: Structuring the Ecosystem

Base Layer: Transferability

Success depends on local conditions, available technology, financial baseline, and organizational capabilities.

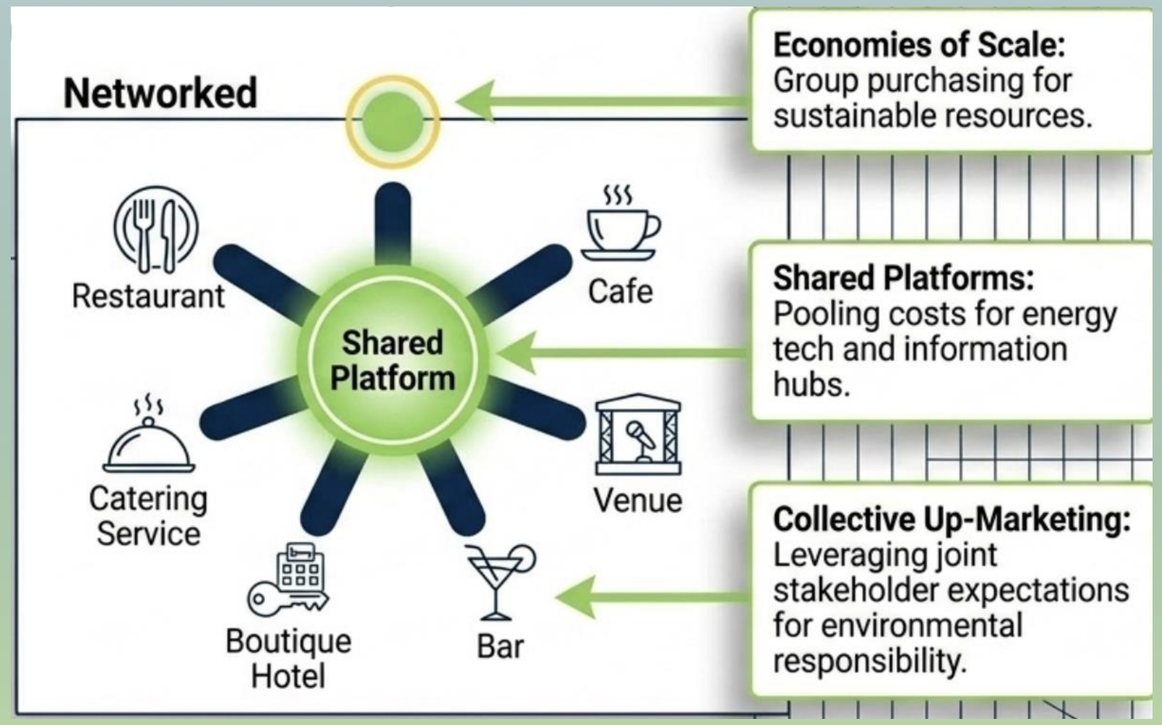
Middle Layer: Relationship Factors

Requires geographical proximity, clear regional regulations, and mutually beneficial partnerships.

Top Layer: Operational Drivers

Driven by unified CSR approaches, dedicated networking platforms, and structured peer feedback loops.

Successful sustainable business models in HORECA rely on collaboration to overcome individual limitations



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UNDERSTANDING ENERGY USE ACROSS THE HORECA VALUE CHAIN

Remy Mercks
Vice President Operations of WiZiU

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Energy savings in HORECA operations

FROM OWNER ASSET PROTECTION TO HOTEL TECHNICAL EXECUTION

Panel participation · EE4HORECA final event

Rémy MERCKX – Vice Président Operations

practical savings that protect margin, reduce footprint and preserve guest comfort.

Energy savings in HORECA operations

From owner asset protection to hotel technical execution

ENERGY EFFICIENCY

- Reduce consumption without impacting comfort
- Equipment management based on actual occupancy
- Optimized settings: heating, ventilation, lighting, hot water
- Consumptions monitoring & analysis

BMS

BUILDING MANAGEMENT SYSTEM

- Centralized supervision & control
- Real time monitoring of equipment
- Custom alarms & reports
- Decisions support for improved performances

LIGHTING

- Energy-efficient LED lighting
- Presence & brightness detection
- Lighting scenarios adapted to use
- Automatic shutdown of unoccupied zones

WATER

- Flow restrictors & water savers
- Dual flush toilets
- Leak detection & alerts
- Monitoring of water consumption

CONSUME LESS, MANAGE BETTER

FOR A SUSTAINABLE & RESPONSIBLE HOTEL

- COST CONTROL
- REDUCTION ENVIRONMENTAL FOOTPRINT
- CUSTOMER COMFORT & SATISFACTION
- HIGHLIGHTING THE HOTEL'S COMMITMENT

The business case: energy saving is margin protection

Owner lens + operator lens must be aligned, otherwise actions stay cosmetic.

In a hotel, energy is usually the 2nd largest controllable cost after payroll.

Asset Manager

- Protect NOI and asset value
- Prioritise capex by payback + risk
- Use ESG regulation as value creation

Lower energy cost. Stronger margins.

Technical Services

- Translate targets into setpoints
- Commission systems and train teams
- Detect leakage, drift and overrides

Where we attack first: the few loads that matter

Focus drives results: HVAC, hot water, lighting, kitchens, water losses.

25–45%
HVAC / heating / ventilation / cooling

10–25%
Domestic hot water

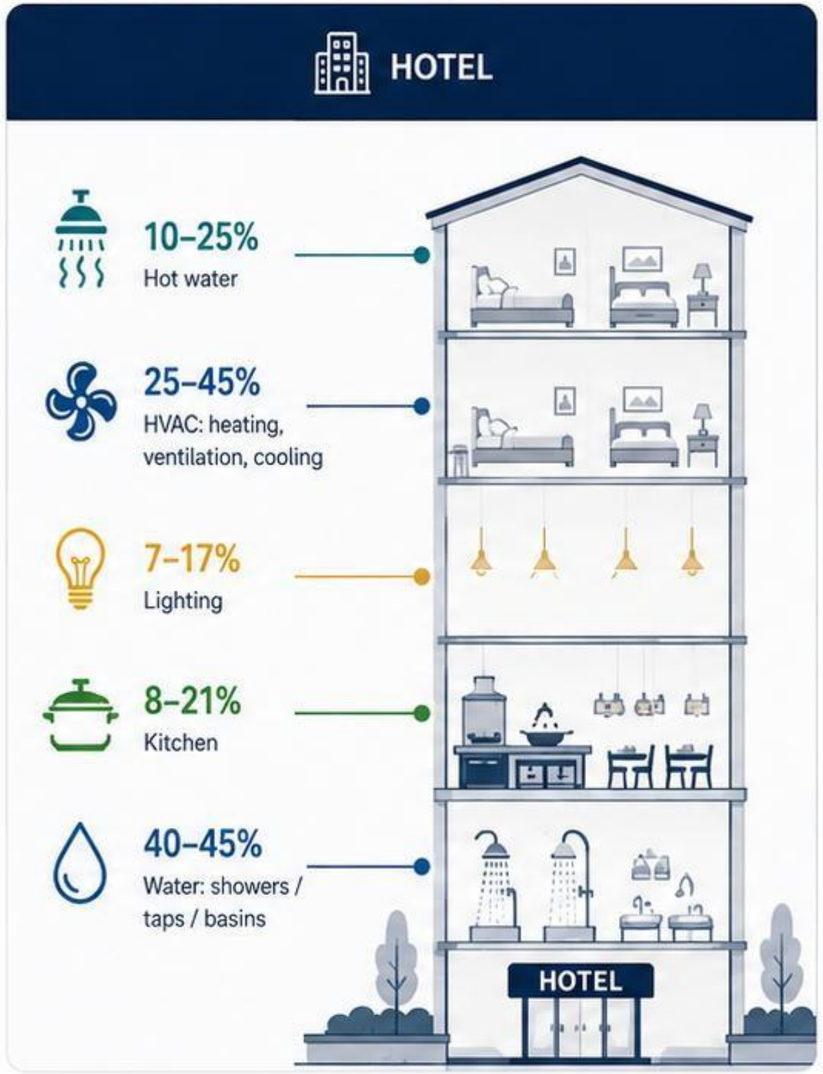
7–17%
Lighting

8–21%
Kitchen

40–45%
Water: showers / taps / basins

Decision filter

1) High consumption. 2) Low guest impact. 3) Easy to verify. 4) Repeatable across portfolio.



Three examples that work in real hotel operations

Each combines owner approval, technical execution and staff behaviour.

Rooms: GRMS

Lower HVAC/lighting waste when rooms are empty

- Door/card/window contacts
- Setback after 20 min vacancy
- Monthly override review

Typical room-energy saving range: **10–50%.**

Water: flow + leaks

Cut hot-water demand and avoid hidden leaks

- Aerators + low-flow showers
- Night meter check for leaks
- Toilet cistern calibration

Immediate check: water use should fall **near zero** overnight.

F&B: shutdown ritual

Reduce idle load after service

- Ovens/hoods off by checklist
- Cold-room door discipline
- Signage and terrace light timer

Often payback: **weeks**, not years, if discipline is real.

the best savings are invisible to the guest, visible in the meter, and repeatable by the team.

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GROUP PHOTO

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COFFEE BREAK AND NETWORKING

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BUILDING SKILLS FOR A SUSTAINABLE HORECA SECTOR

Dr. Dominique Vaschalde
PhD, Sustainable Hospitality Expert and Coordinator of the RISPETTU Network

Guntis Osis
Member of the Management Board at Hotel Baltvilla

Paolo Salaorni
Quality Manager at LEONE SRL

Romina Montero
Head of Sustainability and Quality at SH Hotels

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

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Awareness Raising and Knowledge Development

Carmen Ayllón

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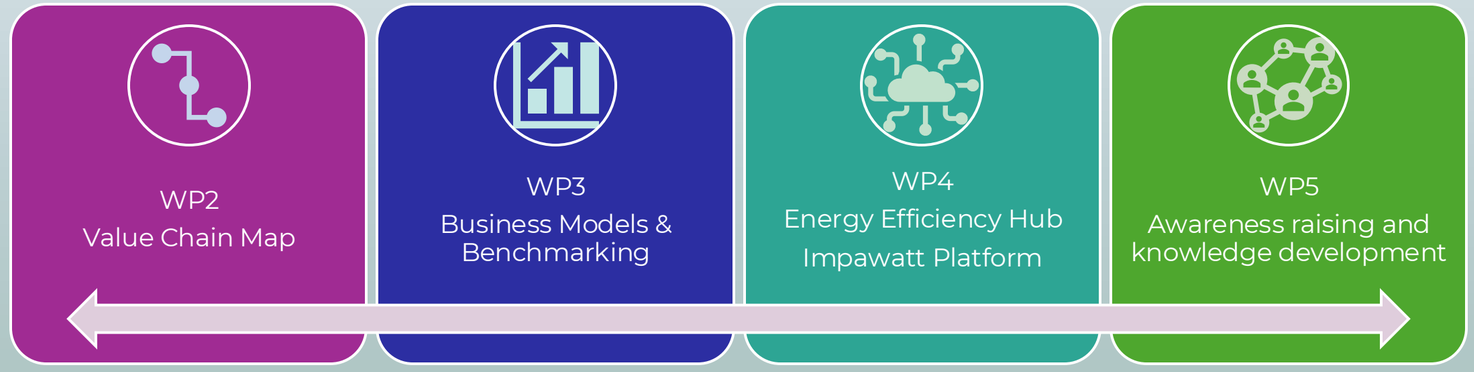
TRAINING AND RAISING AWARENESS ACTIVITIES



- **HORECA sector consumes high energy** due to continuous operations and diverse services; energy efficiency cuts operating costs and improves sustainability and corporate reputation
- **A VALUE CHAIN VISION** covers the full supply and operation process — from food & beverage production to customer service — making **energy efficiency a priority in every link**
- It drives sustainable supplier practices and optimises resource use across the entire chain
- **Key question: Can this value-chain vision be adopted feasibly by the sector?**

EE4HORECA analysed and presented the approach through two actions to foster a new culture and mindset among HORECA actors:

- **Living Labs Groups** — innovative discussions
- **Training Activities** — competence, skills and networking among HORECA companies

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LIVING LABS GROUPS

- During 2024, EE4HORECA project organized different Living Labs Groups (LLGs) in five European countries: France, Germany, Italy, Latvia and Spain.
- The LLGs **offered a unique platform for stakeholders to collaborate, share best practices,** and **explore innovative solutions tailored to the specific challenges** of their local environments.
- By focusing on **regional customization**, the living lab activity not only **addressed the diverse needs of the HORECA sector and value chain** but also **emphasized the importance of localized approaches in achieving broader sustainability goals.**

Participants by country

- France: 181
- Spain: 37
- Latvia: 30
- Italy: 19
- Germany: not specified

Total: 267 participants

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Cámara de Comercio de España

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LIVING LABS GROUPS

KEY CONCLUSIONS

- ✓ Strong collective commitment to sustainability across HORECA stakeholders
- ✓ Collaboration is essential across the value chain
- ✓ Need to simplify access to funding and information
- ✓ Advanced technologies are key enablers (smart systems, energy management)
- ✓ Main barriers: high costs, lack of skills and complex admin. procedures

KEY RECOMMENDATIONS

- ✓ Foster collaboration and partnerships in the value chain
- ✓ Simplify grant processes and improve financing access
- ✓ Invest in innovative and energy-efficient technologies
- ✓ Strengthen training and capacity building programmes
- ✓ Implement energy monitoring systems and KPIs

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TRAINING PROGRAMME

Module 1 - Fundamentals of energy efficiency in the HORECA value chain

Module 2 - Good energy efficiency practices in the HORECA value chain

Module 3 - Sustainable Business Models for the reduction of emissions in the HORECA value chain

Module 4 - Training and Energy Monitoring tools available in the IMPAWATT platform to gain better efficient energy management practices

Module 5 - Support and funding to improve energy efficiency in companies of the HORECA value chain at regional level

Training modules were delivered through online webinars and on-site seminars/workshops. Each module was designed independently, allowing participants to attend those most relevant to their company's needs

The training focused on presenting **available solutions to reduce energy consumption** and on how to calculate emissions across Scope 1, 2 and 3

It also covered:

- ✓ **Primary activities**, such as collaborative approaches to reduce both specific and overall energy use, as well as the benefits of investing in renewable energy and other technologies like remote energy management systems
- ✓ **Secondary activities**, including staff and client engagement, communication actions, and new procurement practices (e.g. KM0/local suppliers and circular platforms for the HORECA sector)

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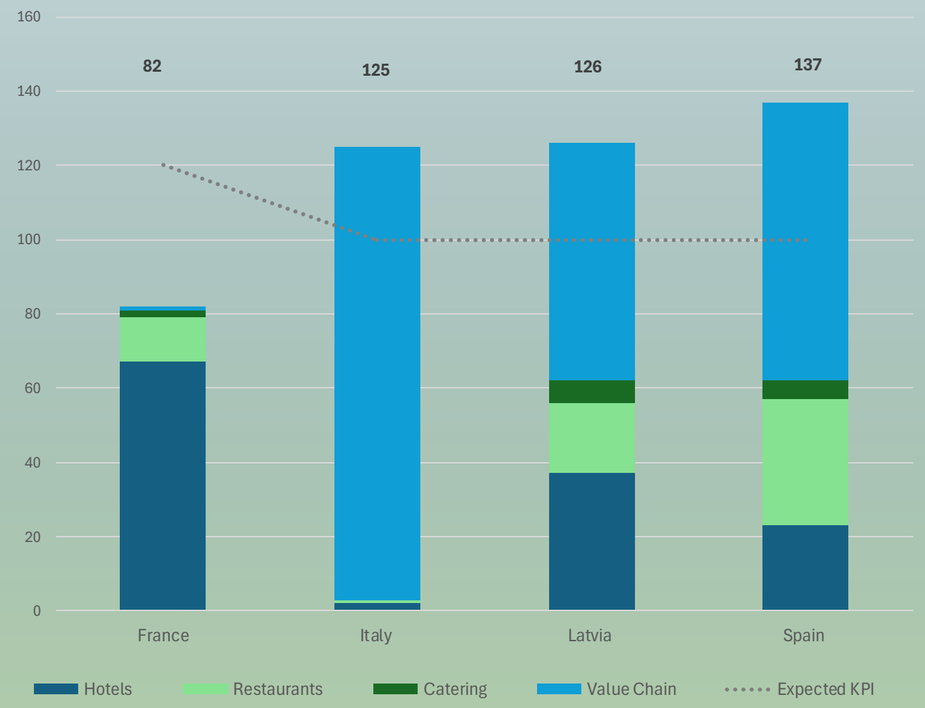
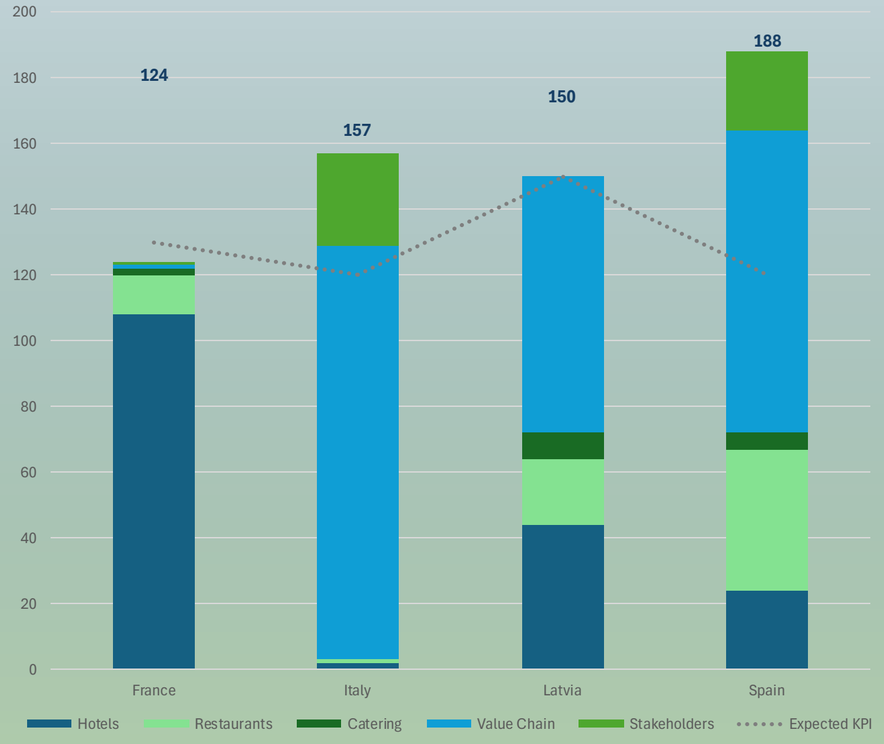
Number of Companies Trained by Country - 470



Number of Staff Trained by Country – 619 people



Cámara de Comercio de España

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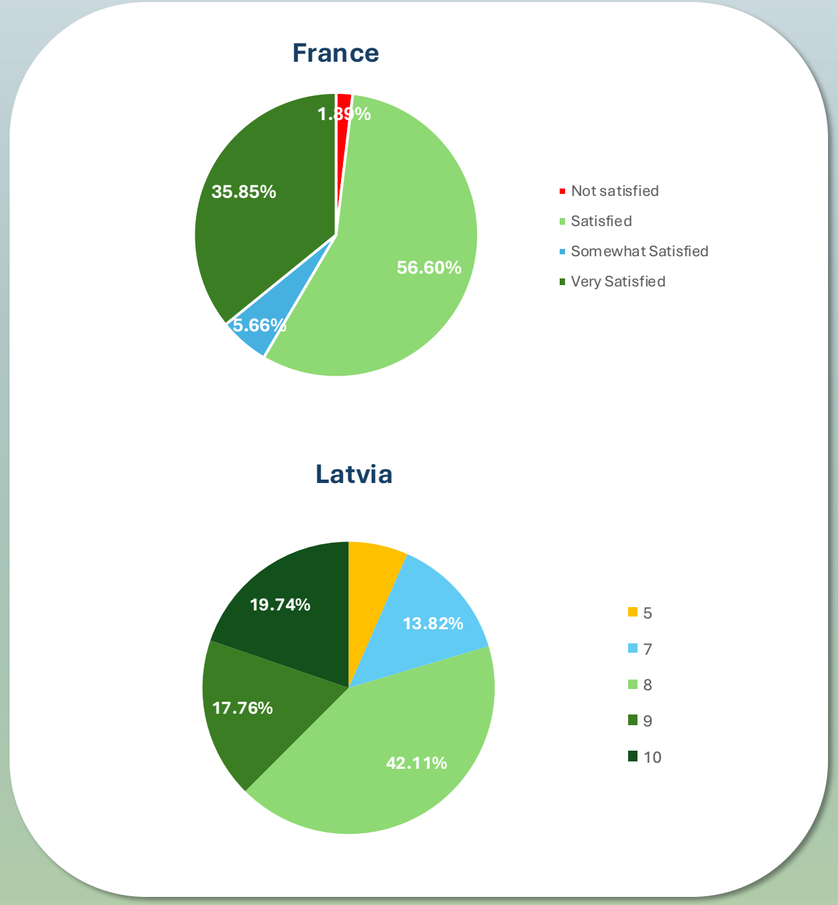
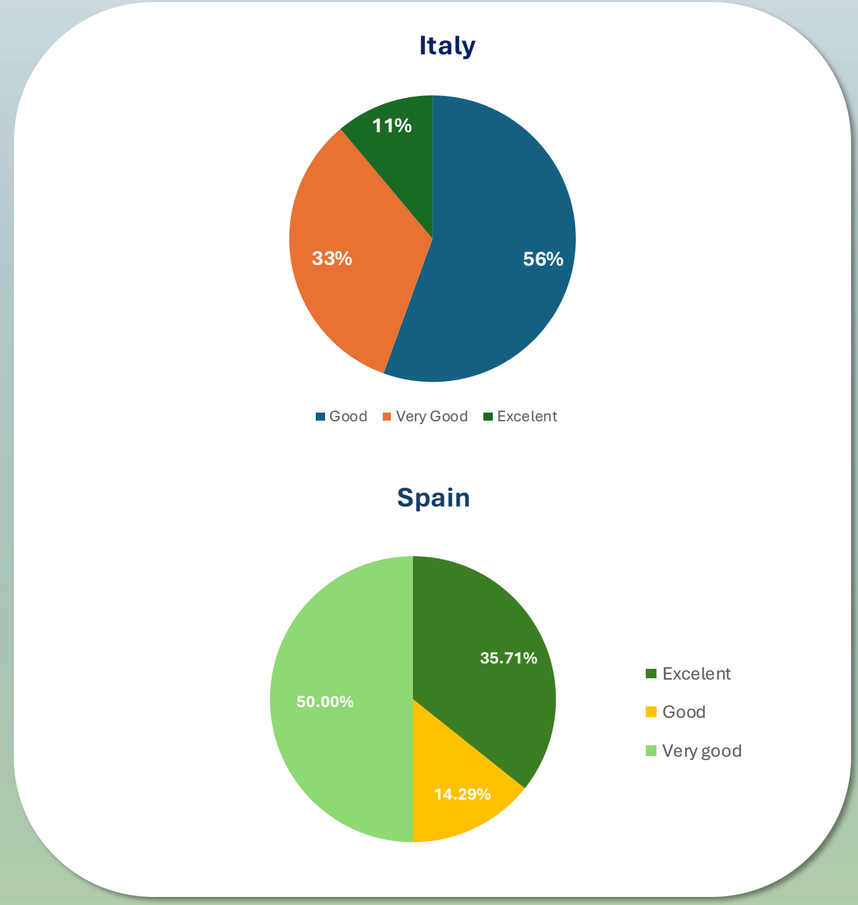
PARTICIPANTS OVERALL SATISFACTION

Around two-thirds of participants confirmed their intention to **incorporate energy efficiency practices** supported by strong learning outcomes in **emissions management** (Scopes 1–3) and concrete business applications

The most valued aspects were the pr**actical, directly applicable content** and clear guidance provided by trainers, enabling immediate uptake of best practices





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BUILDING SKILLS FOR A SUSTAINABLE HORECA SECTOR

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Rispettu : an active association serving professionals in the hospitality industry

Dominique VASCHALDE, PhD expert in sustainable hospitality and coordinator of the RISPETTU program in Corsica (southern France)

30.06.2026 | Brussels, Belgium

https://www.rispettu-corsica.org/

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

EE4HORECA
Co-funded by the European Union

About our organization
Who we are and what we do

Rispettu : nonprofit organization

100 members, including **87 hoteliers** committed to sustainable development

5 200 rooms in Corsica (southern France)

The association's mission: **to help tourism businesses balance economic performance with environmental conservation, regional identity, and community engagement**

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Why we engaged with EE4HORECA training ?

