



Integral Energy Renovation
Strategic Plan for Hotels

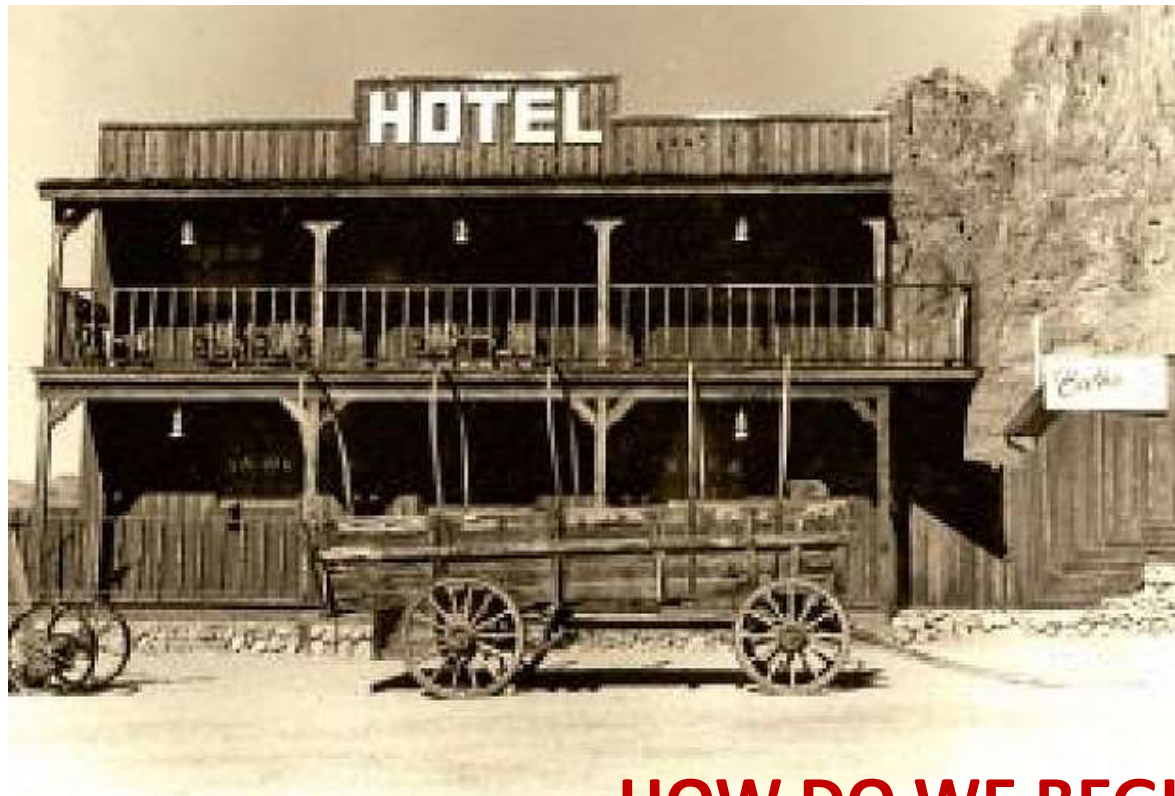
Integral Energy Renovation Strategic Plan for **Hotels**

Organised by



CURRENT HOTEL....

We start from a hotel that needs to be restored as a matter of SUSTAINABILITY facing a new social, economic and environmental model.



HOW DO WE BEGIN?



WORKSHOP REPAIRS
ROADMAP



PLAN'S OBJECTIVES

- Energy efficiency. More with less **energy**.
- **Comfort**: Thermal, lighting and acoustic.
- Building with a higher value and an innovative image.
- **Sustainability** and higher energy qualification.

We want THE COSTUMER to come back...

