



Economic stimulus through greener EU hotel industry Report showing 1.4 billion Euros savings launched

Brussels, 19 June 2015 – With the support of HOTREC, the umbrella Association of Hotels, Restaurants and Cafes in Europe and its Members in Belgium, Czech Republic, Hungary, Ireland, Malta and Slovenia, the Malta Business Bureau (MBB) launched a report showing that savings of around 1.4 billion Euros are possible for the EU hospitality industry through greening the sector.

The report entitled 'The potential for energy and water savings within the EU through flow rate regulation and greywater treatment,' was presented recently to the European Commissioner for the Environment Karmenu Vella by the MBB on 12th June 2015.

Upon welcoming the report, the EU Commissioner for the Environment, Maritime Affairs and Fisheries, Karmenu Vella expressed that *“Water stress is a growing factor in many EU countries and is an area in which there are clear and easy technological wins. The promising results of this study will feed into future Commission work.”*

Commenting on the report’s findings, HOTREC President, Susanne Kraus Winkler stated that *“Saving 365 trillion litres of water and reducing the energy required to heat water, resulting in around 1.8 million tonnes of CO2 emissions reduction, is a great step ahead in greening the economy. Furthermore, operating costs would be reduced by 1.4 billion Euros per annum thus increasing the sector’s profitability as well as competitiveness.”*

The report shows that these savings could be achieved through the industry-wide adoption of flow rate regulation on showers and wash-hand basins (1), and greywater treatment (2).

“We are very pleased with this result which promotes the hospitality industry’s commitment to greening the EU economy and we congratulate the Malta Business Bureau and the Malta Hotels and Restaurants Association for this major breakthrough. With this example, HOTREC demonstrates its catalyst effect and role of best practice sharing platform, thanks to its 42 National Member Associations in 28 European countries” said Ms. Kraus Winkler.

The report follows previous assessments by the MBB's award winning EU LIFE+ Investing in Water Project. As part of that project, a key measure which could facilitate wider adoption of these measures was identified to be a European Eco-Label for water consuming appliances, and the creation of a standard for 2nd class water.

The MBB, together with its international partners, will work on common initiatives which would help driving a wider adoption of flow rate regulation and greywater treatment.

Commenting on the MBB's commitment to facilitating this transition, MBB CEO Joe Tanti said *“Such a drive could merge green job creation, the financial strengthening of one of Europe’s large industries, and the creation of a new industry with strong potential for export. This would stimulate increased growth within the European economy while saving water, reducing CO2 emissions and energy dependence. It would be an excellent case study in environmental measures making excellent business sense.”*

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Notes to editors:

- The study collected data for 5.5 million guest nights, by 247 hotels in Belgium, the Czech Republic, Hungary, Ireland, Malta and Slovenia.
- The report was prepared by the Malta Business Bureau, authored by MBB CEO Joe Tanti, water expert Ing. Marco Cremona, and MBB Sustainable Development Manager Geoffrey Saliba. It was compiled with the support of HOTREC, in partnership with Malta Hotels and Restaurants Association, the Irish Hotels Federation, HORECA Vlaanderen, The Czech Association of Hotels and Restaurants, Hungarian Association of Hotels and Restaurants, Tourism and Hospitality Chamber of Slovenia, and was co-financed by the HSBC Water Programme.
- Flow rate regulation of showers and wash-hand basins is ensuring an optimal flow rate of water from these facilities. Water audits carried out by the MBB identified 7 lt/min for showers and 5 lt/min for wash-hand basins as existing best practice in leading 5* resorts. However, that experience also shows that most hotels have flow rates which exceed these figures significantly.
- Greywater treatment involves recycling wastewater from showers and wash-hand basins by treating it and using the treated water to flush toilets with.