



*Roma, mercoledì 5 settembre 2012*

**Donato Sambuco**

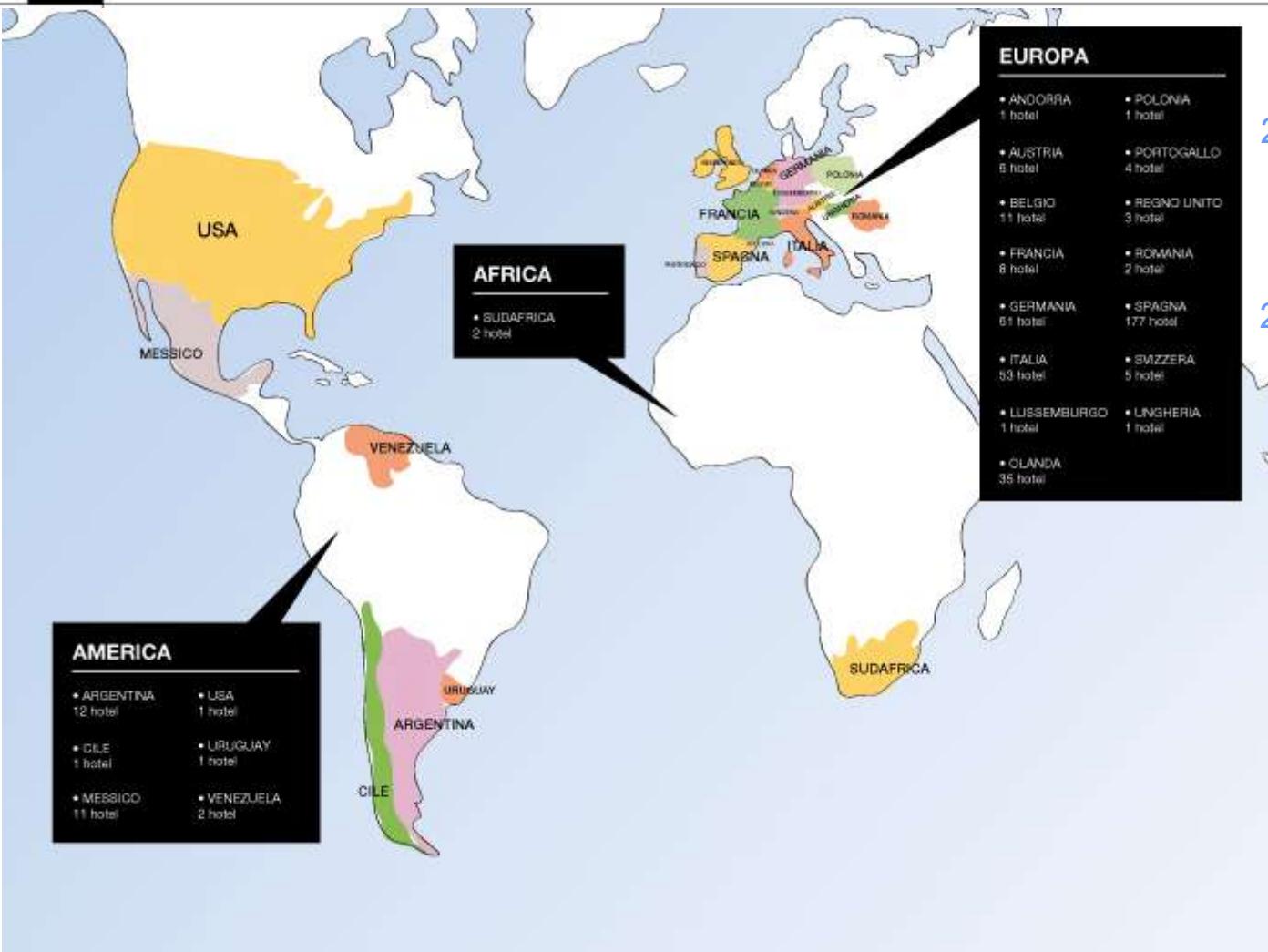
Direttore Operativo Regionale NH Italia



Wake Up  
To a Better  
World

**NH**  
HOTELES

# La nostra presenza nel mondo



400 alberghi

59.067 camere

24 Paesi tra Europa, Africa e America

20.000 impiegati di 132 nazionalità diverse

2.922 camere in costruzione  
15 milioni di clienti

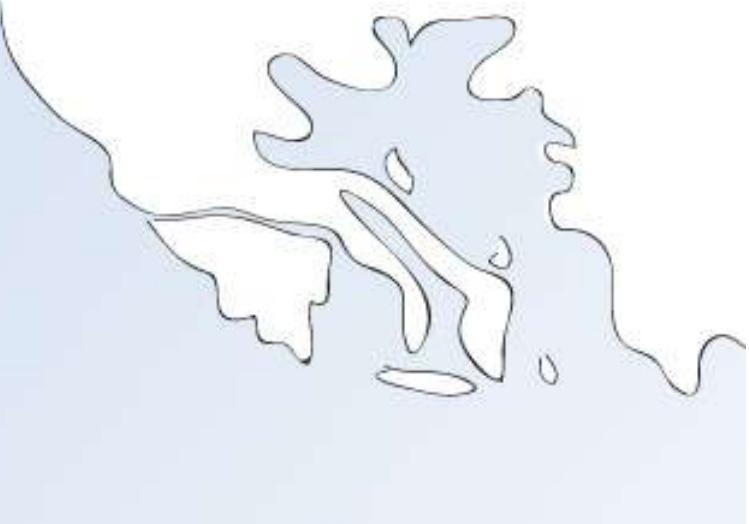
Amsterdam  
Barcellona  
Berlino  
Bruxelles  
Bucarest  
Budapest  
Buenos Aires  
Dusseldorf  
Francoforte  
Ginevra  