WORKSHOP REPAIRS ROADMAP



1. Limit the demand and reduce to minimums the buildings energy consumption.

FACADE

2. Integrate all the building installations to manage them jointly.

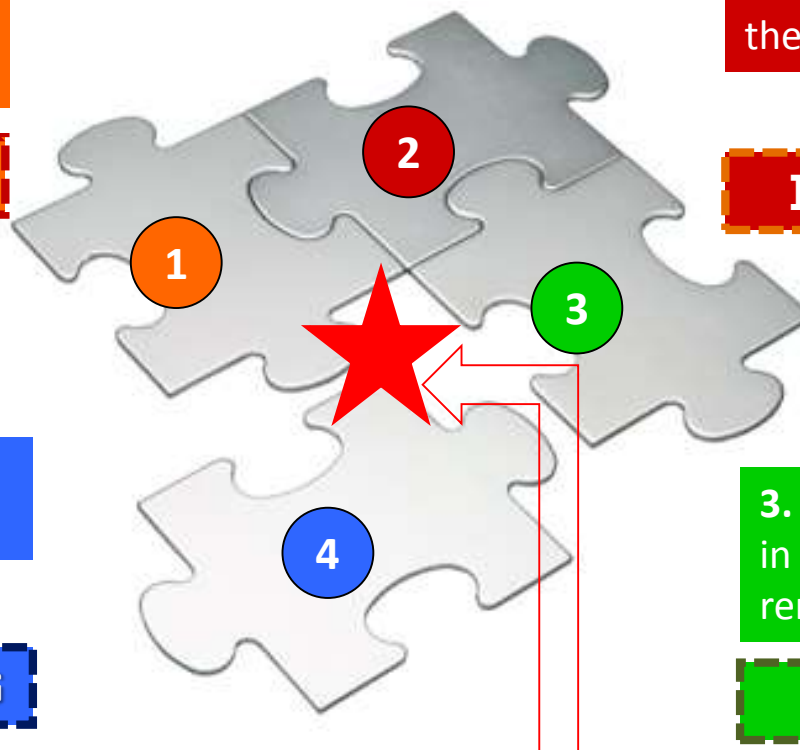
INSTALLATIONS

4. Store, buy, or sell energy from the building.

NZEB OR SMARTBUILDING

3. Generate own electricity in the building with renewable energies.

RENEWABLE



**THE BUILDING SHOULD GENERATE ALL THE ENERGY NEEDED FOR ITS OPERATION.
(EUROPEAN DIRECTIVE 2010/31/UE)**

Presentation

1.- Objective

1.1 Full energy rehabilitation for Hotels

Rehabilitate an Hotel to make it a reference model on energy rehabilitation, efficient, cost-effective, and to meet quality and comfort currently needed.

Environmentally responsible, acting as a catalyst for the culture of energy renovation in the hotel sector in our country.




PLAN ESTRATEGICO HOTELES. WORKSHOP
EJEMPLO: HOTEL SPA PARK. SITGES. BARCELONA

DESCRIPCIÓN



FOTOS




CERTIFICACIONES y BENEFICIOS

The Trade buildings are an architectural complex for offices, which has a private garden area and consists of 4 identical towers, which stands as a unique element, called curvilinear in all curtain wall facades. They are located down the block from Las Corts district of Barcelona, formed by Carlos III Avenue and the streets of Europa, Las Corts and Frenopàlcoo Institute.




SOLUCIÓN PROPUESTA

The Trade buildings are an architectural complex for offices, which has a private garden area and consists of 4 identical towers, which stands as a unique element, called curvilinear in all curtain wall facades. They are





The Trade buildings are an architectural complex for offices, which has a private garden area and consists of 4 identical towers, which stands as a unique element, called curvilinear in all curtain wall facades. They are

RESUMEN ECONOMICO

Consumo	150.000,00 €
Costes	135.000,00 €
Ahorro energético	40.000,00 €
Amortización	3,5 años

CONTACTO

somfy. Albert LÓPEZ
 Arquitecto

M +34 975 227 410
 T +34 975 228 8887
 F +34 975 228 288
 albert@somfy.com

Somfy España, S.A.
 18 Francisco Ferrer, 080-080
 08940 - Sant Sadurn de Noya





www.bioeconomic.es

LEED® certification in Rehabilitation

1.2 LEED® Major Renovation certified

With the Strategic Plan R.E.I.H. in Hotels Full renovation we aim for the LEED Major Renovation certification.

