

A Practical Marketing-Guide for Environmentally Friendly Tourist Accommodations

Implementing successfully
the EU Eco-label in your
marketing



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Why choose the EU Ecolabel?

Meeting the requirements and criteria of the EU Ecolabel for tourist accommodation and camping facilities involves a process that can take time. Once your company has been awarded the Ecolabel you will be authorised to use it in all your daily activities.

This will have a positive effect on your business, as your guests will be able to identify your accommodations as a service that cares for the environment.

Several surveys conducted in Europe in recent years have shown that two-thirds of tourists want to travel responsibly, and that they are looking for a commitment to the environment from travel agencies, tour operators, holiday residences and tourist accommodation services.

Nearly 50% of tourists choose lodgings and accommodations that show care for the environment, and over 80% prefer a “healthy” environment when picking their destination. Northern European, British and American tourists were the first to voice their wishes for environmental stewardship; in the past few years the French clientele has also begun to recognise the achievements of tourism professionals in this do-



22% of establishments certified European Ecolabel observe a customer loyalty.

30% of licensed hotel operators surveyed have observed a significant or very significant impact on their occupancy rates and 13% note a drop in overhead costs



main. An AFNOR study reports that 68% of French tourists say they are ready to “travel responsibly”. While it is not the only criterion in purchases, environmental stewardship has become a significant feature that offers competitive advantage and actively contributes to boosting customer loyalty.

Substantially improving the environmental performance of your facilities can do a lot to increase your sales: 87% of travelers declare that a reliable label attesting to the environmental stewardship of an establishment would give them an incentive to choose environmentally responsible travel. It is also interesting to note that some distributors of tourist accommodation and holiday packages are beginning to include environmental stewardship in their criteria for the selection of hotel partners.

With this in mind, we can see that there is a real demand for greater visibility with respect to environmental performance. This factor should be taken into consideration when developing your marketing strategy.

This marketing guide has been drawn up to help hotel owners who already have the Ecolabel to use all the means at their disposition to highlight their commitment to the environment, and to convince those who

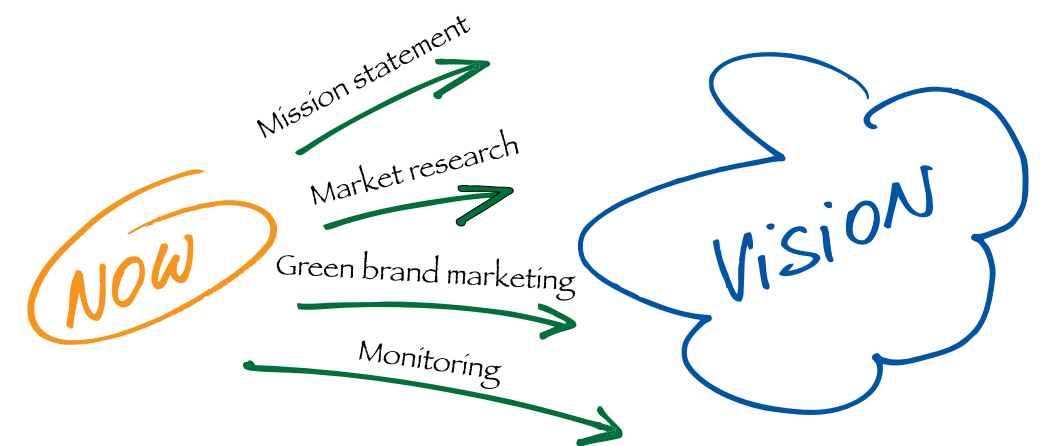
The Eco-label not only helps hotel operators distinguish themselves in an increasingly competitive market, it also gives meaning to the hotel industry and to the daily tasks of hotel staff... The Eco-label has been a very positive influence for us.”
Nellie Jeanin, Hôtel Ducs de Bourgogne

Environmental Messages

- We save precious drinking water
- We save energy by many means
- Our energy comes from renewable resources
- Our guests are provided with local food
- We avoid and separate waste
- Our employees support our environmental activities
- We reduce the use of chemical substances
- We have a clear environmental policy and commitment.



do not yet have the label to take steps to acquire it. The advice in this guide aims to integrate the EU Ecolabel in an effective tourism marketing strategy. For professionals who have not yet received the label, this guide outlines the arguments in favour of the Ecola-



bel. You can apply for the EU Ecolabel whatever the size or category of your tourist accommodation (hotel chain, campground, guest house or mountain refuge, etc.). The prime objective of a marketing strategy is to establish an individual profile that will enable your business to find its “Unique Commercial Offering”.