La Haya  
Lisbona

Londra  
Lussemburgo  
Madrid  
México D.F.  
Milano  
Monaco  
Montevideo  
New York  
Roma  
Saragoza  
Vienna  
Zurigo

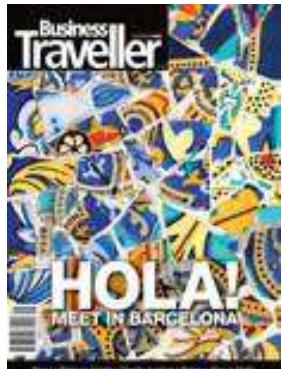
## Leader in Italia



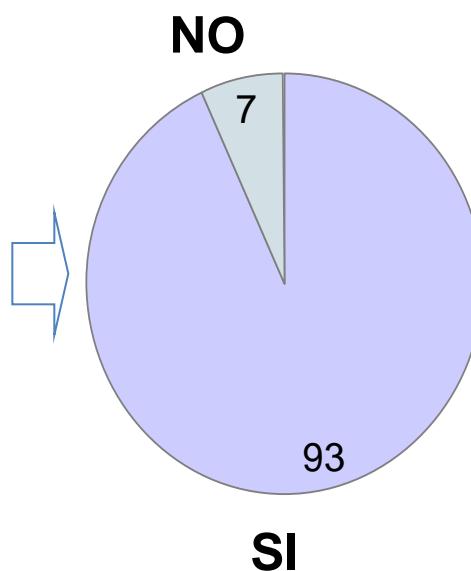
27 città  
+ di 50 alberghi  
+ 8.000 stanze...



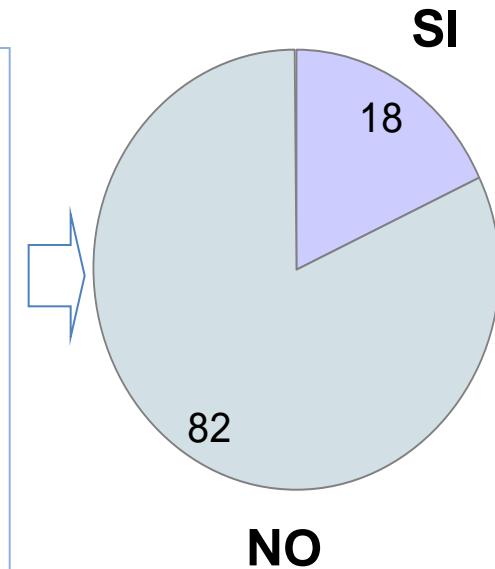
## Una clientela sempre più sensibile verso l'ambiente



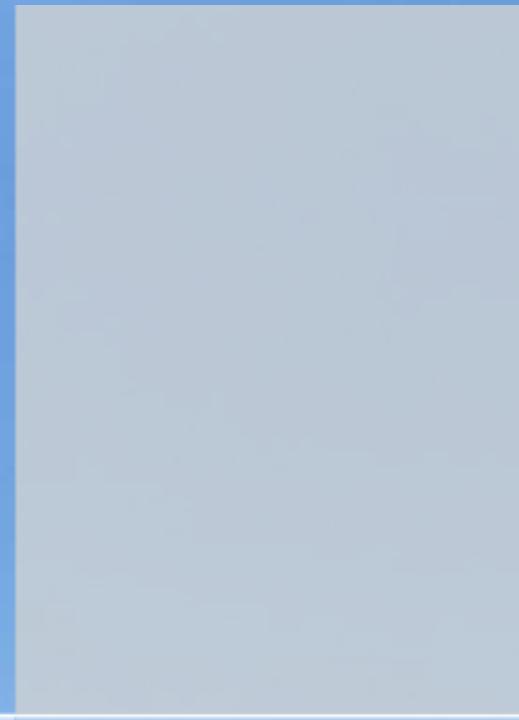
È interessato in un'offerta alberghiera più rispettosa dell'ambiente? (%)



Sarebbe disposto a pagare un costo extra? (%)