Corsica: a region with exceptional biodiversity, yet fragile due to its strong appeal to tourists

Corsica: **400,000** residents / **4 million visitors** per year

Significant pressure on energy, water, infrastructure, and the coastline, along with increased waste generation

The energy and ecological transitions: a vital imperative ! rther context

RISPETTURISPETTU supports hoteliers in their energy transition

- **In Corsica, a large portion of the energy is generated from heavy fuel oil**
- **Every kWh saved has a greater environmental impact than on the mainland**

Energy-related actions :

- Energy monitoring per night
- Temperature settings
- Air conditioning control
- Closing curtains to prevent overheating
-Energy-efficient equipment
- Raising awareness among technical staff

The results obtained :

12% to 18% reduction in electricity consumption

Annual savings of several thousand euros

Greater engagement from teams and customers

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Why we engaged with EE4HORECA training ?

Water-related initiatives

The work of the RISPETTU association **contributes to the achievement of the goals set by European water policy**

Breakdown of Water Consumption in Hotels :

- Showers, faucets, and toilets in the rooms: 40% to 50%
- Laundries: 0 to 15%
- Public restrooms and common areas: 15 to 20%
- Swimming pools: 0 to 5%
- Cuisine and restaurants 15 to 25%
- Watering of green spaces: 0 to 10%

The finding :

Faucets that use 20 liters per minute

Spas without water-saving features

Hidden water leaks resulting in thousands of euros in losses each year

Water-related initiatives: a three-step approach :

1. **Customer and team knowledge and awareness**
2. An incentive to conserve water through rewards, using a tool called the “**Green Pass”**
3. **Controlling and reducing water consumption**

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drvaschalde@gmail.com

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UNDERSTANDING ENERGY USE ACROSS THE HORECA VALUE CHAIN

Guntis Osis
Member of the Management Board at Hotel Baltvilla

SUSTAINABLE ENERGY WEEK

EE4HORECA
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Hotel ”Baltvilla”

Guntis Osis

Member of the Management Board

30.06.2026 | Brussels, Belgium

https://www.baltvilla.lv/en

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About our organization

Name of organisation: Baltvilla Hotel (Balt Aliance Ltd.)

Type of business: Independent family managed boutique hotel

Location : Baltezers, on the border of Riga - approximately 30 minutes from the Riga centre and 50 from RIX airport.

Size / scope: The hotel has **38** comfortable rooms ranging from **22 to 110 m²**, including standard rooms, suites, and a presidential apartment; it is rated **4 stars** and has **105 employees**.

Core activities:
Accommodation, restaurant and conference services - offering **5 conference rooms** able to accommodate up to **120 participants**, as well as a SPA salon located on the fourth floor.

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Why we engaged with EE4HORECA training

Energy Cost Savings

Optimization of heating, cooling, water consumption and lighting to cut utility costs

Lowering energy consumption

- Access to the latest knowledge and practical solutions in energy efficiency
- Desire to reduce energy consumption and operational costs across hotel facilities
- Commitment to sustainable hospitality and alignment with EU energy goals

Green performance

- Attract eco-conscious guests;
- Learn about sustainability in hospitality
- Experience exchange

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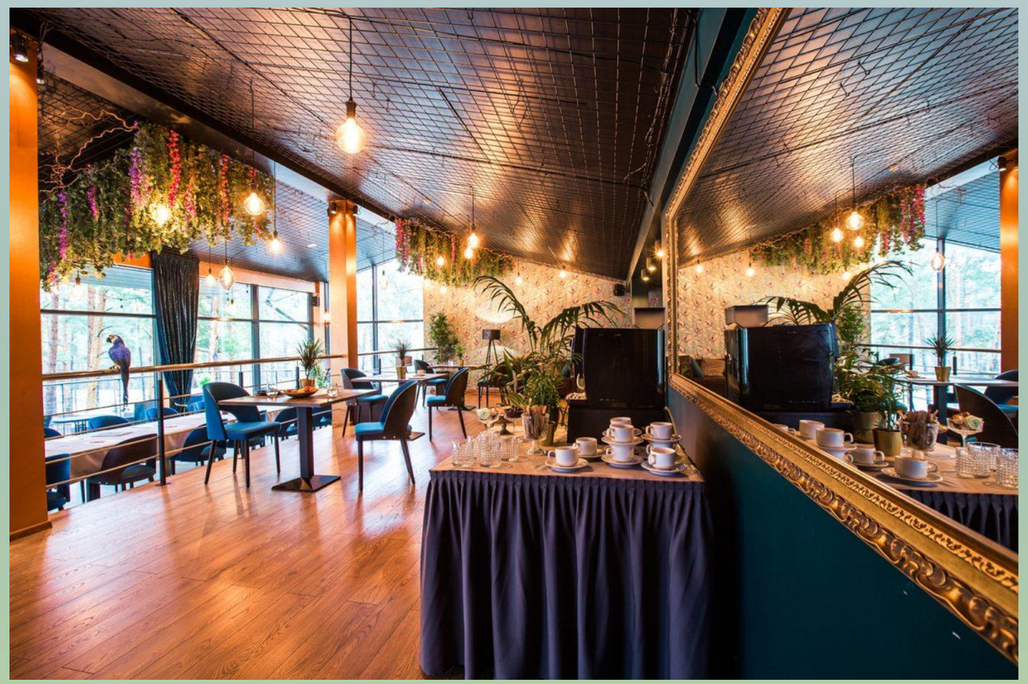
Baltvilla



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

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Baltvilla

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Mr. Guntis Osis
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UNDERSTANDING ENERGY USE ACROSS THE HORECA VALUE CHAIN

Paolo Salaorni
Quality Manager at LEONE SRL

SUSTAINABLE ENERGY WEEK

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LEONE SRL

Paolo Salaorni

30.06.2026 | Brussels, Belgium

www.qualitaleone.it

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

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Who we are and what we do

LEONE SRL

- Our company is a dairy product supplier
- The company is based in Villafranca di Verona in Veneto (Italy)
- Leone SRL is a Limited Liability Company, it is a small company that has a production facility and a logistics and maturing facility, sixteen employees
- Our core activity is the production and processing of cheese and dairy products in general

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Why we engaged with EE4HORECA training

Motivations

- **use of electricity**, the attention to food safety and product quality.
- contingent operational needs, **ensuring production continuity** or opportunities for **improvement**
- **need of structured medium-long term energy plan**.

Motivations

- **sustainable investments are a tool** to **meet stakeholder expectations**, mitigate risks, seize **new market opportunities** and ensure **compliance with current regulations**
- **In-depth study on energy efficiency, sustainability and analysis on corporate sustainability issues and ESG criteria**

Motivations

- **energy management** and the adoption of **strategic investment planning**
- to **respond to changes in environmental regulations and sustainability requirements**,
- **accessing to incentives and concessions for sustainable investments.**

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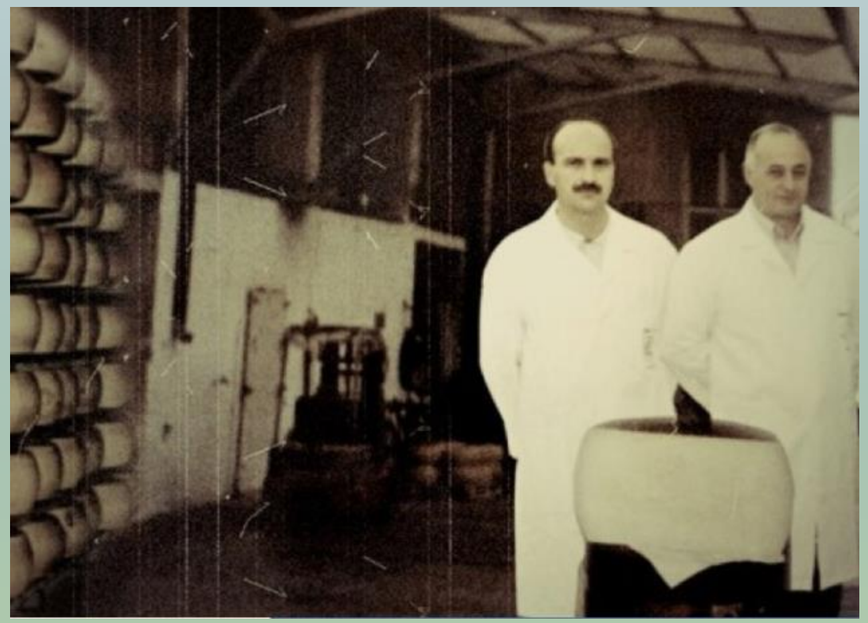
Our facility



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Paolo Salaorni
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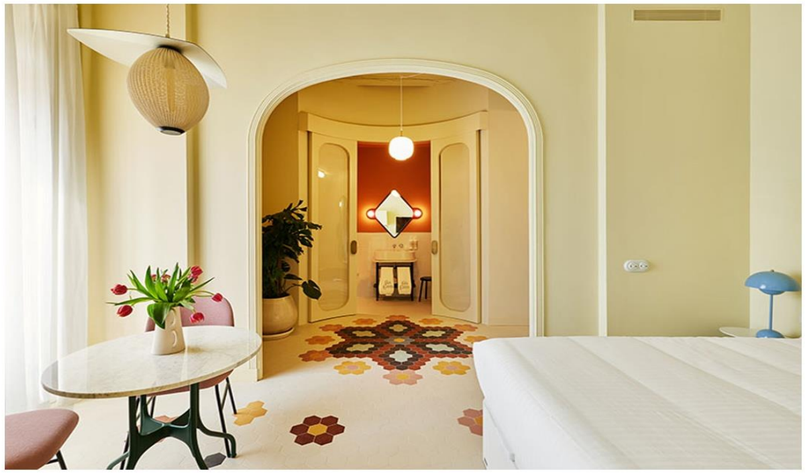
UNDERSTANDING ENERGY USE ACROSS THE HORECA VALUE CHAIN

Romina Montero
Head of Sustainability and Quality at SH Hotels

SUSTAINABLE ENERGY WEEK



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SINGULAR SH HOTELS

Romina Montero

30.06.2026 | Brussels, Belgium

SH Hoteles in Spain, Official Website

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SH Hoteles

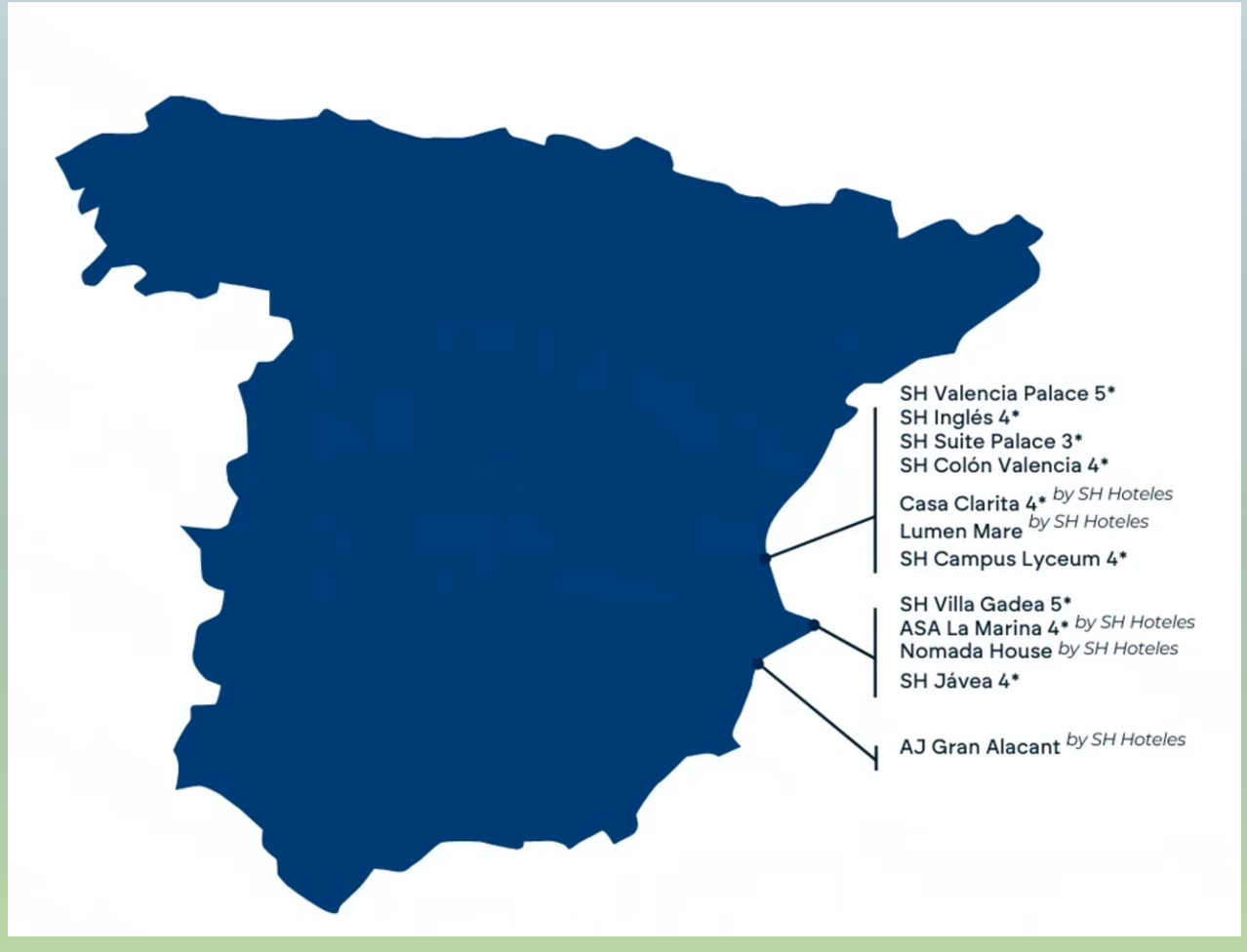
Who we are and what we do

Hotel chain with 16 properties and more than 1,000 rooms

Valencia, Alicante and Murcia.

Medium-sized hotel group with several 4**** and 5***** hotels and a significant team of employees across our properties

Activities: Hotel management and hospitality services, including accommodation, gastronomy, events, and guest experience.



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Why we engaged with EE4HORECA training?

To strengthen our corporate sustainability strategy, with a clear **focus on energy efficiency and decarbonization**.

To support our ongoing investment plan in energy-efficient technologies across our hotels.

To align with EU initiatives and stay ahead of upcoming energy efficiency **regulations**.

To enhance internal capabilities and knowledge in energy management across the organization.

5 KEY PILLARS:

01 Environment
Carbon neutrality
Renewable energy
Energy efficiency
Emissions offsetting
Certifications

02 Resources
Water footprint
Circular economy

03 Value Chain & Community
Sustainable mobility
Awareness
Air quality
Biodiversity

04 Social Commitment
People management
Community engagement

05 Communication
Website
Media & social channels

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

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Calculation of scope 1 and 2 carbon footprint and registration with MITECO

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

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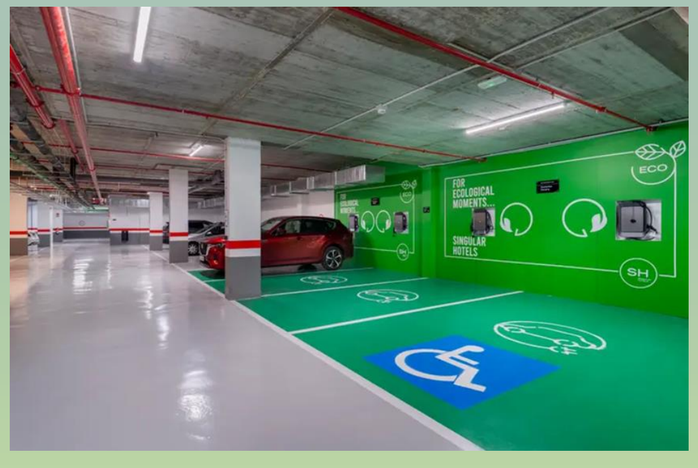
Results in our hotels/facilities

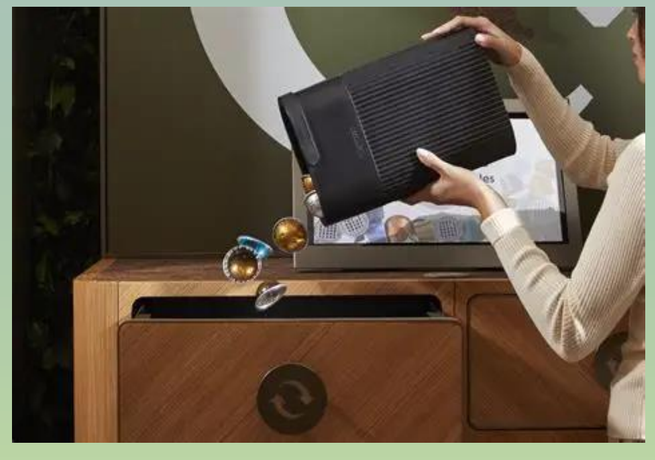
New photovoltaic panels at SH Valencia Palace Hotel

Tesla and Porsche chargers in our 5***** hotels.