A successful marketing strategy has a long-term scope, and implies periodic assessment measures. This guide furnishes the key elements and presents case studies that will help you identify practical steps for implementing an effective marketing strategy. It will also allow you to establish yourself as a tourist service provider committed to the environment when communicating with your customers.

Winning the EU Ecolabel Communication award proves that work to improve the quality of the environment and to adopt more environmentally friendly practices is worth the effort. We hope that others will follow our footsteps to build a more sustainable future for coming generations.”
Ignacio Viera, Hotel Jardim Atlântico



Plan your marketing strategy around the EU Ecolabel

In addition to the savings that you will achieve through better management of natural resources (water, energy) in your establishment, the EU Ecolabel gives you the opportunity to communicate on your environmental stewardship. By integrating the EU Ecolabel into your marketing strategy, you can secure the loyalty of customers who care about the environment, and attract tour operators and packagers who are increasingly looking for partners who are committed to the environment.

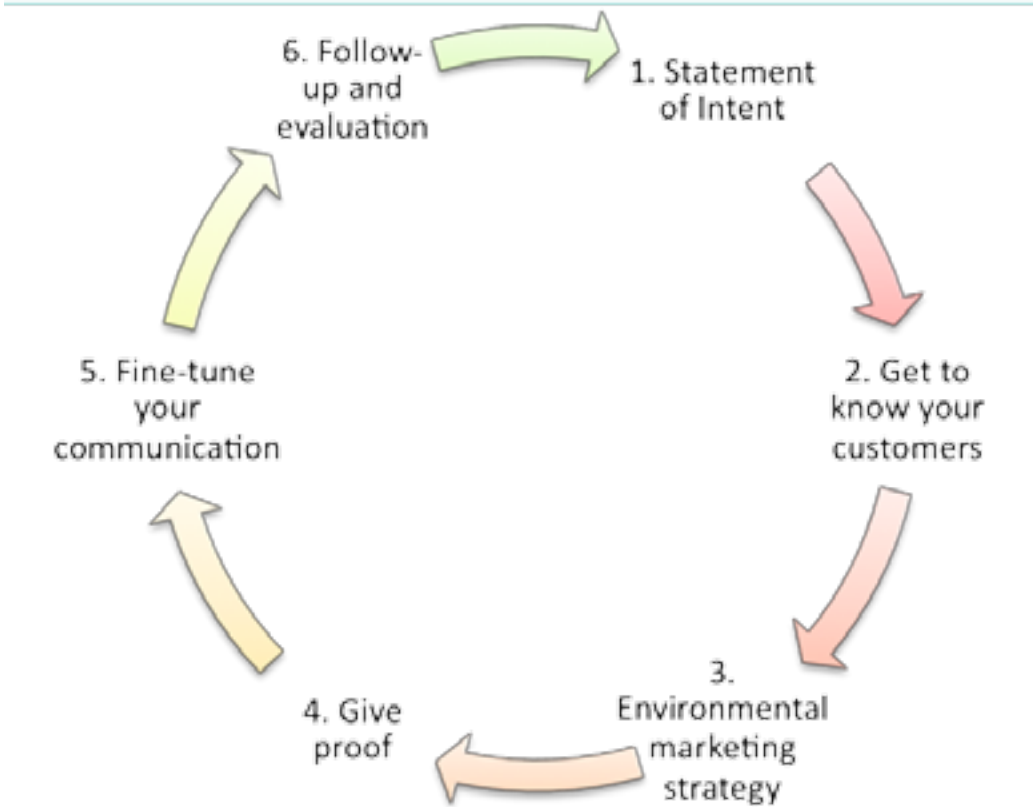
Many businesses are content to sprinkle a bit of green over their services, hoping to ride on the wave of sustainable development. By guiding you in building a methodical and comprehensive sustainable tourism strategy, the Ecolabel gives you the credibility you need to back up your commitment and convince customers that it is authentic. Adopting sustainable practices requires work, time and organisation: you want to get the most value from these efforts via effective marketing. Put yourself in a position to make the most of your investment, by asking the right questions and following the key points listed below.

Plan your marketing activities stage by

stage, before implementing them. Include your employees and partners in the process from the outset – they will support your efforts and give you useful ideas.