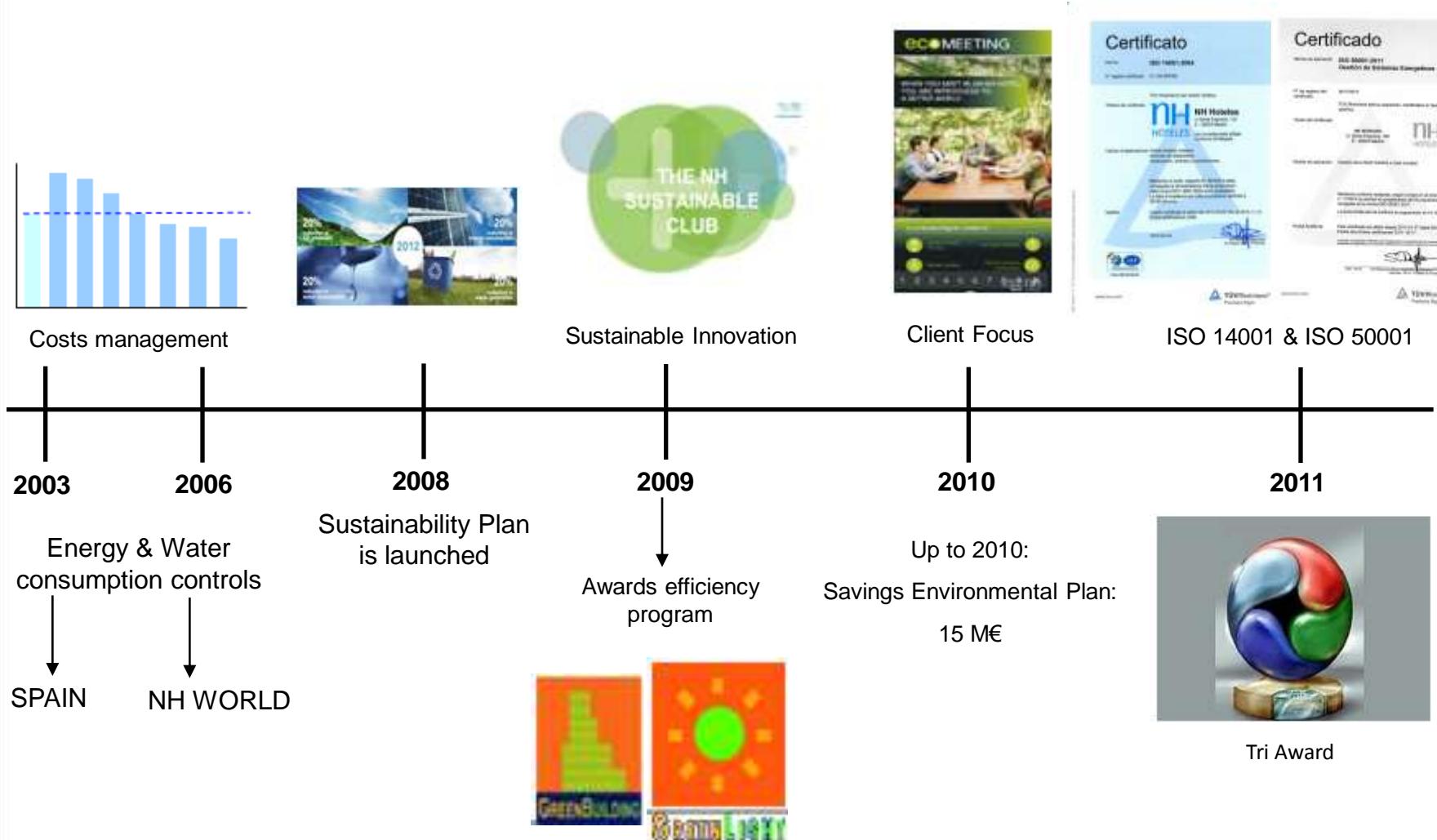
- 
- Piano di sostenibilità
- 



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## 8 anni d'iniziative ambientali



## Piano ambientale 2008-2012



## ENVIRONMENTAL PLAN

## OUR STRATEGIC PLAN 2008-2012



## ENERGY CONSUMPTION

**-23%**

2007: 48.0 KWh/guest&night  
2011: 37.11 KWh/guest&night

Objective 2012: 20% reduction in energy consumption



## CO2 EMISSIONS

**-40%**

2007: 14.5 kg CO2/guest&night  
2011: 8.7 kg/guest&night

Objective 2012: 20% reduction in CO2 emissions 20%



## WASTE GENERATION

**-39%**

2007: 4.1 kg/guest&night  
2010: 2.5 kg/guest&night

Objective 2012: 20% reduction in waste generation



## WATER CONSUMPTION

**-28%**

2007: 300.0 l/guest&night  
2011: 217.3 l/guest&night

Objective 2012: 20% reduction in water consumption

## Piano di Sostenibilità

700.000 lampade  
a basso consumo  
installate



Limitatori di flusso  
installati in 400 alberghi



Efficienza negli impianti



Pannelli solari: 4.400m<sup>2</sup> installati

- Piano di sostenibilità  
Formazione & attività di reporting

## Le persone sono il motore del cambio

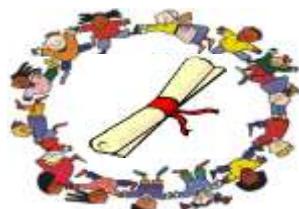
+ 7.000 ore di formazione in ambiente



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



**Poster di comunicazione interna**  
 "I consigli per un utilizzo efficace delle Risorse Energetiche"



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

...



