

# Guidelines on Eco-Innovation for the Mediterranean Hotel Industry

Towards a more sustainable tourism for the Mediterranean



July 2023



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## Introduction – The importance of the tourism sector in the Euro-med area and the urgency to adapt to climate change

Chosen by **260 million tourists** each year, the Mediterranean is the number one tourist destination in the world. As traveling gets widespread and “easier”, the hotel sector and the flow of visitors per country continue to develop every year. It constitutes a **major economic activity in the Euro-Mediterranean area** but also contributes to the emission of greenhouse gases (GHG) and global warming. The Intergovernmental Panel on Climate Change (IPCC) considers the Mediterranean region as a **hotspot for highly interconnected climate risks**, due to its particular combination of multiple strong climate hazards and high vulnerability.

The need for comfort and satisfaction of the tourists impacts strongly the **strategic decisions of establishments owners**, particularly towards buildings. Hotel guests tend to modify their use of energy (light, temperature, air, electricity, water, etc.) during their stays and use a much higher amount of energy, transforming the tertiary buildings into energy-intensive facilities. **It has been demonstrated that a customer consumes an average of 300 litres of water per night in a hotel compared to 150 litres at home<sup>1</sup>**. In this context and as climate change also tends to modify citizens behaviours, particularly in the coastal areas, willing to heat more during winter season and cool during summer, the efficient management of energy resources is a fundamental issue for professionals of the tourism sector in the Euro-Mediterranean area.

The tourism sector is facing the challenge of recovering the figures prior to the COVID-19 pandemic. Public policies tend to support a **transition to a more sustainable, responsible and smart tourism**, especially in the European Union and at each country national level. Beside rethinking our habits, innovative and

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<sup>1</sup> According to Ringbeck et al. (2010), average tourist water consumption in European sun-holiday destinations in 2007 ranged from 149 L per guest-night on the Spanish Balearic Islands to 450 L per guest-night on the Greek Aegean islands, but water consumption up to 880 L per guest-night is quoted for luxury tourists on Majorca (UN, 2004).

sustainable solutions to better manage water and energy management exist and contribute to overcome this problem and save money.

The **GREENinMED project funded by the ENI CBC MED Programme** from 2019 to 2023, has supported **150 SMES** including both tourism establishments and solutions providers, thanks to a consortium of **5 partners** from France, Israel and Spain:

- The Official Chamber of Commerce, Industry, Services and Navigation of Spain (Lead partner),
- Capenergies French cluster of the energy transition,
- ARAVA Institute for Environmental studies,
- Kinneret Academic College in the Jordan Valley,
- Israel Water Association.

From this transnational experience, the **following Guidelines on Eco-Innovation for the Mediterranean Hotel Industry** have been identified. This practical guide aims to help professionals of the tourism sector in the Euro-Mediterranean area, as well as in other regions, to discover and capitalize on the lessons learned by the GREENinMED beneficiaries. The practical guide helps the **comprehension and adoption of eco-innovations applied to water and energy in the tourism sector.**



*“When uptaking the results of the GREENinMED project funded by the ENI CBC MED Programme, we also want to encourage the Tourism public authorities, states and regions in the Med area, when planning their future policies related to eco-innovation, to*

*consider the best practices and conclusions shared in this document. By identifying successful and efficient solutions to support better management of water and energy in the global tourism industry, we hope to ensuring their promotion, dissemination, replication and mainstreaming in public policies and future Interreg Programmes.”*

The GREENinMED consortium, 2023

## Key figures of the Tourism industry in GREENinMED country partners

### France

- 90 million international tourist visitors
- 1,3 million hotel rooms
- 22,5 millions m<sup>2</sup> accommodations buildings
- 7 % of national GDP
- Representing 1,3 million jobs
- 7 % of all tertiary buildings consuming 241 kWh/m<sup>2</sup>/year i.e. an average energy bill of € 21.6/m<sup>2</sup>/year (ADEME)



### Israel

- 4,5 million international tourist visitors
- 56 000 hotel rooms
- Strong investment in the tourism industry construction and renovation
- Potential for solar power generation
- 2,8 % of national GDP
- Representing 200 000 jobs

(OECD Tourism trends and policies)



### Spain

- 73 million international tourist visitors
- 1,3 million hotel rooms
- 12,2% of national GDP (INE)
- Representing more than 2 million jobs
- 6,4 % of all tertiary companies
- Strategy of sustainable tourism of Spain 2030
- 7% of the country's final energy consumption attributable to restaurants and accommodation establishments (IDAE 2017)



# The GREENinMED project outcomes

During 4 years, the GREENinMED consortium deployed 4 work packages (WP) containing concrete actions. Through a transnational window of expertise, dissemination, coaching and direct funding, the GREENinMED project allowed to:

- Support the **generation of innovative solutions** related to water and energy management by spinoffs, start-ups and SMEs, called solutions providers.
- Contribute to the **adoption** of these solutions by tourism professionals in their establishments.

Highlighted actions	Summary of Transnational Insights
Capitalization activities (WP2)	
Information pills	By leveraging information pills with detailed main innovative eco-solutions and their benefits for the Mediterranean hotel industry, tourists small and medium establishments can become more aware about eco-innovation, and successful through updating them especially on energy and water efficiency.
Cross-border value chains in eco-innovation (WP3)	
Focus group Survey among Tourism small and medium establishments in France, Israel, and Spain	<p>Animating surveys among beneficiaries is always a key manner to check the progress on the implementation of the project, get feedback on the real state of the art and the satisfaction level of the targeted public.</p> <p>The answers given allowed GREENinMED partners to check SMEs' knowledge degree about their water and energy consumptions and SMEs will to take further steps towards water/energy efficiency solutions. In fact, in the GREENinMED project survey, results show that most of hotels operating in the Mediterranean regions still need to have a complete view of their energy and water consumptions as a first step for further actions.</p>



	<p>Some other hotels demonstrate dedicated personnel to eco-friendly strategies who are looking for continuous improvement, so the state of the art of current hotels situation in the Med area towards environmental strategy, show very different levels of engagement.</p> <p>For those who are already involved in a sustainable development engagement, hotels in the 3 countries declare their preferences for Solar PV (for electricity production) and thermal cooling devices and for systems to monitor and to control energy and water consumptions as adequate eco-innovations to implement. Regarding water consumption, hot water systems and the swimming pools are the most consuming.</p> <p>For instance, in Israel, the study allows to determine that many hotels water and energy consuming systems are monitored today and data is being processed and analyzed. Hence, according to hotel location and facilities, an optimal target figures for energy and water consumption/guest can be defined, without doing the study in each SME.</p>
<p><a href="#">Benchmark of energy and water technologies</a></p>	<p>The current market offers many solutions to improve energy and water consumption in order to respond to the main challenges of the hotel industry. 73 technologies have been identified and highlighted through the transnational GREENinMED benchmark. More than half of them have great potential and can be easily deployed in small establishments. The catalogue is structured according to the major areas of water and energy consumption in hotels. Not all hotels include the</p>

