



IV BioEconomic® Conference · C2C · EV · LEED® Certification

Opportunities that Circular Economy offers to Tourism

Avenida Sofia Hotel Boutique & Spa

1st Hotel in Europe awarded LEED® Platinum Certification

Energy Efficiency · Refurbishment & Sustainable Construction · Electric Vehicle · LEED® Certification

Friday 2nd October 2015 · 9:00 hs · www.bioeconomic.es



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IV BioEconomic® Conference -C2C- EV - LEED® Certification

The opportunities that Circular Economy offers to the Tourism

Avenida Sofia Hotel Boutique & Spa, 1st Hotel in Europe to obtain the LEED® Platinum Certification
“Energy Efficiency, Rehabilitation and Sustainable Building, Electric Vehicle, LEED® Certification”



LEED certification® - Leader in Energy Efficiency and Environmental Design
Green Building Certification System.

The business reasons for the fast development of the Sustainable Buildings in Spain will be unveiled, 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.

The circular economy poses a regenerative economical and industrial, by viable transition through the means available today. Based in the principles of Cradle to Cradle® (W. McDonough & M. Braungart)

Addressed to: Hotel chains, Public institutions, Architects, Engineers, Decorators, Constructors, Promoters, PYMEs, Rural house, Installers, Shopping managers and the community of owners

Date: October the 2nd, 2015

Schedule: 8:30h until 17:00h

Location: Av. Sofia, 12 -08870- Sitges, Barcelona

Place: Avenida Sofia Hotel Boutique & Spa

Inscriptions: Link via our web page: www.bioeconomic.es
Inscriptions: 50 €
Free access to BioEconomic collaborators
Hotel one night 129€ for a single room, 143€ for a double room
Booking at +34 938113500 – key: LEED Conference

Follow us: @BioLEED

Join the official hashtag of the IV BioEconomic® LEED® Certification Conference #BioLEED

“LEED® is a registered trademark of the US green Building Council”



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Presentation

The VI BioEconomic® LEED® Certification Conference, held in the Avenida Sofia Hotel Boutique & Spa has the aim to expose, Spread and provide a **global, innovative and cutting-edge insight into the environmental challenge** in the field of sustainability, the economy and the environmental care. The subjects that will be spoken about are based in the key sectors and those of most importance for our current and future economy: **Sustainable Tourism, LEED® Certification, Green Building and the Electric Vehicle.**

Avenida Sofia Hotel Boutique & Spa and BioEconomic® invites you to assist this privileged enclave in the shire of Garraf and lead this **change on sustainability**. Addressed to Hotel Chains, Tour Operators, Mayors, Municipal Technicians, Architects, Engineers, Decorators, Builders, Promoters, SME, Farmhouses, Installers, Personal Shoppers and Owners Communities.

Sustainable Tourism

Tourism has become in a vital part and Engine of the economy of our country. The Challenge of Tourism and the hotel industry consists in **keeping competitive and at the same time including the sustainability values to their activity**. On a European and even global scale there are many initiatives, Networks and projects which have the objective of making tourism a sustainable economic activity. The sustainable hotel management is an opportunity. In a context where emerging economies offer holiday and business destinations at competitive prices, offering environmental quality is a distinctive.

Sustainable Construction

Construction is a very productive sector which also is of major importance. Currently it's involved in a transformation characterized by paradigm shift generated by different factors: Energy Crisis, Climate Change, loss and a shortage of natural resources and biodiversity and strong population growth in cities. Given this conditions one of the aims of BioEconomic® in this conference is to Speedy up the change of the actual construction model towards a scenario where sustainable construction leads, with energy consumption of buildings tending to zero (NZEB) CO₂ emissions neutrality, respect for the environment and high comfort for its occupants.

LEED® Certification

LEED® (Leadership in Energy & Environmental Design) is the most prestigious certification program for sustainable buildings in the world, which recognizes excellence in building practices and strategies in either new buildings, rehabilitation or buildings in use stage. The LEED® certificated buildings, regarding a regular building, have less operating costs and a fairly decreased energetic and water consumption (up to 40% less). Furthermore they benefit from a globally recognized prestige, allowing them to generate a greater market value, outperformance in its operational stage and providing excellent environmental quality in their areas, thereby improving productivity and employee satisfaction.