Risparmio del 23% in consumo energetico



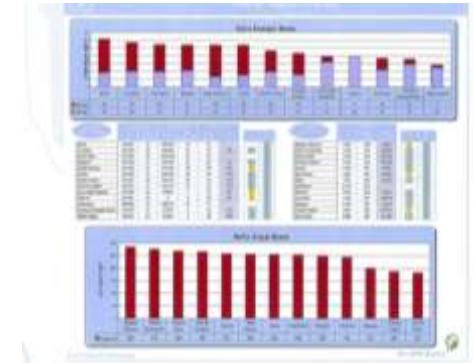
Risparmio del 28% in consumo d'acqua



Riduzione del 39% in generazione di residui



Riduzione del 40% delle emissioni di CO2



## Quanto rappresenta una tonnellata di CO2?



**32 anni di una lampadina**



**6.000 km in macchina**



**12 anni di una TV accesa**

- 
- Piano di sostenibilità  
Innovazione ed Ecodesign

# Innovazione e ecodesign

Utilizzo di prodotti a basso impatto ambientale



Sacchetti lavanderia biodegradabili

## C&EE

- Vienna
- Salisburgo
- Ginevra
- Zurigo

## Italy

- Venezia
- Milano
- Bologna
- Roma
- Firenze

## Spain

- Madrid
- Barcellona
- Gerona
- Cartagena
- Pamplona
- Sevilla

## Holland

- Amsterdam

## Germany

- Berlino
- Dresden
- Norimberga

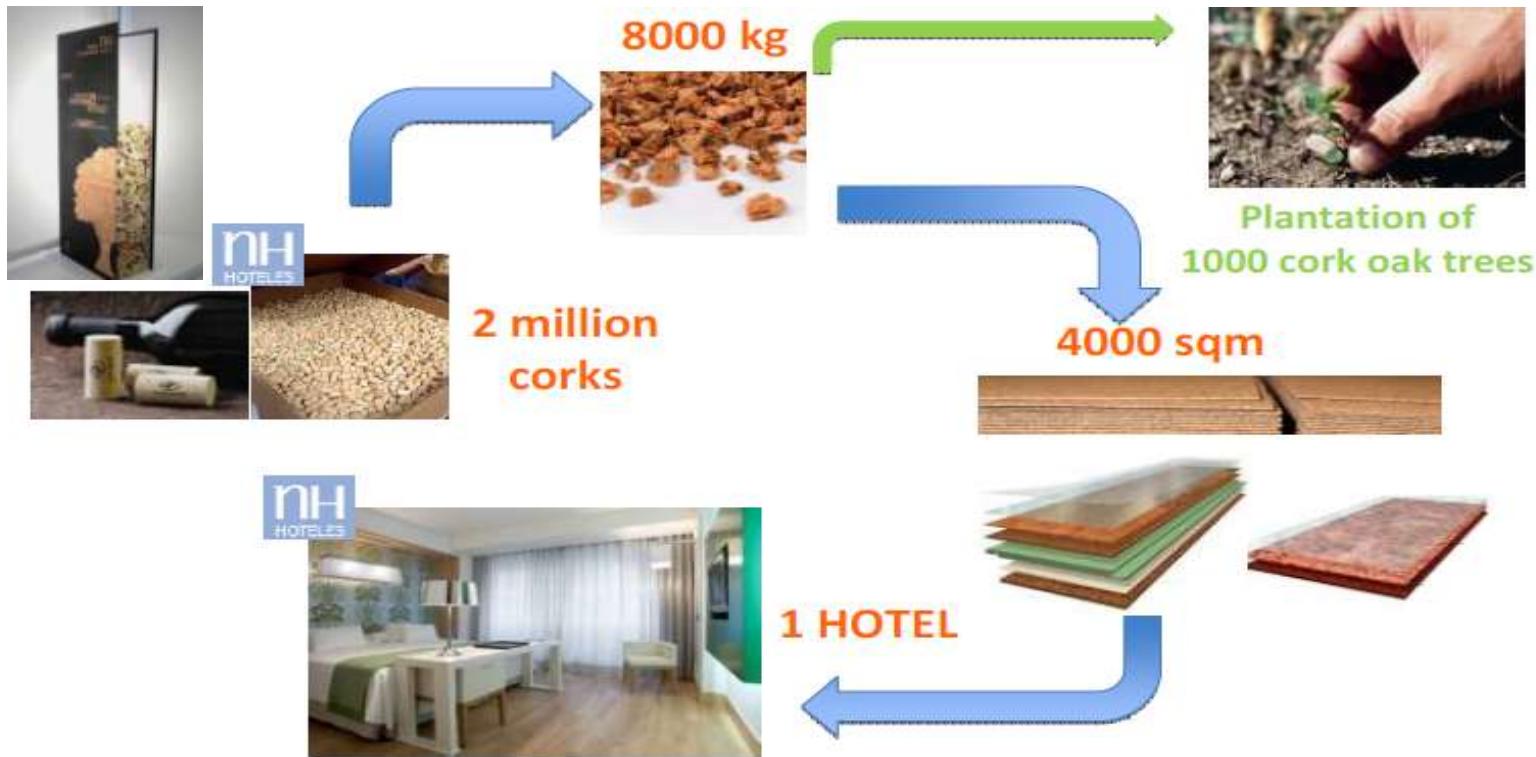


Punti di ricarica per macchine elettriche



Affitto di motorini elettrici in Amsterdam

## Progetto Cork2Cork



NH Hoteles è la prima catena alberghiera con un progetto a livello europeo di riciclaggio, in collaborazione con Amorim, leader mondiale nei rivestimenti e nella produzione di sughero e membro dell'NH Sustainable Club



## 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

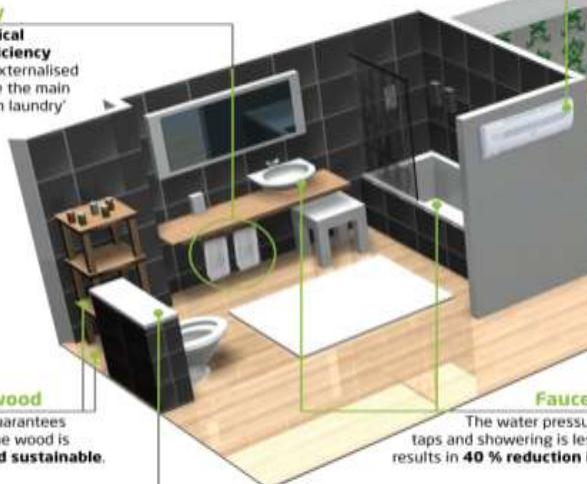
### FSC certified wood

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



### 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**.



### Faucet aerators

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

### 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**

### 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, **thermically insulating** the room

### 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



## A SUSTAINABLE BUILDING

**Led technology**  
This technology consumes 70 % less than standard lighting.

**Thermically insulated**  
The building's facade adapts to its entourage in order to maximize its insulating efficiency.

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### Condensation boiler

Not only do they consume and contaminate less, but they also produce more, reaching an efficiency of 108 %

### Free cooling air conditioning

It uses the external temperature to help in the cooling process. Air conditioning represents up to 40% of the electricity consumption of a hotel so reducing consumption in this area is capital

### Thermic and photovoltaic solar panels

4,396 m<sup>2</sup> of this panels have been installed. The energy they generate could supply electricity to 900 homes a year

### Eco-efficient lifts

The use of more energy efficient engines for lifts has made it possible to save 3,600 kg. in CO<sub>2</sub> emissions by saving up to 4,200 kWh/year

### Solar filters for windows

Windows are equipped with high solar and thermic protection, adapted to climate zone

