



Turismo sostenibile ed ecoturismo: un futuro per la natura e l'economia.

18 febbraio 2011

Chema Basterrechea

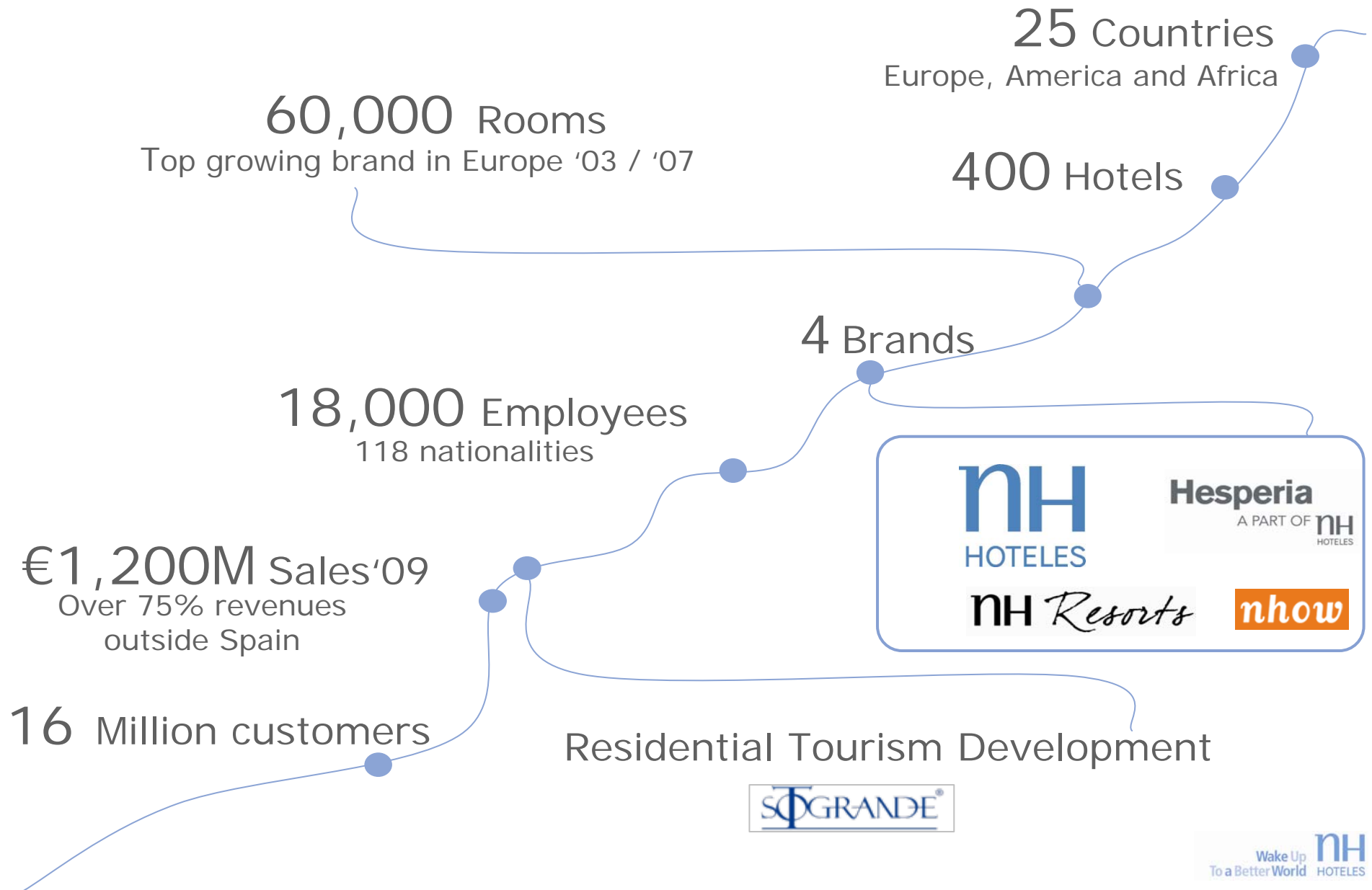
Amministratore Delegato NH Hoteles Italia