LED lighting

Corporate Waste Management Plan



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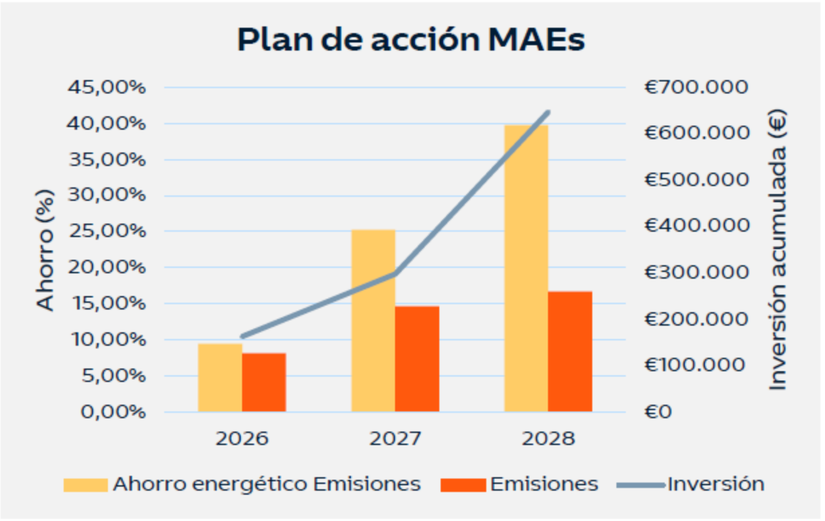
Energy efficiency studies for long-term planning of energy equipment upgrades

Measures with Savings Potential

Identifying key strategies to maximize resource efficiency

EEM	Average Investment (€)	Estimated Savings (%)	Payback Period	CAE Eligible
HVAC Temperature Regulation	100–5,000	10–30%	Medium (3–7 yrs)	
Chiller Replacement	100,000–150,000	10–30%	High (5–7 yrs)	TER040
Refrigeration Plant Replacement	15,000–50,000	30–50%	Medium (3–7 yrs)	TER140
Heat Recovery Systems	3,000–30,000	15–40%	Medium (2–5 yrs)	
Boiler Replacement with Heat Pump	50,000–100,000	30–50%	Medium (3–7 yrs)	TER100
Pressure Booster System Replacement	30,000–65,000	15–30%	Medium (3–7 yrs)	TER280
PV System with Batteries	200,000–500,000	20–30%	High (5–10 yrs)	
BMS Installation	5,000–35,000	5–15%	Medium (2–5 yrs)	TER050

repsol



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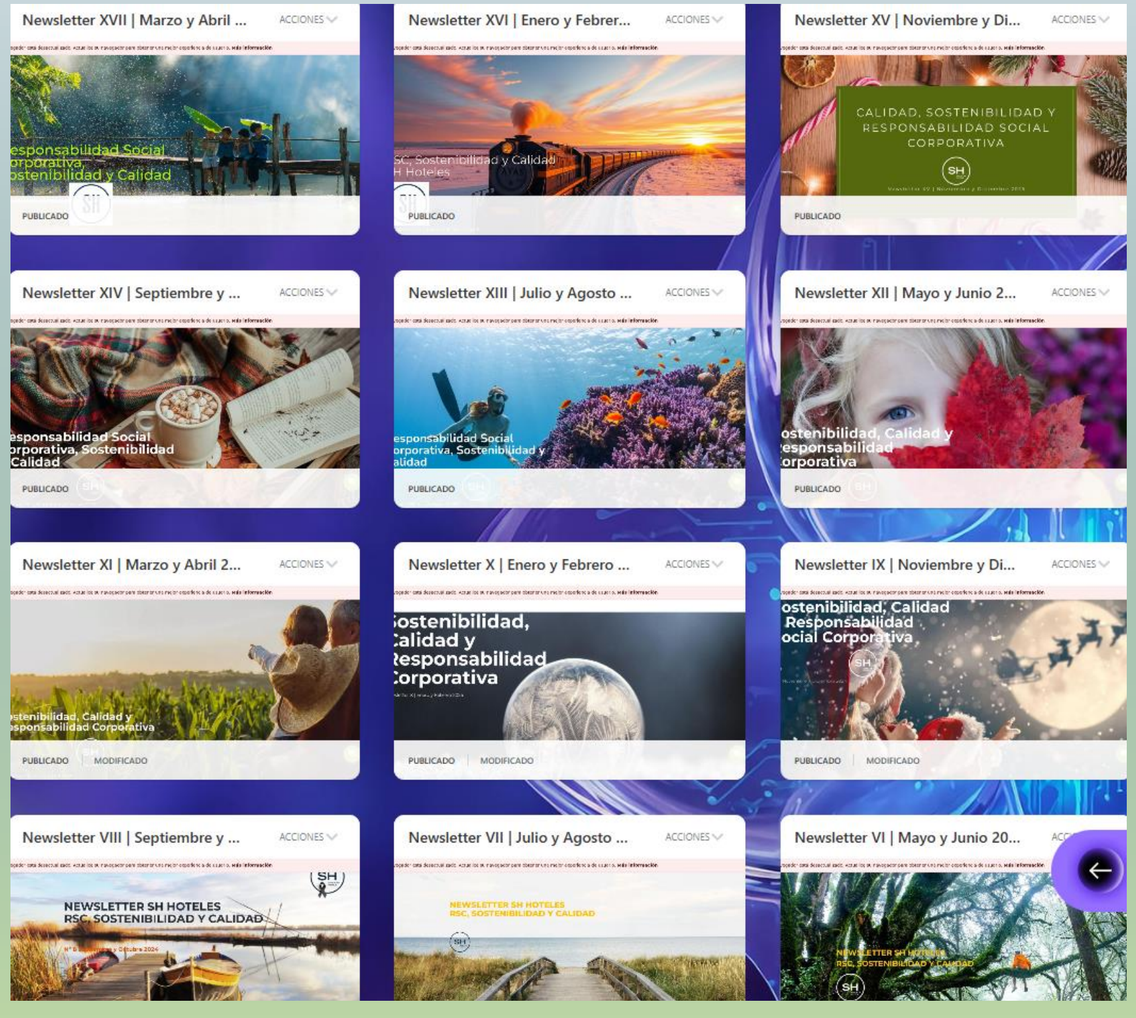
Sustainability training for our staff and internal communication through a bi-monthly newsletter



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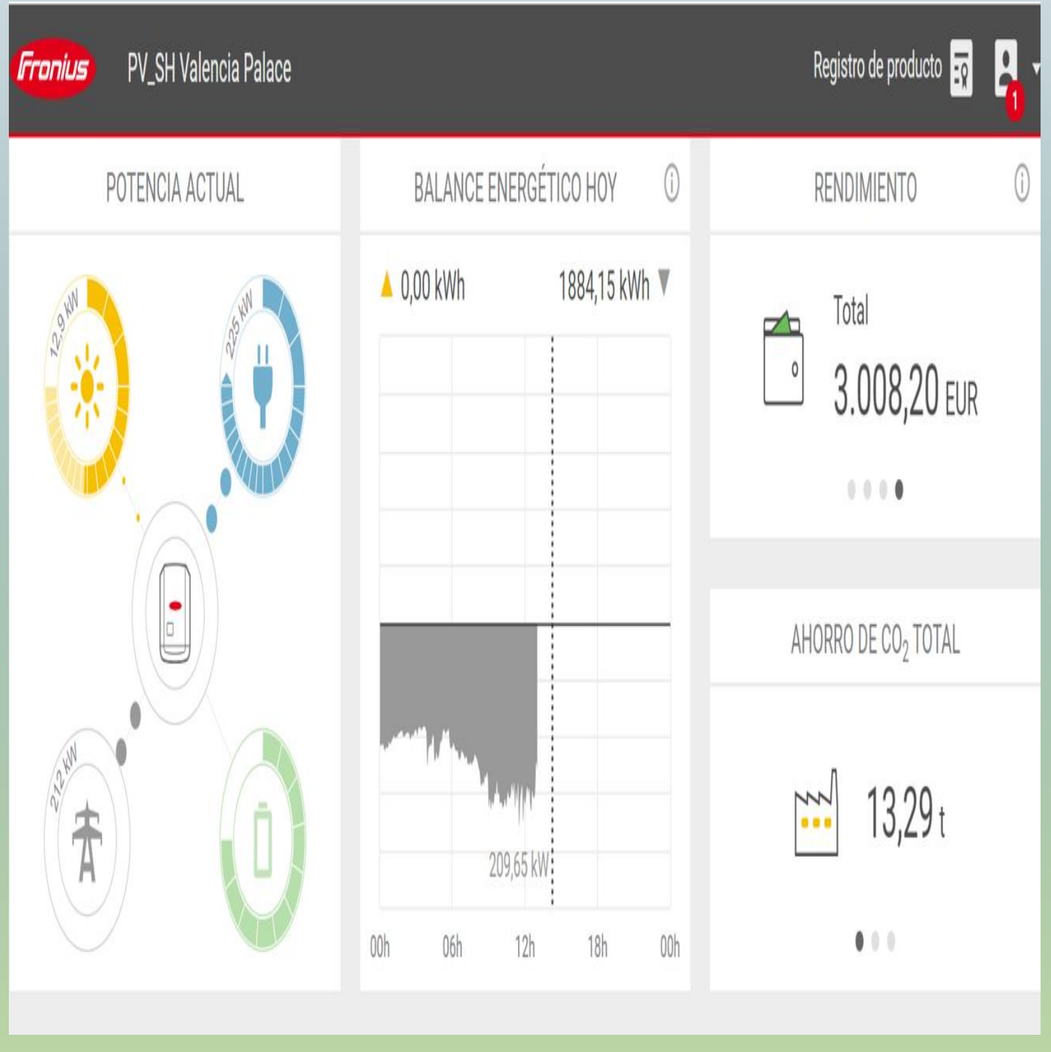
Measure to understand



Improving energy efficiency across our hotels

Before (Boilers)

After (Heat Pumps)

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Our main transparency tool: annual sustainability report

Lucha contra el cambio climático

TOTAL EMISIONES T CO_2e	2022	2023	2024
SH Valencia Palace SH Inglés boutique hotel SH Suite Palace SH Colón Valencia	846,58 Sin SH Colón	775,97 Sin SH Colón	963,73 Con SH Colón
SH Villa Gadea	1.478,96	1.297,37	1.263,46
AJ Gran Alacant by SH	132,45	116,65	119,62
Casa Clarita by SH		21,19	26,10
ASA La Marina by SH			46,47

EVOLUCIÓN DEL RATIO DE EMISIONES TCO_2e/UD	
SH Valencia Palace SH Inglés boutique hotel SH Suite Palace SH Colón Valencia	Reducción 7,14% Años 2022, 2023 y 2024, los dos primeros sin SH Colón Valencia
SH Villa Gadea	Reducción 13,43% Años 2022, 2023 y 2024
AJ Gran Alacant by SH	Reducción 2,86% Años 2022, 2023 y 2024
Casa Clarita by SH	Incremento 28,57% Años 2023 y 2024
ASA La Marina by SH	N/A Apertura hotel a mediados de 2024

Uso sostenible de los recursos: gestión energía

Consumo Energía Total Kwh	2021	2022	2023	2024
Gas Natural	929.912	1.220.505	1.279.123	1.386.568*
Propano	1.439.222	1.316.126	1.157.119	1.135.865
Electricidad	4.972.470	5.836.633	6.005.634	6.007.181*
Total	7.341.604	8.373.265	8.441.876	8.529.614

* En 2024 hemos contado con un hotel más, el SH Colón Valencia (254.740 kwh Gas Natural y 472.330 kwh Electricidad).

Hoteles incluidos en estos resultados: SH Valencia Palace, SH Villa Gadea, AJ Gran Alacant by SH, SH Colón Valencia, SH Inglés Boutique Hotel, SH Suite Palace y Casa Clarita by SH.

Gas Natural

kWh x ESTANCIA

AÑO	ENERO	FEBRO	MARZO	ABRIL	MAYO	JUNIO	JULIO	AGOSTO	SEPTIBRE	OCTIBRE	NOVIBRE	DICIBRE	TOTAL
2021	182,97	90,98	64,19	37,32	24,24	12,32	6,91	3,81	6,35	7,45	14,00	20,71	13,88
2022	33,01	20,11	17,52	11,13	8,47	6,52	5,45	5,30	6,96	8,05	11,62	16,82	10,24
2023	20,58	14,33	15,51	10,36	7,29	6,00	5,14	4,75	6,01	6,13	11,92	16,41	9,37
2024	18,00	13,73	12,44	10,94	7,72	6,25	4,00	4,21	5,66	6,48	8,14	13,28	8,48

Propano

Etiquetas de fila	Suma de entregado (kg)
2021	107525
2022	101432
2023	86449
2024	89963
Total	385369

El único hotel con consumo de propano es SH Villa Gadea.

Electricidad

hotel	CONSUMO / ESTANCIA				
	2020	2021	2022	2023	2024
SH Valencia Palace	42,22	25,73	18,84	17,11	15,78
SH Villa Gadea	51,49	41,35	39,42	35,08	31,91
AJ Gran Alacant		14,96	10,72	9,91	8,23
SH Colon					11,89

hotel	KWh / ESTANCIA			
	2021	2022	2023	2024
Ingles	9,78	6,08	7,45	7,18
Suite Palace	12,31	10,81	8,48	8,10

Uso sostenible de los recursos: gestión agua

Consumo de Agua en m^3	2022	2023	2024
SH Valencia Palace	23.233	25.073	25.494
SH Inglés boutique hotel	5.846	6.554	6.987
SH Suite Palace	950	1.141	1.117
SH Villa Gadea	41.243	49.586	44.304
AJ Gran Alacant by SH	5.498	6.679	7.658
Casa Clarita by SH		710	558
Total	76.770	89.743	86.118

Intensidad de Agua en m^3	2022	2023	2024
SH Valencia Palace	0,26	0,29	0,27
SH Inglés boutique hotel	0,16	0,24	0,25
SH Suite Palace	0,11	0,19	0,19
SH Villa Gadea	0,48	0,55	0,50
AJ Gran Alacant by SH	0,13	0,15	0,21
Casa Clarita by SH		0,22	0,17
ASA La Marina by SH			0,17
SH Colón Valencia			0,22
Total	0,23	0,27	0,24

Consumo de agua por huésped (por pernoctación)

Cálculo realizado con calculadora Biome.eu

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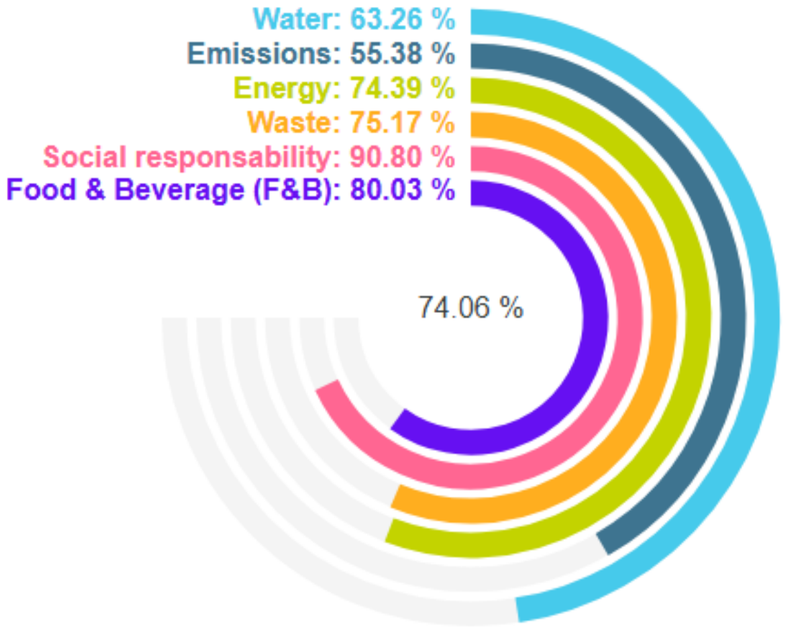

Certifications

SUSTAINABILITY

Bioscore Sustainability certifications

Through our internationally recognized sustainability certification, endorsed by leading OTAs and tour operators, we help accommodations, destinations and tourism organizations gain credibility and visibility.

Recognized by the Global Hotel Alliance (GHA), aligned with the Swisstainable criteria and part of the Travalyst Certification Initiative, our certification meets the highest international standards.

Bioscore-certified destinations can also earn points in the Global Destination Sustainability Index (GDS-Index), further strengthening sustainability reputation and global positioning.

MEJOR ESTRATEGIA DE SOSTENIBILIDAD INTEGRAL 2025 HOSBEC

Compromiso de Calidad Turística

VALÈNCIA SOSTENIBLE Capital Verde Europea 2024
Establecimiento colaborador

bioscore SUSTAINABILITY

NEGOCIO LOCAL Sostenible

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What EE4HORECA brought us

EE4HORECA helped us bring structure to our strategy, make better decisions, and move faster.

One key figure:

Last year, our new photovoltaic panels at SH Valencia Palace avoided more than 400 tons of CO_2—the equivalent of over 22,000 trees.

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

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Thank You!

SH HOTELES
Romina Montero
Head of Sustainability and Quality
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NETWORKING LUNCH

SUSTAINABLE
ENERGY WEEK

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CONNECTING KNOWLEDGE: THE ENERGY EFFICIENCY PORTAL AND IMPAWATT

Claudia Julius
Project Manager at SEnerCon

SUSTAINABLE ENERGY WEEK

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Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

Claudia Julius, Senercon, Berlin
30.06.2026 | Brussels, Belgium

Link to the EEhub4SME

Link to Impawatt

Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

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Energy Efficiency Hub for SMEs

The EE Hub for SMEs is an online portal introducing 18 European projects funded by the Life programme or the Horizon programme with the common goal of supporting SMEs on their path towards increased energy efficiency and renewable production

Impawatt Platform

IMPAWATT is an e-learning and energy monitoring platform offering more than 200 different training materials and tools tailored to the needs of companies in 12 countries.

Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

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the European Union

Energy Efficiency Hub for SMEs (EEhub4SME)

The EE Hub for SMEs is an online portal introducing 18 European projects funded by the Life programme or the Horizon programme including coordinator contacts, website and materials

Objective: To support SMEs on their path towards increased energy efficiency and renewable production by providing information and training materials of EU funded projects under one portal

Link to the EEhub4SME

Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

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Information on 18 EU funded Projects:

- EE4SME
- EE4HORECA
- EcoSMEnergy
- Audit Plus
- REEValue
- ICCEE
- Impawatt
- DEESME 2050
- KNOWnNEBS
- EENOVA
- EnTRAINER
- QualiTEE
- BETTED
- ENERGIZE
- AENEAM
- WESHARE
- Leap for SME
- Audit to Measure
- Energy for Supply

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HOME PROJECTS SERVICES NEWS

Projects

EE4SME

The EnergyEfficiency4SMEs project aims at increasing the uptake of energy efficiency measures within SMEs of the sectors accommodation and food services, agri-food and metalwork by energy audits and capacity building workshops and the knowledge platform on energy efficiency Impawatt.

Read more...

EE4HORECA

The EnergyEfficiency4HORECA project aims at increasing the uptake of energy efficiency measures and the use of renewable energy within the HORECA value chain (hotels, restaurants, catering) by capacity building workshops, and the knowledge platform on energy efficiency Impawatt.

Read more...

REEValue

The REEValue project aims to assist agrifoods manufacturing and logistics companies to cut costs and lower emissions while achieving value chain collaborations.

Read more...

ICCEE

The Improving Cold Chain Energy Efficiency (ICCEE) project aimed at facilitating the food and beverage sector cold chains to undertake energy efficiency measures after carrying out supply chain energy assessments through expert analytical tools and dedicated stakeholder capacity building programmes.

Read more..

EcoSMEnergy

The EcoSMEnergy project aims at enhancing energy efficiency and sustainability in SMEs across key sectors, including chemical manufacturing (C20), pharmaceuticals (C21), rubber and plastic products (C22), metal products (C25), electronics (C26), electrical equipment (C27), machinery (C28), and automotive manufacturing (C29).

Read more...

AUDIT PLUS

The AUDIT PLUS project, funded under the European research framework LIFE-CET-22, aims to help energy-intensive industries (EIIs) improve their energy efficiency through energy audit schemes, using case studies in Ireland, Spain and Poland.

Read more...