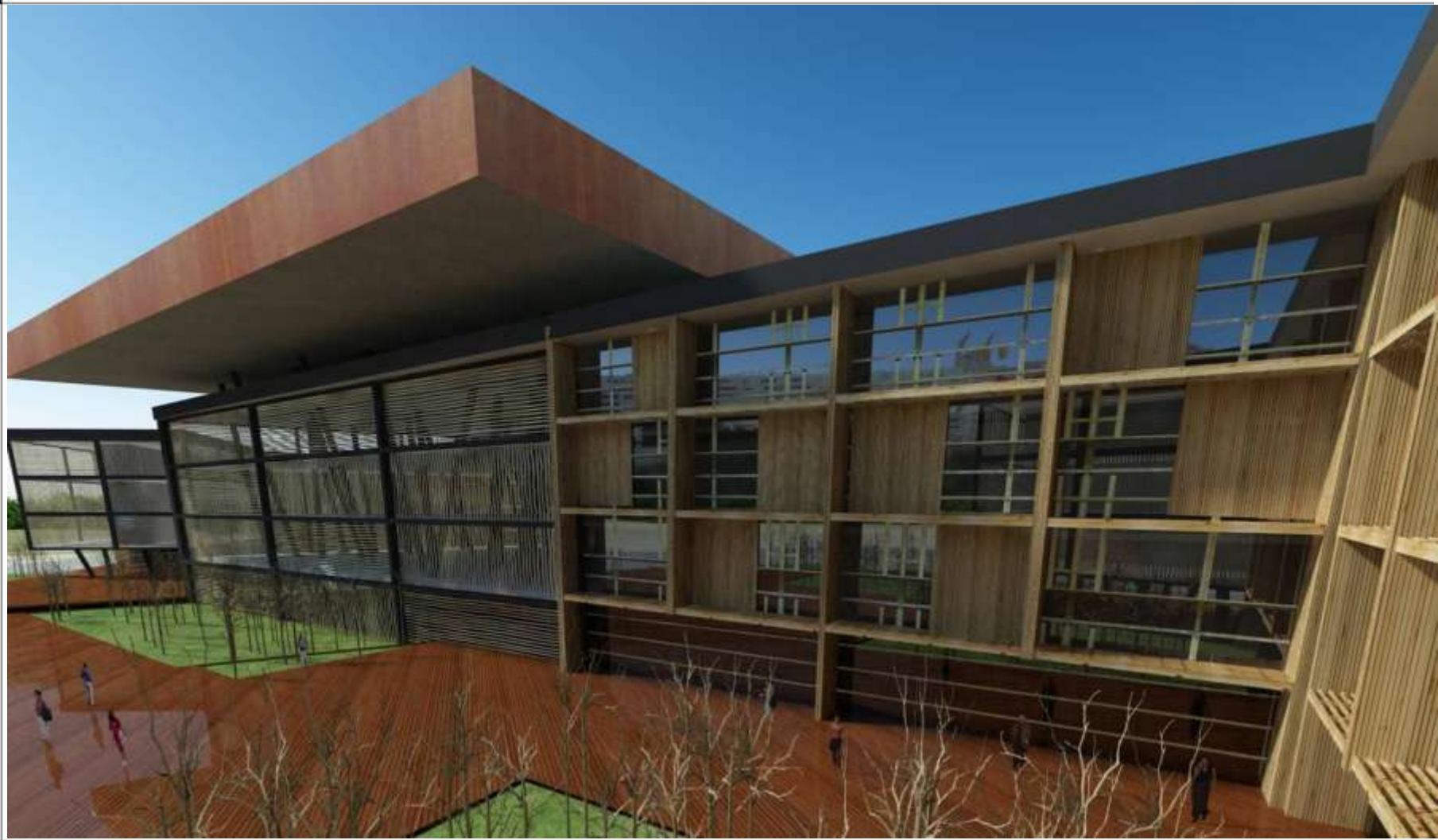
### Illumination timetable

Lighting automatically adapts to natural light and to hotel's occupation

### Sustainable parking

The eco-efficient lifts of the hotel provide the free recharging points with the energy necessary for driving 30,000 km.





✓ **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