	<p>whole areas, but each hotel manager or chief of operation can find relevant data. The fields and promising solutions are specified here:</p> <ul style="list-style-type: none"> <li>- Energy efficiency envelope</li> <li>- heating, ventilation and air-conditioning HVAC</li> <li>- Guest room and public toilets (Faucets, toilets – low flush, shower, urinals, leak Minimization)</li> </ul> <p>Kitchens, Laundry facilities, Swimming Pool, Gardening and landscaping (Low water Irrigation, smart plants selection, recycled Greywater Use, harvested Rain water Use), In house water use (greywater recycling for various uses, seawater Desalination).</p> <p>Advantages and disadvantages of each technology are clearly presented as well as typical performances and case studies in tourism facilities. A list of companies manufacturing/implementing the technology is also provided.</p> <p>Tourism professionals prefer a simple guide with easy-to-apply technologies. In this way they can start enabling their facilities and enter into the sustainable transformation loop.</p> <p>The benchmark of solutions is also a useful tool that clusters can easily share with SMEs and be a starting point for energy/water retrofitting projects. It allows solutions providers to be known and tourism accommodation actors to easily identify performant technologies.</p>
Transnational Workshops	Workshops allow partners to identify best practices in eco-innovation for the hotel industry in the 3 countries that could be transferred easily during the event. In addition, new technology applications were identified in



	<p>the exchange of information during the workshop. Cross-border dissemination activities are useful to narrow collaboration and networking among Mediterranean operators.</p> <p>During each workshop, innovative technologies addressed to the tourist sector, case studies, best practices and the tourist sector were presented. Suppliers and SMEs could match and make new contacts. The tourism stakeholders had been able to detect innovative solutions available on the market for water and energy management, get inspired by good practices and be informed on financing opportunities at regional and national level.</p>
<p>Study Visits</p>	<p>The GREENinMED consortium engaged in a “Med tour” towards eco-innovation main technological centers and producers in the 3 Med countries of the project to learn about the latest developments on eco-innovation products and services for the hotel and restoration industry, their application, cost and benefits. They shared with experts in each country knowledge and experience. This peer-to-peer activity allow to discuss common issues in the region compared to those in the global Med region, such as the high regulation to use recycled water that constrains progress in the tourism industry to gain water efficiency and the limits of transfer some technologies to SMEs due to the level of required investment and eventual new collaborations in future projects to tackle common problems.</p> <p>It has been identified that European research centers are useful possible partners for R&amp;D projects for SMEs.</p>

	<p>Study visits allowed GREENinMED partners to know different innovation solutions on energy and water management, deployed in the three different countries of the project, and create synergies with local stakeholders. Collaboration was fruitful and new cooperation possibilities can raise after the end of GREENinMED project, for instance in the training sector.</p>
<p>Innovation Vouchers</p>	<p>Innovation vouchers provided 31 direct funding for tourism accommodation companies to obtain water and energy consumption analyses and simulations of potential savings in case new technological solutions were implemented. Advices on suitability and feasibility of solutions helped SMEs to identify the best solutions via different scenarios, specific for their use cases, thanks to on-site visits.</p> <p>The innovation vouchers represent a concrete supporting action for beneficiaries that provide deeper information and quality advices from consultants. The GREENINMED partners have also deepened skills by following the consultant's actions.</p> <p>Participants in the innovation vouchers have been rural and urban hotels, camping sites, marinas and yacht clubs. All of them declare feasible to increase energy savings up to 10% after the activity, and up to 5% in water savings. More public support and awareness has been given to energy savings than to water savings in Europe. The opposite situation happens in Israel where hotels have developed better water saving mechanisms.</p> <p>Thanks to the design to tertiary-sector buildings, the structure particularly facilitates precise zoning of energy</p>

consumption, which allows the industrialization of energy management solutions. Measuring and analysing these energy expenditures therefore appears to be essential.

Most hotels in Spain and France are smaller than the Israeli ones, and their financial capacity is limited to undertake big investments for new energy and water efficiency technologies.

Other funding schemes at local and national level have been presented in annexes of the innovation vouchers to help in overcoming this investment capacity hurdle.

Although the situation in many of the Med facilities is far from optimal, some of the findings and advices have already been implemented in the hotels supported in the GREENinMED project. Major improvements can be achieved by increasing awareness, better conduct and management and of course by installation and implementation of innovative technologies.

**Supporting Innovation (WP4)**

<p>Webinars, transnational coaching session and personalized coaching sessions</p>	<p>Scaling up can be challenging for any early-stage business, but careful planning and access to the right financial support can help make the process smoother. GREENinMED offered Advanced Coaching sessions to help new business scale up and grow up. The content of the sessions included how to structure a proven business model, business development, organizational development, IPR issues, marketing strategy and access to finance.</p> <p>On-line cross-border webinars allow participant to learn about innovation and new financial instruments with</p>
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	<p>different perspectives according to the trainers in each country. Diversity of trainers were very helpful to participants. The training was short, but companies were very busy to participate in long on-line trainings.</p> <p>Individual coaching was beneficial for SMEs and for partners. SMEs obtained individual advice adequate for their concerns, and partners could understand better the particular situation of innovative SMEs in each country. There are different instruments to support growth among SMEs, and they need to adapt their proposals to the particular approach of each one.</p> <ul style="list-style-type: none"> <li>○ Definition of business model</li> <li>○ Intellectual property rights (IPR) protection and implementation</li> <li>○ Marketing international and digital</li> <li>○ Pitch coaching</li> </ul> <p>A young company can prepare better to recruitment meeting with investor by following a well-structured and focused speech and presentation as was described in the Israeli workshop.</p>
Subgrants	<p>Subgrants for innovative SMEs (start-ups included) are direct funding in order to purchase hardware and software or for refurbishment of research facilities through a public open call. The subgrant supports innovative SMEs in the upgrading of their research capacity and facilities to support the conceptualization and design of differential products, and testing activities. The innovative SME would receive one subgrant for generating, testing or adapting products or</p>

	<p>services to the real scenario of the Mediterranean hotel/touristic SMEs.</p> <p>Subgrants have been a useful instrument and very rare opportunity to support new innovative SMEs in developing and testing very specific new devices to save water and energy in the Tourism Industry. This new financial public instrument of ENI CBC MED program has been extremely appreciated in this kind of project.</p> <p>Subgrants allowed 14 beneficiaries to develop a product or a service for energy/water management. The subgrants helped solutions providers to progress in the solution development and, for instance, pass from a prototype to a commercial technology, or to test the prototype solution in a significant environment to then access the global market.</p> <p>The subgrants activities allowed all partners to know new providers solutions beyond their usual networks. Some solutions combine energy and water management functions: this kind of technologies will be more and more important in the next few years as draughts periods will be more frequent in the Mediterranean areas. In terms of raising awareness, water and energy will have to be even more associated and solutions providers will need to broaden their solutions and include the two resources. Partners can promote these new solutions and allow their ecosystems to be more competitive.</p>
<p>National pitching rounds and cross-border pitching round</p>	<p>Should an innovation need further development, co-financing or testing, the Fund-raising sessions/ Pitching sessions have helped in financing this start up (spin-</p>

offs) by other means rather than grants. Ventures will have the opportunity to present themselves to potential lenders and investors such as financial institutions, business angels, venture capitalists, large companies being active in the MED area.