DEESME 2050

KNOWnNEBS

EENOVA

HOME PROJECTS SERVICES NEWS

Project Materials and Website Links

EE4SME

Project leaflet

Energy knowledge and monitoring platform **(updated)**

High-level Economic Study on Energy Efficiency in Accommodation and Agri-foods & Metalwork Manufacturing

Selection of best practices suitable for transfer from large companies to SMEs

Accompanying SMEs in implementing energy efficiency measures

Questionnaire self-assessment on the energy efficiency measures in the companies

Financing list

EnergyEfficiency4SMEs-Follow-up-Study

Set-of-recommendations-for-making-the-energy-transition-in-SMEs

Summary-report-of-the-basic-recommendations-for-energy-upgrading-per-type-of-SME-and-the-common-Energy-Performance-Indicators

Training-Material-for-SMEs

ALL-Master-Energy-Efficiency-in-action-PPT

EE4SMEs-Final-Publishable-Report

Project website

EE4HORECA

Project leaflet

Energy knowledge and monitoring platform **(updated)**

Selection of best energy efficiency practices

Map of the HORECA value chains

Map of the energetic value chain

Recommendation on best practices transferable across the HORECA value chain

Report-on-best-practice-for-sustainability

Report-on-the-integrated-economic-model-with-NEBs

Report-on-the-untapped-potential-of-energy-efficiency-and-renewables

Report-on-the-benchmarking-activities

Project website

REEValue

REEValue Webtool poster

REEValue Poster

Project website

REEValue project updates

Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

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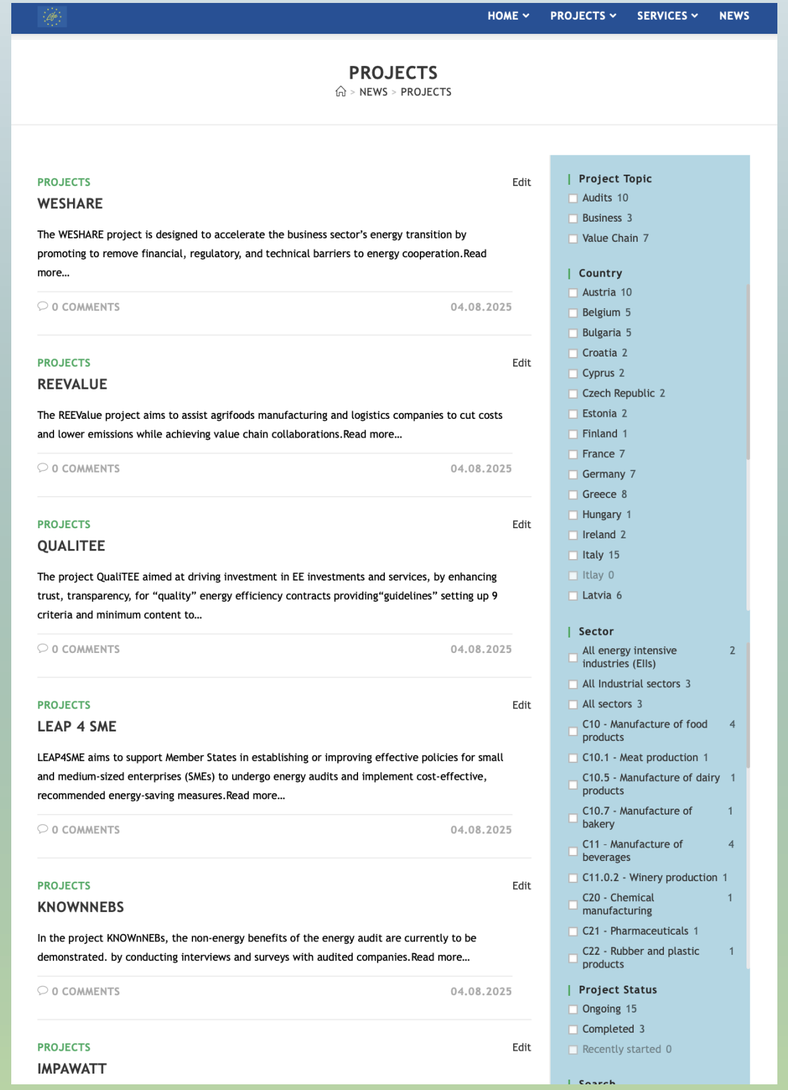
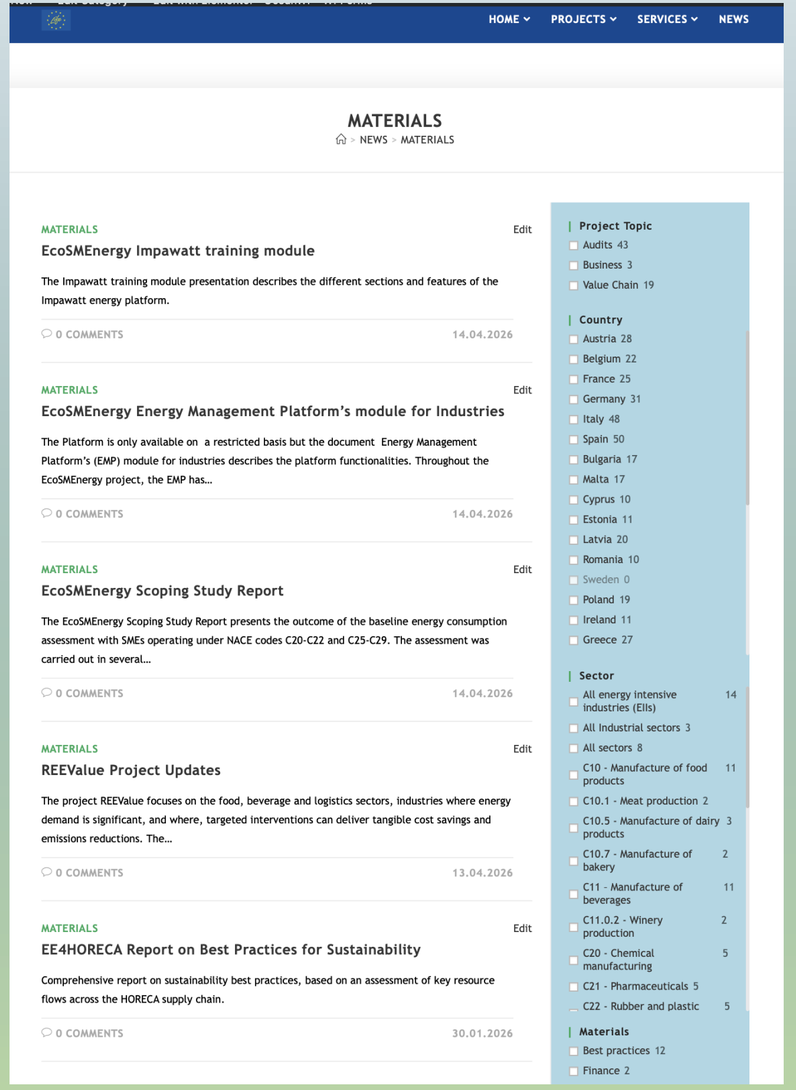
- Filter engine for projects
- Filter engine for materials
- 60 material elements





Filtering criteria

- Project Type
- Country
- Sector
- Material Type
- Project Status

Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

EE4HORECA
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the European Union

HOME PROJECTS SERVICES NEWS

EE4HORECA

EE4HORECA

EE4HORECA

The EnergyEfficiency4HORECA Project aims at increasing the uptake of energy efficiency measures and the use of renewable energy within the HORECA value chain (hotels, restaurants, catering) that is one of the energy intensive sectors. The project's activities include capacity building by workshops, webinars and a knowledge platform on energy efficiency as well as assistance by energy experts accompanying companies on their way to energy efficiency improvement.

Project status: ongoing

Targeted sectors: Value chain of hotels, restaurant and catering services (HORECA)

Countries: France, Spain, Italy, Austria, Latvia, Germany

Benefits for companies:

Energy efficiency knowledge platform for companies and trainings for companies of the HORECA sector.

EE4HORECA

Coordinator:

ee4horeca@eurochambres.eu

Eurochambres

Avenue des Arts 19 A/D

1000 Brussels, Belgium

+32 (0) 2 282 0850

Further information

Project website:

ee4horeca.eu

Information material:

Project leaflet

Project Page

- Summary
- Country
- Sector
- Coordinator Contact
- Website
- Project Status
- Information Material

Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

EE4HORECA
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the European Union

Impawatt

IMPAWATT is an e-learning and energy monitoring platform offering more than 200 different training materials and tools tailored to the needs of companies in 12 countries, enabling energy and cost monitoring.

Objective: To improve the level of knowledge and implementation of energy efficiency measures in SMEs, especially after energy audits.

Link to Impawatt

Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

EE4HORECA
Co-funded by
the European Union

History

Impawatt was developed under the Horizon 2020 project Impawatt and has been improved and updated since then in the three Life projects EE4SME, EE4HORECA and EcoSMEnergy.

Usage

Impawatt is available in 12 countries and languages and has been used by **2587** registered companies and **4900** users in total. **46 460** materials were downloaded.

Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

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Energy Efficiency

- Energy management
- Processes (pumps, motors, fans, compressed air, process heat)
- Buildings (heating and cooling, building envelope, ventilation, BMS)
- Lighting systems
- Mobility
- Renewable energies

Energy Culture

- Motivation to implement energy management processes
- Motivating employees to change their behavior
- Training employees and reviewing their level of knowledge

Sustainable Supply Chain

- Analysis of the life cycle
- Guidelines for life cycle costs
- Use of sustainability indicators
- Environmental labeling
- Sustainable business models

Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

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How does Impawatt work?

1. Identification of EE Measures

Self-Assessment

2. Information on EE Measures

Library of Measures

3. Information on Funding / Financing

Financial Tool

4. Correlation of EE Measures and Energy cons. / cost / CO2

Monitoring

Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

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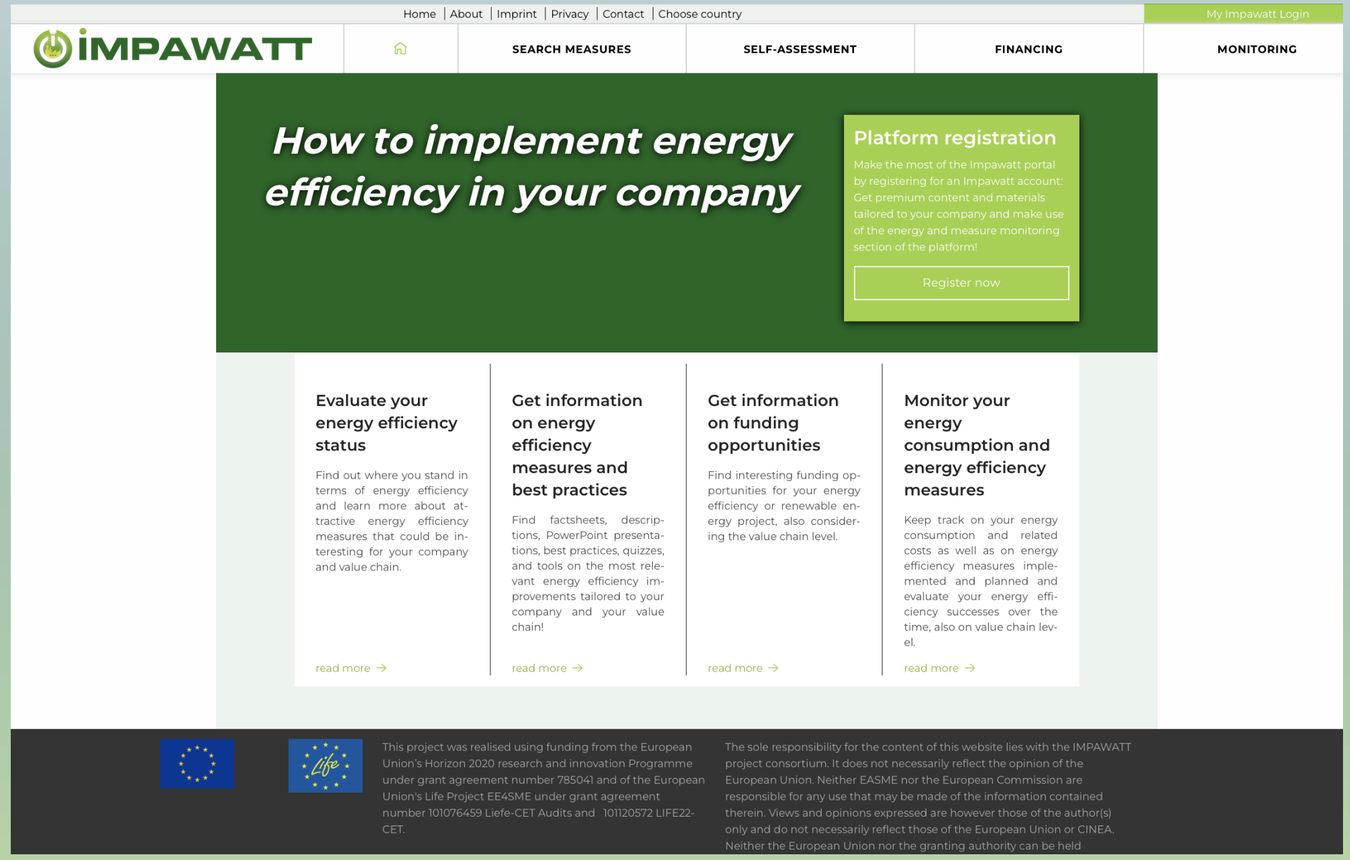
How does Impawatt work – Landing Page

https://eu.impawatt.com

Four main platform features:

1. Self-assessment tool
2. Library with descriptions of EE measures, presentations, best practices and tools
3. Financing tool
4. Monitoring section (energy consumption, costs and EE measures)



Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

EE4HORECA
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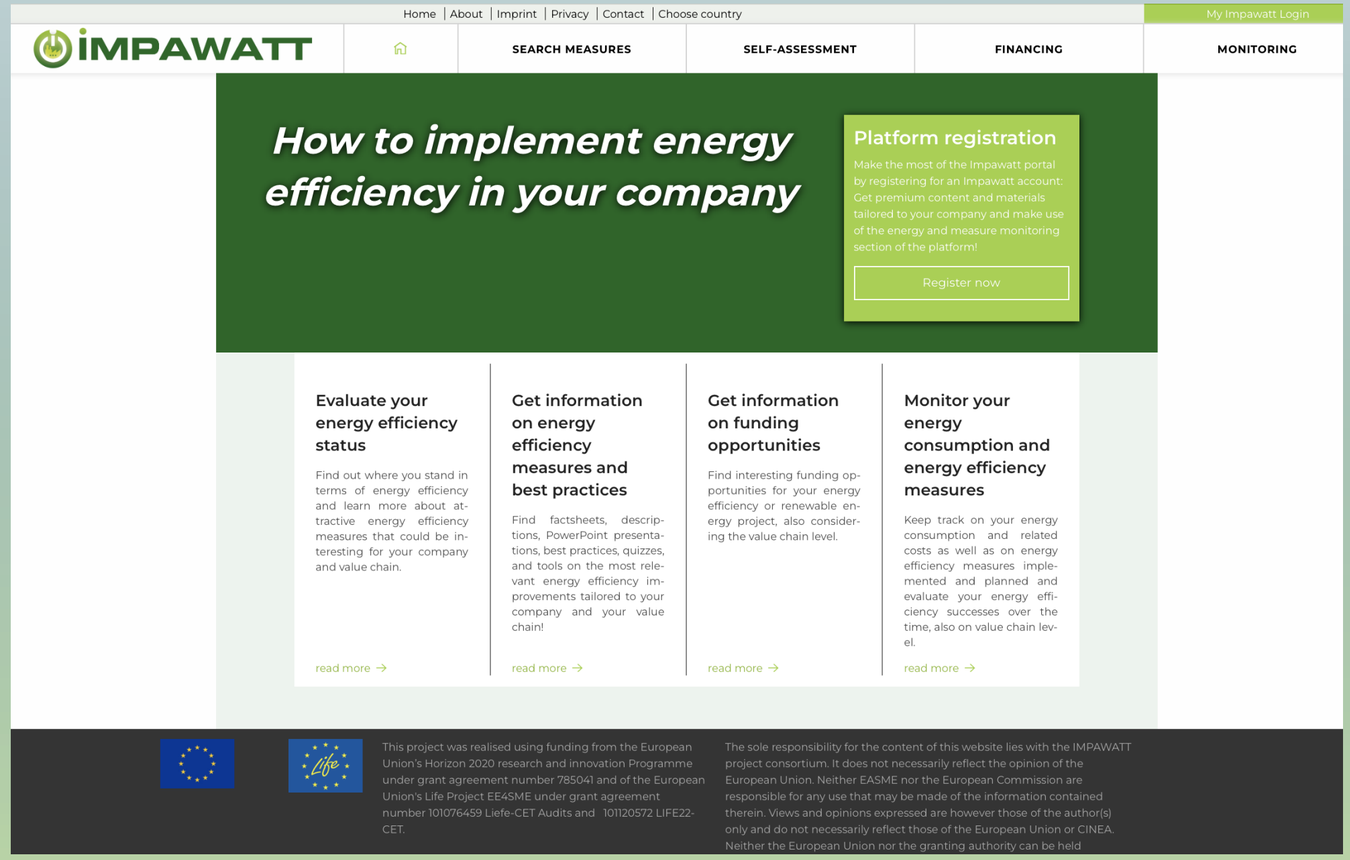

Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

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1. Self-Assessment Tool

Evaluation based on implemented energy efficiency measures

Evaluate your energy efficiency status

Find out where you stand in terms of energy efficiency and learn more about attractive energy efficiency measures that could be interesting for your company and value chain.

read more →

SELF-ASSESSMENT TOOL

HAVE ANY OF THE FOLLOWING MEASURES BEEN IMPLEMENTED?

BUILDING

	implemented	not yet	not relevant
Walls and rooftop insulation	●	○	○
Energy Efficient windows (glazing and frame)	○	●	○
Sun shading devices	○	●	○
BMS (Building Management Systems) GRMS (Guest Room Management Systems)	●	○	○
Photovoltaic plant with storage	○	●	○
Electric car charging stations	○	●	○

ELECTRIC SYSTEMS

	implemented	not yet	not relevant
LED Lighting	●	○	○
Daylight and presence sensors	●	○	○
Electricity meters to monitor energy use of equipments	●	○	○
Inverters (variable speed drives) on pumps	○	○	●

THERMAL SYSTEMS

	implemented	not yet	not relevant
Departmental metering of thermal energy consumptions	○	●	○
Heat recovery ventilation	●	○	○
Solar Domestic Hot Water	○	●	○
Geothermal heating/cooling	○	○	●

SELF-ASSESSMENT TOOL

Congratulations!

Your score is:

61

You have already implemented significant energy efficiency measures!

Here are some suggestions of measures that could be interesting for your company as well:

- Energy Efficient windows (glazing and frame)
- Sun shading devices
- Photovoltaic plant with storage
- Electric car charging stations
- Departmental metering of thermal energy consumptions
- Solar Domestic Hot Water
- Heat pumps and chillers
- Steam-heat-recovery kitchen equipment
- Energy efficency annual targets
- Reduction of minibar in rooms
- Public transport or bicycle over car
- Green procurement
- Zero emissions delivery vehicles
- No single-use items

Please visit the Search Measure Section for further information on the afore-mentioned improvement measures. Just type the respective measure in the quick search field.

Please visit the Financial Section for information on interesting funding opportunities!

Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

EE4HORECA
Co-funded by the European Union

2. Library of Measures

Get information on energy efficiency measures and best practices

Find factsheets, descriptions, PowerPoint presentations, best practices, quizzes, and tools on the most relevant energy efficiency improvements tailored to your company and your value chain!

read more →

Search measures

Now you are at the heart of the platform! The intelligent search engine for energy saving measures will help you find the best measures tailored to your company. But to be intelligent and advise you the best way, our platform has to learn more about your company and its activities.

What are you looking for? START SEARCH

We found 137 measures for you.

sort by Sector Branch

< 1 2 3 4 5 6 7 14 >

Energy efficiency — Measure description ⓘ
Heat recovery (cooling systems)
Cooling systems produce waste heat that, normally, is rejected to the environment. However, if there is a heat demand elsewhere during operation, the waste heat can be put to cover a part or fully this demand. This measure description factsheet gives recommendation and usecases for those solutions.
★★★★★ 0 show content

Energy efficiency — Measure description ⓘ
Financial support for energy management
This sheet describes a non-exhaustive list of measures that can help companies that are interested in implementing energy management measures.
★★★★★ 0 show content

Energy efficiency — Power point ⓘ

Advantages of registration

Using the Impawatt search engine for adequate measures is most efficient if we can tailor your search for measures to your company. Thus, the more we learn about your company, e.g. the field of activity you are working, the products you produce and the size and location of your company, the better the intelligence behind the search engine can select materials for you.

REGISTER NOW

FILTER BY

ENERGY CARRIER
- [x] Electricity
- [ ] Fuel for heating
- [ ] Heating Gas
- [ ] Wood
- [ ] District heating
- [ ] Butane
- [ ] Propane
- [ ] Fuel for mobility
- [ ] Other

MAIN TECHNOLOGIES
- [ ] Energy management
- [ ] Lighting
- [ ] Office
- [ ] Hydraulic and insulation of pipes
- [ ] Compressed air
- [ ] Cooling
- [ ] Heating of buildings and envelope
- [ ] Pumps

Search Engine applying filtering criteria

- Energy Source
- Technology
- Position / Role
- Sector
- Topic
- Type of Information
- Type of financing

Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

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3. Financial Tool

Get information on funding opportunities

Find interesting funding opportunities for your energy efficiency or renewable energy project, also considering the value chain level.

read more →

Financing

Find attractive funding oportunities for your energy efficiency or renewable energy project. Just click the green button to start checking your options!

FINANCIAL TOOL

Please find below the funding options:

Title: Smart & Sustainable
Entity: Malta Enterprise
State aid: De Minimis
Application deadline: 18.12.2026
Co financing Rate - Range: 50%-60%
Contact Point Email: info@businessfirst.com.mt
Contact Point Number: +00356 2542 0000
Link: https://maltaenterprise.com/node/1848

Title: Energy Audits for SMEs
Entity: The Energy & Water Agency
State aid: De Minimis
Application deadline:
Co financing Rate - Range:
Contact Point Email: energyefficiency@gov.mt
Contact Point Number: +00356 2229 2558
Link: https://energywateragency.gov.mt/energyaudits/

← Previous

Powered by SEnerCon

Differentiated according to:

- Country / Region
- Topic
- Type of financing
- Sector

Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

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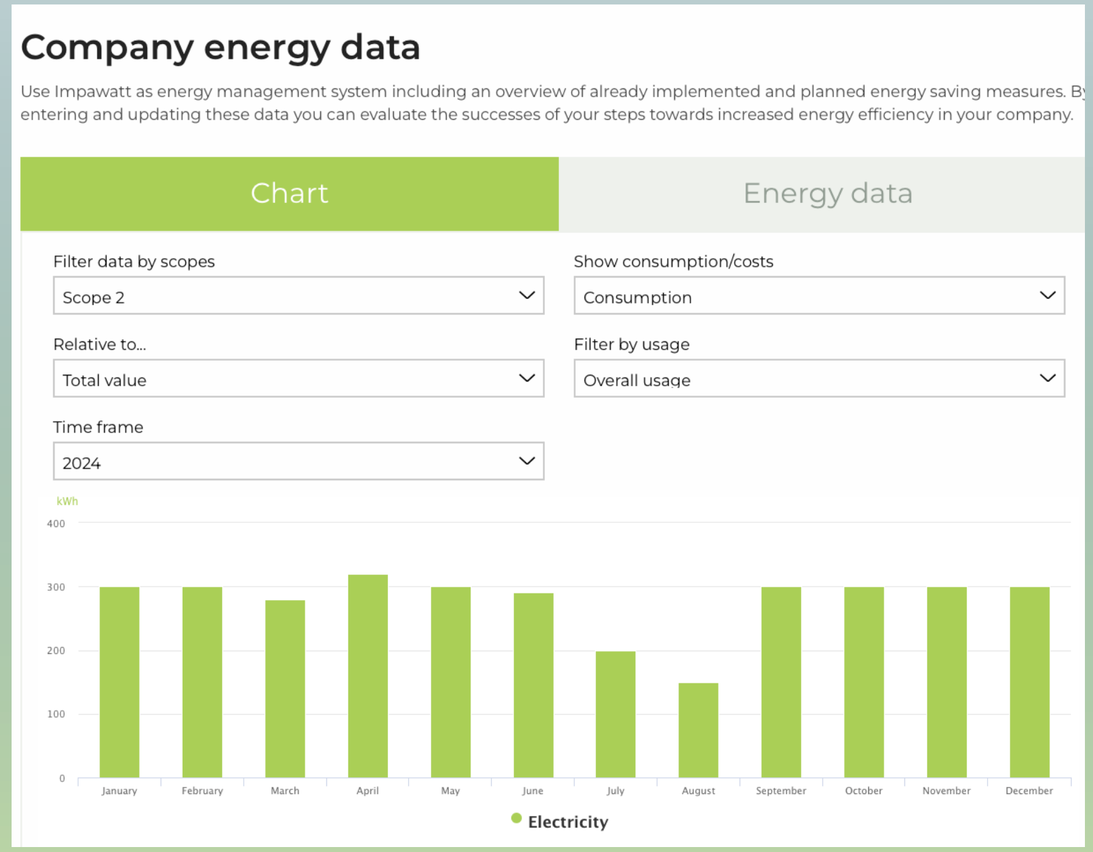
4. Monitoring

Monitoring of:

- Total and specific energy consumption
- Total and specific energy costs
- Scope 1, 2 and 3 level
- Energy efficiency improvements including time stamps
- Correlation to m2, overnight stays, produced goods
- Display of parameters in different charts
- Additional Excel tools for calculating the energy consumption of the value chain



Scroll-down menues to display different parameters

Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

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Quiz Section and Collaboration Possibilities

- Invitation of additional users (e.g. energy advisers, technicians, CEO) to account
- Invitation of employees to quizzes and surveys

Invitations

Here you can invite colleagues or employees to take part on the quiz or survey. Please enter the e-mail address of the person you want to invite to the quiz

Invitation *
Invitation #1
Email address *
Add another invitation
Cancel
Send invitations

Company users and invitations

Here you can invite a colleague or an employee to jointly administer the selected company from your Impawatt account.
But be careful: Invited members can edit all entered data, so you should trust them.

