



## BioEconomic®

I Conferencia BioEconomic® 2014

### LEED® Certification Avenida Sofía Hotel Spa – LEED® Platinum

The Avenida Sofía Hotel & Spa seeks the LEED® Platinum Certification, one of the very first hotels in Europe to be willing such high standards.

LEED® Certification– Leader in energy efficiency and sustainable design.  
Sustainable Building certification system

LEED® Certification rewards the excellence in high integration of sustainable strategies in a Building and its plot.

It supposes and International recognition by a third independent party. There are four levels of LEED® certification: certification itself, silver, gold and platinum.

The business reasons for the rapid development of the Sustainable Buildings in Spain will be unveil, which will show that profitability, the increased value, the less impact on the environment and the welfare of the people obtained, are the key to the development of LEED® Buildings. A holistic approach is required.

Sitges, Barcelona  
21 de Marzo de 2014



#### Addressed to:

Hoteles, Casas Rurales, Alcaldes, Técnicos Municipales, Arquitectos, Ingenieros, Directivos Financieros, Constructores, Promotores, Instaladores, Administradores de Fincas y Comunidades de Propietarios.

**Date:** 21 de Marzo de 2014

**Schedule:** 8:30h a 14:30h

**Place:** Avenida Sofía, 12 -08870- Sitges, Barcelona

**Map of the ubication:** [Avenida Sofía Hotel Spa](#)

#### Inscriptions:

Link via BioEconomic's webpage: <http://www.bioeconomic.es>

BioEconomic collaborators free

Online early registration 20€

Registrations on the same day 30€ (Only cash)

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### Justification:

See the benefits of a lower energy consumption, produce less residues, decrease the annual costs of the building improving customers and employees satisfaction.

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### Program

- 8:45h** Attendees reception
- 9:00h** Welcome and presentation  
*By Maite Masià, Directora, Institut Català d'Energia (ICAEN), Josep - Ignasi Garrigó Puerto, Regidor de Turismo y Playas del Ajuntament de Sitges y Sebastià Parera, Manager de BioEconomic*  
Moderated by *Eugenia Claverol, Técnica en Medio Ambiente*
- 9:20h** Excellence in sustainable hotels, LEED®  
*Por Aurelio Ramírez Zarzosa, Presidente - Fundador de Spain Green Building Council, SpainGBC®*
- 9:40h** Innovation in sustainable design and siting  
*By Francisco Sánchez, Propietario y Promotor del Hotel, Ingeniero y profesional acreditado LEED AP BD+C organizador TED x Sitges y fundador de Sitges Beach Lab, Centro de I+D, Centre for Bits and Atoms del MIT,*
- 10:00h** Testing and certification of infiltration and airtightness in buildings by UNE EN 13829:2001.  
*By Toni Gassó, Director Gerente Blower Test - Demostración in situ de la aplicación del Blower Door Test*
- 10:20h** The contribution of underfloor heating to energy saving.  
*By Roberto Chacón, Director Comercial de FRANKISCHE IBERICA*
- 10:40h** Energy and atmosphere, ecologic heating, AQUA system  
*Por Rainier Vendrell, Ingeniero de Proyectos y Producto de PARADIGMA Ibérica*
- 11:00h** Coffe break – Networking
- 11:30h** Indoors environmental quality, exploitation of natural light  
*By Lluís Ferrero Andreu, Departamento Proyectos de Ingeniería, ETSEIB, UPC Universitat Politècnica de Catalunya*
- 11:50h** Biosphere Responsible Tourism Certification, for destinations  
*By Adrià Gelabert, Responsable Turismo Sostenible y Eloi Montcada, Responsable Área de Consultoría de Lavola*
- 12:10h** Solutions for Thermal energy installations in either new buildings or already existing ones.  
*By Noelia Álvarez - Delegada de BAXI Solutions*
- 12:30h** Constructive systems with Rockwool. The expert solution for energy efficiency.  
*By Albert Grau, Director de operaciones de Envolveria.*  
Empresa de servicios energéticos afiliada a ROCKWOOL Peninsular
- 12:50h** Energy recovery in Buildings.  
*By Ignacio Batlle, Representante de SIMAKA España*
- 13:10h** Practical case, JUMEIRAH Port Soller Hotel & Spa, LEED gold  
*By Francisco José Cervantes, Chief Engineer*
- 13:30h** The ROI in LEED® Certification  
*By Emmanuel Pauwels, LEED AP BD+C y director de Green Living Projects*
- 13:50h** Work group: Own consumption and net balance. Solar energy autogeneration: chances and benefits  
*By Pablo Valderrama, Cluster Manager de SOLARTYS*
- 14:00h** Closure  
*By illustrious Sr. Miquel Forn i Fusté, Sitges mayor*  
Guided tour through the hotel. *Coordinadora, María Dolores Parera, Técnica en Energías Renovables*
- 14:15h** Cocktail and Appetizer with proximity products, along with wine and cava from Can Rafols dels Caus, Appellation of origin Massís del Garraf