Innovative SMEs are very interested in participating in the international pitching rounds to be organized in Israel and at national level. More activities of this kind should be organized with public support.



## Cross-border collaborations conclusions and main results

According to the information collected by GREENinMED partners, 77% of tourism companies (hotels, camping etc.) interviewed in this framework, stated that they have already taken steps towards more efficiency. However, as smaller establishments, they lack some investment capacities as well as the time and easy and quick access to skilled information to actually identify and then implement innovative solutions that have a quantified and verified impact and benefices. On the contrary, the solutions providers need support in promoting and support the adoption of their solutions already on the market and commercialization towards the tourism sector.

**Through providing on-site case-by-case analysis and direct funding, the GREENinMED project has provided very specific tools addressing the real needs and context of tourism SMEs.**

As the project GREENINMED faced direct consequences of the COVID-19 pandemic between 2020-2021, tourism SMEs postponed investment in sustainability and efficiency as their focus was on their own survival and recovery from losses caused by the global shut down and tourism restrictions.

- After COVID-19, tourism SMEs started again to focus on water and energy efficiency challenges as a strategy to reduce costs and thus, to be able to return to pre-pandemic levels of occupation. In addition, the European Union's strategy for digital and green transformation has helped to boost awareness through incentives and funding opportunities for Tourism SMEs. The European governments (ie.: Spain and France for instance) have shown support for startups in the water and energy sectors through various initiatives and funding programs. For example, there are grants, subsidies, and tax incentives available for startups focused on renewable energy, energy efficiency, and water conservation. On the other hand, business Angels can provide funding to innovative SMEs seeking growth or expansion opportunities through coaching and advice.

The GREENinMED project has also played a helpful role in accompanying SMEs in their recovery. Support services have been essential to provide the adequate information about most suitable tools on water and energy efficiency for each of the participating tourism SMEs. The GREENinMED experts have been able to identify the most adequate innovative solution saving time and resources to SMEs.

**Energy consumption may represent up to three quarters of a hotel's energy expenditure.** These charges can be distributed as follow:



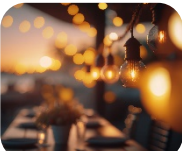
31 % Heating



17 % Hot water



15 % Air conditioning



12 % Lighting

The major areas of **water consumption** in accommodations are **guest bathrooms, kitchens and laundry facilities, and communal toilet facilities.**



**Swimming pools and the irrigation of green areas** can contribute an additional 10 – 15 % and 20 – 25 %, respectively (Eurostat, 2009).



Depending on the cooling system installed, **cooling towers** may be responsible for a further 10 – 25 % of water consumption in a hotel (Smith et al., 2009).

Although essential for a hotel, these expenses can still be reduced without lowering comfort or quality of their services, by implementing innovative solutions to save energy as well as training of staff or visitors behaviours. The estimation of savings based on the calculation of water and energy costs after the incorporation of specific measures like GREENinMED identified innovative management measures, are as follows:

- In Israel and Spain, the supported hotels received analysis either in terms of energy or water: Positioned on energy, 31% of them expect to save between a 1% and 5%; 23% of companies expect save between 5% and 10%; and finally, 4% expect to save more than 10%. The other supported hotels had analysis regarding water: 15% of the companies expect to save between 1% and 5%; 23% expect to save between 5% and 10%; and 4% of companies expect save more than 10%.
- In France, the analysis was focused on energy due to supported hotels expressed needs. On average, energy savings expected in each facility is between 20 and 30% of current consumption.

Even with lower investment capacities, smaller establishments can start to implement smaller steps at first: change light bulbs to increase efficiency and reduce costs, modify their tap water to reduce consumptions. Small steps can lead to 1 to 5 % of energy/water consumption.

- The direct contact with energy and water specialists offered by the GREENinMED project, has favored a new space for the companies to rely on implementing innovative technologies, to receive technological advice and to identify specific improvement measures for their activity. By leveraging information pills, SMEs became more aware about eco-innovation, and successful through updating them the latest finding in eco-innovation, tourism and energy and water efficiency.

Also, collaborating with innovative SMEs allows tourism establishments to diversify and enhance their services. By incorporating new ideas and expertise from new solution

providers, tourism businesses can develop unique and tailored experiences for visitors, resulting in increased customer satisfaction.

Many of the European start-ups are targeting sectors other than tourism, and GREENinMED subgrants are proving that many of the solutions already developed in other sectors can be applied in the tourism sector. Testing the functionalities of a product directly in a beneficiary site (demonstration / experimentation) are essential to adapt it to real needs of the market and identify new potential customers. Partnerships with municipalities, local and regional authorities, and corporations can also facilitate market adoption and the wide implementation of the new developed solutions.

Another opportunity that tourism stakeholders have, other than technology adoption, is to acculture their customers to greener uses and behaviors in terms of waste (recycling) and transport (bicycles at disposal). The national and international visitors are more and more aware of their environmental impacts and willing to be part of the change, step by step.

## Best practices identified during the GREENinMED project

### 1. Technology providers' innovation towards a more sustainable tourism in the Mediterranean area

#### France

Capenergies, through the GREENINMED subgrants direct funding call, has supported **3 SMEs** to finalize the development of new solutions to generate water and energy savings, and to implement them to respond to the problems of tourist establishments volunteering as demo-site.

- AQUATECH Innovation, HIMYDATA in collaboration with IMREDD, INSITU Systems
- Camping de la Foux and Camping Le petit mousse



[Read the video below to discover more](#)



# GREENinMED

Speeding up the MED SMEs' uptake of eco-innovative solutions in energy and water management