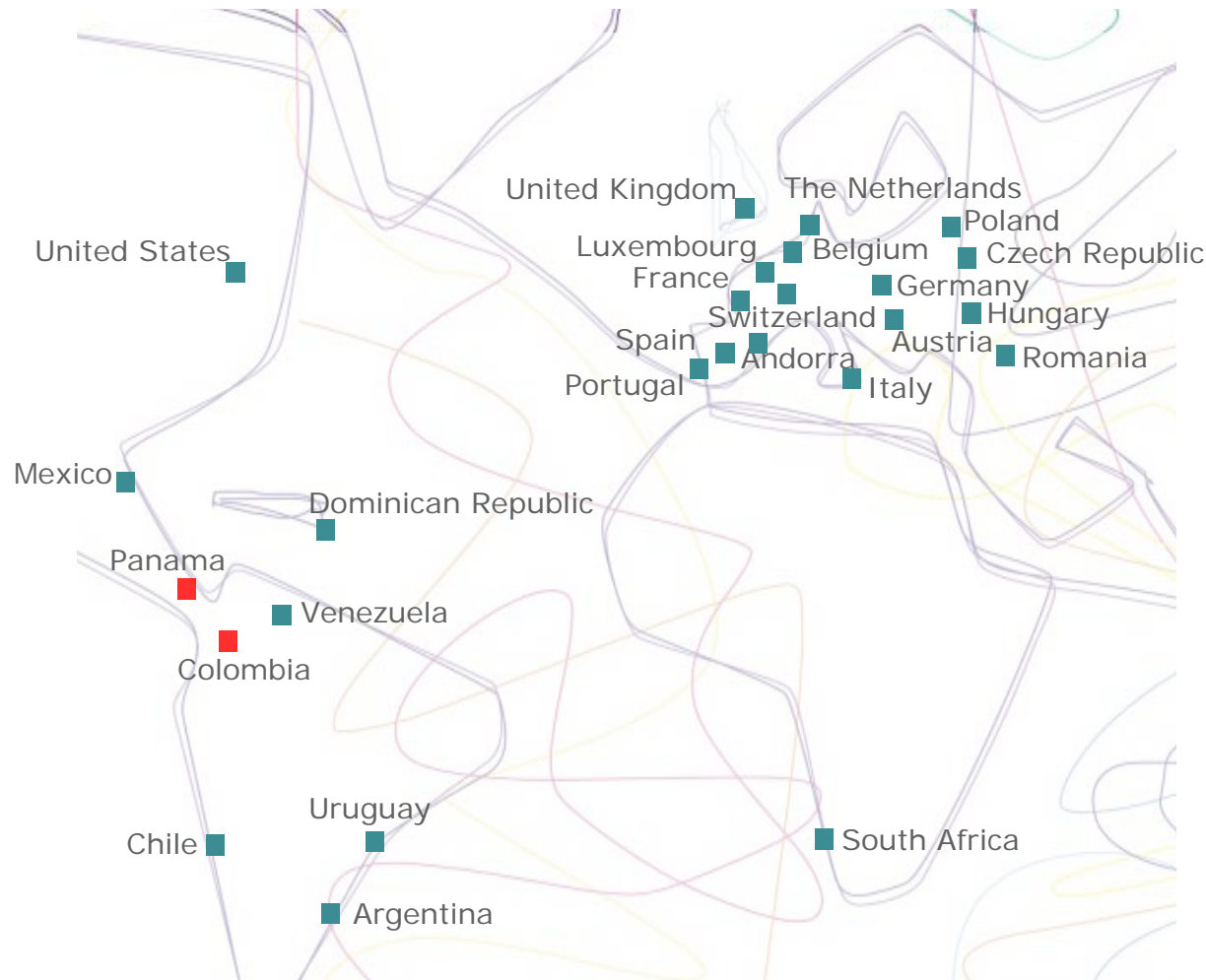
Wake Up
To a Better
World

NH
HOTELES

NH Hoteles Today



Market Leader in key gateway cities



- Currently open
- Coming soon

Madrid
Frankfurt
Rome
Berlin
Milan
Brussels
Paris
Florence
Geneva
Venice
Düsseldorf
Amsterdam
London
Budapest
New York
Montevideo
Bilbao
Mexico City
Zurich
Buenos Aires
Bucharest
Luxembourg
Budapest
Barcelona
Vienna
Munich

Reasons for our **Environmental policy**

- If we can do what we do in a **“sustainable way”** ➡ **why not?**
- If we do things intelligently we **can even save money**
- NH Hoteles has 16,000,000 customers:

We can help increasing the sustainability
awareness of our customers
hence the one of the society



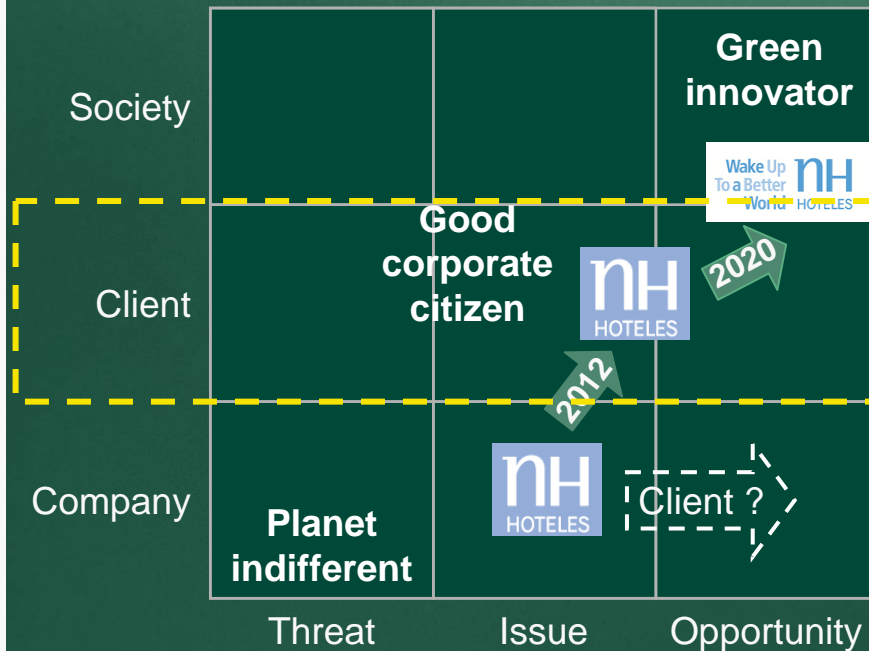
NH's Environmental Action Plan ushered in a green culture



NH internally seen to be a "Green innovator" or a "Good Corporate Citizen" in 2020

"Good Corporate Citizen" in the Environmental World

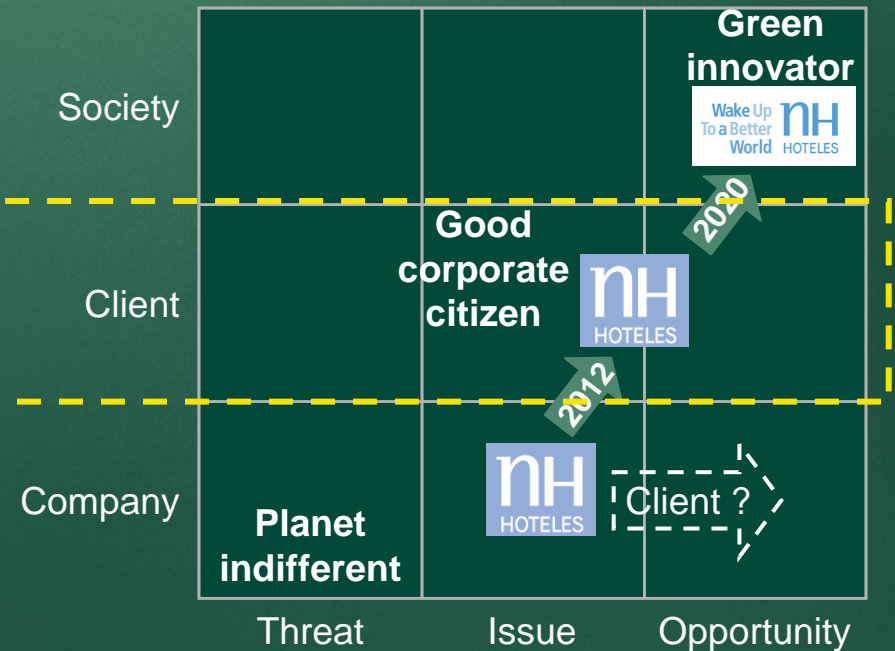
Whose interests are considered?



Mindset for change?

"Green Innovator" in the hospitality sector

Whose interests are considered?