Invitation *
Invitation #1
Email address *
Add another invitation
Send invitations

Company's connected user

Email address	
claudia.julius@senercon.eu (You)	Remove from company

12% completed!

Quiz energy management

The quiz proposes a set of questions about the contents of the energy management topic

1) What savings can be made by monitoring and analysing consumption?

- a) 1 to 2%
- b) 3 to 5%
- c) 5 to 15%

Back

Evaluation

100% completed!

Quiz energy management

You scored 7 out of 11 points!

1) What savings can be made by monitoring and analysing consumption?

- a) 1 to 2%
- b) 3 to 5%
- c) 5 to 15%

2) What information should be included in an Energy Saving Action Plan?

- a) An estimate of the savings generated by each action
- b) An estimate of the cost of each action
- c) The details of the tasks to be carried out for each action

3) What can an independent expert bring to the company's Energy Performance?

- a) A feasibility study
- b) An energy audit
- c) Nothing

4) What is the weight of electricity supply in the electricity bill?

- a) About 50%
- b) About 70%
- c) 100%

Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

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Impawatt is being further developed

Further development within Life project EcoSMEnergy

- Extended Self-Assessment Tool by special energy efficiency best practice measures applied in energy intensive industries (Nace code sectors C20 to C22 and C25 to C29)

Continuous update

- Upload of new training materials, like presentations, best practices and evaluation tools developed within Life projects EE4HORECA and EcoSMEnergy.
- Regular update of national funding opportunities

Potential extension to other countries

- Presented to the national and regional Chambers of Industry and Commerce in Turkey to be used in energy efficiency trainings targeting SMEs.
- Presented to a delegation of the ministry of industry of Peru

Connecting Knowledge: Energy Efficiency Hub and Impawatt Platform

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Thank you!

Contact:

Claudia.Julius@senercon.de

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

EE4HORECA
Co-funded by the European Union

DEMONSTRATING IMPACT: LESSONS AND SUCCESS STORIES

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

Prof. Simone Zanoni
BETTED coordinator and Industrial Systems Engineering Professor at the University of Brescia

Moderator: Mario Jandrokovic, Project and Communication Manager at Energieinstitut der Wirtschaft Gmbh

SUSTAINABLE ENERGY WEEK

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

EE4HORECA
Co-funded by the European Union

DEMONSTRATING IMPACT: LESSONS AND SUCCESS STORIES

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

SUSTAINABLE ENERGY WEEK

EE4HORECA
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the European Union

Evaluating EE4HORECA impact

Session: Demonstrating Project Impact

Audrey PUJOL

30.06.2026 | Brussels, Belgium

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

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A snapshot of the HORECA sector's energy journey

116

businesses surveyed

empty entries removed

4

countries engaged

Latvia · Spain · France · Italy

77 %

completed in full

the entire questionnaire

23 %

partial responses

kept and still analysed

Mostly hotels, restaurants & catering (HORECA). Test and entirely blank entries were removed; every partial response is kept and analysed for an honest read on the sector (n = 117).

Source: WP7 Evaluation questionnaire

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

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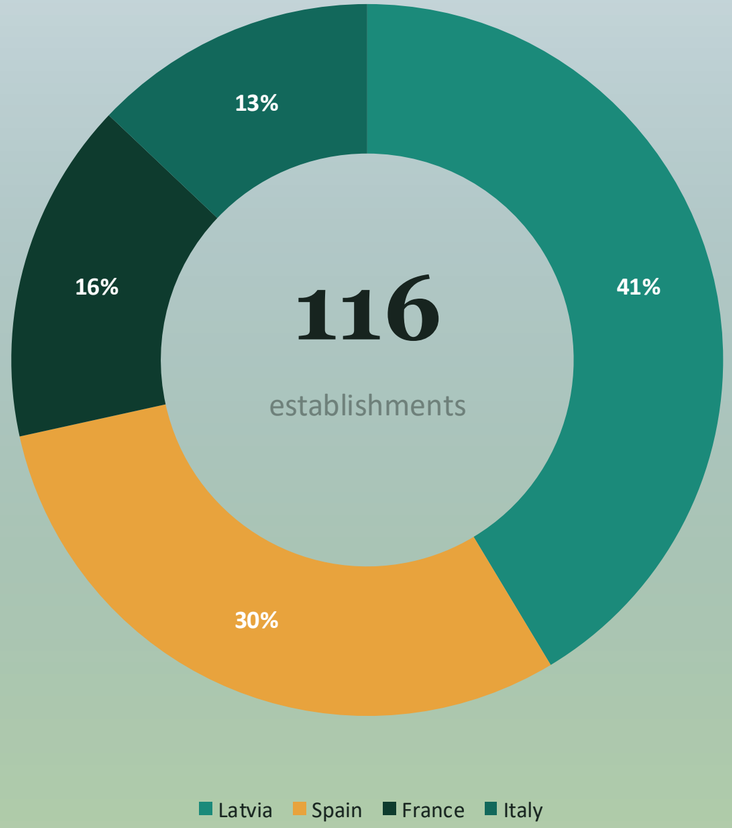
Four countries, one shared sector



The respondents

Hotels & accommodation

NACE 55 — the largest group of respondents

Restaurants & catering

NACE 56 — bars, food service, canteens

From micro to large

Median ~13 employees, up to 800 staff

Base: 116 respondents who indicated their country

Source: WP7 Evaluation questionnaire

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Turning participation into action

01

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

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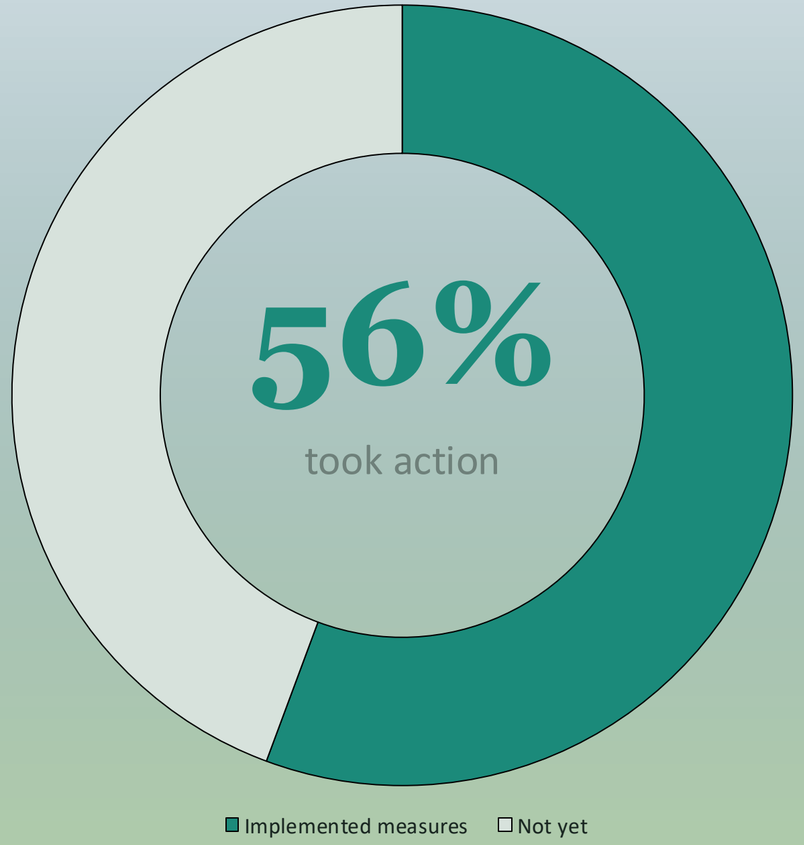
More than half acted after taking part



59 establishments

invested in energy-efficiency measures after engaging with the programme.

And it doesn't stop there

30 % already operational or rolling out measures · **36 %** planning their next steps; momentum is building across the sector.

Base: 106 respondents to this question

Source: WP7 Evaluation questionnaire

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

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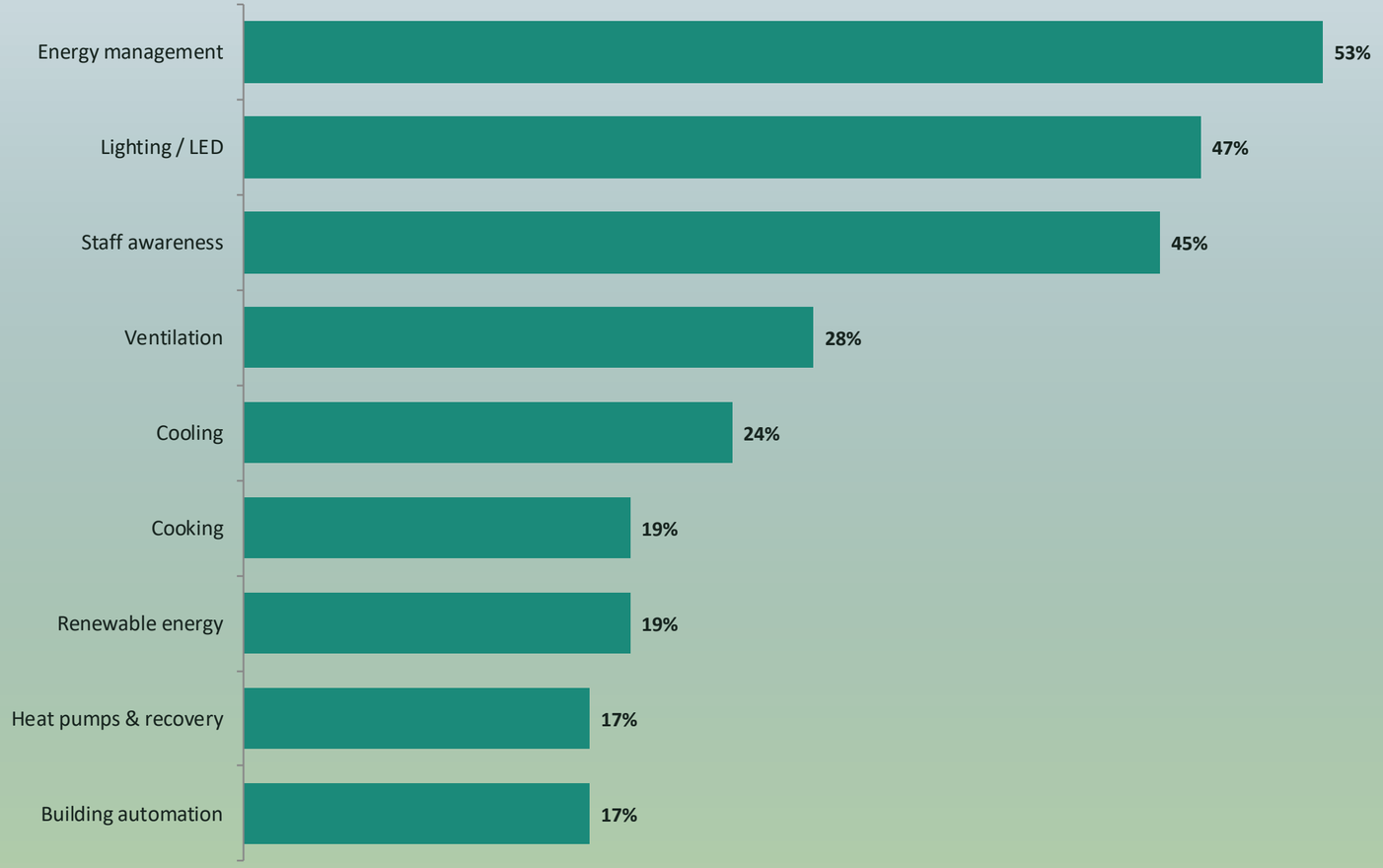
The most popular energy measures



Base: 58 establishments that took action · multiple answers possible

Quick wins lead

Energy management, staff awareness and LED lighting top the list; low-cost, high-impact moves any HORECA business can start with.

Behaviour + lighting before heavy retrofits.

Source: WP7 Evaluation questionnaire

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

Over €1.8 million in energy investment mobilised

EE4HORECA
Co-funded by the European Union

€

€1.84M

declared by 52 establishments

From €5k typical actions to **€500k major retrofits**

Investment declared by country (€)

Declaring establishments: Spain 17 · Latvia 19 · France 5 · Italy 11

Source: WP7 Evaluation questionnaire

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Beyond energy savings

02

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

Why efficiency pays off beyond the meter

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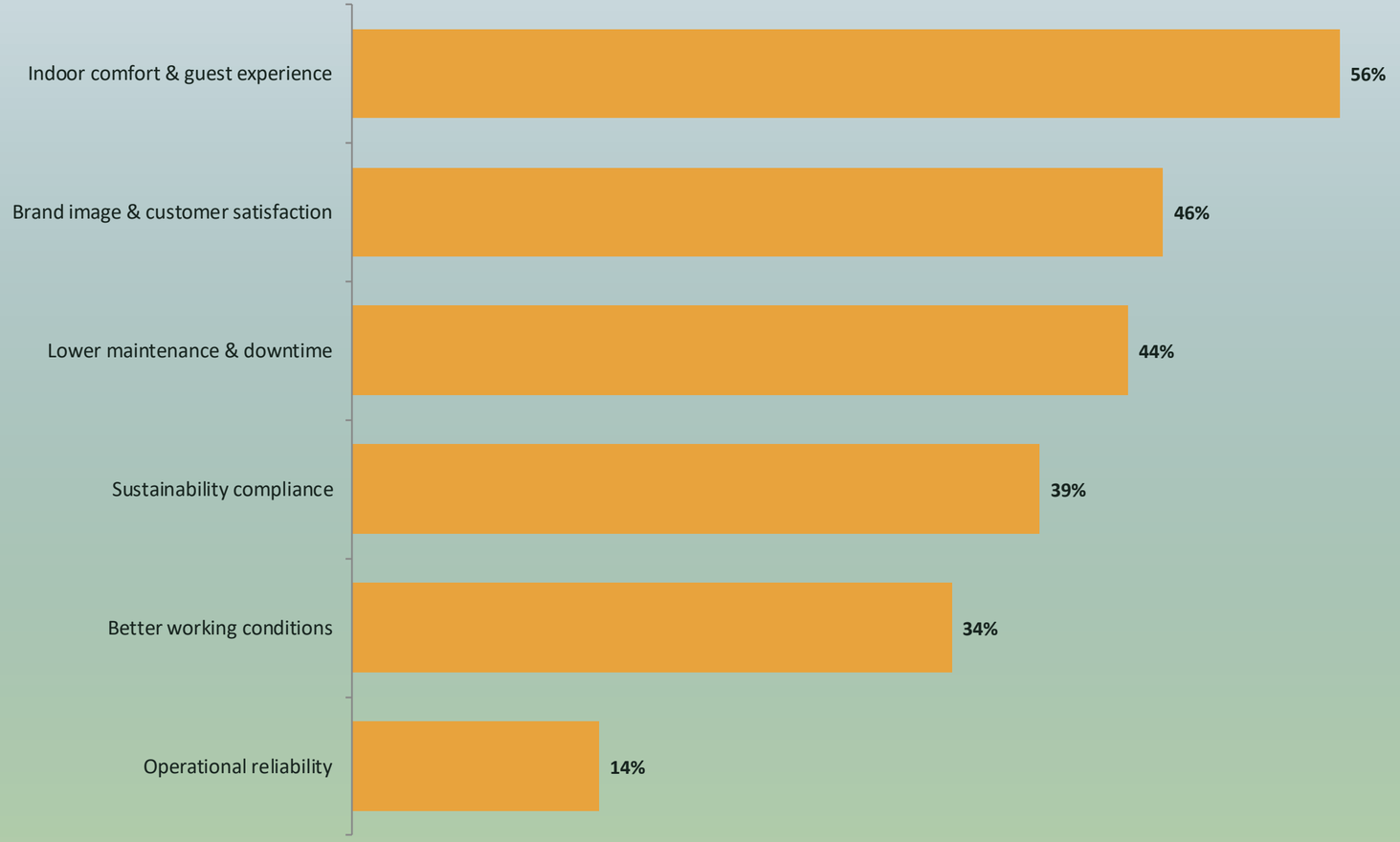


Base: 59 respondents reporting wider benefits · multiple answers possible

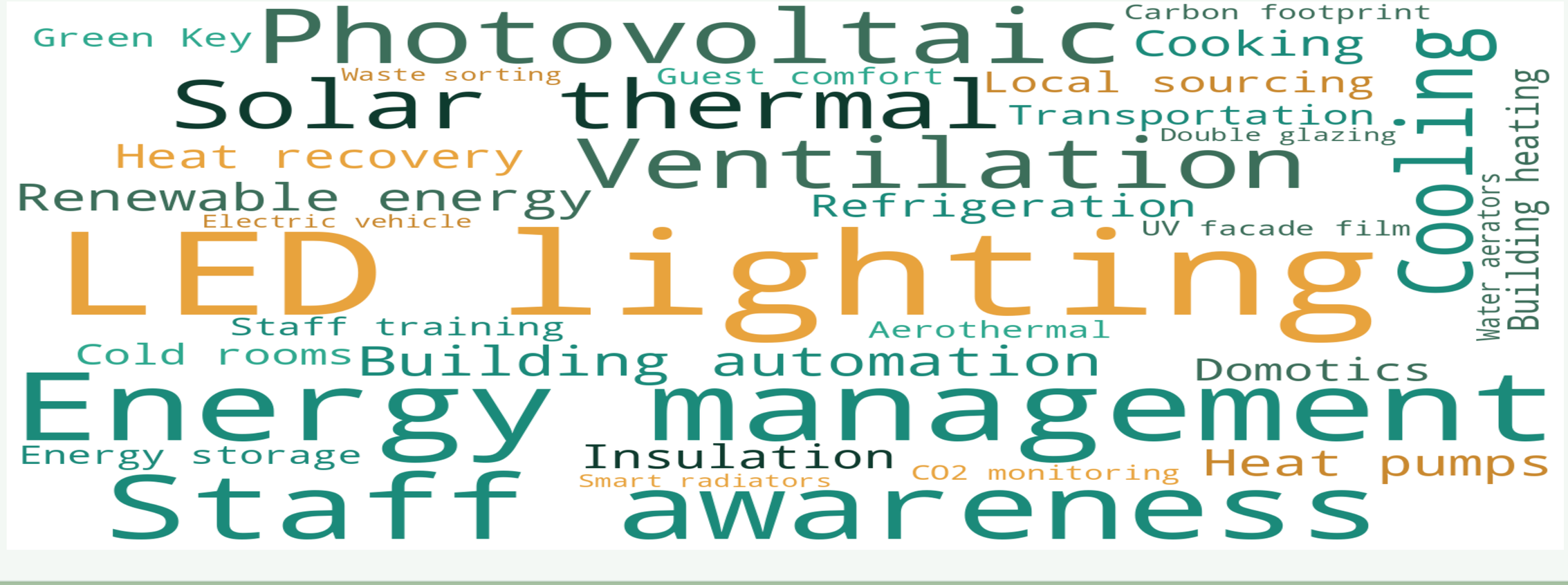
Comfort comes first

Guest comfort and brand image outrank pure energy savings as the reason to act; efficiency is a **hospitality and quality story.**

Source: WP7 Evaluation questionnaire

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

The actions HORECA businesses are taking



Open responses translated from Latvian, Spanish, Italian & French · sized by how often each measure was named

Source: WP7 Evaluation questionnaire

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Energy profile, renewables & synergies