Attendees to the **BioEconomic®** Conference will experience firsthand environmental excellence of the **Avenida Sofia Hotel Boutique & Spa, LEED Platinum** Certification.

Electric Vehicle

The efficient mobility through the **Electric Vehicle** also finds its place in the **BioEconomic®** conference and it is intimately tied to **sustainable tourism**. The benefits of its use are generating a lot of savings due to the lack of fuel the reduction of CO₂ and other polluting gases emissions, low environmental impact and last but not least the decrease of acoustic pollution. In this space you will learn the latest news from this type of vehicles and test the newest technology.

The Circular Economy based on the principles of Cradle to Cradle®. The need to accelerate the transition towards a circular model to ensure the viability of our society in time.

BioEconomic® and Avenida Sofia Hotel Boutique & Spa would like to reaffirm its invitation to attend, participate and become part of the change to develop a new economic model, more social and sustainable.



BioEconomic
Conferencia Certificación Edificios Sostenibles LEED

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	<p align="center">Schedule</p>	
8:30h - 9:00h	<p>Attendee's reception. <i>Coordinator by Eugenia Claverol, Environmental Technician, M^a Dolors Parera, Renewable Energy Technician Jean Paul Fannes, BioEconomic Head of Institutional Relations Department</i></p>	
9:00h - 9:10h	<p>Welcome by <i>Rafael Silva, Managing Director of the Avenida Sofia Hotel & Spa and Sebastià Parera, Manager of BioEconomic</i> Presentation by Roger Platt, President of the U.S. Green Building Council Inauguration of Illustrious Mr. Miquel Forn i Fusté, Mayor of Sitges</p>	
Session 1	<p>Excellence in sustainable Hotels, LEED® Platinum: LEED context in hotels. Reasons to make a LEED Platinum Building Moderated by Albert López, Responsible of SOMFY's Architecture department.</p>	
9:10h - 9:20h	<p>Reasons to make a LEED Platinum Building, costs and benefits <i>Speech by Francisco Sánchez, Owner and promoter of the Hotel, accredited LEED Engineer AP BD+C Organizer of "TED x Sitges" and founder of the Sitges Beach Lab, I+D Centre for Bits and Atoms of the MIT</i></p>	
9:20h - 9:30h	<p>Benefits and profitability of the LEED® Certification, Sustainability in Architecture <i>Speech by Julio Bermejo LEED® Architect AP BD+C, Partner-Project Manager in "Arquitectura Ambiental"</i></p>	
9:30h - 9:40h	<p>Success full case, Avenida Sofia Hotel Boutique & Spa <i>Speech by Rafael Silva, Managing Director of the Avenida Sofia Hotel Boutique & Spa</i></p>	
Session 4	<p>Sustainable building, LEED Platinum: LEED particularities. Moderated by Bàrbara Urdillo, Cluster Manager at HABITAT Cluster Barcelona</p>	
9:40h - 10:00h	<p>Climate control through pavements associated to Energy Efficiency <i>Speech by Jorge Viebig, Manager of SCHLÜTER Systems</i></p>	
10:00h - 10:20h	<p>Hotel automation. Key to a sustainable model <i>Speech by Antonio Moreno, Technical Director of JUNG</i></p>	
10:20h - 10:40h	<p>Insulation enclosure: a holistic approach <i>Speech by Anna Manyes, Energy Design Center Officer ROCKWOOL</i></p>	
10:40h - 11:10h	Coffee break - Networking, brought by Avenida Sofia Hotel Boutique & Spa	
Session 3	<p>Sustainable Design LEED Platinum: Challenges, approaching, resolved issues, troubleshooting Experiences with LEED Moderated by Julio Bermejo LEED® Architect AP BD+C, Partner-Project Manager in "Arquitectura Ambiental"</p>	
11:50h - 12:10h	<p>Integration of Environmental Product Declarations in the LEED, BREEAM and VERDE Certifications <i>Speech by Nicolás Bermejo Presa, Responsible of prescriptions at Saint-Gobain</i></p>	
10:20h - 10:40h	<p>Facades as the first energy control in Buildings <i>Speech by Alex Català Morell, Project Manager at SOMFY</i></p>	
12:30h - 12:50h	<p>Comfort and Energy Efficiency in Hotels. Aislamiento de la envolvente <i>Speech by Penelope González de la Peña, Head of technical department at URSA Ibérica Aislantes</i></p>	