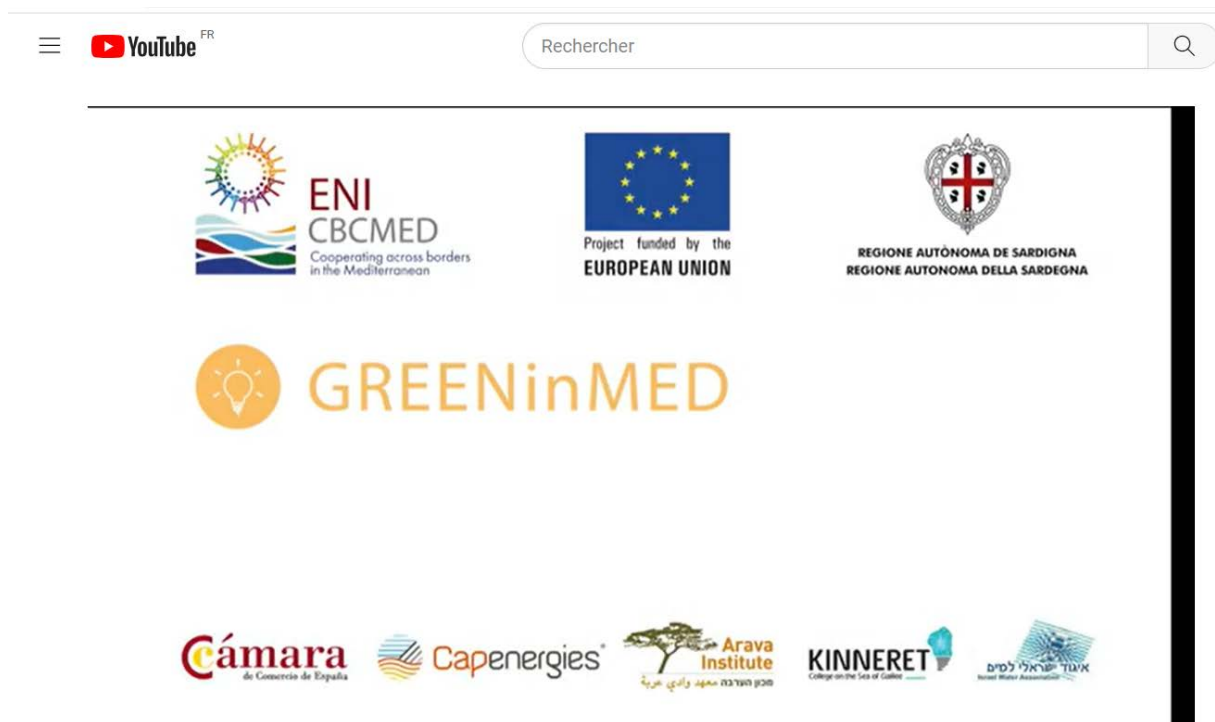
## Israel

ARAVA Institute and KINNERET College teams through the GREENINMED subgrants direct funding call, have supported **7 SMEs** to finalize the development of new solutions to generate water and energy savings, and to implement them to respond to the problems of tourist establishments volunteering as demo-site.

- Oasis, Bing Kalima, Efal Technologies, Keren Energy, Ket water, Eco wave power, Green slide



[Read the video below to discover more](#)



GreeninMed



## Spain

CCI Spain team, through the GREENINMED subgrants direct funding call, have supported **4 SMEs** to finalize the development of new solutions to generate water and energy savings, and to implement them to respond to the problems of tourist establishments volunteering as demo-site.

- Aquasolvent, Mediterranean Algae, TM Digital and Métrica 6






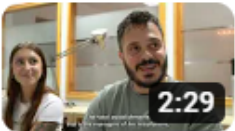
[Read the video below to discover more](#)



### Casos de éxito de GREENinMED

Cámara de Comercio de España - 1/4

↺ ↻ ⋮

-  **Caso de éxito del programa GREENinMED - Aquasolvent**  
Cámara de Comercio de España  
2:28
-  **Caso de éxito del programa GREENinMED - Mediterranean...**  
Cámara de Comercio de España  
2:28
-  **Caso de éxito del programa GREENinMED - TM Digital**  
Cámara de Comercio de España  
2:17
-  **Caso de éxito del programa GREENinMED - Métrica 6**  
Cámara de Comercio de España  
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## 2. Tourism accommodations with eco-environmental strategies

### Nice Smart building (France)

Real-estate programme called SMART BUILDING UNITY demonstrates the path towards energy efficiency in tertiary buildings, including two hotels, offices and shops.



The real-estate programme Unity, headed by the property developer Nacarat.

Located in the centre of the *Grand Arénas* – the international business district in the Eco-Vallée park in Nice, the Dalkia Smart Building energy service company is designing and developing a smart-grid power system for this programme, which will be used to provide heating, domestic hot water and air-conditioning. It will use about 50% locally sourced renewable energy via solar thermal panels and air-source heat pumps (recovery of heat from the outside air). A smart energy storage system will also be used to adapt production to real-time consumption.

To improve the project's overall efficiency, **Dalkia Smart Building** also plans to equip the lifts with an energy recovery device, and to install electric charging stations for 19 parking spots in partnership with Sodetrel.

## Marseille "Clef Verte" label management (France)



**Marc Thepot, Chairman of Tourist Office & Convention Bureau in Marseille,** presented a case study on Marseille's strategy for making its tourist accommodation more sustainable, particularly through the *Clef Verte* (green key) label. This programme awards labels to hotels and serviced apartments in Marseille that have made improvements to become more environmentally friendly, with the final objective of providing a greener hotel industry for the summer Olympics in 2024. The *Clef Verte* label aims at encouraging the hotel industry to make improvements in 7 key sustainable development areas, including water and energy management.

**Alice Denoix, Director of Hôtel 96** and winner of the *Clef Verte* award in 2021 has for instance, demonstrated the resources that have been allocated to improve energy and water consumption levels in this 15-room hotel situated in the heart of the Calanques national park: the green building design, a permaculture approach, and the installation of PV solar panels.



With the impulse of the LEADER European funding from 2014, the cities communities of Fium'Orbu Castellu and Oriente in eastern Corsica, represented by Annabelle Gossein, created and developed an active network of 65 professionals committed to Ecotourism. They are now supported by ADEME programme to go further into developing sustainability in their services, and their water and energy management as well.

The companies range from restaurants to tourism accommodations, to camping and local producers, share the common objective of developing qualitative tourism that respects the territory, nature and people. They engage into a collective approach with the following propositions:

- Participate in the development of the territory, its natural, cultural, historical heritage and its know-how;
- Conduct a responsible purchasing policy by giving priority to buy local products that limit packaging, are recycled, biodegradable, recyclable, reusable;
- Maintain green spaces without pesticides, with AB labeled products or by alternative treatments (thermal weeding, mulching of beds, etc.)
- Prioritize suppliers and service providers who have a similar approach and if possible in a short circuit;
- Reduce waste production;
- **Preserve water resources and limit energy consumptions.**



## Eco-tourism in the desert and remote locations (Israel)

At Kibbutz Lotan's Center for Creative Ecology, low-tech green building methods and solutions for water and energy efficiency, such as biogas digesters, straw bale mud-building, and solar ovens and stoves.

The Neot Smadar Guest House presents a unique view on eco-tourism in the desert, leading to a discussion on the over-all sustainability of tourism in general.

After these two small-scale guesthouses, the Six Senses Shaharut provides a completely different perspective. This luxury hotel's mission is to provide tourists with a high-end comfortable stay in a very remote location, while keeping its negative environmental impact to a minimum. It is the first Israeli hotel to receive the LEED Certification from the US Green Building Council, it relies on treating its own wastewater, a solar power plant, smart energy and water efficient technologies, various green building methods, and a general attention to sustainable use of the naturally present resources of the area.

At Kibbutz Ketura Israel's first solar field, and the Off-grid Technology Demonstration Village at the Arava Institute, an exhibition and active testing ground for new developments that provide off-grid solutions to energy needs in communities, making some of them very relevant as an option for more energy efficiency in hotels as well.