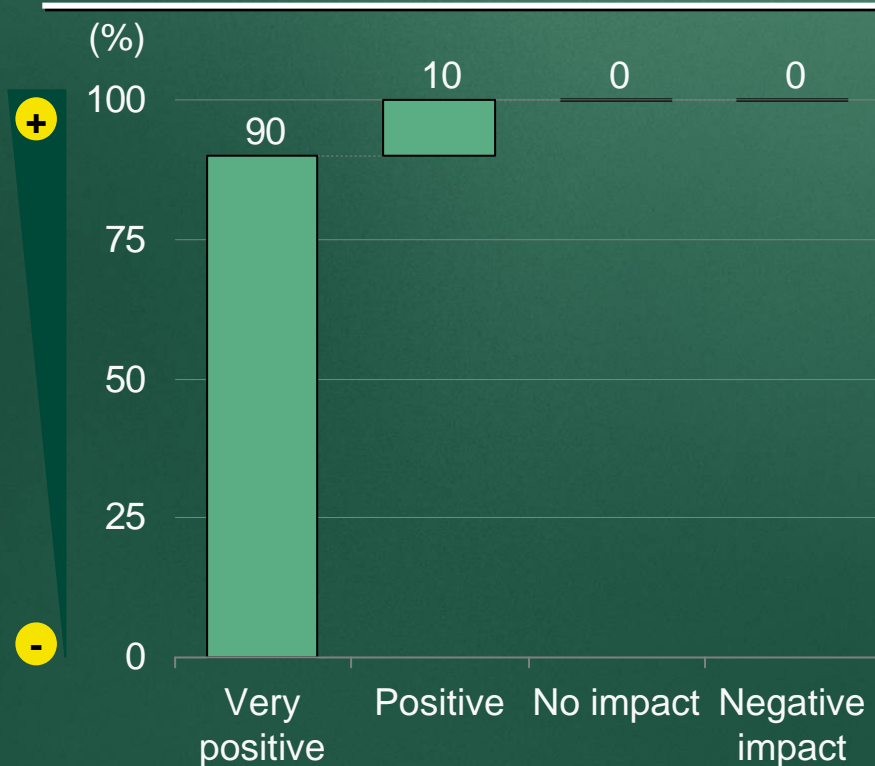


Mindset for change?