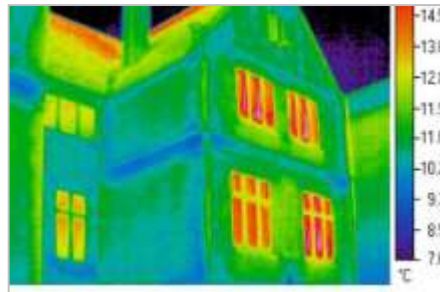
The certification system for sustainable buildings **LEED®** is developed by the US Green Building Council, the worlds most recognised certification system for green buildings.



Nowadays it is a business opportunity, economically viable and distinctive

LEED® certification in Rehabilitation

The possibility of obtaining a LEED® certification is prioritized



Edificio referente de Certificación LEED® en nueva construcción

**Avenida Sofia Hotel Boutique
& Spa**
1st LEED Platinum
Hotel New construction
in Europe



2.- Stages

2.1 Contacts

Interviews and contact with Hotels, Hotel Associations and Companies interested in the REIH plan.

2.2 Processing and selecting proposals

2.3 Hotel Selection

We will select a Hotel, **build between 1960 and 2000**, interested in making a energy renovation. First a full study of the Building in its current state will be held which results will be used to implement the Strategic Plan REIH.

The selected Hotel will be a referent in integral energy rehabilitation.

3.-Communication

3.1 Internal communication.

Training of all staff to the new paradigm. Workshops and training sessions.

3.2 External Communication plan.

We will develop the contents and collaborate with the Hotel Communication department.

Cohesion Plan with the Territory.

Development of a methodology for setting up a **Building Community** around the new Hotels model.

Appearance in various media for the selected Hotel with the actions that will be done. Once implemented the information over the results and the brands involved will also appear in the media.

BioEconomic will organise and introduce the rehabilitation in it's conferences.

- Those conferences will suppose a great opportunity for the Hotel to spread the Word and become known Nationally.
- In those events members of diverse public administrations, companies who take part on the project and the media will participate.
- Taking part in events, conferences, awards and contests about Sustainable Tourism, innovation and energy saving.
- Taking part in the conferences organised by **BioEconomic** with priority visibility in the posters, programs and diverse communication media.

The diffusion of the Hotel with the REIH Strategic Plan will start at the moment of selection and will go on through the entire project until the rehabilitation is done and everything is functioning.

The last conference will be done in order to spread the word on the saving and the benefits obtained.

Reference Hotel

The Strategic plan R.E.I.H, supervised by **Albert López, Architect** at **SOMFY**, has the aim to create a reference Hotel in Energy refurbishment, Environmentally responsible and acting as a catalyst for the culture of energy renovation in the hotel sector in our country.

Energy rating "A"

Through the Energy rehabilitation the Hotel will have an **Energy rating "A"**, the highest, and will achieve a considerable reduction of its energy costs.

4. Planned Schedule



December 2016

Interviews and contact with Hotels, Hotel Associations and Companies interested in the **REIH Strategic plan**.

January - March 2017

Processing and selecting proposals.

April 2017

Hotel selection.

May 2017 - September 2019

Announcement of the Hotels and the actuations to be made, with the selected Brands.

5. Planned Calendar for the specific conferences about the Hotel.



May - June 2017

Conference to present the actions that will be made to the **Hotel**

February - March 2018

Conference presenting the refurbished **Hotel**

March - April 2019

Conference in the **Hotel** to show the results, savings and benefits.



*The schedule might vary given the necessities of the Hotel

BioEconomic

Official Media Partners



Plaça de l'Estació, 2
-08860- Castelldefels
Telf.: 931 93 93 14
www.bioeconomic.es

Sebastià Parera
sparera@bioeconomic.es

Official Online Media Partners



Collaborates



SPONSORED BY