# ec+MEETING

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## 17 Un nuovo prodotto per i nostri clienti



Efficienza nel consumo energetico e idrico  
*Energy and water efficiency.*



Materiali a basso impatto ambientale  
*Low impact materials.*



Prodotti del Commercio Equo.  
*Fairtrade products.*



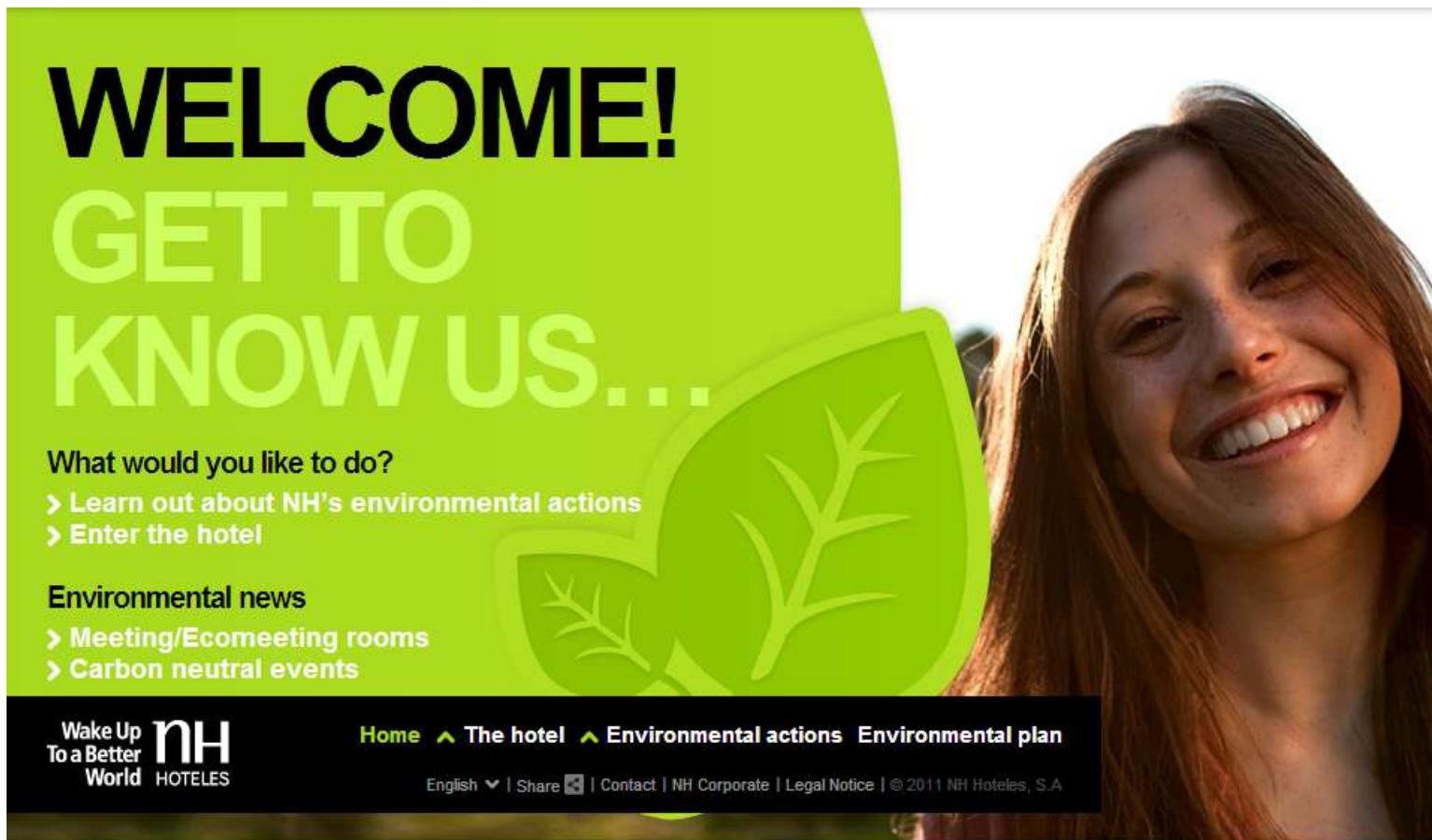
Compensazione facoltativa delle emissioni di CO<sub>2</sub>  
*Optional emissions compensation.*