A commitment to the environment is a collective project and each member of your company can participate. Experience shows that employees are genuinely interested in protecting the environment, and appreciate working in a company with a civic outlook that is trying to reduce its environmental impact. This ambition should be a motivation for your employees and will increase their loyalty to your company.

Insert a paragraph on the vendors and service providers that can be reached by a discourse on sustainable development by means of our sustainable development approach and attribution of the EU Ecolabel.



The Solar Hotel Charter of commitment (Paris)

In signing the Solar Hotel's Charter of Commitment you will be joining the first group of pro-active environmentally aware and economically priced hotels in France. The members of the network of signatories of the Solar Hotel Charter pledge to pursue a genuine environmental policy in their establishment. The hotels that sign on choose to charge very reasonable "all-inclusive" rates. With Solar Hotel, environmental stewardship is no longer the preserve of just a few luxury hotels!

Environmental commitments:

- Energy savings: 100% LED and low-energy bulbs for lighting – condensing gas boiler – double glazing and building insulation if needed
- Water savings: water savers – rainwater recovery
- Waste sorting: glass – paper – plastic – batteries – fluorescent tubes
- Breakfast: 100% organic
- Room cleaning and maintenance products that are not harmful to health or the environment
- No Wi-fi in rooms: no electromagnetic radiation during sleep
- Bicycles on demand
- EU Ecolabel and Clef Verte certification
- Carbon balance

Economic commitments

- One price: all rooms (single or double) are at the same price
- All-inclusive rates: breakfast, free use of computers, Internet and unlimited telephone service, bicycles, at no extra charge
- 2-star comfort level

Social commitments:

- Commitment to help young people in difficult circumstances: partnership with "Ecole de la 2ème chance"
- Promotion of urban tourism: efforts to increase awareness of environmental issues among school/work student trainees in the hotel trade
- Handicapped interns and customers welcomed year round
- Artists offered free accommodation at all times
- Convivial atmosphere

Stage 1: The "green foundations" of your Statement of Intent

Is a statement of intent really necessary? Yes, because it will provide proof of your commitment to your guests, suppliers and employees. The statement can also be communicated to institutional actors in the tourism sector, to journalists and to tour operators.

The statement of intent to protect the environment and to adopt a sustainable approach to business activity must be clearly and precisely written. It must clearly present the environmental and health advantages of your undertakings, and must not be misleading.

Accordingly you must be quite sure of the points that you emphasise: check that your cleaning products are chosen for their environmental performance; be ready to guarantee that foodstuffs are organic, locally grown and in season, via labels, certificates, technical guidelines etc.

Avoid all vague and imprecise assertions that do not contain information that is useful to customers.

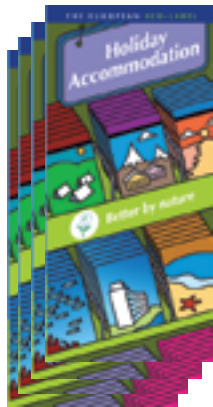
Your Statement of Intent should:

- Express the commitment undertaken by your company
- Demonstrate your environmental stewardship
- Focus on customer needs and satisfaction
- Bring proof of the steps you have taken to



EU Eco-Label





- make the surroundings healthier
- Motivate and convince employees.

Stage 2: Get to know your customers

Market studies

What do your customers think, what is their behaviour?

Don't forget that your employees are the first link to your clientele; they represent a particularly rich source of information that should not be neglected, and all the more so that they will be proud to highlight your establishment's environmental achievements.

We recommend that you consult existing market studies for detailed information on your customers. One such source, devoted to German travellers, is "Holidays and environment. A study of people's reaction to environmental aspects of their holiday trip". This highly detailed study was carried out by Studentenkreis für Umwelt und Entwicklung e.V. for the Federal Environment Agency in Germany (www.umweltbundesamt.de). The report covers different types of travellers and shows, for instance, that 22% of respondents are concerned about the environment, and 28% are interested in outdoors nature activities. The study concludes with the finding that three out of four travellers are open to activities related to the environment.



Identify the guests you will target

Marketing calls for in-depth knowledge of the customer, established in a "profile" that takes many characteristics into account (travel behaviour, age, marital and family status, etc.). Learn as much as you can about your guests, in particular about their needs, their lifestyle. Select a target for your marketing strategy, and focus on a defined group of guests, for examples families if you run a campground or a holiday village, or nature lovers if you offer guest lodgings in a natural park. Develop specific offers that address their wishes and habits.

