Press release: November 5th, 2020

Sustainable energy and water and technologies to help Israeli hotels in time of crisis

On 16th of November, the EU-funded "GREENinMED" project organizes a webinar on water and energy savings to improve the environmental performance in the hospitality industry

While hotels and resorts around the world are struggling to survive, a group of institutions are implementing an EU-funded project - *GREENinMED "Speeding up the MED SMEs' uptaking of eco-innovative solutions in energy and water management"* - to foster collaborations between hotels and technology companies, which can reduce expenses in energy and water and protect the environment. The project offers free coaching, consulting and funding for assessing and testing energy and water saving technologies in their systems.

The tourism industry was on a growth curve until the COVID-19 hit the world. Its success came with large consumption of water and energy, which is now a burden when expenses need to be cut.

In order to assist this industry to increase their water and energy savings, while improving their economic outlook and their environmental image, the GREENinMED project was developed targeting small and medium size enterprises (SMEs) in the tourism industry.

During the webinar "*A new boost for tourist accommodation in the Mediterranean: innovative solutions and financing opportunities for water and energy management in the hospitality industry*" to be held on November 16th starting from 5 pm, the Israel Water Association, Arava Institute and Kinneret College will present to hotel managers how the GREENinMED project can help reduce their energy and water expenses.

Opening notes will be delivered by the **Israel Water Association, the EU Delegation to Israel**, and the European project partners - the **Spanish Chamber of Commerce**, which is the project coordinator, **Capenergies** from France, a cluster of energy companies - and the **ENI CBC Med Programme's Joint Technical Secretariat.**

The project is funded by the **European Union** under the ENI CBC Med Programme with **€1.4 million of EU contribution** and is carried out by a consortium of institutions and professional organizations from **Israel**, **Spain** and **France**. The final aim is to build an international professional community and assisting the promotion of water and energy savings in the hotel sector together with technology companies specializing in such savings, especially new ones.

The 3-year project started in 2019, not knowing the critical role it would have due to the COVID-19 pandemic. During the first year, a study of the hotels' needs mapped the concerns of hotel operators in the fields of water and energy, and a catalogue/benchmark of technological solutions was prepared. This catalogue gives hotel managers information and examples of applied solutions for energy and water savings.

The project partners are now forming an international support community that will enable the following:

✓ Exposure to relevant and focused information on water and energy savings;
✓ Expansion of knowledge of stakeholders in the tourism sector, especially in the hotel industry;
✓ Formation of hotel and technology companies' network in Israel and abroad
✓ Development and implementation of new technologies.

During the webinar, hotel managers will learn about the opportunities offered by the project, in particular:

✓ Free professional consulting from experts via a process called "the Innovation Voucher";
✓ Participation in a tender for financial support for onsite demonstration of innovative technology. In Israel, 4 sub-grants will be given for a hotel and technology supplier cooperation. Details of the grant scheme can be found in the link : http://www.enicbcmed.eu/opportunities/innovation/greeninmed

Participation in the webinar is free of charge and registration shall be done by sending an email to: liat.fm10@gmail.com ; ella@arava.org

For more information about the project, please contact: Ms. Liat Feldman; greeninmed@israelwater.org.il