*GREENinMED study visit at Kibbutz Lotan and eco-tourism in the desert, Israel in May 2022*

## The Hevel Eilat regional council (Israel)

This small municipality has a large number of small-scale hotels and bed-and-breakfasts, many of which offer eco-tourism experiences. Its location in the year-round sunny Arava desert also puts it in a unique position to profit from solar energy and innovative water management technologies. They demonstrate transboundary tourism in the Arava, Negev and Sinai desert regions ; green building standards and certifications in Israel and the world ; available green energy solutions, technologies and solutions for energy and water management as they are being applied in the city of Eilat ; political and social aspects of climate change and their implications on the tourism sector ; small-scale solution for water reuse in hotels, businesses, or municipal institutions ; the impact of climate change on tourism infrastructures in Israel and smart water saving solutions for hotels.

## The Gai beach hotel, Tiberias (Israel)

The Gai beach hotel is known for its continuous activities towards a better energy and water Conservation. During WP3 of the GREENinMED project, the hotel received consulting as part of the innovation vouchers system.

On the basis of an energy efficiency report and suggestions for improving/upgrading procedures and systems the Beach Guy Hotel mobilized for serious activity on the issue. Several project and activities are being carried out and planned to be executed as part of the outcomes on the consultancy received:

Use of diesel fuel for heating purposes has been stopped. The diesel is only a backup in case of emergency

- As a replacement, heat exchangers were purchased and put into use
- The equipment plan will be implemented at the beginning of 2024, in which the chillers on the roof will be replaced with two heat pumps for cooling and heating purposes as needed (winter or summer), on an ongoing basis.



- The lighting of the public areas in the hotel is being measured and examined, while it is being divided into modules with individual control (the above according to the hours of the day, seasons, and regional division)
- The use of wind power production is being measured and examined in order to integrate vertical wind turbines on the roof of the hotel. The above on the northern sides of the hotel roofs and above the entrance lobby
- The cleaning regimen of the photovoltaic solar system on the hotel roof has been upgraded
- The jacuzzi water temperature sensing mechanism and the flow control have been repaired.

*PV system on the roofs of the Gai beach hotel.*



## El Hotel Las Arenas Balneario Resort (Spain)

The Hotel Las Arenas Balneario Resort, located in Valencia, renewed its commitment to reducing its carbon footprint, receiving the certification from the Ministry of Ecological Transition. The hotel quantified the Greenhouse Gas (GHG) emissions associated with its organization in 2020, with the aim of knowing its emission sources in order to define future reduction and compensation goals. With the certification, the hotel reflects the level of effort undertaken fighting against climate change.

Other aspects that can be highlighted as part of its environmental policy are the following ones: In 2019, the company obtained the CPC (Carbon Proof Certificate) for its commitment to sustainability. The company also participates in the international environmental certification, in which it measures its commitment and takes actions for continuous improvement; and it has installed 45 chargers for electric cars in its car park as part of its commitment to sustainable mobility.

The hotel also is committed to reduce plastics and fosters the paper use in its facilities. The hotel gives always support to the local community/industry through its collaborations with the neighbourhood and the city, as well as with different NGOs of which it is a regular partner and collaborator.



## Second inspiring practice: Águilas Nautical Club (Spain)

The Club Náutico de Águilas has become one of the first nautical clubs in the Region of Murcia to receive the 'Sustainable Port' distinction. This distinction recognizes its commitment to caring for the environment, reducing polluting emissions and controlling the waste generated. Since its origin, the members have been committed to a series of values, such as sustainability. "In 2015, the Nautical Club organization invested half a million euros to undertake a series of improvements in our facilities for solid waste management, the concept of zero dumping at sea and eco-efficiency", said Pedro Juan Pérez-Castejón, Director of the Nautical Club.

The Águilas Nautical Club has made several environmental improvements, such as the installation of hydrocarbon decanters and the renovation of the electrical installation for a more efficient one, with LED lighting and solar panels. In addition, they have dissemination and programs. In summer, they carry out the 'Caring for the Sea' campaign, which involves environmental actions such as beach clean-ups and ecological fishing. The activity consists of "fishing for plastics floating in the sea, all with the same objective of raising environmental awareness".

In addition to the efforts made by the entity with society, together with the Águilas Town Council, they have been developing a free environmental education program for all the children of Águilas. This is a commitment to the environment which also comes with the commitment of the users of the Nautical Club, who also commit themselves to "a decalogue which they sign and receive a symbolic diploma for their commitment to a series of measures to respect the environment.


Finally, it should be mentioned that they organize courses about prevention of marine pollution and in all their regattas, the prizes are made from reusable materials.



# Guidelines to support a better management and innovation with regard to efficiency of water and energy in the tourism sector

All stakeholders from the quadruple helix<sup>2</sup> should uptake the theme of sustainable tourism in order to count effective shift towards more eco-innovated tourism in the years to come. You will find below some concise and step-by-step **recommendations dedicated to small and medium solution providers, tourism accommodations and public authorities**

<p><b>1.</b> To promote your solutions to your local or national support organisations (clusters, universities, public authorities)! Even if your end-user customer is primarily the tourism stakeholders, those entities can help innovative SMEs reaching customers in qualifying your solutions or even finding new partners (R&amp;D for instance).</p> <p><b>2.</b> To test your innovative solutions during the development phase, in a tourism facility (demo-site) to better address the real needs of customers.</p>	<p><b>3.</b> To think cross-sectoral! Public Private Partnership (PPP) should be fostered to encourage new breakthroughs and new water efficient management. PPP could dynamize the regulation of the water sector and the new adoption of water efficient technologies (lower the prices)</p> <p><b>4.</b> Cross-border collaboration in the Mediterranean region may be an opportunity for you! Continuous support to encourage innovation and peer-to-peer collaboration to support water and energy efficiency. The more all the stakeholders collaborate, the better solutions they will find out.</p>
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**The industry sector**

<sup>2</sup> According to Interreg programmes, “the quadruple-helix is an innovation cooperation model or innovation environment in which users, businesses, research actors/universities and public authorities cooperate in order to produce innovations - government, industry, academia and civil participants work together to co-create the future and drive structural changes far beyond the scope of what any one organization or person could do alone.” [HoCare project](#)

1. To assess your on-site data, in terms of water and energy consumption (measure, audit, analysis)! It is the first step to become more efficient.
2. To prioritize the implementation of new solutions depending on your investment capacities and opportunities (maintenance, renovation of quality and performance of existing equipment): currently, there are many qualitative solutions to become more efficient in water and energy management, some of them are easily accessible.
3. To enrol in an eco-label and get recognition for your environment engagement. You can also use carbon foot print calculators online to get data and orient your decisions.
4. To think about public funding! These direct funds can be used by tourism SMEs, with the support and advice provided by energy auditors or water experts.
5. To get support from your local or regional Business Support organisations to identify funding opportunities, solutions providers, potential partners. More workshops or networking sessions should be organized by public institutions on this issue.
6. To promote 'low season' tourism with cultural and "small group visitors" to avoid summer and winter peak demands.
7. To invest in training: human uses and habits are the first step towards achieving sustainable development and water/energy savings



The tourism industry



1. To get the [benchmark of GREENinMED solutions](#) to integrate them in your future procurement contracts.

2. To candidate as test site/to host a water or energy saving innovative solution experimentation (tertiary buildings offer great potential to develop functionalities needed by the hotel industry).