Eco-label messages and notices for guests

- How to shut off heating or air conditioning – Criterion 7
- How to turn off lights – Criterion 8
- How to dispose of waste - notice posted in toilets – Criterion 12
- Sheets and towels changed on request – Criterion 14
- Notice on releasing dangerous substances (mercury, lead) into wastewater – Criterion 15
- Notice on waste sorting (household waste and hazardous substances) – Criterion 15
- Reasons for not using disposable products – Criterion 19
- Information on public transport, for guests and staff – Criterion 22
- Advice on saving water (bathrooms) – Criterion 26



Talk with your tour operators

As you well know, tour operators are key players in tourism. Many are engaged in activities to enhance the quality of the environment, and can help their partners improve their environmental performance.

In addition, tour operators produce a very large amount of publicity and promotional material. One of the main goals of this scheme is to raise the visibility of the EU Ecolabel in their catalogues. This is why it is important to communicate your label certification to the tour operators with whom you work regularly (remembering that production often starts long before a catalogue's publication).

Maybe list tour operators: CETO, ATR, Jet Tours, TUI, Voyageurs du Monde, Nouvelles Frontières, Thomas Cook, etc. ?

Establish a dialogue with your guests

Define measures to be put into place to learn your guests' opinions: opinion surveys, polls, direct discussion with visitors, etc. Then analyse the results and take steps to integrate this feedback to help you determine your marketing strategy. Involve your employees in this task.

Stage 3: Develop your environmental marketing strategy

A few years ago the simple fact of launching a "green" product was enough to gain competitive advantage in many markets. Today marketing executives must carefully position their product or service, in order to emphasise its original features and clearly distinguish it from the competition. Furthermore, it may be advantageous to highlight not just environmental or social aspects, but to associate other characteristics that will reinforce the unique identity of the offer.

In theory, to be considered as fully "responsible" the company's offer must address the three dimensions of sustainable development: environmental, societal and economic. Sustainable development is vast in scope, and it may prove difficult for a tourism company to take steps simultaneously to become exemplary in all three domains at once. If resources are lacking, it is advisable to concentrate at first on a few top priority objectives, in order to maximise chances for long-term success. Naturally, the choice of priorities will stem from the positioning determined beforehand. The better you understand your clientele the more accurately you can position your establishment, and adopt the most appropriate marketing strategy. This strategy involves a series of decisions:

1. Decision on the positioning of your establishment: determine the customer approach that you want to adopt.





2. Decision on pricing: set your price range (for example, the Solar Hotel in central Paris has opted for a single all-inclusive “economy” price for all its rooms.
3. Decision on distribution: find your distribution circuit, for example partnering with tour operators specialised in environmental offerings and sustainable tourism (ATR, CETO, etc.), and disseminate information via your local tourism network (Tourism Office, Chamber of Commerce, Regional Tourism Board, etc.)
4. Decision on promotion: show your commitment to the environment in your communication and marketing methods (for example, send publicity electronically instead of printing it).
- 5.

Stage 4: Give proof to make your claims credible

Consumers are sceptical of businesses when it comes to sustainable development. In order to believe and trust your commitment, customers must have proof! Businesses must be able to show and demonstrate the ways in which their offers respect the quality of the environment and human health, and first of all how they address the issues that are most important in the eyes of their customers. On this point, the EU Ecolabel is in itself a credible attestation to your commitment to sustainable tourism, and your communication targeting

your customers should reinforce the demonstration. Here again, the EU Ecolabel will help you focus communication on criteria that are especially significant for your guests.

Stage 5: Fine-tune your communication


Even with the best of intentions, it is easy to fall into the trap of “green-washing”. To avoid this, a few simple rules should be followed:

- Give your guests concrete and specific examples of the measures you have taken.
- Quantify the results of your action, for example energy or water savings, your GHG balance, the number of species you protect or that you have reintroduced if you are located in a natural setting, etc. ;

What should I say to my guests?

The main message to be communicated is that protection of the environment is one of your priorities. The activities of tourist accommodation often consume large amounts of energy, can deplete water resources, produce a lot of waste, use chemical products, etc.

Highlight to your guests the positive features that are the result of the EU Ecolabel requirements: locally grown organic foods that taste better and introduce them to a new terroir: healthier indoor air; use of products that contain fewer substances that are harmful to the environment, to air quality, to health, among others. In addition, employees that are highly motivated, treated fairly and with consideration, generally do a better job of attending to customers’ needs.