5

Environmental plan is having a positive impact on the organization

Environmental Action Plan's impact on NH Hoteles in 08-10

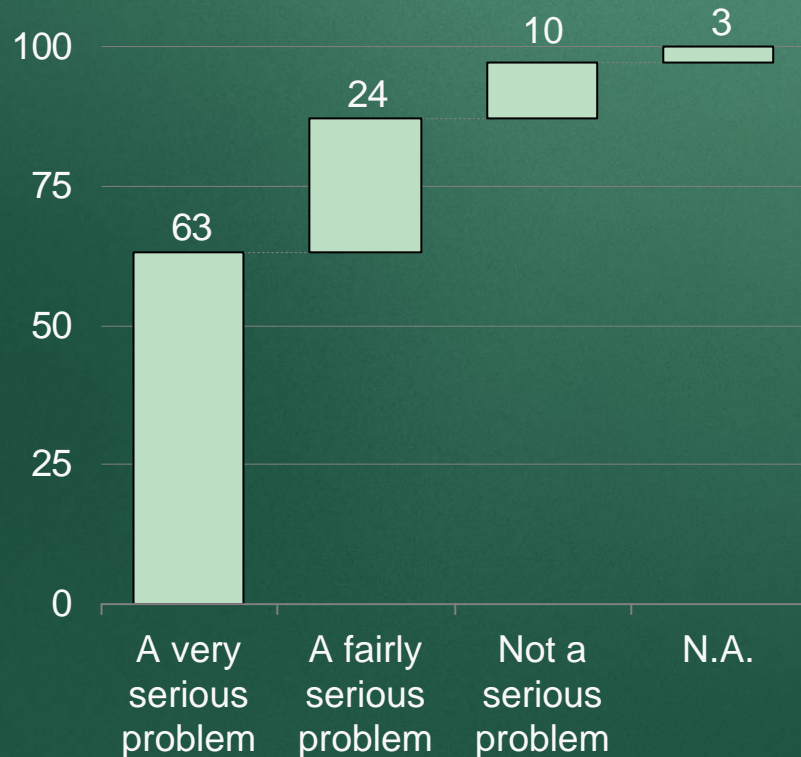


Hotels employees very aware of Sustainability Plan

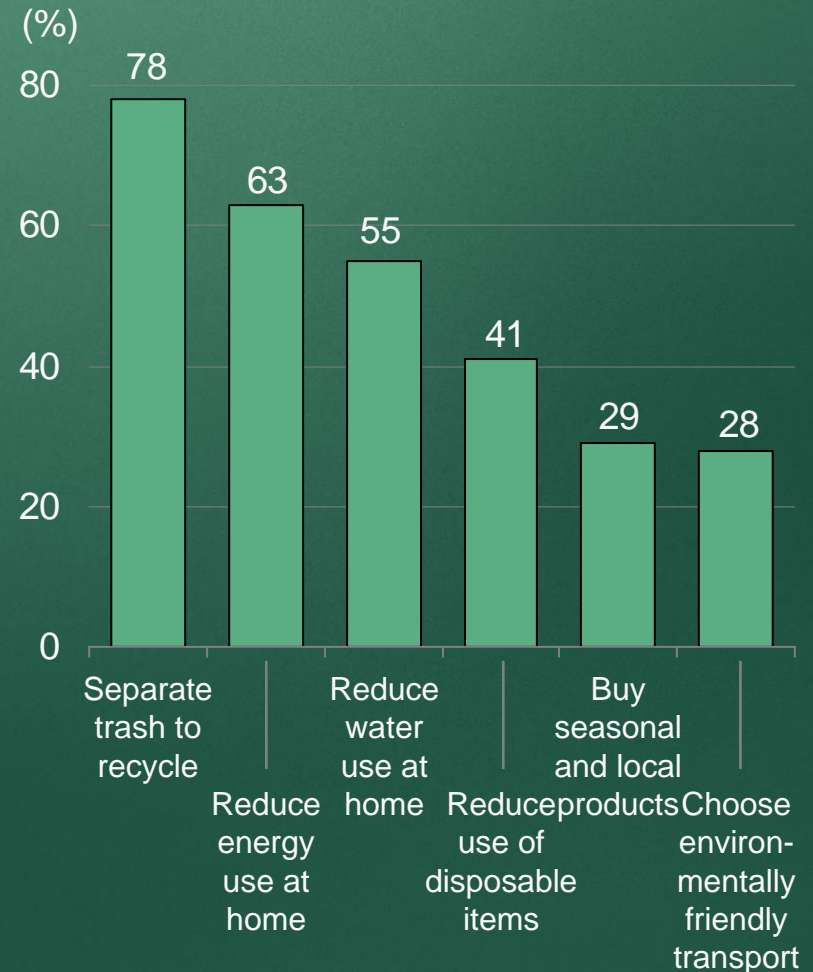


NH client concerned about climate change – trying to be "green" at home

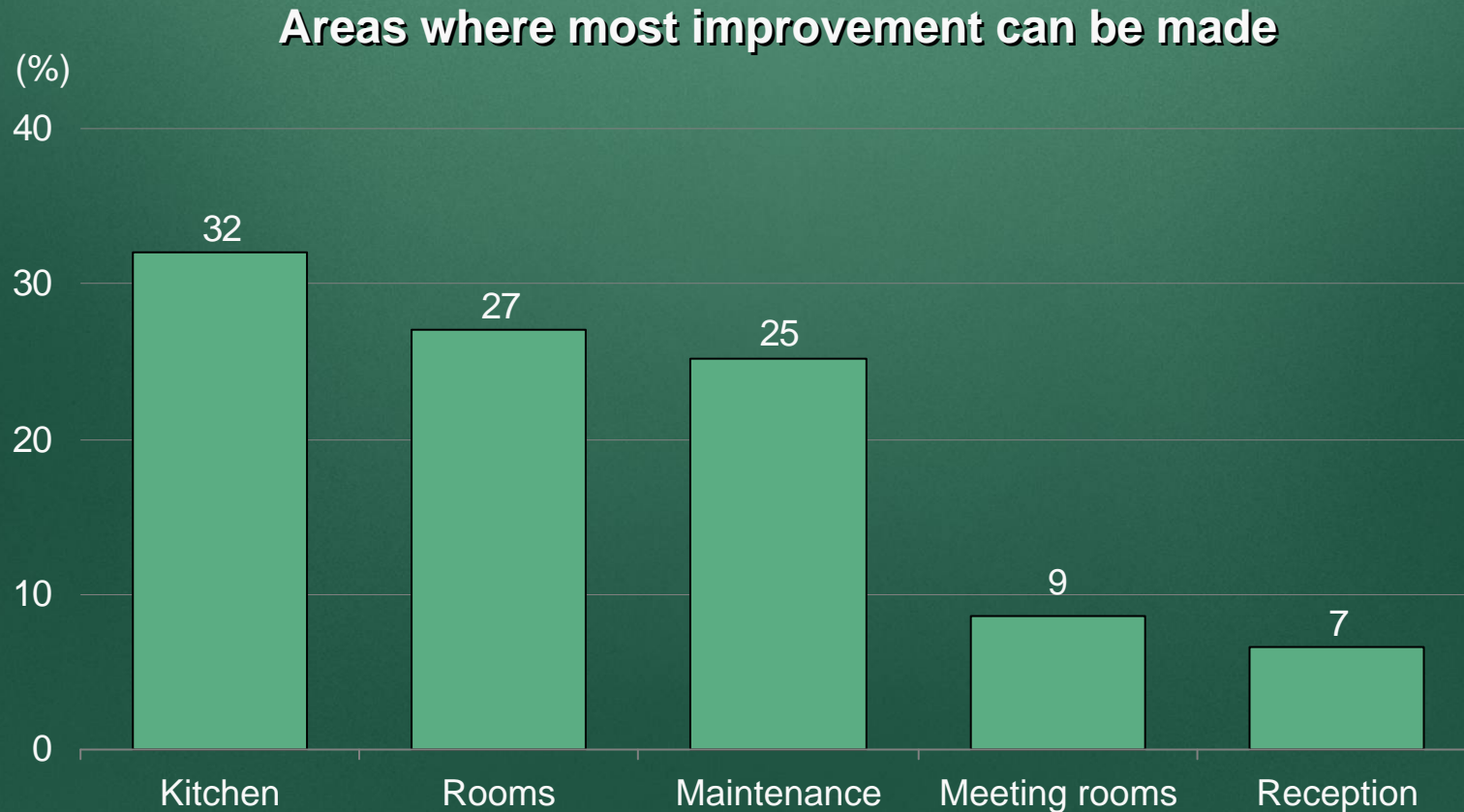
How serious do you think climate change is?



Which of the following green actions have you taken?



Kitchen & rooms show most improvement potential



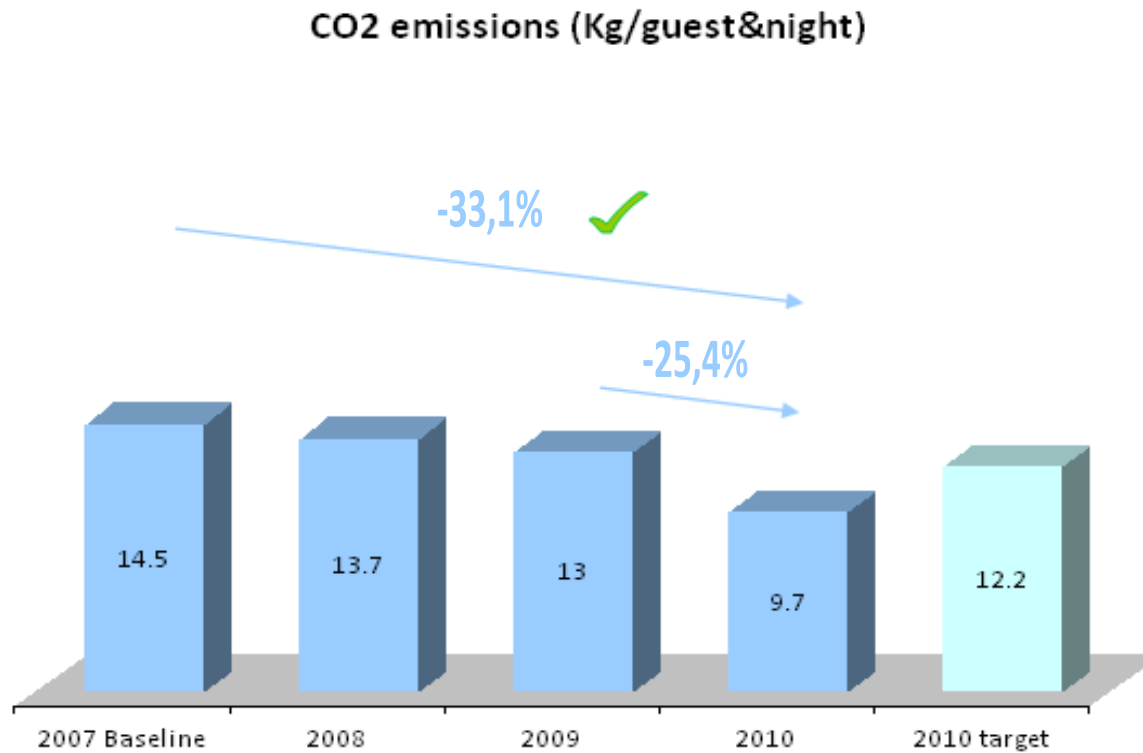
2008-2012 NH Hoteles' sustainability savings

| M € | 2008 | 2009 | 2010 | 2011 | 2012 | 2008-2012 |
|----------------------------|------------|------------|------------|-------------|-------------|-------------|
| • Energy ¹ | 1.7 | 4.0 | 6.2 | 8.3 | 11.2 | 31.5 |
| • Water ² | 0.3 | 0.7 | 0.9 | 1.2 | 1.5 | 4.4 |
| • Procurement ³ | 0.1 | 0.4 | 0.9 | 1.1 | 1.5 | 3.9 |
| Total savings | 2.0 | 5.1 | 8.0 | 10.5 | 14.2 | 39.8 |