03

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

EE4HORECA
Co-funded by the European Union

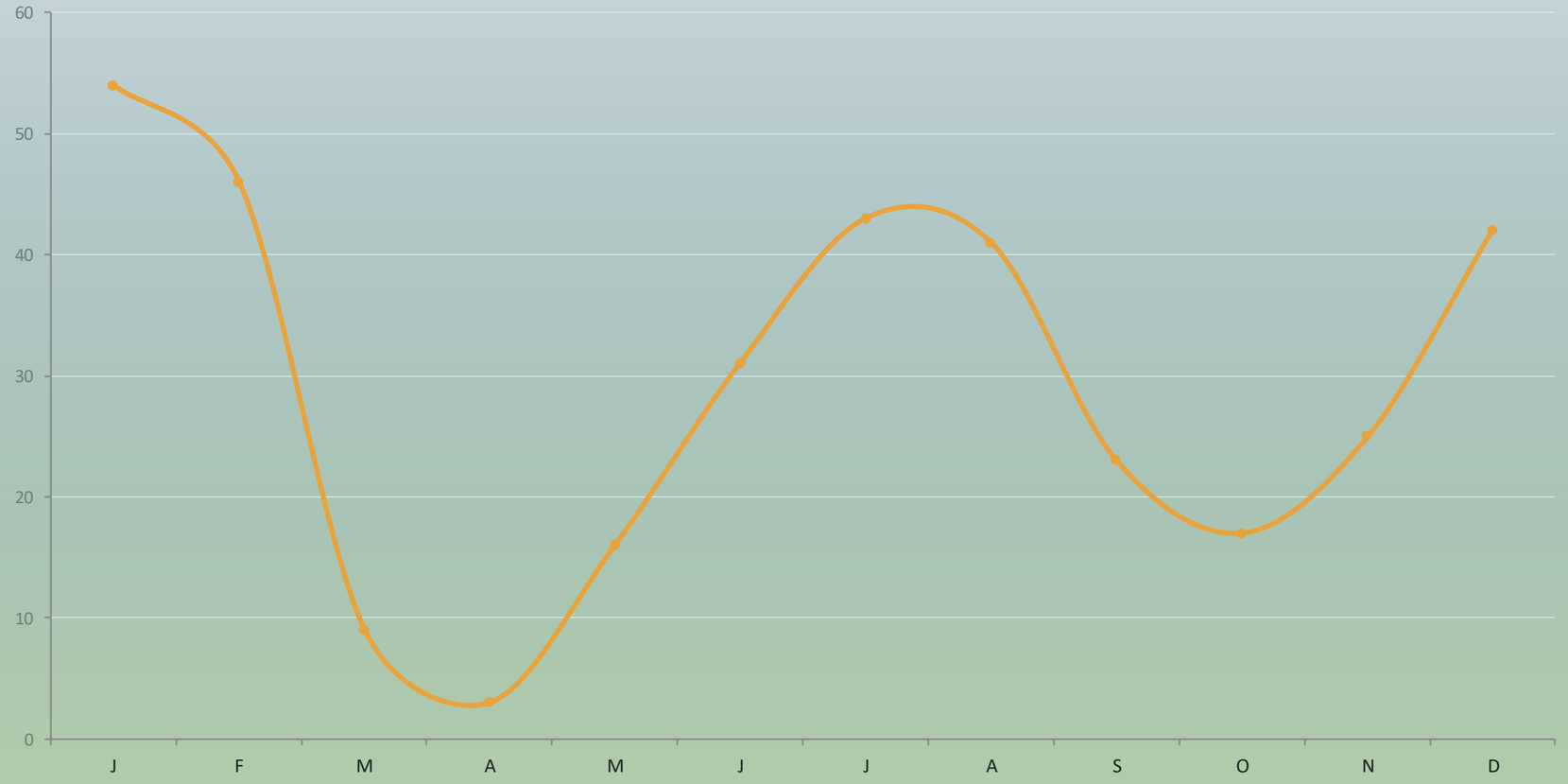
Electricity dominates, with twin seasonal peaks

97%

cite electricity as a main energy source

Natural gas, transport fuel & district heating follow. · Base: 105 respondents.

When consumption peaks across the year



Winter heating (Jan–Feb, Dec) and summer cooling (Jul–Aug) drive demand.

Base: 91 respondents · months of highest energy use (multiple answers possible)

Source: WP7 Evaluation questionnaire

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

Greening supply — and doing it together

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40%

plan to produce renewable energy

Leading technologies

Photovoltaic	15
Solar thermal	15
Heat recovery	4
Biomass / other	8

1 in 4

built new synergies with partners

Collaboration in action

- Local food & produce suppliers
- Hospitality associations (e.g. AJA Jesolo)
- Chambers of Commerce & sector events
- Green Key certification & shared training

Base: 91 respondents · renewable technologies and synergy themes among those concerned

Source: WP7 Evaluation questionnaire

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

EE4HORECA
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EE4HORECA in action: what changed

56 %

implemented energy actions

after taking part in EE4HORECA

€1.84M

energy investment mobilised

declared by 52 establishments

30 %

already operational or rolling out

a further 36% are planning

40 %

advancing on-site renewables

photovoltaic & solar thermal lead

1 in 4

built new partnerships

suppliers, associations, networks

5–20 %

energy savings expected

by most who gave an estimate

Self-reported outcomes following participation in the EE4HORECA programme · bases vary by question (n = 90–117).

Source: WP7 Evaluation questionnaire

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

EE4HORECA
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What still holds the sector back

47%

Funding & access to aid

The leading barrier; upfront cost and complex subsidy access.

23%

Lack of time

Day-to-day operations leave little room to plan projects.

17%

Human resources

Limited in-house capacity and technical know-how.

The opportunity: barriers are financial and practical, not motivational; targeted funding and hands-on support unlock the willing majority.

Base: 47 non-adopters who gave a reason · multiple answers possible

Source: WP7 Evaluation questionnaire

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Key Lessons

04

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

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What the HORECA sector is telling us

Participation drives action

56 % implemented measures and over €1.8M was mobilised.

Start simple, scale up

Energy management, awareness and LED lighting lead the way.

Benefits go beyond energy

Comfort, brand and guest experience are the real drivers.

Support beats persuasion

Funding and partnerships are what unlock the willing majority.

Source: WP7 Evaluation questionnaire

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

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DEMONSTRATING IMPACT: LESSONS AND SUCCESS STORIES

Harald Grill
EENOVA Coordinator and Team Leader at ConPlusUltra

SUSTAINABLE ENERGY WEEK

ENERGY EFFICIENCY
IN REGIONAL
FOOD PROCESSING
VALUE CHAINS

EENOVA

Co-funded by
the European Union

Similarities and differences of EE4HORECA and EENOVA

EENOVA project’s objectives

- **E**nergy **E**fficiency in regio**N**al f**O**od processing **V**alue ch**A**ins

- uptake of energy audit results at the company level and beyond through an **independent and service-oriented caretaker** (not necessarily energy related)
    - Not preaching to the already converted
- **sector neutral methodology** of common steps for awareness-raising, cooperation and implementation between individual companies being part of the (food processing) value chain.
    - derive a widely applicable replication model

The project’s objectives

EENOVA addresses the key challenges of the food chain's heavy reliance on fossil fuels.

Our primary goals include:

- **promoting energy-smart solutions,**
- **enhancing energy efficiency,**
- **increasing renewable energy use,**
- **and reducing the carbon footprint**

in five regional value chains across different food processing subsectors and countries.

Same goal different approach

Topic	EE4HORECA	EENOVA
Energy optimisation	X	X
Triggered by intermediary	Chamber	Cluster
Sector	HORECA	Agrofood
Level of intervention	Single company triggering value chain collaboration	Value chain (incl. single company)
Intervention typ	Capacity building	Single Energy Audit + collaboration engagement
Output after project	Learning material +	Methodology (sector

Roundtable Methodology

COMPANY PERSPECTIVE

ROUNDTABLE 1:
STATUS QUO

- Energy audits to assess regional performance.
- Independent support for actionable improvements.
- Optimising results for companies.

VALUE CHAIN PERSPECTIVE

ROUNDTABLE 2:
CRITICAL FACTORS & ACTION PLAN

- Evaluating and already implementing energy audit results.
- Identifying key factors for energy efficiency on value chain level.
- Developing optimisation plans with companies.

POLICY PERSPECTIVE

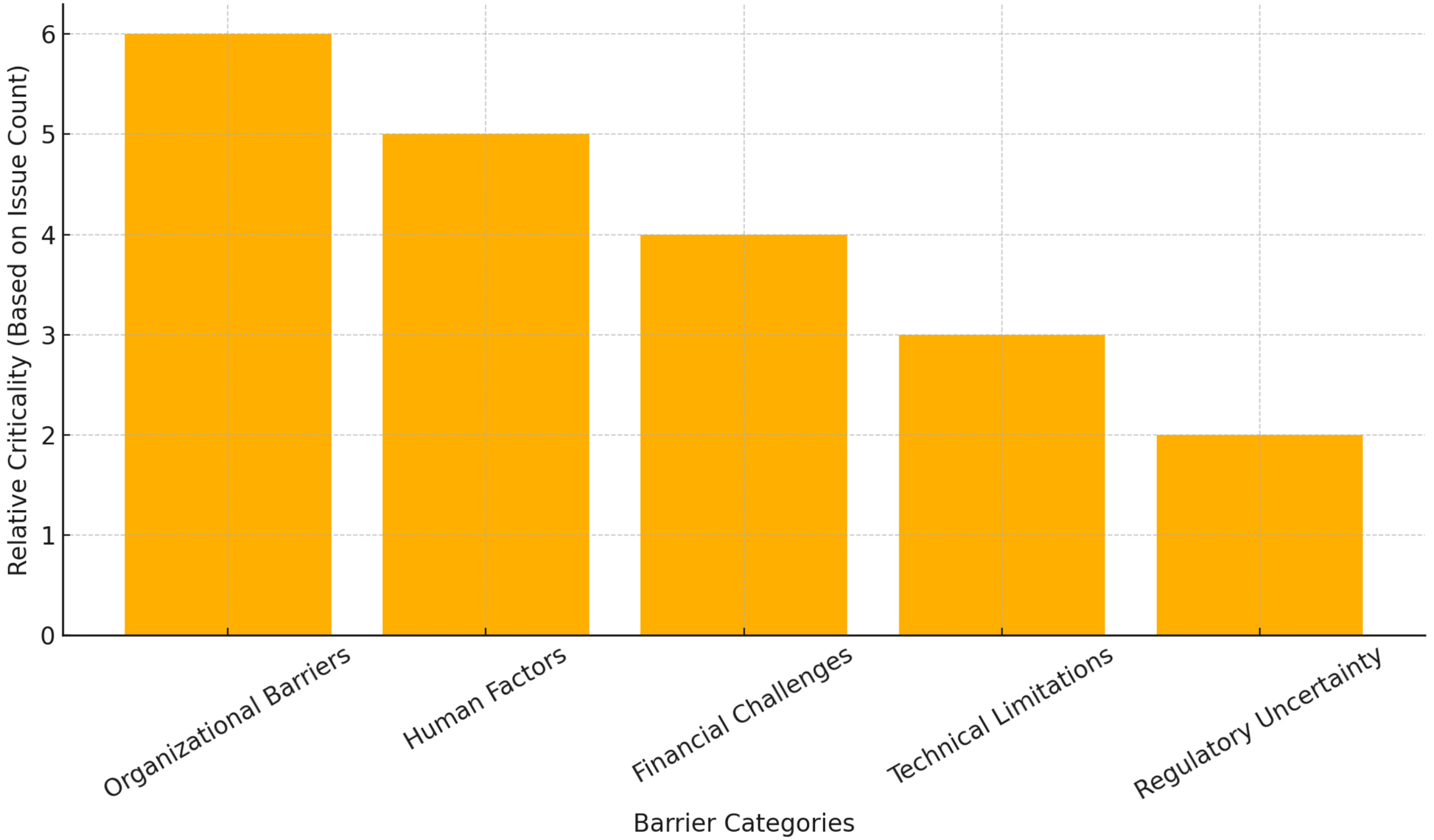
ROUNDTABLE 3:
SCENARIOS

- Integrating insights.
- Aligning findings with policy targets.
- Developing policy recommendations.
- Engaging 5 regional hubs for a comprehensive approach.

REPLICATION

ROUNDTABLE 4:
ACHIEVEMENTS

- Maximising impact and improving the energy-saving model.
- Creating a scalable, externally validated model for energy efficiency.
- Supporting businesses in adopting renewables and efficiency measures.
- Encouraging replication across various value chains.


Relative Criticality (Based on Issue Count)
0
1
2
3
4
5
6
Organizational Barriers
Human Factors
Financial Challenges
Technical Limitations
Regulatory Uncertainty
Barrier Categories

Preliminary quantitive results

- 15 Energy Audits with a total of 74 identified measures – 19 already implemented

EENOVA Results	Final energy savings, GWh (5 years after)	Renewable energy generation, GWh (5 years after)	Investment in sustainable energy, mio. € (5 years after)
Proposal	KPI Webtool	1,1 (22,78)	0,6 (12,7)
Data gathered at ¾ of project duration	5,85	2,63	13.8
Overfullfillment	680%	240%	2315%

Preliminiary EENOVA content results

- “governance-first methodology” for energy optimisation on value chain level a prerequisite
- EENOVA
  - treats governance, trust-building and role clarification as preconditions for value-chain energy optimisation rather than as secondary implementation issues
  - Operationalised by neutral intermediary-led process
  - practical mechanism for translating company-level energy audits into joint value-chain measures
  - Further not finalised content
    - scenarios and policy learning
    - Validation of sector agnostic methodology

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

EE4HORECA
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DEMONSTRATING IMPACT: LESSONS AND SUCCESS STORIES

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

SUSTAINABLE ENERGY WEEK

ECSLA
European Cold Storage and Logistics Association

Life

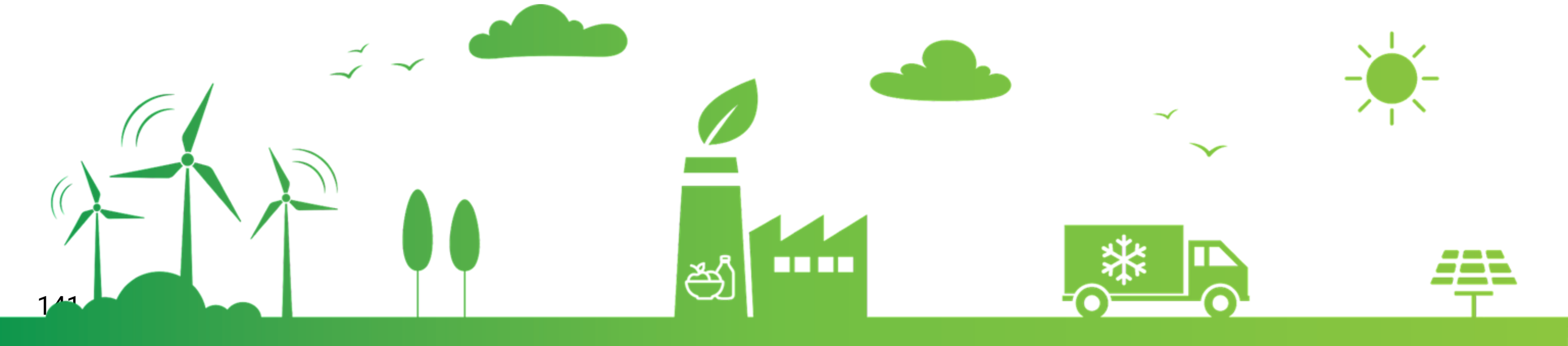
REE Value

REEValue

EE4HORECA Final Conference, 30 June 2026 - Brussels

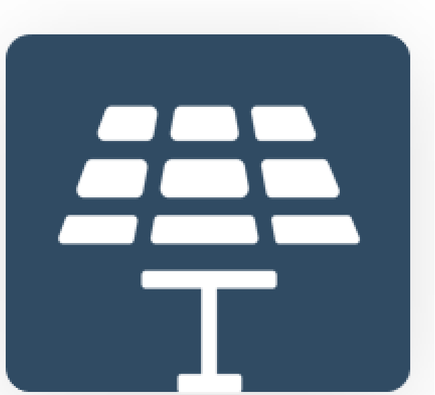
Christine Weiker
ECSLA - Secretary General

European Cold Storage and Logistics Association - Belgium



REEValue aims to

enhance Energy Efficiency & promote Renewable Energy investments



for businesses in the food, drink & transport value chains

Meet the Team

CRES
Greece

AEMS
Ireland

UniBS
Italy

MBB
Malta

ECSLA
Belgium

Cork Chamber
Ireland

AIP
Portugal

Sammontana
Italy

Supply Chain

Manufacture of a product and transport it to the consumer

Value Chain

A value chain add ways to enhance the product's value as it moves along its supply chain (i.e. by increasing energy performance through efficient measures or by investing in renewable energy)

	EE4HORECA	
Value Chain Definition	Stakeholder-centric value chain: all actors influencing energy-related investment decisions in HORECA	Product-centric: all actors involved in producing, storing, transporting, distributing and consuming products
Main Actors Considered	Hotels, restaurants, suppliers, ESCOs, utilities, financiers, consultants, building owners	Producers, processors, cold stores, logistics providers, wholesalers, retailers, energy providers
Core Question	How can actors collaborate across the value chain to jointly improve energy performance and renewable energy uptake?	How do different actors influence energy investment decisions and how can barriers be removed?
Primary Objective	Accelerate energy efficiency investments in the HORECA sector by addressing market barriers and stakeholder engagement	Accelerate energy efficiency and renewable energy investments through value-chain collaboration in the food, beverage and logistics sectors
Focus of Cooperation	Coordination between actors influencing investment decisions	Joint implementation of energy solutions across multiple actors
Expected Outputs	Decision-support tools, training, stakeholder engagement frameworks, investment facilitation mechanisms	Replicable collaboration models, investment opportunities, business cases, energy efficiency and renewable energy projects

Project Process

01

Database of recommendations and tools

Identification of EE & RES opportunities from energy audit reports and information from EU projects.

02

Development of Business Recommendations & Financing List

03

Business Outreach

Setting up energy help desk, one to one meetings and workshops.

04

Transferable Tool for Online Platforms

Energy Audits

100+ audit reports

Recommendations extracted from 100+ energy audit reports.

Good distribution of Manufacturers & Wholesalers/Retailers

7 MSs incorporated

Besides the consortium countries, REEValue obtained energy audit information from Bulgaria and Finland.

Challenges

- Transportation
- Audit data/information

Projects reviewed

10+ Projects

Review extended to nationally funded projects

Projects outputs categorization

- Technical recommendations
- Recommended Protocols
- Supply Chain Contracting
- Value Chain protocols
- Toolkits
- Business Cases
- Finance Models
- Business case studies

Good selection of business cases collected.

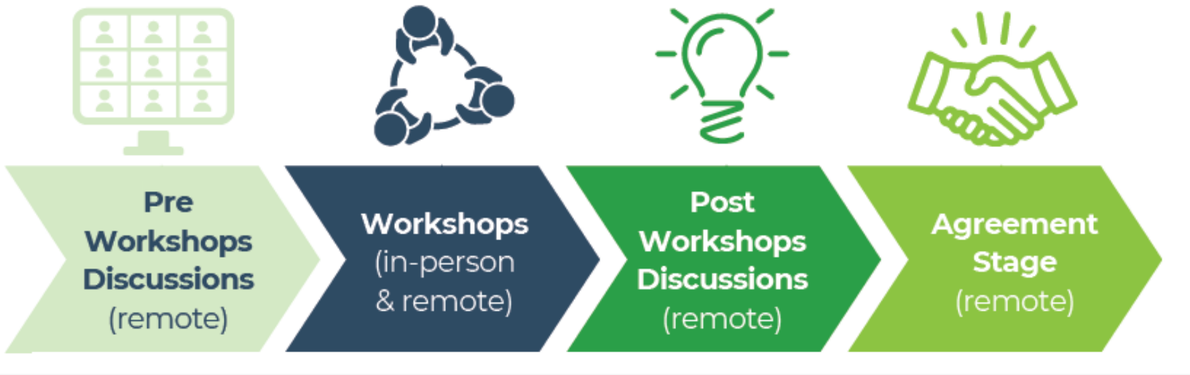
Challenges

Many projects focus on policy recommendations rather than technical and financial recommendations.

How REEValue can help your sustainability energy journey

One to One Business Meetings

Best practice, Value Chain and Financing workshops



REEValue team| European Green Mentor | National & International Experts

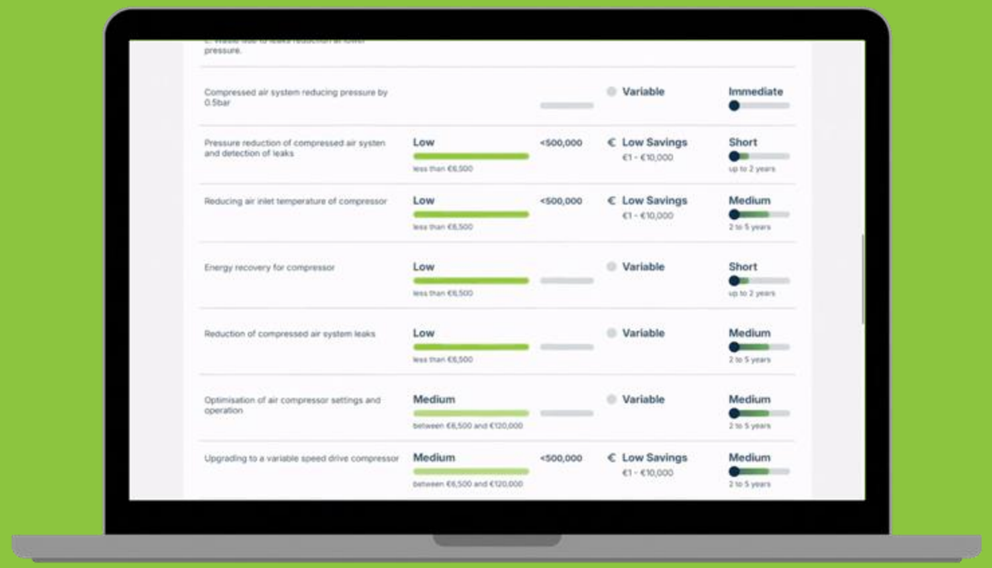
Online Tool

The tool is intended to collate the inputs of the Work Package and provide an online access to enterprises researching information on Energy Efficiency and Renewable Energy Recommendations plus provide Knowledge and Examples of Value Chain Collaborations.