Draw up a summary of all your activities and commitments. Do not hesitate to look beyond your own responsibilities, and incite your customers, employees and suppliers to make rational choices where the environment is concerned.

And rest assured that your guests will come back next year, and will be curious to discover the new initiatives you have put into practice. Many guests come with their children. Take an entertaining and pedagogical approach with them, and above all refrain from moralising, and avoid any reference to constraints or restrictions.

Give them appropriate information related to your action to protect the environment. Children are particularly sensitive to environmental issues, so do not hesitate to stimulate their awareness.

Offer small gifts

Show your consideration for your guests by giving them small gifts. One good idea is to make small items with environmentally safe and/or local materials. Your local organisation (AFNOR in France, ISPRA in Italy, PERPA ASAOS in Greece) can provide you with information on articles that are already available. They are frequently supplied directly by the European Commission, and are distributed by the

competent national bodies.

Send or distribute brochures to your guests, or produce a welcome booklet

Inform your guests that they are housed in environmentally friendly accommodations, by brochures sent (electronically) before they arrive or given to them upon arrival. These brochures should present the main aspects of the EU Ecolabel and the distinction that you have received from the European Commission or the competent national body.

The conception and printing of these brochures are part of your overall sustainable tourism commitment, and it is important to take environmental considerations into account.

If you opt for digital documents, you can send them out electronically with confirmation of your guests' reservations, display them on a screen in the reception hall, or print them out on paper or posters.

If you decide to print your brochures, be sure to use eco-certified paper, recycled and/or from sustainably managed forests (labels include the EU Flower, FSC, PEFC, Mobius ring 100% recycled, etc.), vegetal inks, and recto-verso printing. The best place to display information on the EU Ecolabel is in the reception area, but is also useful to place brochures in each room (see criterion #75 of the EU Ecolabel).

Ideally, all this information can be included in an e-mail or a welcome packet.

Personalised information for guests

A very simple and effective marketing measure that you can put into place is personalised information for your guests. This can take the form of a welcome letter reiterating your personal commitment and that of your company to nature and the environment, and clearly listing the steps that you and your employees pledge to take on a daily basis.

Choose strategic places to make explanatory notes available to your guests, or furnish a list of the main practices to follow during their stay in your establishment, and even when they return home.

Send them the following links, for instance:

- the United Nations Green Passport programme: <http://www.unep.org/green-passport/>
- the ADEME Ecocitizens site for preparing their holidays: <http://ecocitoyens.ademe.fr/mes-vacances>

Display the EU Ecolabel on your website

On your website's home page mention that you have obtained the EU Ecolabel, or that you have started the process to obtain it. Be sure that the logo links to the official website of the European Commission ([http://](http://ec.europa.eu/environment/ecolabel/index_en.htm)

ec.europa.eu/environment/ecolabel/index_en.htm) and to your competent body (AFNOR in France: <http://www.ecolabels.fr/fr/les-hebergements-touristiques-et-campings-certifies>).

You will ensure your guests that you have been officially recognised and certified for the significant efforts undertaken to meet all the licencing criteria.

Media releases and communiqués

Your first chance to inform the press is when you are awarded the official EU Ecolabel certification. The competent body will support your action. Do not forget to mention all the steps you have taken to protect the environment (reducing energy and water consumption, green purchasing, etc.)

Going beyond the certification ceremony, find other ways to regularly communicate about your action with interested media. It is useful to contact regional and local tourism boards as well as the tourism office in your town or city, for they often have excellent contacts with tourism