3. To launch direct co-funding calls to beneficiaries that are the key decision makers of tomorrow's sustainable tourism (both solution providers and accommodations). Keep track of data achieved and promote concrete results.

4. To include our recommendations in your future policies. And promote a new consumption culture among tourists: For example: "Less is More: less water and energy consumption are better for your life/children, etc". "More consumption does not imply more comfort".

**The public authorities**

## Conclusions - Towards a more sustainable tourism for the Mediterranean

The GREENinMED project, funded by the ENI CBC MED programme, has been a great opportunity to:

- Develop greater knowledge and concrete collaborations among the **water, energy and tourism sectors**;
- Get support via direct coaching, meetings and funding for **both innovative solutions providers and the accommodations facilities** towards sustainability.

The deployed actions have shown the value of producing **energy audits** in tourism establishments, enabling the improved assessment of consumption across beneficiaries' sites. With this analysis, they get the capacity to identify the main energy end-uses and the **impact** that different installations have on their energy bills.

In some hotel cases, energy consumption can be reduced from 20 to 30% when installing the appropriate energy management solutions.

One of the main outcomes of the GREENinMED project is the **Cross-Border Eco-Innovation Support Center to support SMEs in the tourism sector**. Thanks to this, smaller establishments that do not face the same challenges of bigger hotel groups, can engage in an eco-environmental strategy step-by-step. Innovation is related to technologies and solutions that bring new way of producing or consuming water and energy. We talk a lot about energy efficiency, it is also important to bring awareness towards innovative slow tourism, the path towards **sobriety**.

With lower investment capacity, smaller establishments should not be ashamed of starting with accessible, low-hanging fruit: such as changing light bulbs to increase efficiency and modifying tap water installations to reduce consumption. Small changes can reduce energy or water consumptions by 1 to 5 %.

### Some examples of small changes / step-by-step procedures:

- To optimize your establishment water and energy capacities from the moment of design,
- To lower temperatures of comfort for heating and cooling,
- To use more efficient led light bulbs,
- To turn off or on sleep mode all equipment in unoccupied rooms,
- To invest in renovation when the older equipment starts to malfunction instead of paying maintenance costs and do not hesitate to be supported in your choices to identify the better existing/innovative solutions,
- To collaborate only with pre-qualified specialists,
- To choose thermal insulation! It is the key to effective savings and comfort improvements,
- To increase awareness about the environment capacity in your site (ie natural lights during day-hours, option to turn on the mini-bar) in order to limit abusive behaviours disconnected to real needs,
- To engage your staff and your customers to be more engaged and environment-friendly through awareness or incentives rewards programmes for instance.

Public authorities should understand this as a **progressive development** that needs investment from different public and private fundings opportunities. Fostering collaboration and public-private partnership among public authorities, tourism stakeholders and the private sector (restaurants, hotels, camping) with support from European, national or regional fundings can spur changes and make a difference, leading to new water and energy management trends by SMEs and customers. **Societal uses** (aware consumers behaviours, active mobility, bikes, slow tourism) should also be taken into account to encourage more responsible practices and habits.



Mediterranean Interreg Programmes aim to facilitate cross-fertilisation processes and closer collaboration to support social sustainable development. The sustainability of tourism<sup>3</sup> is a strong thematic in policies and funding programmes opportunities to come. With the European support, the GREENinMED project has established new ways of collaboration between Israeli and European Institutions to support Mediterranean SME growth in the tourism sector. GREENinMED collaboration demonstrates the many opportunities ahead to capitalize on the current shared results.



<sup>3</sup> Since 2021, the Interreg Maritime ItalyFrance, NEXT MED and Euro-MED, Territorial Cooperation Programmes, have been working together to mainstream the results of the Sustainable Tourism projects they financed so far. They share a [toolkit](#) which gathers some of the best transferable and most valuable results, creative tools and governance papers to concretely support stakeholders in solving issues they face across the Mediterranean in developing a vibrant, sustainable and responsible tourism sector.

## **Annex 1: Public funding opportunities dedicated to SMEs to support sustainable tourism and innovation in Spain**

### **1.1. For tourism facilities**

#### **1.1.1. National funding, programmes managed by the Spanish National Administration**

[Incentives for the implementation of energy rehabilitation actions in existing buildings in municipalities with demographic challenges.](#) To provide incentives for the energy refurbishment of existing buildings in municipalities with demographic challenges located in Andalusia, with the aim of reducing final energy consumption and carbon dioxide emissions.

#### **1.1.2 Regional funding in for Spanish Mediterranean Tourism SMEs**

Catalonia

[Grants for energy efficiency and circular economy projects in tourism companies:](#)

This grant favours the reduction of final energy consumption and carbon dioxide emissions, through energy savings, improved energy efficiency and the use of renewable energies.

**Andalucía**

[Subsidies for energy efficiency and circular economy projects for tourism companies in Andalusia.](#) These subsidies contribute to the environmental and energy objectives established in the European Union regulations, by carrying out renovation work on existing buildings of tourist accommodation reducing the final energy consumption and carbon dioxide emissions.

## **Valencia**

[Support for self-consumption and storage, with renewable energy sources, and for the implementation of renewable thermal systems.](#) Encourage self-consumption and storage with renewable energy sources.

[Renewable thermal installations in various sectors of the economy:](#) This grant promotes actions aimed at the implementation of thermal renewable energy installations in different sectors of the economy.

[Energy savings and efficiency programme for businesses:](#) The aim of this measure is to facilitate the economic viability of investments in energy saving in companies in the Valencia Region.

[Call for energy efficiency and circular economy grants 2023:](#) This call seeks to reduce the energy demand in heating and air conditioning of tourist accommodation establishments by improving the energy efficiency of their thermal envelope.

## **Murcia**

[Grants for energy efficiency projects in tourist accommodations:](#) This grant contributes to the financing of energy efficiency and circular economy projects in tourism companies.

## **Balearic Islands**

[Aid for the decarbonisation of the nautical sector in the Balearic Islands:](#) This grant promotes the promotion of the decarbonisation of the nautical sector with the aim of the electrification of maritime transport, supporting the transformation or acquisition of small vessels, the acquisition of machinery by shipyards and workshops necessary for the transformation into zero-emission vessels and the acquisition and/or transformation of regular or commercial zero-emission vessels.

[Aid for the implementation of thermal renewable energies in different sectors of the economy.](#) Increasing the production of renewable electricity, reducing energy consumption and CO2 emissions.

## 1.2 For innovative solutions providers

### 1.2.2 National funding

[CDTI-LICA](#): Capacity building of companies proposing technologically innovative investment projects that facilitate their growth.

[CDTI-Innovation-LIC](#): Support for applied projects to improve the competitiveness of the company through the incorporation of emerging technologies in the sector.

[CDTI-NEOTEC 2023](#): Supporting the creation of technology-based companies with a vocation for growth, contributing to entrepreneurship and accelerating knowledge transfer.

[ENISA- Young Entrepreneurs](#): Support the investments required by the business project in its initial phase by young entrepreneurs.