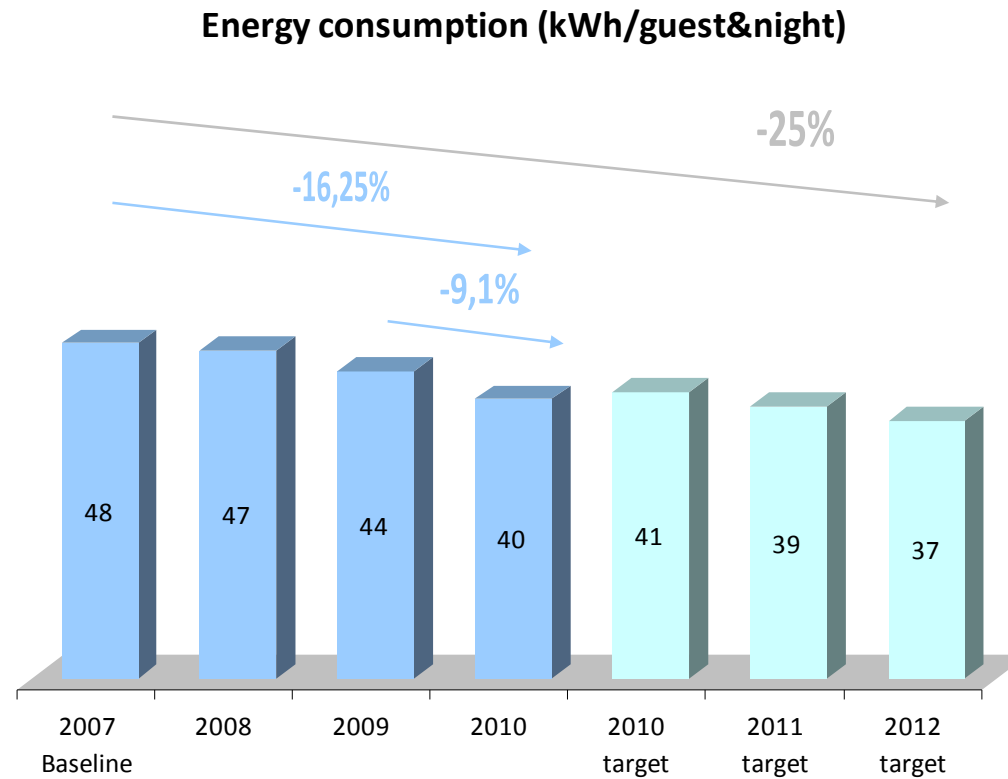
1. Efficient bulbs, energy audits, AC management, best practices guidelines 2. Water saving devices, best practices guidelines 3. Linen & towels program, amenities cost reduction, eco-meetings

NH World – Key CO2 Emissions report

“Environmental Plan 2008-2012” Evolution



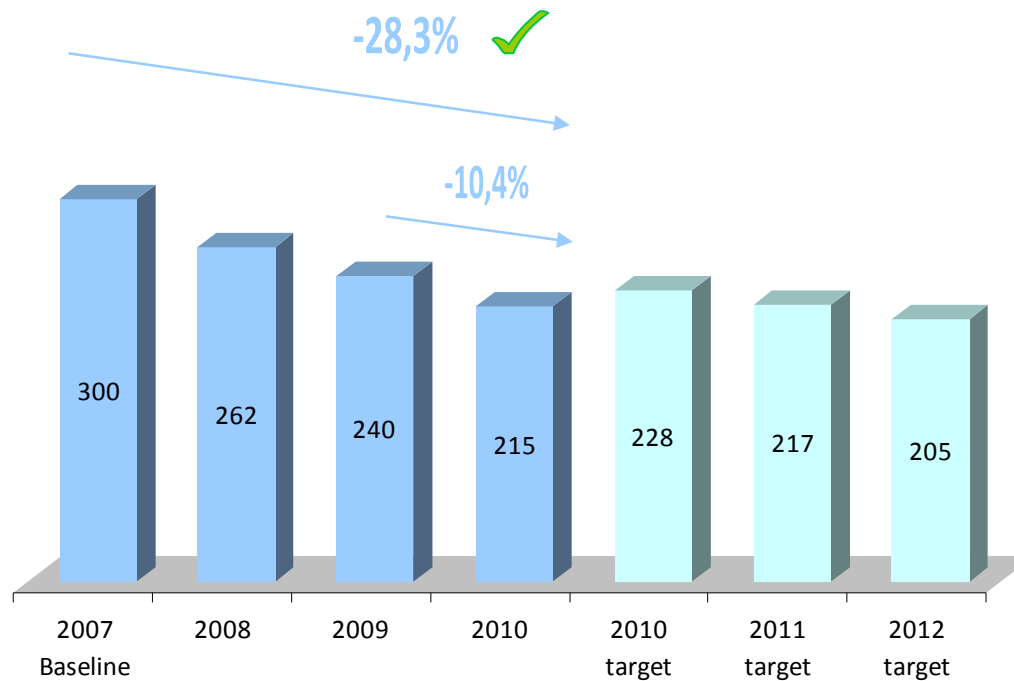
“Environmental Plan 2008-2012” Evolution



NH World – Key Water report

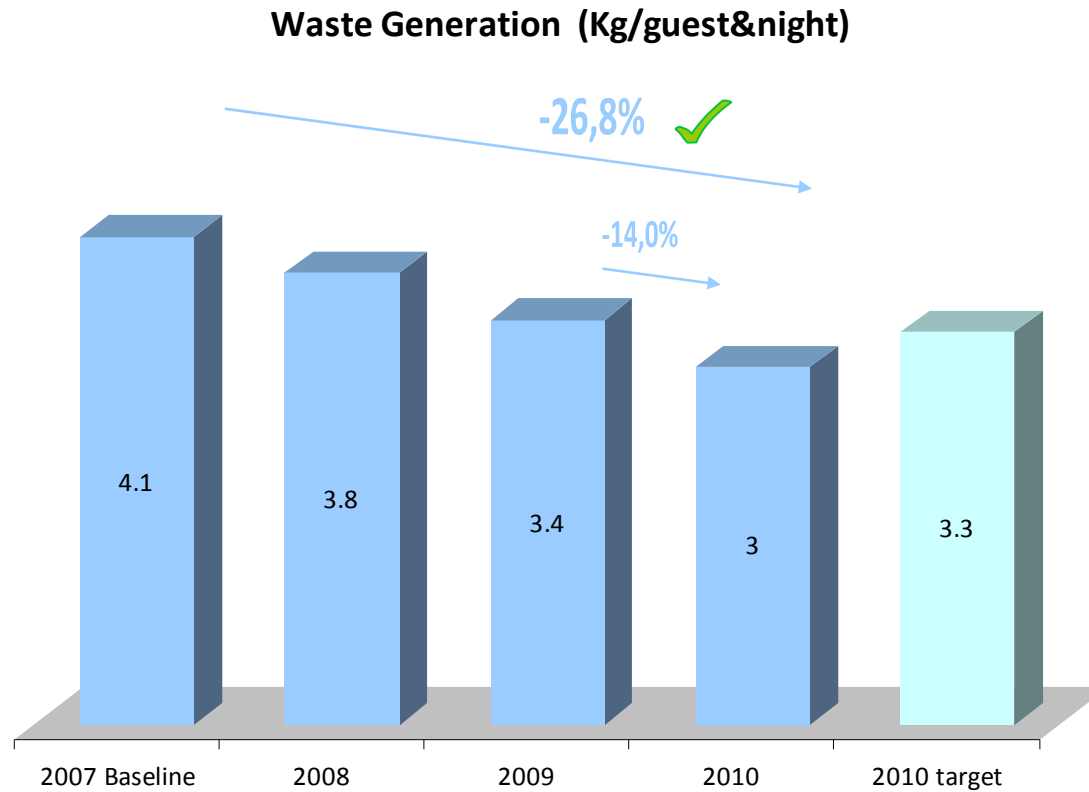
“Environmental Plan 2008-2012” Evolution