Businesses will input their energy data and other parameters such as NACE, related to food manufacturing and its transport and storage and receive recommendations and potential savings indications.

The platform will:

- Also promote different energy tools produced from other EU projects (see “Other Relevant Tools and Past EU Projects”).
- Provide examples of collaboration models, including best practice case studies.
- the online tool is also to provide a potential financing list according to the different States forming REEValue and other Projects.



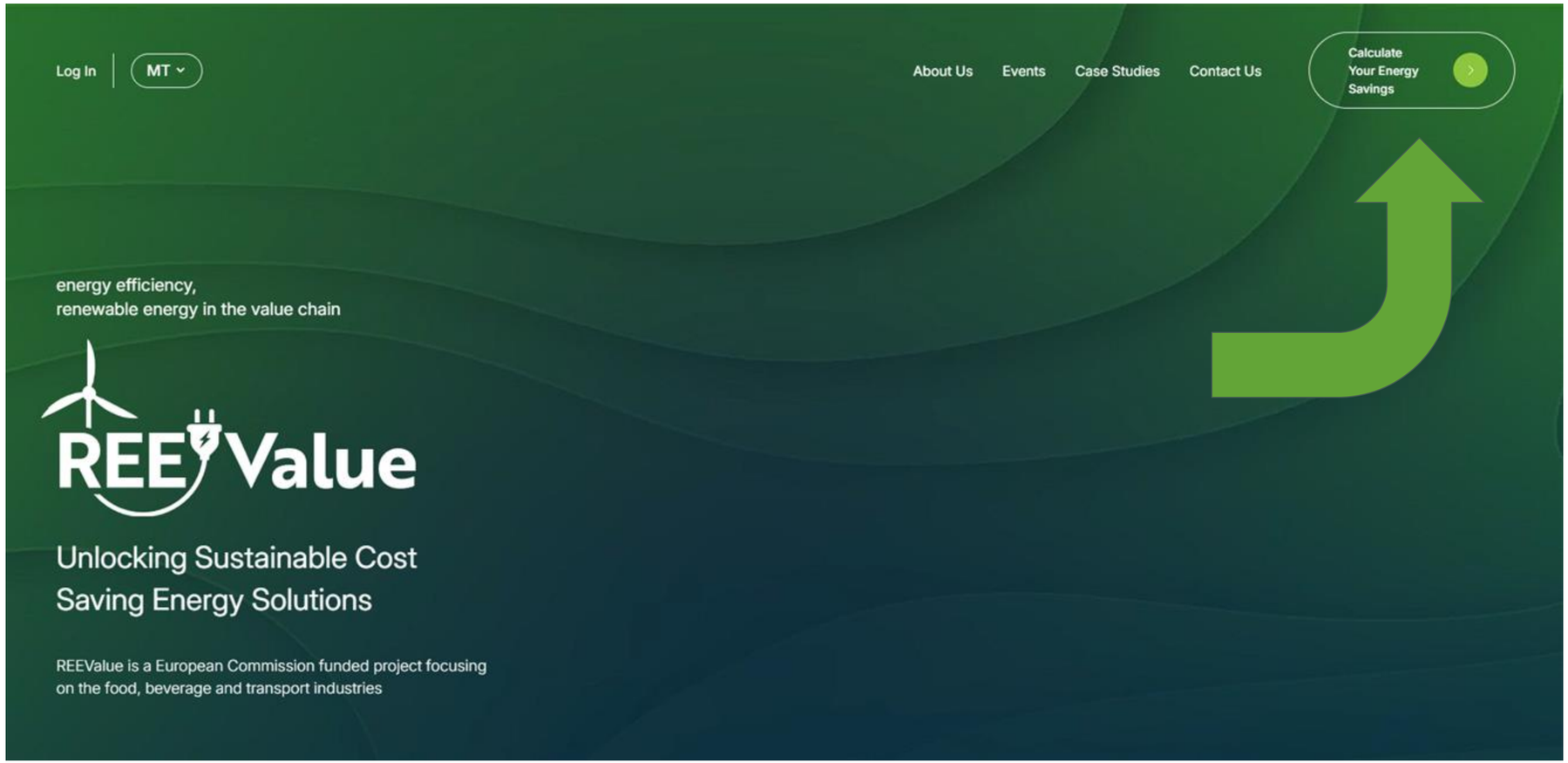
reevalue.eu

One-stop shop for your business

- Quick self assessment tool
- Carbon footprint estimations
- Tailored energy saving recommendations
- Access to green grants & schemes

REEValue Online Tool

www.reevalue.eu



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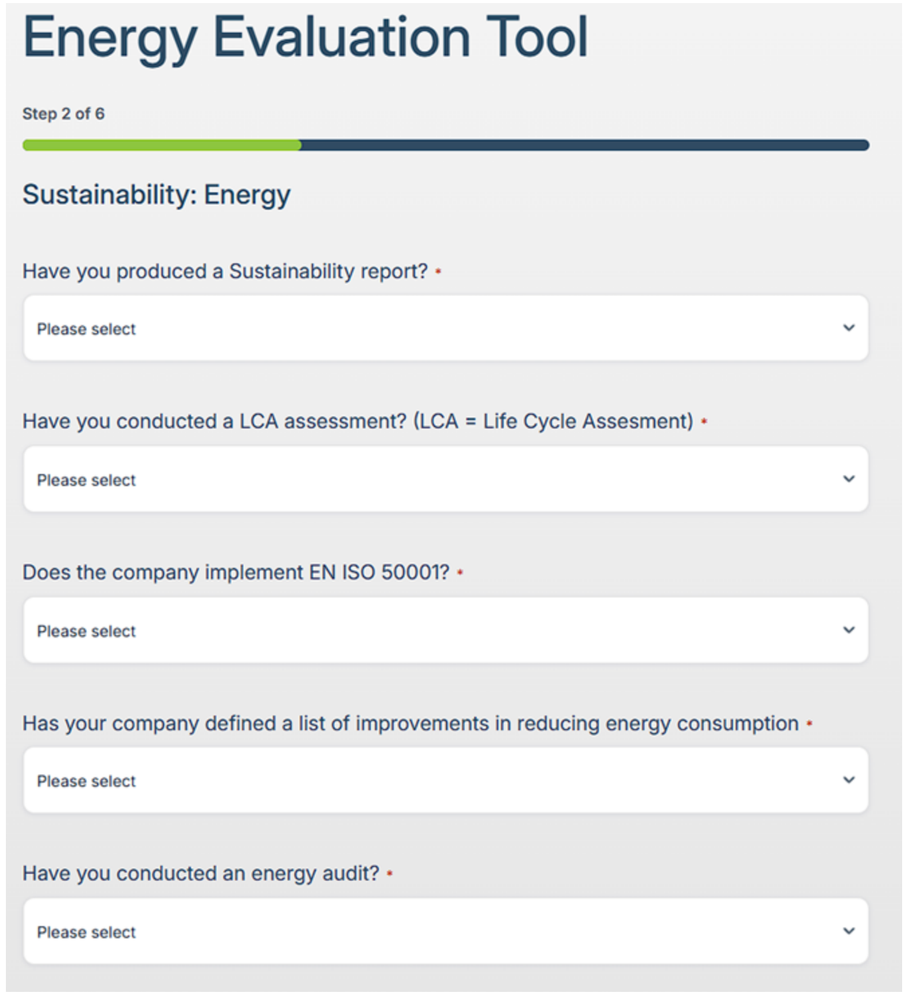

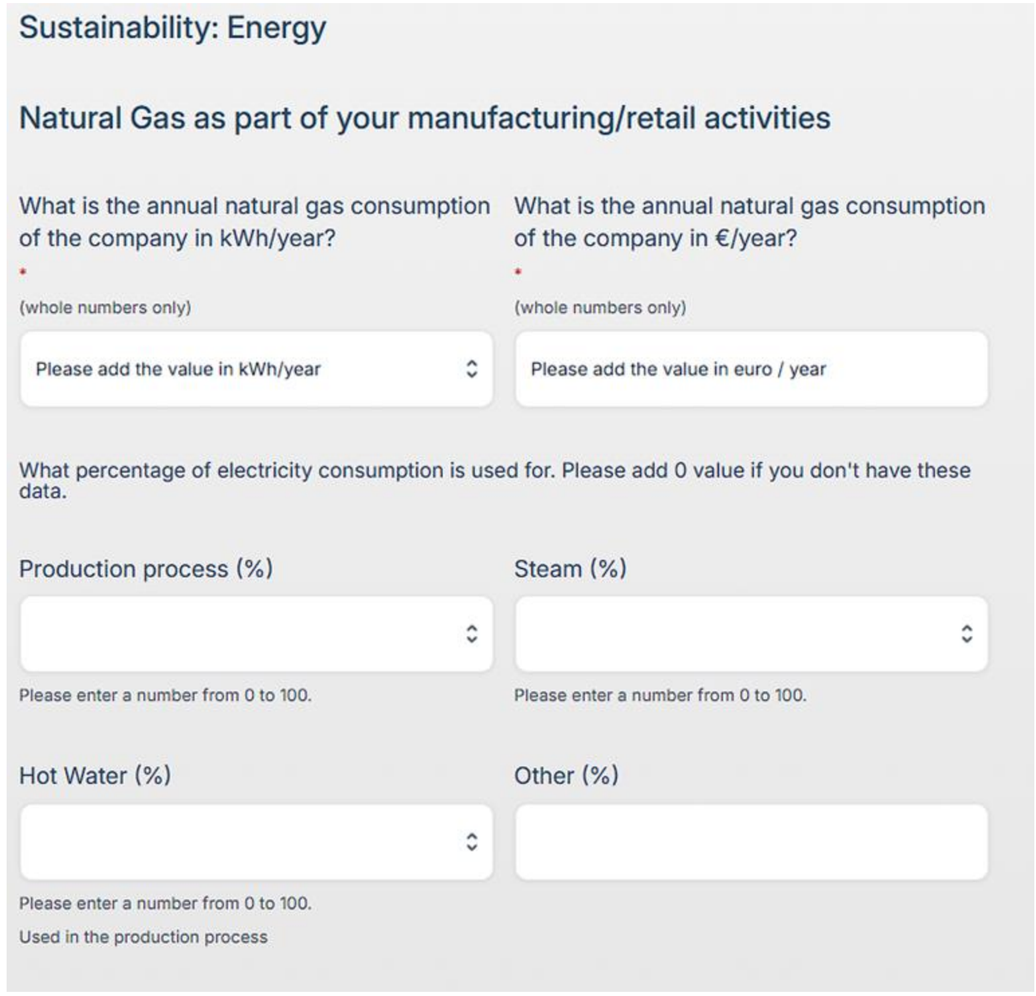

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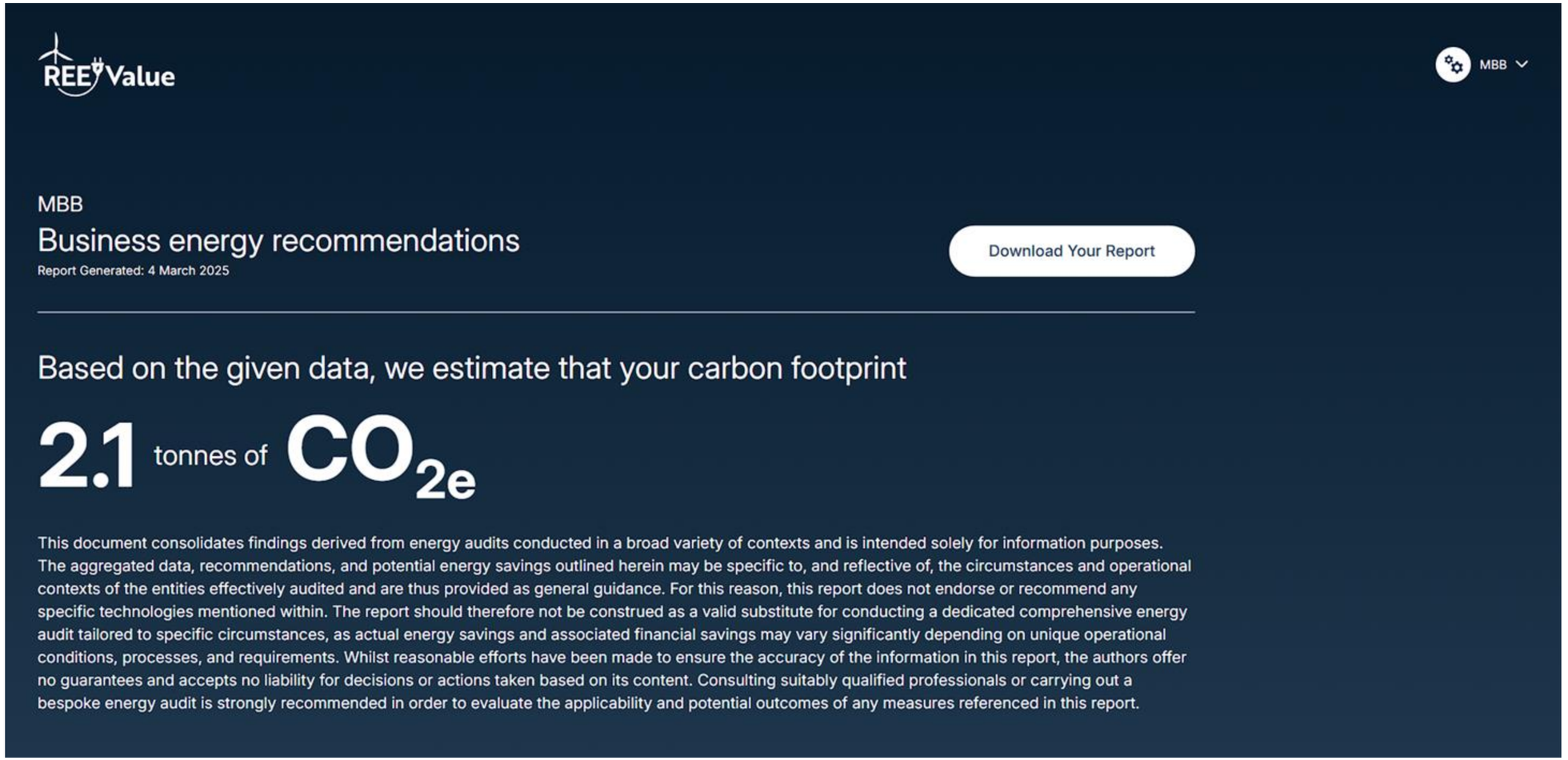

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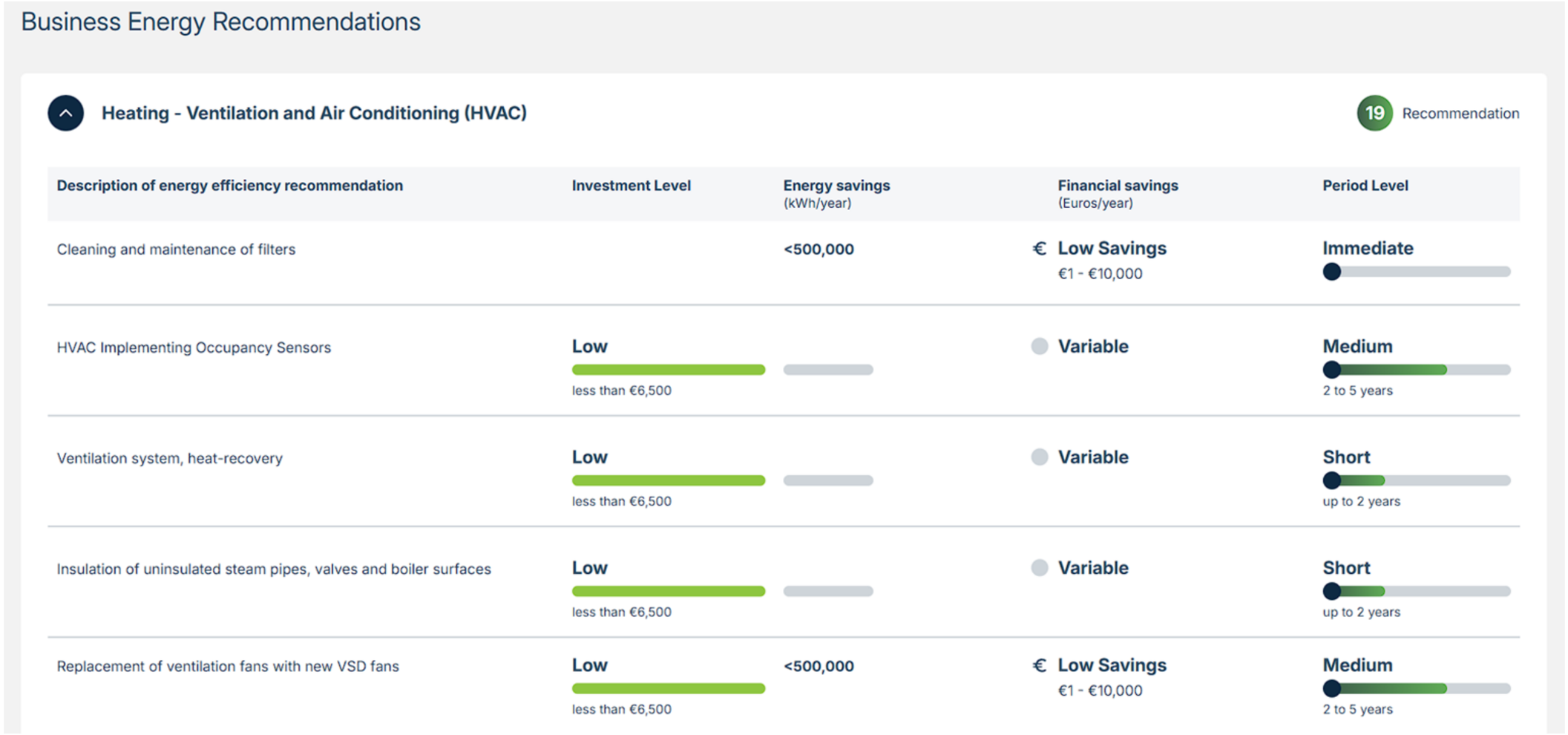

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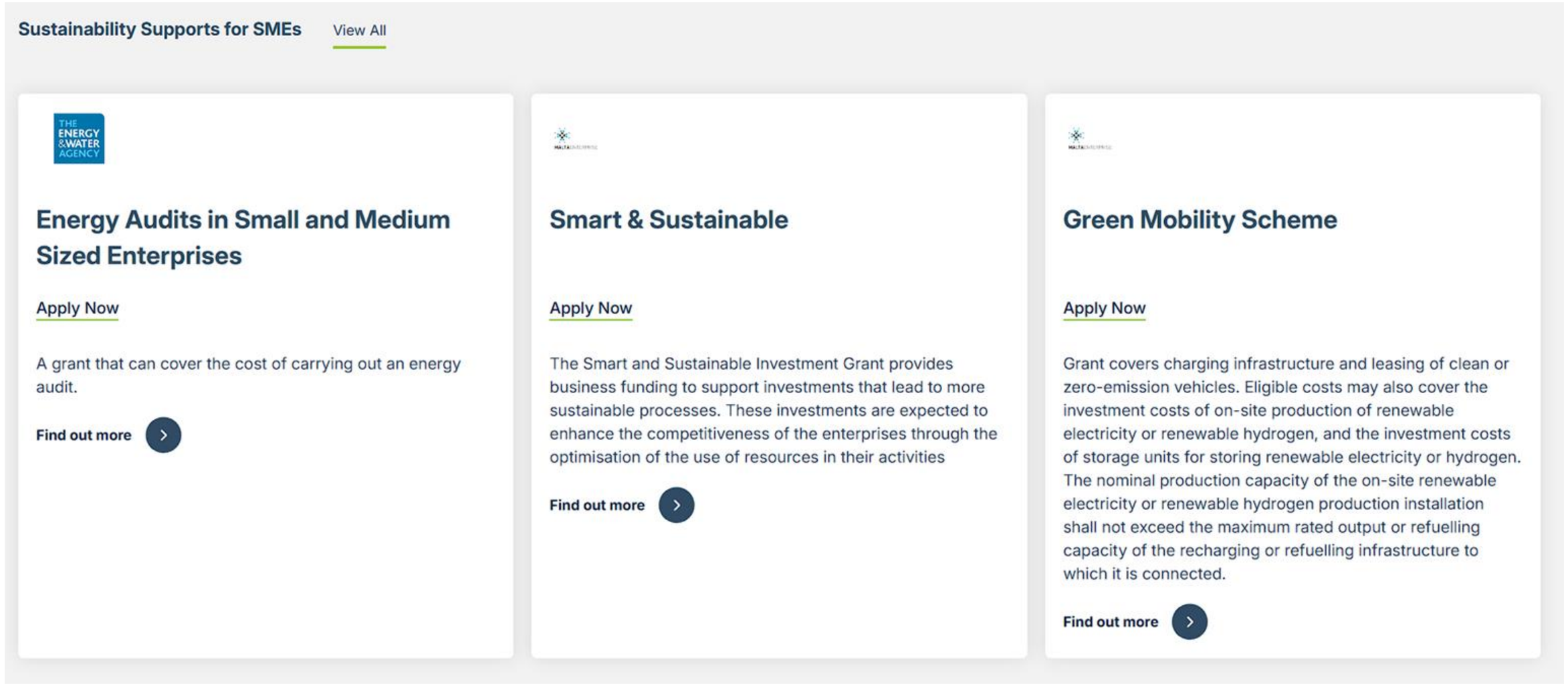

Thank you

c.weiker@ecsla.eu

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

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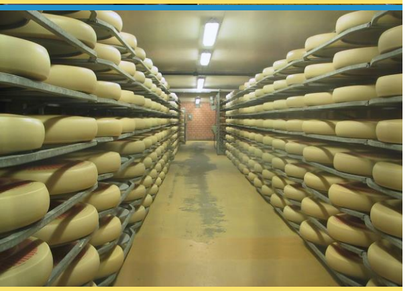
DEMONSTRATING IMPACT: LESSONS AND SUCCESS STORIES

Prof. Simone Zanoni
BETTED coordinator and Industrial Systems Engineering Professor at the University of Brescia

SUSTAINABLE ENERGY WEEK






Introduction of the BETTED project

Università di Brescia

Prof. Simone Zanoni
Università degli Studi di Brescia (Italy)
simone.zanoni@unibs.it

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Executive Summary: The Synergistic Transformation

The Challenge

The EU dairy sector (12% of agricultural output) is squeezed by volatile milk prices (€0.25-€0.40/L) and strictly enforced Green Deal mandates.