[ENISA- Entrepreneurs](#): Supporting the early stages of SMEs promoted by entrepreneurs, with no age limit.

[Sustainability program](#): Improve the productivity and competitiveness of micro, small and medium-sized enterprises through continuous innovation through actions related to energy efficiency, carbon footprint reduction, circular economy, and Agenda 2030.

[Innovation program](#): The InnoCamaras Programme aims to contribute to the improvement of the competitiveness of small and medium-sized enterprises, through the adoption of a culture in favor of permanent innovation in order to achieve sustained economic growth. Incorporate innovation as a key competitive tool in the strategy of small and medium-sized enterprises.

### 1.2.3 Regional funding in Spanish Mediterranean Regions.

#### Catalonia

[Startup Capital](#): It is a direct support for emerging technology startups that need funding to carry out the initial phases of the business, develop their product or service and validate the business model to reach the market.

#### Valencia

[INNOVA-CV 2023](#): To promote innovation in small and medium-sized enterprises in the Valencian Community. Through this program, subsidies are offered to support

innovative projects in different areas, such as the introduction of new products, the improvement of production processes, the implementation of quality or environmental management systems, among others.

[Emprén](#): To promote entrepreneurship and the creation of new companies in the Valencian Community. This program offers a series of services and resources to support entrepreneurs at all stages of the business creation process. The services offered by the Emprén Valencia program include personalized advice; training; access to financing; networking and events. The goal of the Emprén Valencia program is to help entrepreneurs create sustainable businesses and foster economic growth in the Valencia region.

## **Murcia Region**

[Business Innovation Grants Programme](#): To promote innovation in companies in the Region of Murcia, supporting projects that involve the introduction of significant improvements in products, processes or services. It contemplates two modalities: Aid for individual innovation projects and aid for cooperative innovation projects.

[Aid programme for the Creation of Technology-Based Businesses](#): To promote the creation and consolidation of technology-based companies in the Region of Murcia, through support for innovative projects with high growth potential, which contribute to economic development and the generation of skilled employment in the region.

## **Andalusia**

[Andalucía Open Future](#): This is a call for the acceleration of technology startups in Andalusia. Thanks to a personalized methodology of mentoring and monitoring, startups are promoted in our four acceleration spaces in Seville, Malaga, Almeria, and Cordoba. As part of the program, different prizes and competitions are organized for startups and entrepreneurs who stand out for their innovation.

[Minerva Program](#): This program aims to boost technological entrepreneurship and innovation in the region of Andalusia, Spain. It focuses on supporting startups and entrepreneurs in the creation of innovative companies in strategic sectors such as technology, culture, tourism, and heritage. Through a six-month acceleration process,

selected entrepreneurs receive training, mentoring, advice and access to funding and resources to develop their projects.

### **Balearic Islands**

[Funding for innovative business clusters in the Balearic Islands](#): This fund promotes the creation, consolidation and improvement of the Innovative Business Groups of the autonomous community of the Balearic Islands, through financial support for their activities and services.

## **Annex 2: Public funding opportunities dedicated to SMEs to support sustainable tourism and innovation in France**

As a preamble, it is essential to remember that only work and studies carried out by a pre-qualified company called "RGE" (Recognized Guarantor of the Environment) give access to financial aid from the State, ADEME, the Region or the department. A list of RGE professionals is available on the website: <https://www.faire.gouv.fr/trouvez-un-professionnel>

The France Renov website provides renovation advice for small tertiary businesses: <https://france-renov.gouv.fr/>

It is also useful to remember that the owners and occupants of buildings for private or public tertiary use are concerned by the French tertiary decree, the objective of which is to reduce the final energy consumption of floor area  $\geq 1000 \text{ m}^2$  and distributed over one or more buildings with the same property unit. More specifically, the aim is to reduce final energy consumption by at least: 40% by 2030, 50% by 2040, 60% by 2050, and this, in relation to the consumption of a reference year (not necessarily calendar), 2010 or later than 2010.

The solutions identified in the audit therefore contribute to achieving the objectives of the tertiary decree.

The site: <https://www.aides-entreprises.fr/> is also useful for knowing all the public financial aid for businesses innovation in France.

### **2.1 National aids**

#### **2.1.1 Environment Agency and Energy Management (ADEME)**

A single address has been created to submit projects, access calls for projects and find out about ADEME's funding mechanisms, the Agir platform:

[www.agirpouurlatransition.ademe.fr/entreprises](http://www.agirpouurlatransition.ademe.fr/entreprises)



### **2.1.2 France Relance – The “Sustainable Tourism” Fund**

As part of France Relance and replenished by the "Destination France" Plan, the Sustainable Tourism fund aims to support, through financial aid, tourism operators (VSEs/SMEs and associations located in rural areas) in their transition to sustainable tourism. Endowed with 4 million euros, this new call for projects aims to support, via investment and engineering subsidies, project leaders by covering part of the costs related to the transition, emergence and maturation of sustainable tourism projects that are part of a slow tourism or ecotourism approach. It is thus a question of contributing to the transition of the tourism sector, and to the emergence of a quality offer, able to meet the new expectations of visitors in terms of respect for the environment and populations.

The Enterprise Directorate General (DGE in French), which has been working for several years on the structuring of sustainable tourism in France, is co-piloting the implementation of this call alongside ADEME.

The aid aims to:

- reduce and control fixed costs (energy, water, waste, food waste);
- anchoring in the territories and the local value chain with quality products (short local and quality circuits, sustainable synergies with local tourism players and local producers);
- promote ecological commitment as a competitive advantage and point of differentiation by promoting approaches (communication tools).

All the details for filing an application are available on the page:

<https://agirpouurlatransition.ademe.fr/entreprises/aides-financieres/2023/fonds-tourisme-durable-restaurateurs-hebergeurs-accelerez-transition-0?cible=79&region=29>

### **2.1.3 Recovery Plan for the tourism sector – FIT 2**

Launched in August 2020 as part of the Plan de Relance Tourisme, a recovery plan for the tourism sector led jointly by Banque des Territoires and Bpifrance, the French

investment fund (FranceInvestissement Tourisme 2 -FIT 2) helps French small businesses and mid-caps in the tourism industry revive their business activities post-pandemic. Initially endowed with €186 million, the fund will receive an injection of €54 million from existing investors, increasing it to €240 million in total and enabling investments to continue in 2023.

Since its creation, FIT 2 has supported 44 companies and completed 54 transactions, for a total of €156 million invested as of 31 December 2022. The fund portfolio is 45% companies in the accommodation sector, 25% recreation, 16% dining, 9% intermediaries and 5% tourism solutions.

In particular, FIT 2's investments have first allowed small businesses and mid-caps to amass own funds and weather the crisis, and then helped them to redeploy with growth capital transactions to speed up their recovery.

By participating in the transaction, Banque des Territoires and Bpifrance are building on a commitment they first began in August 2020 under the tourism recovery scheme Plan de Relance Tourisme. The EIB is involved through the European Fund for Strategic Investments (EFSI) as part of the Investment Plan for Europe (also called the Juncker Plan).