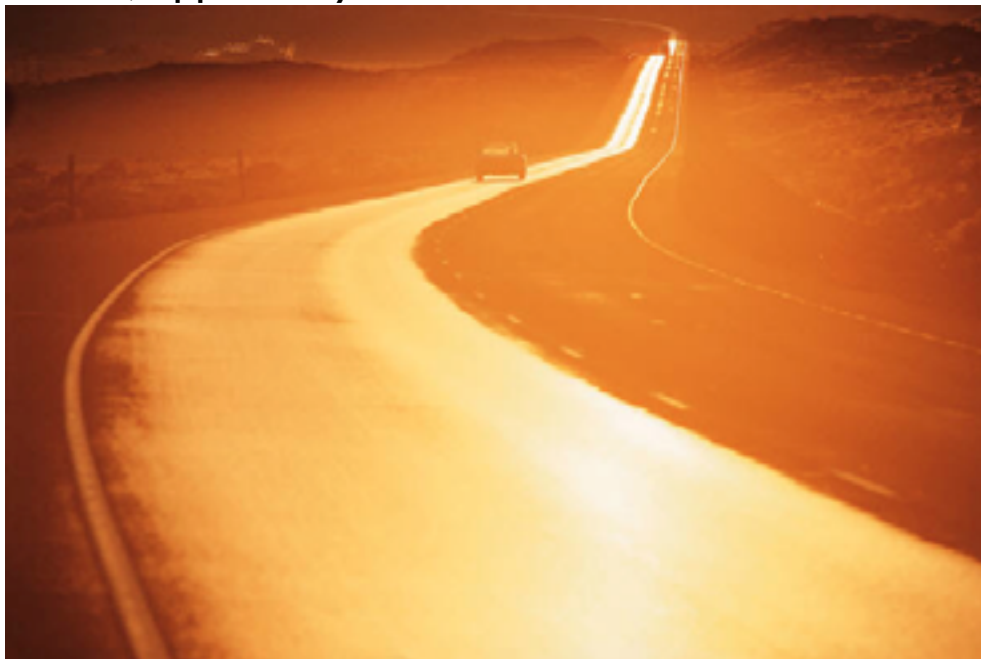
journalists and will quite willingly help you with your communication activities.

Stage 6: Follow-up and evaluation

An effective implementation of communication calls for constant follow-up. You will have to regularly take time for this.

Set up ways to get evaluation from your guests: ask them to fill out a short form before they leave the hotel, or to reply to a quick online questionnaire after they have left, to get their feedback. Then analyse the results and take steps to integrate this feedback as best you can. Adjust your marketing strategy if necessary. These measures will also limit the risk of any eventual complaints. Involve your employees in this task.

For the evaluation process, determine the quality indicators you want to follow, or use techniques such as SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) applied to your service, etc.



"In the race to quality there is no finish line"
(David Kearns)

How to use the EU Ecolabel in your marketing

There are many ways to make the EU Ecolabel visible in your business. Here are some recommendations that are easy to implement, but don't hesitate to innovate and add your personal touch to your marketing campaigns.

Actively use the EU Flower logo

The first step is to use the visual mark of the EU flower along with the text "EU Ecolabel". This symbol signals the official distinction at a glance, and is easily recognisable, being associated with 48 other product categories. The information given in relation to the EU Ecolabel must include the following: measures taken to save energy and water, to reduce waste, and thus to reduce your environmental impact (see criteria #25 of the EU Ecolabel). Use the logo in your publications and documents, catalogues, publicity brochures, paid advertisements, etc. Explain the meaning of the label and emphasise what you have done to obtain this distinction.





Display the "green flag"

Use the green flags supplied by the European Commission to effectively present the EU Eco-label in your outside areas. Customers will be able to recognise your establishment as officially distinguished by the European Commission as soon as they arrive.

Place the Flower plaque on your door

The European Commission also supplies door-plates signalling accommodations that have obtained the Ecolabel; these plaques can be affixed to the main entrance door or in other places where they are visible to guests.

Display your official certificate

You have received a distinction, and an official certificate has been presented to you at the certification ceremony. Frame it and hang it in a prominent place where the public will see it.



Welcome Booklet

Dear Customers,

To protect the quality of our environment, the daily management of our establishment follows an environmental policy aimed at constant improvement.

Please read about the action undertaken by our staff and learn about steps that can be taken to improve the quality of the environment and the comfort of all.

Our action:

Our environmental policy is applied by all staff on a daily basis and communicated to our guests when they arrive.

An action plan helps us pursue our environmental goals (it can be consulted at the reception desk).

All staff are aware of the environmental issues pertaining to our establishment and are available to answer any questions you might have.

Energy-saving measures have been introduced to reduce CO2 emissions: low-energy light bulbs (class A), motion sensors, lighting timers, regular upkeep and maintenance of equipment, etc.

All our faucets, showers and toilets are equipped with water savers, to save water without affecting the comfort of our customers.

Our staff check for leaks on a daily basis. Don't hesitate to tell us about any problems so that we can act quickly and avoid waste. A dripping faucet leaks on average 4 litres of water an hour, equal to 35,000 litres a year!