Water consumption (l/guest&night)

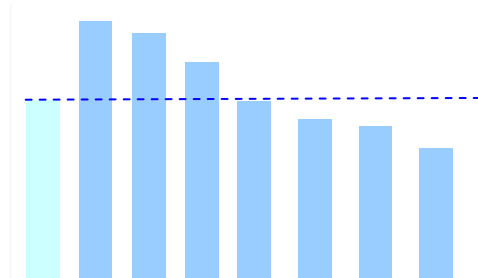


NH World – Key Waste generation report

“Environmental Plan 2008-2012” Evolution



NH Hoteles: Seven years of environmental initiatives



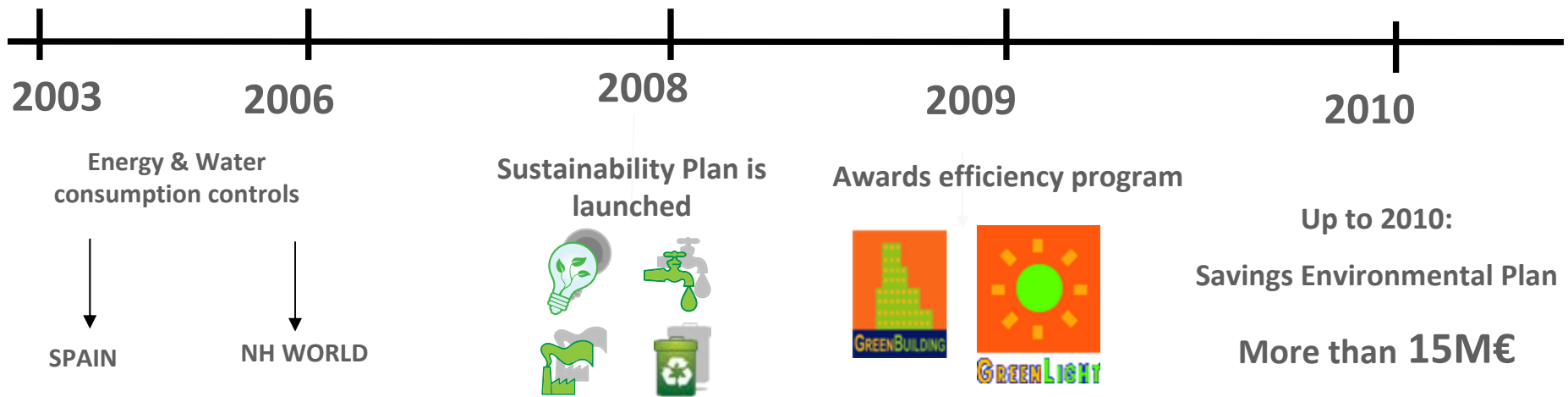
Costs management



Sustainable Innovation



Client Focus



Carbon Disclosure Project 2010

- The Carbon Disclosure Project is an independent not-for-profit organization holding the largest **database of primary corporate climate change information** in the world
- **NH** is in band B (fast following companies) (A to D), is **included among the first 10 Spanish companies**
- The report distinguishes as outstanding general projects our **Ecomeetings and electric car** recharging points projects



CARBON DISCLOSURE PROJECT

Carbon Disclosure Project 2010
España: las 85 mayores empresas
por capitalización

En representación de 534 inversores
con activos por valor de 64 billones de dólares