Implementato nel 94% degli hotel

1.842 tonnellate compensate

environment.nh-hotels.com/en/start

A woman with long brown hair is smiling broadly. To her left is a green graphic overlay. The overlay features the text "WELCOME! GET TO KNOW US..." in large, bold, black and white letters. Below this, a green circular icon contains a stylized white leaf. To the left of the icon, the text "What would you like to do?" is followed by two lists of links. The first list is under "Learn out about NH's environmental actions" and the second is under "Enter the hotel". The second list includes "Meeting/Ecomeeting rooms" and "Carbon neutral events". At the bottom of the overlay, the NH Hotels logo is visible, along with a navigation bar with links to Home, The hotel, Environmental actions, Environmental plan, English, Share, Contact, NH Corporate, Legal Notice, and Copyright information.

**WELCOME!**  
**GET TO  
KNOW US...**

What would you like to do?

› Learn out about NH's environmental actions  
› Enter the hotel

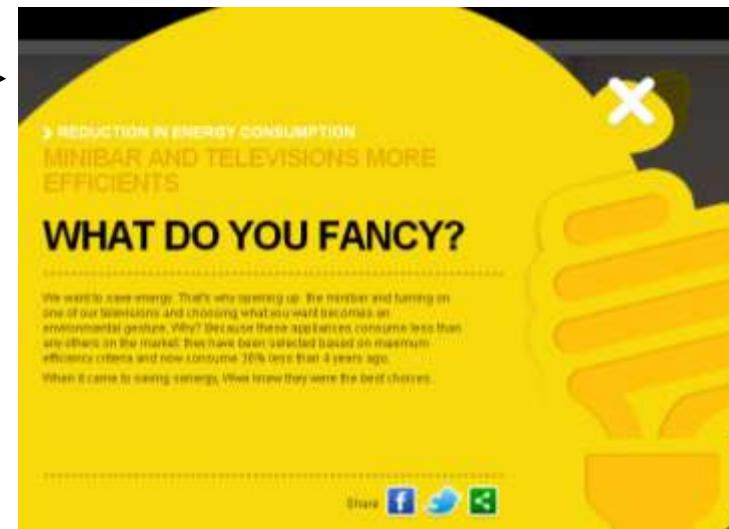
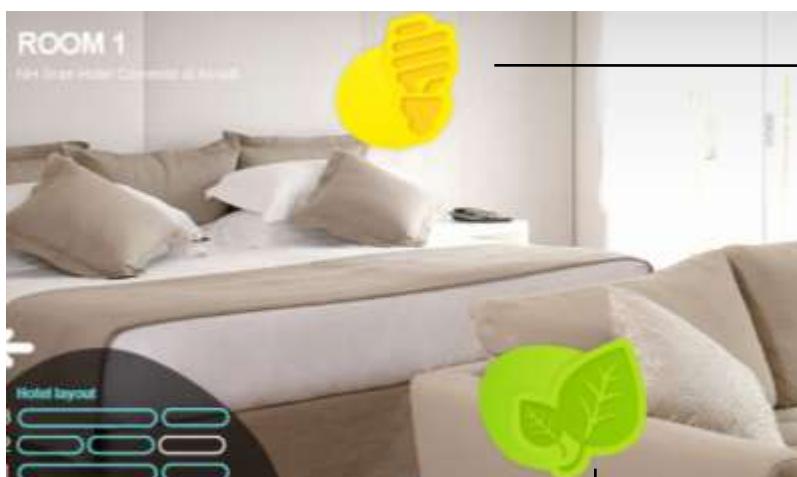
Environmental news