Water and energy consumption is regularly checked. We also closely follow our use of chemicals and our waste production, to limit our environmental footprint.

We take steps to prevent waste at the source, in particular by purchasing products with less packaging.

We sort waste throughout the establishment, for recycling or recovery. Proper sorting...

Example:

Pact'Environnement guide developed in Brittany (France).



Where can I get information?

<http://www.shmile2.eu>

The official website of the ENPI “ShMILE2” scheme that promotes implementation of the EU Ecolabel for tourist accommodation.

<http://www.eco-label-tourism.com>

The European Commission website for tourism accommodation marketing.

<http://ec.europa.eu/ecat>

The official website of the EU Ecolabel.

<http://www.ecolabel.eu>

The official website of the EU Ecolabel assistance department. This site proposes a useful online catalogue of all Ecolabelled products and services. Use it for your green purchasing.

Your competent body

The competent bodies are in charge of the EU Ecolabel certification process at the national level. They give information on applications procedures and on the attribution of the Ecolabel. The list of competent bodies is found on the official website of the European Commission, at the following address:

<http://ec.europa.eu/environment/ecolabel/competent-bodies.html>

Your tour operator's “environment” advisor

Tour operators often have designated “environment” specialists who can give you extensive advice on ways to improve the environmental performance of your business.

<http://www.toinitiative.org>

The Tour Operators Initiative for Sustainable Tourism Development (TOI) is a network of tour operators who have pledged to follow sustainability principles in their activities and offerings.

<http://www.voyageur-responsable.com>

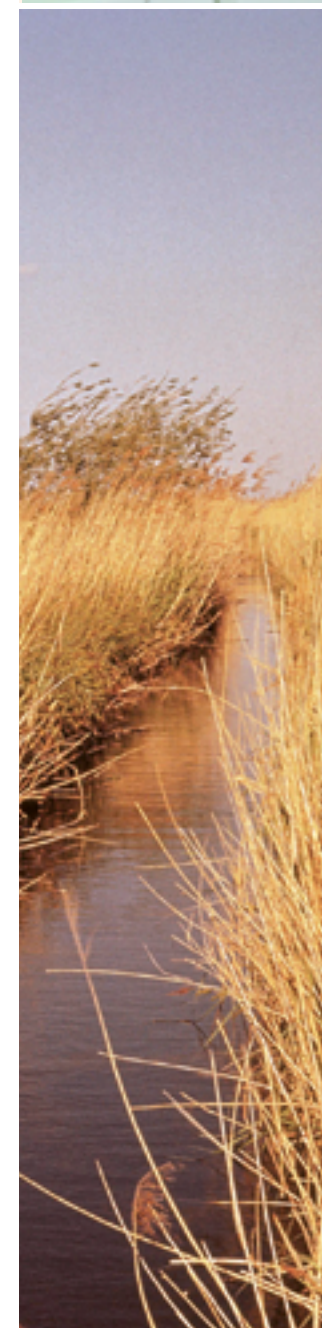
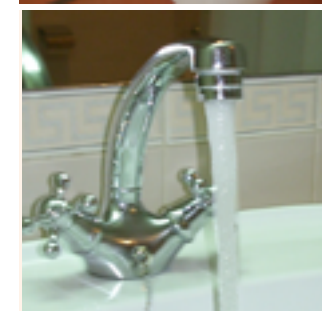
This site, an offshoot of the voyages-sncf.com website, promotes environmentally responsible travel.

<http://www.voyageons-autrement.com>

This site promotes accommodation, tour operators and tourism activities in France and around the world that have been verified by an independent sustainable tourism certification scheme, or are recommended by other recognised bodies.

<http://www.voyagespourlaplanete.com>

An authoritative French website on responsible tourism and ecotourism, proposing a selection of hotels and environmentally responsible holiday packages worldwide that follow principles of solidarity.