Current processing relies heavily on fossil fuels (60-80% thermal energy) while simultaneously wasting massive amounts of heat through refrigeration venting.

The Solution

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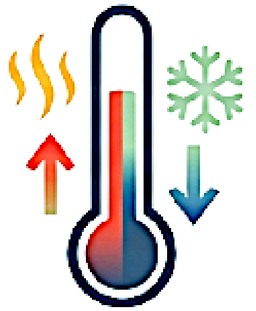
- **Holistic Approach:** Shifting from isolated process optimization to supply chain-wide coordination.
- **The Toolbox:** A suite of 7 specialized tools to assess impact, cost (LCC), and supplier sustainability (DVS).

The Impact



- Simultaneous Heating & Cooling (SHC): Heat Pumps recover waste heat, offering up to 75% potential energy savings.
- **Renewables:** Integrating biogas and solar to close the <20% renewable energy gap in the current mix.

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Project summary

- BETTED (Boosting Energy Transition of ThE Dairy value chain) project aims to **facilitate companies** belonging to supply chains in the dairy sector to foster the **market uptake of energy efficiency measures** including the **use of renewables** and the deployment of **heat pumps** at the **value chain level**, moreover, the project will also significantly contribute to the **reduction of fossil fuels dependency** fast forwarding energy transition.

Immage source: Pixabay

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PROJECT PARTNERS

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Energy efficiency issues in the dairy value chain

- Overall, dairy processing plants and farms can **identify numerous energy efficiency measures** and **renewable energy solutions** that enhance competitiveness, reduce production costs, decrease CO_2 emissions, and improve resilience against energy price fluctuations.
- A **systematic approach** allows these opportunities to be addressed step-by-step, integrating them into the broader framework of equipment maintenance and company development, rather than treating them as isolated initiatives.
- The **holistic perspective** supports long-term sustainability and operational efficiency, aligning energy management efforts with the company's growth and strategic objectives.

Immage source: Pixabay

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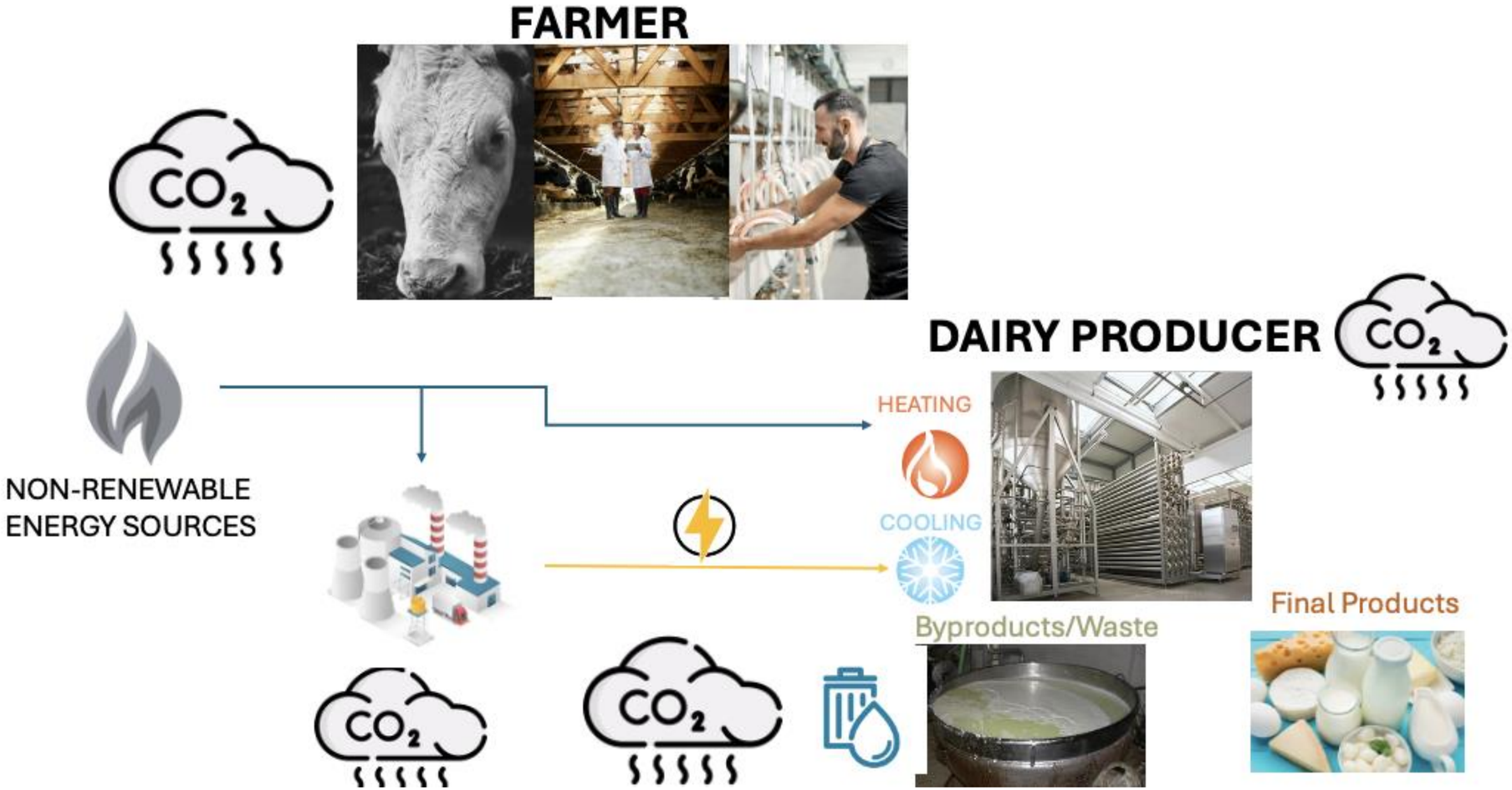
Traditional dairy value chain



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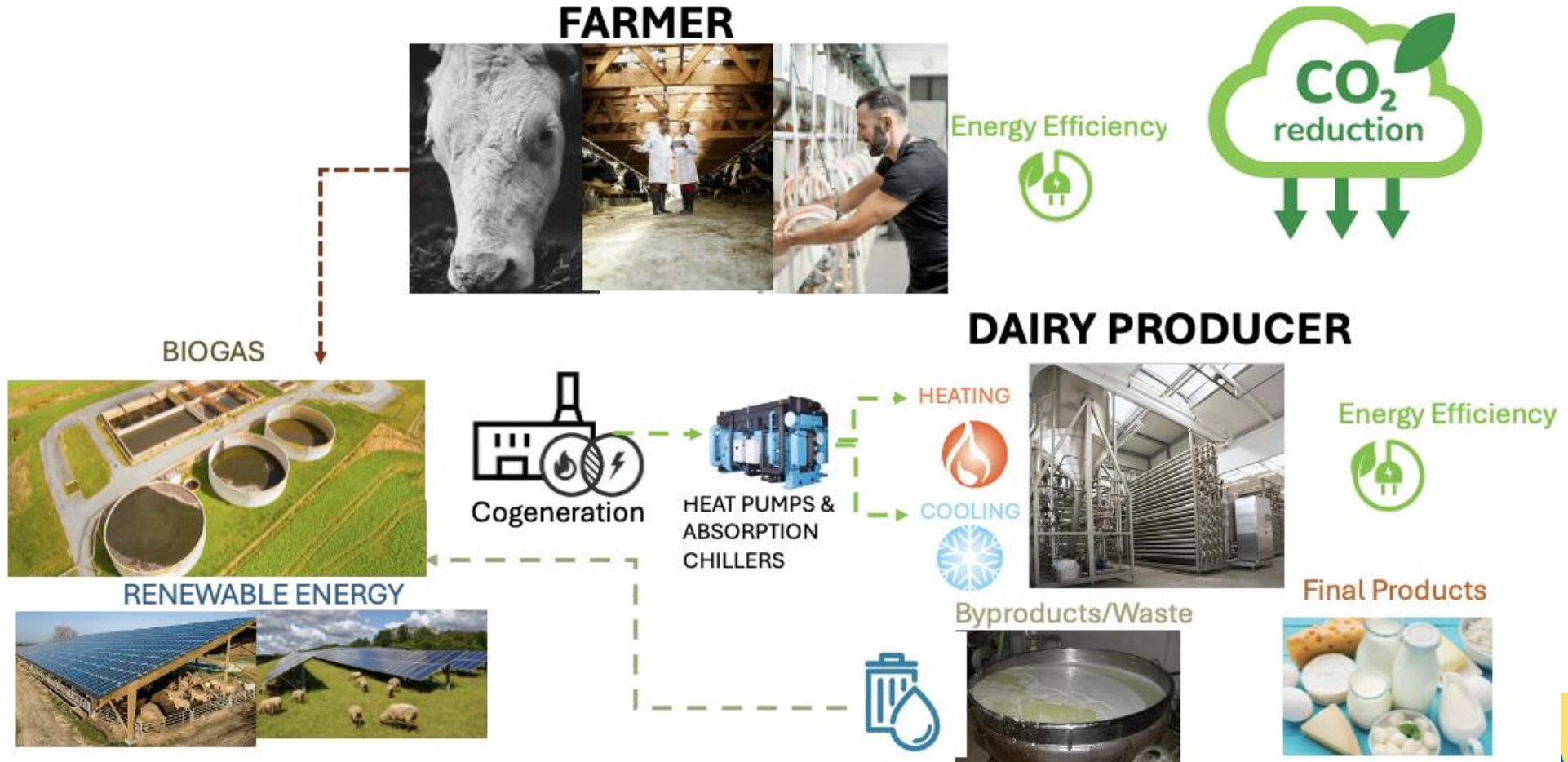
BETTED dairy value chain



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BETTED Three pillars

01

Capacity Building & Community: Build capacity for sustainable energy transition.

Easy-to-Use Tools: Implement user-friendly tools for companies within the same value chain to promote energy efficiency, sustainable practices, and cooperation

02

03

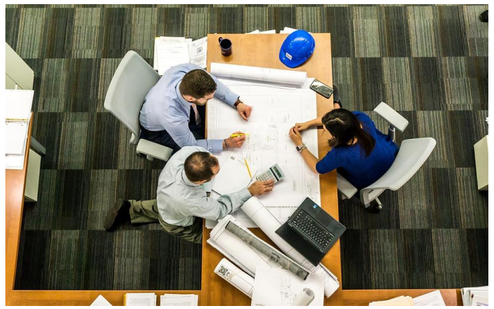
Policy Recommendations: Offer policy and regulatory recommendations to accelerate the energy transition.

Immage source: Pixabay

BETTED

Capacity building programme

1. Step 1: **interactive training sessions** with large companies and their value chain aiming at improving their skills, knowledge, awareness, know-how on the potential of sustainability through a collaborative approach.
   - Companies will also be supported in the assessment, implementation, and monitoring of the EEMs, RES and heat pumps with the support of the developed toolbox.
2. Step 2: 20 **workshops with different stakeholders** linked to the dairy sector (e.g., energy manager, non-energy experts inside companies, financial institutions, ...) on the energy and sustainability related topics and on the potential of coordinating the value chain showing also best practices and financial/funding opportunities.
3. Step 3: **e-learning** module.
4. Step 4: value chain **direct interviews and roundtable meetings**



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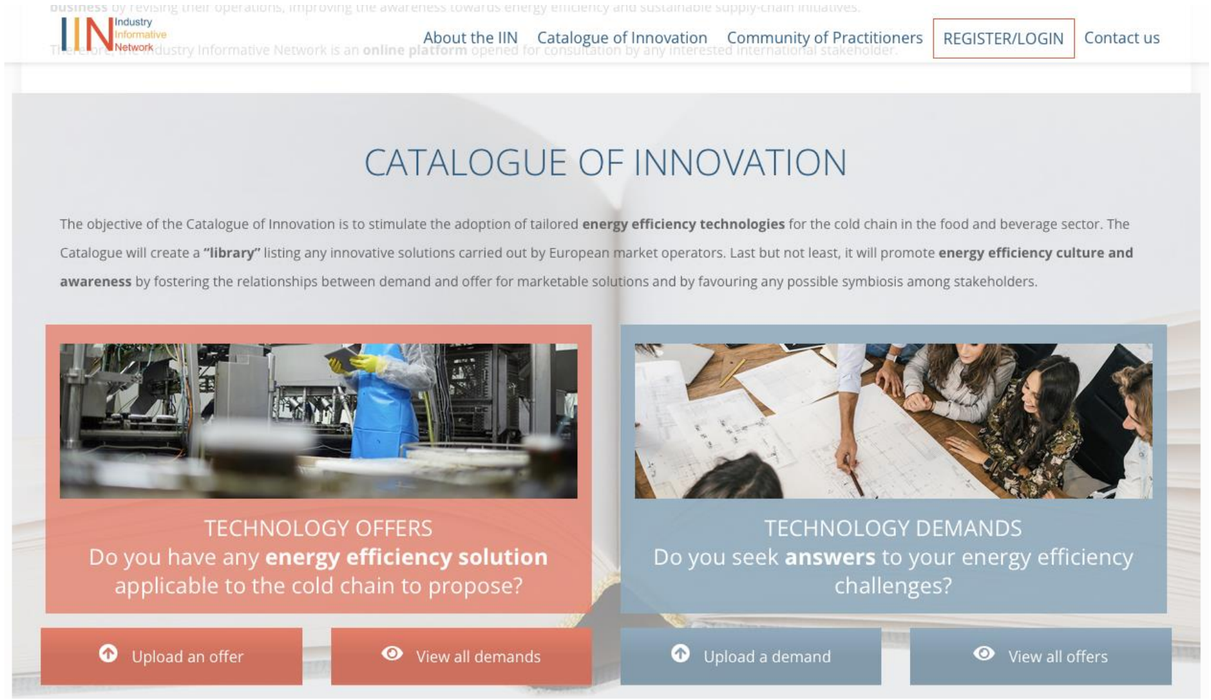
Industrial Informative Network (IIN)

IIN developed under the H2020 ICCEE project have been exploited and updated with further details for the dairy sector enabling learning across all EU Member States (MS) and fostering the relationship between various market stakeholders through the use of a platform that:

- combines demand and supply
- enables discussion among them and with other experts



https://iin-betted.eu

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BETTED-Toolbox: Coverage from 7 angles

Tool #1: Dairy supply chain tool (DSC)
Do you want to analyze your DSC's energy consumption?

Tool #7: Non-energy benefit evaluator (NEB)
Do you wonder how to analyze non-energy benefits in a structured manner?

Tool #2: Life cycle assessment tool (LCA)
Do you want to understand the environmental impact of your DSC?

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Tool #6: Dairy vendors' sustainability (DVS)
Are you interested in evaluating the sustainability readiness of your vendors?

Tool #3: Life cycle costing tool (LCC)
Do you wonder about the economic benefit from energy efficiency measures?

Tool #5: Heat Pumps for dairy (HPD)
Do you wonder about integrating a Heat Pump's potential economic and environmental benefits?

Tool #4: Biogas in the dairy chain (BDC)
Do you wonder about the potential economic and environmental benefits of integrating a Biogas plant?

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BETTED Toolbox Tutorial intro

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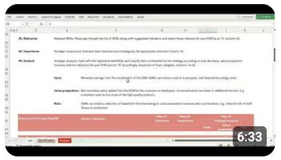

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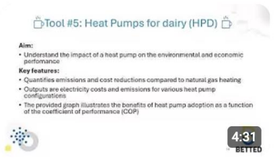

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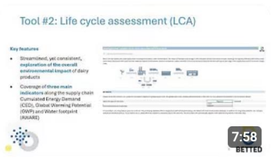

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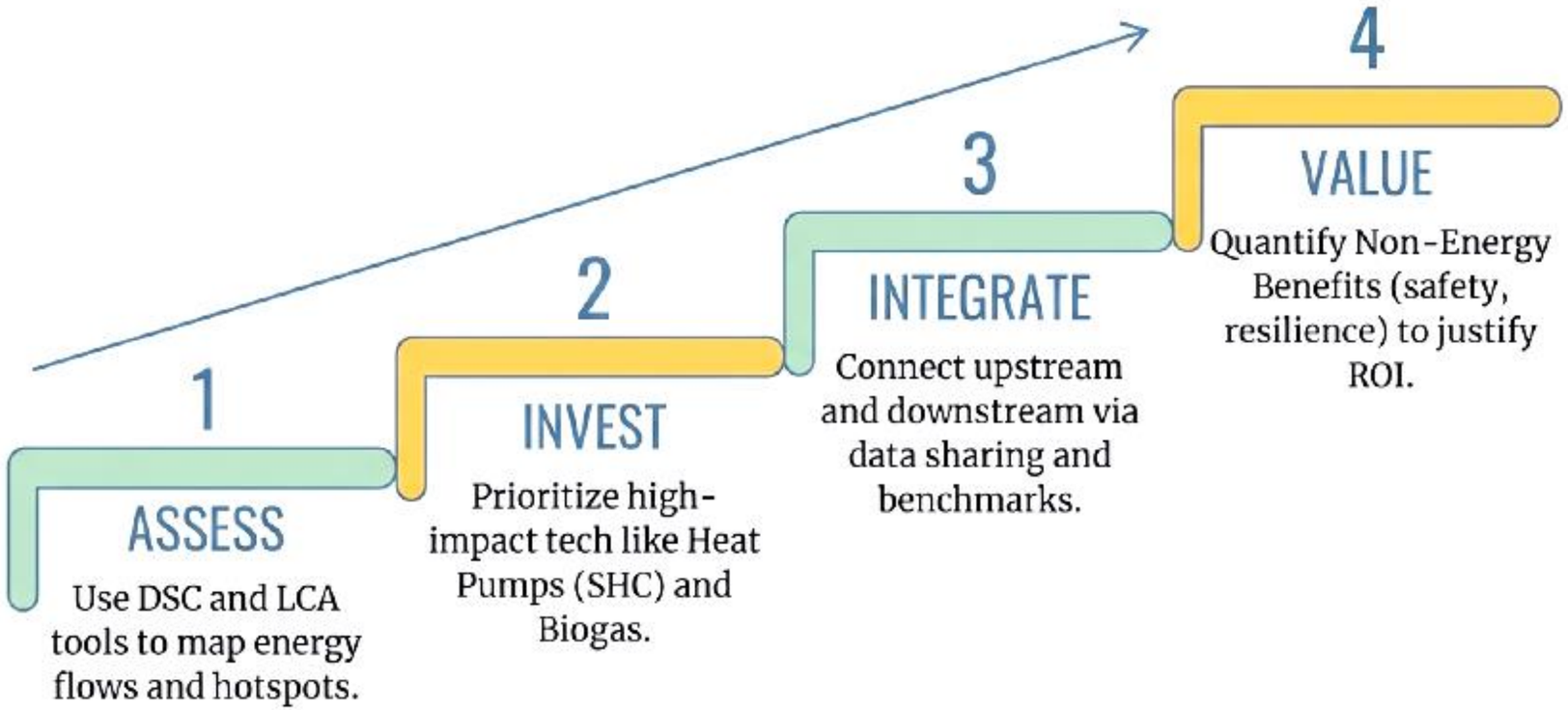
Strategic roadmap for a net-zero dairy sector

- Transitioning from Isolated Efficiency to Systemic Sustainability



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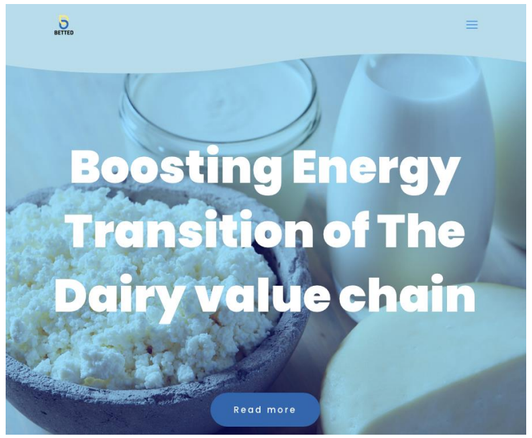

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