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SPAIN GREEN BUILDING COUNCIL

**SpainGBC** is dedicated to improve human and nature conditions, honour and improve the perspective of both through the creation of a build environment mutually beneficial sticking to these essential values.

Avenida de Europa, 14 P. E. La Moraleja (Alcobendas) -28108- Madrid

## Sustainability

Respect the limits of natural systems and non-renewable resources in the search for solutions that produce an abundance of natural and social capital.

## Equity

Respect for all communities and cultures, and aim at equal socio-economic opportunities for all.

## Integration

Practice and promote openness, broad participation and full consideration of the importance of all aspects in the processes of decision making.

## Progress

Strive for the immediate and measurable indicators of environmental, social and economic prosperity.

## Connection

Recognizing the fundamental link between humanity and nature, and the importance in making decisions based on the site for effective administration.

## Why green building?

DID YOU KNOW THAT BUILT ENVIRONMENT HAS A PROFOUND IMPACT ON NATURE, ECONOMY, HEALTH AND PRODUCTIVITY? Buildings are responsible for nearly:

- 36% of the total energy use
- 65% of the electricity consumption
- 30% of the Greenhouse Gases emissions
- 30% of the raw materials usage
- 30% of the waste going to landfill
- 12% of the potable water used

There are available major scientific and technological advances to be used by designers, builders and homeowners who want to build sustainably and maximize both economic and environmental efficiency as well as providing a better welfare.

### Environmental benefits:

- Enhance and protect ecosystems and biodiversity
- Improve the quality of air and water
- Reduce solid waste
- Preserve natural resources

### Economical benefits:

- Reduction of operating costs
- Increase on asset value and profits
- Improve productivity and employee satisfaction
- Optimize the efficiency of the economic life cycle

### Wellness and community benefits:

- Improves for the environment; acoustic, thermal and atmospheric
- Enhance the welfare and comfort of the occupants and those around
- Minimise demand on public infrastructure
- Contribute to overall quality of life

LEED®, the sustainable buildings classification system "Leadership in energetic efficiency and design" is a standards system internationally accepted for sustainable buildings by the members of the USGBC.



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## Sponsored by



## Held by



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SAN SEBASTIAN PLAYA  
HOTEL  
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## Participantes



## Collaborators



SPAIN GREEN BUILDING COUNCIL



Ajuntament  
de Sitges



## Oficial Media Partners



## Media Partners





**BioEconomic**  
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Collaborator:



**BUREAU  
VERITAS**

**Bureau Veritas en España**

**LEED® technical assistance**

**Bureau Veritas advises you and processes the "Certificación para la Sostenibilidad Medioambiental de los Edificios LEED®"**

**Recognition:** Founded in 1828, Bureau Veritas is a world leader in testing, inspection and certification (ICT), provides high quality services to help customers meet the growing challenges in quality, safety, environmental protection and social responsibility.

**Member of the USGBC:** Bureau Veritas is a corporate member of the U.S. Green Building Council, nonprofit organization that promotes and provides LEED certifications.

**Technical capacity:** The practice specialization, availability of highly skilled local teams and the quality of the methodologies are the main strengths appreciated by customers from Bureau Veritas

**Presence:** Bureau Veritas is present in 140 countries through a network of 1,330 offices and laboratories. It has more than 61,600 employees and over 400,000 costumers.

**Contact:** Emma Garralaga Arbós 677.944.440 / 93.253.53.00 [emma.garralaga@es.bureauveritas.com](mailto:emma.garralaga@es.bureauveritas.com)

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Sistemas de calefacción ecológica



"LEED® es una marca registrada del U.S. Green Building Council"