Appendix

#1: Guest information

The following content (check-list) has to be summarized in an information folder to be given to every guest during check-in and which is provided in every room:

- Environmental policy and main activities of your tourist accommodation service to reduce negative environmental effects
- Information about non smoking areas
- Bicycle rental possibilities
- Information on the European Eco-Label and arguments to motivate guest to support activities
- Information on biodiversity and activities to protect the environment around the hotel
- Closing windows in case heating or air condition is switched on
- Switch off lights when leaving the room
- Save water
- Dispose of waste in waste bins and not in toilets
- Inform staff in case of leaks or obvious losses
- Information that towels and sheets will be changed once (or twice) a week or on request because of enormous quantities of detergents
- Separate waste and use waste bins for different waste types (and information where waste bins are available)
- Information about arrival by public transport (this information should be also on your web-site)
- Information about public transport on site and in the region
- Inviting guests to take public transport to see attractions in the area
- Compliance and improvement proposals for environmental behaviour should be directed to Mr. / Mrs...
- Invite guest to support environmentally friendly practices of your tourist accommodation



#2: Four case studies

Example of savings of a best practice hotel in Madeira (Hotel Jardim Atlantico), awarded with the EU Eco-label 2004

Some examples of saving (reduction) along the years consumption per night per person					
Examples	2002	2003	2004	2005	Average of similar resort
Energy	17,00 kWh	10,53 kWh	8,89 kWh	9.36 kWh	17,8–22,87 kWh
Fresh water	364 l	289 l	283 l	267 l	480–1.170 l
Gas	1,95 Kg	1,09 Kg	0,94 Kg	0.81 Kg	1,15–2,07 Kg
Solid waste	2,25 Kg	1,16 Kg	0,85 Kg	0.80 Kg	2,15–3,55 Kg

The main energy measures are the usage of key card controls in each room, the possibility to manually switch off air conditioning systems and the usage of energy efficient light bulbs in combination with sensor techniques to control artificial lighting. The water consumption was decreased with various activities as reduced quantities of flushes for toilets and guest information campaigns.



Profile of a French pilot-site towards the EU Eco-label (Accor Hotel Coralia marina Viva, Corsica)

Improvement scenarios matching mandatory criteria Figures relating to number of EU Eco-label Criteria				
Examples	To reach	starting situation	short-term improvement	long-term improvement
Energy	7	4	6	7
Water	9	5	8	9
Chemical Substances	2	2	2	2
Waste	5	2	3	5

Implementation of short-term measures (selection):
Energy: Information to guests to turn off the light when leaving the room.
Water: Information to guests to help the hotel save water.
Waste: Adequate waste bins in rooms and inform guests to separate waste.
Implementation of long-term measures (selection):
Energy: Replacement of at least 60% of light bulbs with energy efficient light bulbs.
Water: Replacement of remaining taps and shower with double-facet unit.
Waste: Separation of hazardous waste by staff: toners, batteries, pharmaceuticals.
None of disposable one-use products available in restaurant and rooms.



Savings achieved by the Hotel Jolie in Riccione, Italy

The hotel has calculated its savings in gas, electricity and water over four years.

Electricity	4 614 €
Gas	1 242 €
Water	2 953 €

“We are always looking for new ways to reduce our environmental impact. This is natural for us. What’s more, we save money this way.”

The hotel has pursued an environmental policy for years. The establishment participates in the Italian Legambiente scheme that aims to limit the environmental impact of the tourism industry. The hotel is also supported by a local hotel association that works to develop ecotourism and accompanies hotel operators in their activities. This association helps them reduce their energy consumption in particular, via training for hotel directors and staff on energy issues.



The pro-active approach of the Solar Hotel in Paris, France

Energy efficiency	Water savings
Hallways, event spaces and hotel rooms are all equipped with low-energy LEDs and compact fluorescent bulbs. All landings are equipped with sensor-controlled lighting.	All showers and sinks are equipped with water savers. Toilet flush mechanisms use less than 6 litres. Rainwater is captured in three water collectors, and used to water plants and the garden, to wash sidewalks and to flush toilets in the basement. Through these measures the hotel hopes to reduce its water consumption by 50%.
Waste reduction and sorting	
Waste is treated and sorted on each floor as well as at the hotel bar: glass, paper, plastic and batteries are consigned to specific bins. Food waste from breakfast is recycled in a mechanical composter located in the garden. Hotel customers and staff are informed of the proper practices to be adopted to optimise waste sorting. Used compact fluorescent bulbs are taken to a neighbourhood collection site, but soon the hotel will use only LEDs, less harmful to the environment and to human health. Through these measures the hotel aims to sort and recycle 90% of its waste.	
An economically priced hotel	
The Solar Hotel is the first economically priced and environmentally conscious urban hotel in Paris. Rates are the same for all rooms, and include breakfast, and access to computers, Internet, unlimited telephone service and bicycles.	



ShMILE 2 Partners



www.shmile2.eu

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