1997-1998-1999-2000-2001
2002-2003-2004-2005-2006-2007-2008-2009-2010-2011-2012-2013-2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024-2025-2026-2027-2028-2029-2030-2031-2032-2033-2034-2035-2036-2037-2038-2039-2040-2041-2042-2043-2044-2045-2046-2047-2048-2049-2050-2051-2052-2053-2054-2055-2056-2057-2058-2059-2060-2061-2062-2063-2064-2065-2066-2067-2068-2069-2070-2071-2072-2073-2074-2075-2076-2077-2078-2079-2080-2081-2082-2083-2084-2085-2086-2087-2088-2089-2090-2091-2092-2093-2094-2095-2096-2097-2098-2099-2100-2101-2102-2103-2104-2105-2106-2107-2108-2109-2110-2111-2112-2113-2114-2115-2116-2117-2118-2119-2120-2121-2122-2123-2124-2125-2126-2127-2128-2129-2130-2131-2132-2133-2134-2135-2136-2137-2138-2139-2140-2141-2142-2143-2144-2145-2146-2147-2148-2149-2150-2151-2152-2153-2154-2155-2156-2157-2158-2159-2160-2161-2162-2163-2164-2165-2166-2167-2168-2169-2170-2171-2172-2173-2174-2175-2176-2177-2178-2179-2180-2181-2182-2183-2184-2185-2186-2187-2188-2189-2190-2191-2192-2193-2194-2195-2196-2197-2198-2199-2200-2201-2202-2203-2204-2205-2206-2207-2208-2209-2210-2211-2212-2213-2214-2215-2216-2217-2218-2219-2220-2221-2222-2223-2224-2225-2226-2227-2228-2229-2230-2231-2232-2233-2234-2235-2236-2237-2238-2239-2240-2241-2242-2243-2244-2245-2246-2247-2248-2249-2250-2251-2252-2253-2254-2255-2256-2257-2258-2259-2260-2261-2262-2263-2264-2265-2266-2267-2268-2269-2270-2271-2272-2273-2274-2275-2276-2277-2278-2279-2280-2281-2282-2283-2284-2285-2286-2287-2288-2289-2290-2291-2292-2293-2294-2295-2296-2297-2298-2299-2300-2301-2302-2303-2304-2305-2306-2307-2308-2309-2310-2311-2312-2313-2314-2315-2316-2317-2318-2319-2320-2321-2322-2323-2324-2325-2326-2327-2328-2329-2330-2331-2332-2333-2334-2335-2336-2337-2338-2339-2340-2341-2342-2343-2344-2345-2346-2347-2348-2349-2350-2351-2352-2353-2354-2355-2356-2357-2358-2359-2360-2361-2362-2363-2364-2365-2366-2367-2368-2369-2370-2371-2372-2373-2374-2375-2376-2377-2378-2379-2380-2381-2382-2383-2384-2385-2386-2387-2388-2389-2390-2391-2392-2393-2394-2395-2396-2397-2398-2399-2400-2401-2402-2403-2404-2405-2406-2407-2408-2409-2410-2411-2412-2413-2414-2415-2416-2417-2418-2419-2420-2421-2422-2423-2424-2425-2426-2427-2428-2429-2430-2431-2432-2433-2434-2435-2436-2437-2438-2439-2440-2441-2442-2443-2444-2445-2446-2447-2448-2449-2450-2451-2452-2453-2454-2455-2456-2457-2458-2459-2460-2461-2462-2463-2464-2465-2466-2467-2468-2469-2470-2471-2472-2473-2474-2475-2476-2477-2478-2479-2480-2481-2482-2483-2484-2485-2486-2487-2488-2489-2490-2491-2492-2493-2494-2495-2496-2497-2498-2499-2500-2501-2502-2503-2504-2505-2506-2507-2508-2509-2510-2511-2512-2513-2514-2515-2516-2517-2518-2519-2520-2521-2522-2523-2524-2525-2526-2527-2528-2529-2530-2531-2532-2533-2534-2535-2536-2537-2538-2539-2540-2541-2542-2543-2544-2545-2546-2547-2548-2549-2550-2551-2552-2553-2554-2555-2556-2557-2558-2559-2560-2561-2562-2563-2564-2565-2566-2567-2568-2569-2570-2571-2572-2573-2574-2575-2576-2577-2578-2579-2580-2581-2582-2583-2584-2585-2586-2587-2588-2589-2590-2591-2592-2593-2594-2595-2596-2597-2598-2599-2600-2601-2602-2603-2604-2605-2606-2607-2608-2609-2610-2611-2612-2613-2614-2615-2616-2617-2618-2619-2620-2621-2622-2623-2624-2625-2626-2627-2628-2629-2630-2631-2632-2633-2634-2635-2636-2637-2638-2639-2640-2641-2642-2643-2644-2645-2646-2647-2648-2649-2650-2651-2652-2653-2654-2655-2656-2657-2658-2659-2660-2661-2662-2663-2664-2665-2666-2667-2668-2669-2670-2671-2672-2673-2674-2675-2676-2677-2678-2679-2680-2681-2682-2683-2684-2685-2686-2687-2688-2689-2690-2691-2692-2693-2694-2695-2696-2697-2698-2699-2700-2701-2702-2703-2704-2705-2706-2707-2708-2709-2710-2711-2712-2713-2714-2715-2716-2717-2718-2719-2720-2721-2722-2723-2724-2725-2726-2727-2728-2729-2730-2731-2732-2733-2734-2735-2736-2737-2738-2739-2740-2741-2742-2743-2744-2745-2746-2747-2748-2749-2750-2751-2752-2753-2754-2755-2756-2757-2758-2759-2760-2761-2762-2763-2764-2765-2766-2767-2768-2769-2770-2771-2772-2773-2774-2775-2776-2777-2778-2779-2780-2781-2782-2783-2784-2785-2786-2787-2788-2789-2790-2791-2792-2793-2794-2795-2796-2797-2798-2799-2800-2801-2802-2803-2804-2805-2806-2807-2808-2809-2810-2811-2812-2813-2814-2815-2816-2817-2818-2819-2820-2821-2822-2823-2824-2825-2826-2827-2828-2829-2830-2831-2832-2833-2834-2835-2836-2837-2838-2839-2840-2841-2842-2843-2844-2845-2846-2847-2848-2849-2850-2851-2852-2853-2854-2855-2856-2857-2858-2859-2860-2861-2862-2863-2864-2865-2866-2867-2868-2869-2870-2871-2872-2873-2874-2875-2876-2877-2878-2879-2880-2881-2882-2883-2884-2885-2886-2887-2888-2889-2890-2891-2892-2893-2894-2895-2896-2897-2898-2899-2900-2901-2902-2903-2904-2905-2906-2907-2908-2909-2910-2911-2912-2913-2914-2915-2916-2917-2918-2919-2920-2921-2922-2923-2924-2925-2926-2927-2928-2929-2930-2931-2932-2933-2934-2935-2936-2937-2938-2939-2940-2941-2942-2943-2944-2945-2946-2947-2948-2949-2950-2951-2952-2953-2954-2955-2956-2957-2958-2959-2960-2961-2962-2963-2964-2965-2966-2967-2968-2969-2970-2971-2972-2973-2974-2975-2976-2977-2978-2979-2980-2981-2982-2983-2984-2985-2986-2987-2988-2989-2990-2991-2992-2993-2994-2995-2996-2997-2998-2999-3000-3001-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Green rooms

Green laundry

The use of **ecological materials** and **efficiency programs** in our externalised laundry service are the main pillars of our 'green laundry' policy

FSC certified wood

This certification guarantees that the origin of the wood is both **ecological and sustainable**.



HVAC independent equipment

The air conditioning equipment is rated A++. It also controls external air according to internal air quality

Faucet aerators

The water pressure needed for taps and showering is lessened, which results in **40 % reduction in water use**

Greywater recycling

Independent drain pipes collect **rain and shower water** that is **treated** before re-entering the cistern, which also has a double discharge system to save water. The toilet itself needs **25 % less water**.

Controlled consumption

Each room is connected to the reservation control centre. If there's no reservation, **some services like air conditioning won't be able to be switched on**. This also allows for tighter control over spendings

TV and mini-bar

They are both highly energy efficient (**A++ category**)

Automatic curtains

When the client leaves the room, the curtains close automatically, **thermally insulating** the room

Led technology

Rooms also use this technology. **70 % less energy consuming** than standard lighting