› Meeting/Ecomeeting rooms  
› Carbon neutral events

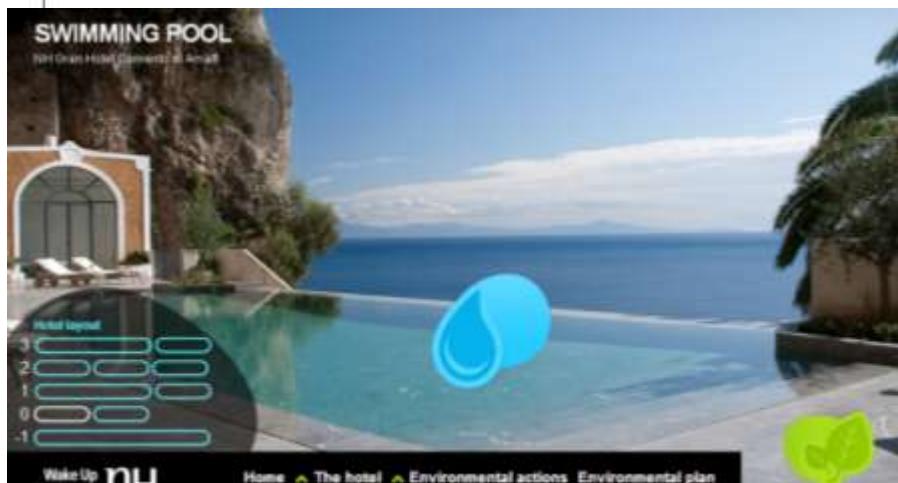
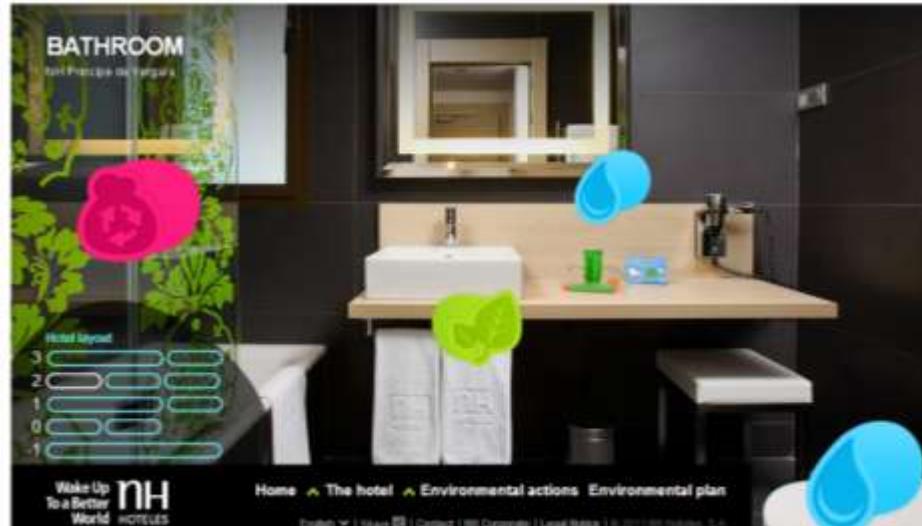
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Home ▲ The hotel ▲ Environmental actions Environmental plan

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## 20 ... nei nostri hotel



- 
- 
- **Piano di sostenibilità**  
**Riconoscimenti e Certificazioni**

## L'impegno green di NH Hoteles premiato da Jeremy Rifkin

**La catena alberghiera si aggiudica il riconoscimento “TRI Award” per lo sviluppo di un modello di business sostenibile**

Il premio “TRI Award”, alla sua prima edizione, è organizzato dal CETRI (Circolo Europeo per la Terza Rivoluzione Industriale), ed ha l'obiettivo di riconoscere e premiare gli sforzi fatti dall'industria, dalle istituzioni culturali e dalla politica a supporto delle pratiche virtuose e delle azioni concrete per accelerare la transizione verso i modelli energetici di Terza Rivoluzione Industriale.





- **ISO 50001**: certificazione a livello corporativo del Sistema di Gestione dell'Energia;



- **ISO 14001**: certificazione di sette alberghi in Italia secondo gli standard del Sistema di Gestione Ambientale (tra il 2012 e il 2013 verranno certificati altri venti alberghi);



- **Green Building**: Certificazione per l'NH Bergamo, come testimonianza dell'impegno volto al risparmio energetico e uso razionale dell'energia;



Grazie