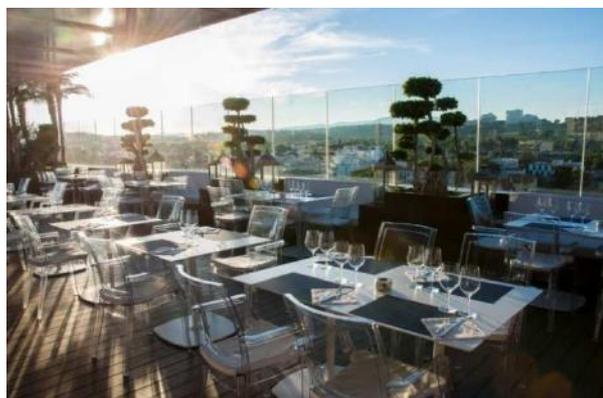
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12:10h – 16:00h	Sessions 4 & 5 in Sky Bar del Avenida Sofia Hotel Boutique & Spa
Session 4	Roundtable: “Circular Economy in hotels, developing towards the sustainable growth” Based on the Cradle to Cradle® criteria. The opportunities that the circular economy brings to the Tourism. Tools, Knowhow and communication. What is ACCIÓ and the Generalitat doing about the circular economy, aids, programs, innovation services...
12:10h - 13:10h	Circular Economy in hotels, developing towards the sustainable growth Guillem Ricarte, Director UCOC, ex - Director Creafutur, Strategic Consulter Cluster Competitiveness Group Carles Miranda, Business innovation manager at ACCIÓ Joaquim Braulio, Thinking Partner in communication and creation of Building Communities. Member of the “Grup 381 Marcas con Alma, para una nueva Economía” Moderated Rafael Silva , Managing Director of the Avenida Sofia Hotel & Spa
Session 5 LEED® Conference closing	Conference, Closing and award ceremony: Roger Platt, President of the U.S. Green Building Council Delivery of the plaque to the Avenida Sofia Hotel Boutique & Spa Delivery of certificates to all the companies which collaborated to the construction of the Hotel.
13:10h - 14:30h	Presentation by Roger Platt , President of the U.S. Green Building Council Rafael Silva , Managing Director of the Avenida Sofia Hotel Boutique & Spa Julio Bermejo LEED® Architect AP BD+C, Partner-Project Manager in “Arquitectura Ambiental”
14:30h - 16:00h	Cocktail and appetizer with proximity products, brought by the Avenida Sofia Hotel Boutique & Spa 
16:00h - 17:00h	Visit to the facilities of the Avenida Sofia Hotel Boutique & Spa
10:00h - 17:00h	Electric Vehicle Exhibition and Test

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Sky Bar



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LEED® Certification

It is characterized for providing an assessment of the sustainability of the building. Assessing their impact on these main areas:

Sustainability

Respect the limits of natural systems and on-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

Economic 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:

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

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The electric vehicle is a key element along with renewable energies for the sustainable tourism.

Electric vehicles have an acquisition cost 2.5 times the cost of a conventional cars but it has some advantages such as its zero CO2 emissions, very low maintenance and an expense of merely 2 € every 100 Km.

- The autonomy of the already in use models is far
- Recharge can be done at night or off-peak.
- The extensive network of rent-a-car companies helps bringing this technology to a large number of potential users.
- The Hotel Sector is a key player in the implementation of charging infrastructure.

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Contributors



Asociación Española de Directores de Hotel



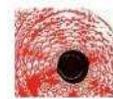
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