Ecological textiles

The textiles we use in our rooms all have an **ecological certificate**

Ecological paint

The paint used in our hotels is environmentally friendly

Recork project

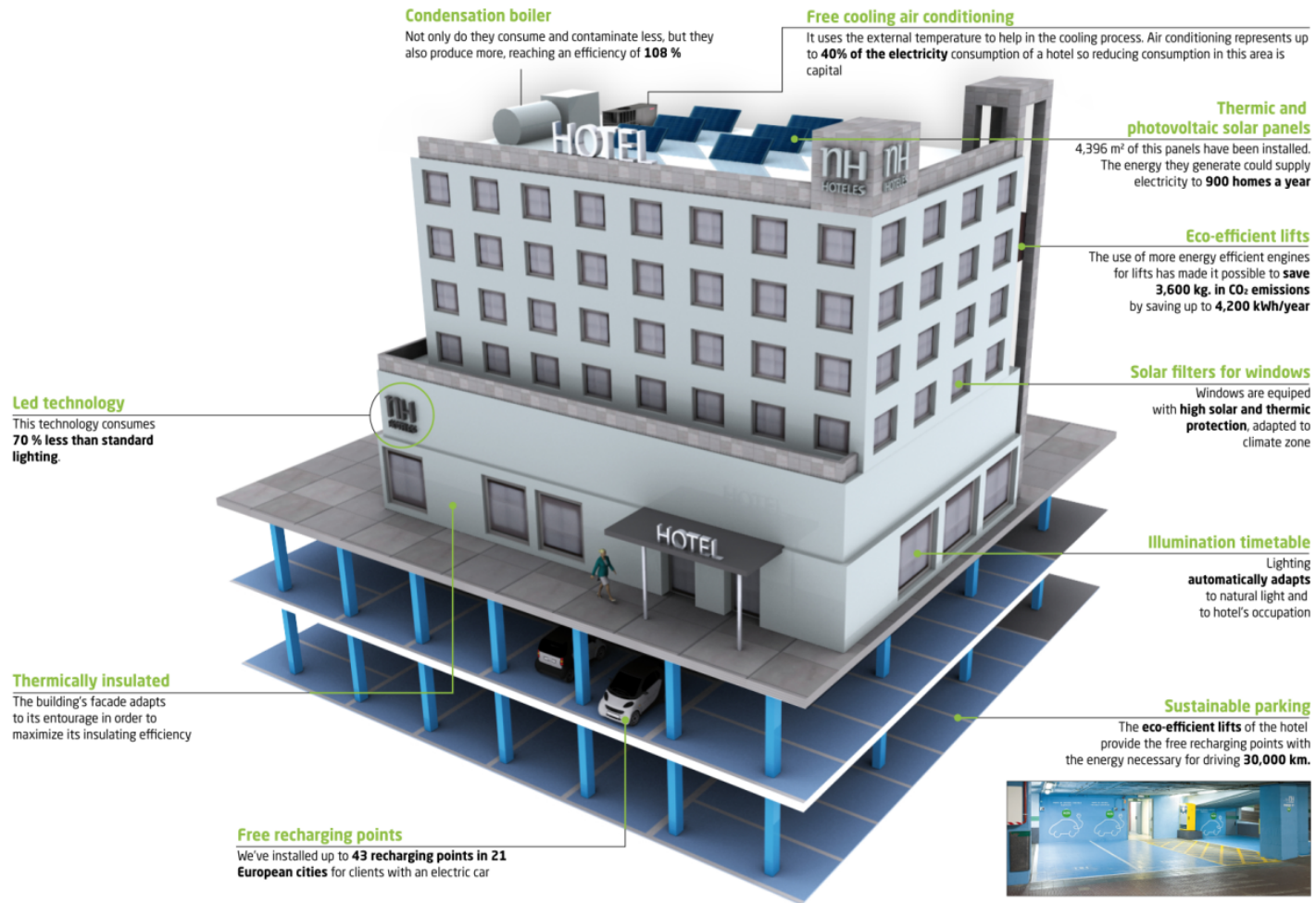
We improve thermal and acoustic insulation with recycled materials such as cork from wine bottles consumed in NH



Tested furniture

We analyse carbon footprint on our furniture in order to select it according to the life's cycle variable

Sustainable building



Measures already achieved

LED technology
70% energy savings



Low consumption lamps
50% energy savings



Water saving devices
35% water savings



Oxo biodegradable Amenities



Solar Energy
100% emissions free



Efficient electrical appliances
15% energy savings



- Sostenibilità: il progetto in Italia



Risparmio del 18% in consumo energetico



Risparmio del 27% in consumo d'acqua



Riduzione del 17% in generazione di residui



Riduzione del 60% delle emissioni di CO2

... in un periodo di grandi aumenti dei costi energetici



- +40% in elettricità
- +55% in gas

Quanto rappresenta una tonnellata di CO₂?



32 anni di una lampadina



6.000 km in macchina



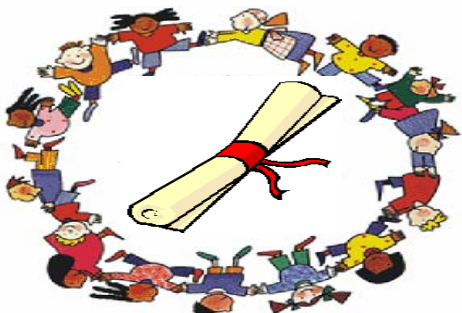
12 anni di una TV accesa

9

+ 7.000 ore di formazione in ambiente



NH Hoteles ha progettato e **lanciato** dei **corsi e-learning sulla responsabilità ambientale** per tutti i suoi collaboratori



Patto con l'ambiente
ogni collaboratore **si impegna** a contribuire
alla salvaguardia dell'ambiente con **azioni**
concrete



Poster di comunicazione interna
“I consigli per un utilizzo efficace delle
Risorse Energetiche”

Innovazione e ecodisegno

Consumo di prodotti
a basso impatto
ambientale



Sacchetti lavanderia biodegradabili

C&EE

- Viena
- Salzburgo
- Ginebra
- Zurich

Spain

- Madrid
- Barcelona
- Gerona
- Cartagena
- Pamplona
- Sevilla

Italy

- Venezia
- Milán
- Bologna
- Roma
- Florencia
- Holland
- Amsterdam
- Germany
- Berlin
- Dresden
- Nürnberg

PUNTO DE RECARGA VEHICULO
ELECTRICO



Punti di ricarica per
macchine elettriche



Affitto di motorini elettrici in Amsterdam

✓ **Obiettivo:** estendere le conoscenze sull'impatto ambientale della nostra compagnia attraverso i nostri fornitori.

✓ **Oggi:** stiamo lavorando con i nostri fornitori per scoprire nuove e diverse opportunità di business considerando gli aspetti economici, sociali ed ambientali:

NH SUSTAINABLE CLUB



✓ Condividere il nostro impegno per l'ambiente significa:



20% CONSUMI ENERGETICI

20% CONSUMI D'ACQUA

20% EMISSIONI DI CO2

20% GENERAZIONE DI RESIDUI

eco+MEETING

Wake Up
In a Better
World **nh**
HOTELES



Un nuovo prodotto per nostri clienti



Efficienza nel consumo energetico e idrico
Energy and water efficiency.



Prodotti del Commercio Equo.
Fairtrade products.



Materiali a basso impatto ambientale
Low impact materials.



Compensazione facoltativa delle emissioni di CO
Optional emissions compensation.



carbonclear

control your carbon impact.

Implementatto nel 94% degli hotel
1.842 tonnellate compensate

Our initial aim was:

To position NH Hoteles as the reference for the industry while contributing to sector sustainability

Today:

Sustainability is part of NH Hoteles' DNA and we are determined to keep being creative and innovative

Thank you!