This transaction should enable a year of further investment maintaining a similar objective: to accelerate the recovery of tourism operators by promoting growth capital transactions. The goal of FIT 2 is to rally co-investors in this segment, creating a ripple effect and boosting investor confidence in the industry ecosystem. Beyond this financial contribution, Bpifrance is also offering tailored consulting centred around two pillars: digitalisation and integrating environmental considerations.

### **2.1.3 Energy Saving Certificates (CEE)**

Energy efficiency work can be promoted through the Energy Savings Certificates system (CEE, <https://www.ademe.fr/certificats-deconomie-denergie-entreprises>). To benefit from CEEs, the beneficiary company must call on suppliers/installers of equipment eligible for CEEs. Design offices can support companies upstream on project

engineering and the identification of actions eligible for CEEs. All the details of the approach for the promotion of energy efficiency operations are available in the document downloadable at: <https://www.ademe.fr/certificats-deconomie-denergie-entreprises>

The sheet relating to the collective solar water heater: <https://www.ecologie.gouv.fr/sites/default/files/BAT-TH-111.pdf>

The sheet relating to the installation of air/water or water/water type heat pumps is as follows: [https://atee.fr/system/files/2020-01/bat-th-113\\_mod\\_a28-3\\_a\\_compter\\_du\\_01-01-2019\\_0.pdf](https://atee.fr/system/files/2020-01/bat-th-113_mod_a28-3_a_compter_du_01-01-2019_0.pdf)

The sheet relating to the insulation of the walls:

<https://www.ecologie.gouv.fr/sites/default/files/BAT-EN-102%20v%20A27-2%20%C3%A0%20count%20of%2001-04-2018.pdf>

The list of all the tertiary sector sheets is available at this address: [https://www.ecologie.gouv.fr/operations-standardisees-deconomies-denergie#scroll-nav\\_6](https://www.ecologie.gouv.fr/operations-standardisees-deconomies-denergie#scroll-nav_6)

### **2.1.4 The Tertiary Boost**

The purpose of this system is to financially encourage the owners or managers of tertiary buildings to replace their heating or domestic hot water production equipment using coal, fuel oil or gas other than condensing gas, where possible, with a connection to a heating network supplied mainly by renewable or recuperated energies or, failing that, in the event of technical or economic impossibility of the connection, the installation of heating equipment or the production of domestic hot water consuming neither coal nor fuel oil. The bonuses are paid, within the framework of the energy saving certificates (EEC) system, by the signatories of the charter "Helping boost for tertiary buildings". These are mainly energy sellers and their delegates.

The operations concerned are those whose commitment date, after the effective date of the charter, occurs from May 20, 2020 until 2025 and the completion date by December 31, 2026.

The total volume of energy savings certificates issued for a given operation is, for example, multiplied by 3 for actions covered by the standardized operation sheet BAT-TH-113 "Air/water or water/water type heat pump" when the installed heat pump replaces an inefficient gas boiler.

The details of the Tertiary Helping Hand offer are available on the website:

<https://www.ecologie.gouv.fr/coup-pouce-chauffage-des-batiments-tertiaires>

### **2.1.5 The BPI energy saving loan (PEE)**

The Energy Savings Loan is offered by BPI, the French public investment bank, for amounts of €10,000 to €500,000 and intended for companies wishing to acquire equipment to improve energy efficiency. It can finance the equipment and the inseparably associated work. Eligible companies are VSEs and SMEs created more than 3 years ago (or created for the takeover of an establishment more than 3 years old) and financially sound. The investment may relate to equipment aimed at improving the following positions: lighting, cooling, heating, air conditioning, electric motorization.

<https://www.bpifrance.fr/catalogue-offres/transition-ecologique-et-energetique/pret-economies-denergie-pee>

To contact the BPI:

<https://contacts.bpifrance.fr/serviceclient/demandes>

### **2.1.6 The Heat Fund**

Funding is offered by ADEME for carrying out feasibility studies and for carrying out investments via the Heat Fund. The Fund is intended for collective housing, communities and businesses. In particular, funding for AMO or MOE services (diagnosis

and support for projects) for investment projects is planned. The practical arrangements and the filing of files are done on the site:

<https://agirpoulatransition.ademe.fr/entreprises/aides-financieres/2023/etude-faisabilite-dinstallation-solaire-thermique>

ADEME contacts in the PACA region are available on the website:

<https://paca.ademe.fr/collectivites-et-secteur-public/deployez-votre-projet-denergie-renouvelable-thermique-ou-de-recuperation>

### **2.1.7 Aid specific to solar photovoltaic projects**

Different aids are provided for photovoltaic solar projects, which depend on the type of project (total sale or individual or collective self-consumption). A purchase obligation is provided for producers of photovoltaic electricity who inject electricity into the network, at a price set by law. The site [www.photovoltaique.info](http://www.photovoltaique.info) lists the different types of project and useful information for setting up the project.

## **2.2 Regional aid**

### **2.2.1 Region Sud – support for tourist accommodation**

The South Region has implemented a support system for a quality commercial accommodation offer, that is to say of excellence, exemplary and environmental by aid for renovation, upgrading and diversification of this offer. Renovation works are eligible for this support in the "exemplary" section (reduction of energy consumption and use of renewable energies contributing to achieving at least class C of energy performance of the building, heating and cooling, domestic equipment, lighting ...).

The subsidy is 100k€ maximum (50% of the amount excluding VAT with a label).

All the details for submitting the file are available on the page: <https://www.maregionsud.fr/aides-et-appels-a-projets/detail/soutien-a-lhebergement-touristique>

### **2.2.2 Region Sud – Solar Plan**

The South Region has set up a regional solar plan to support the development of solar installations in the territory. Aid is available for studies (aid rate between 50% and 70%) and the construction of photovoltaic solar installations (aid rate up to 30%) and thermal (aid rate up to 50%). All the details of the Solar Plan are available on the website:

[https://oreca.maregionsud.fr/fileadmin/Documents/Appels\\_a\\_projets/2022\\_-\\_Solar\\_Plan\\_Regional.pdf](https://oreca.maregionsud.fr/fileadmin/Documents/Appels_a_projets/2022_-_Solar_Plan_Regional.pdf)

### **2.2.3 Corsica – aid for tourism 2022-2027**

The Corsican Tourism Agency (ATC) coordinates all actions for the development of tourism in Corsica: among these actions, support for the creation and/or development of tourist businesses with the aim of having a diversified and attractive offer corresponding to the expectations of the different clienteles. The ATC has made available a guide listing the aid for this strategy of adaptation and development of the tourist offer: <https://www.corsica-pro.com/fr/developpement/request-une-aide>

### **Annex 3: Public funding opportunities dedicated to SMEs to support sustainable tourism and innovation in Israel**

In Israel, the innovation authority supports startups of companies that produce innovative technologies in various fields. Normally, there is no dedicated budget for specific fields but there is a great interest to support and promote companies that contribute to conservation and improve energetic efficiency,

Specific areas and companies that received support are specified in the following link:

[https://innovationisrael.org.il/general\\_content/6540](https://innovationisrael.org.il/general_content/6540)



## **Annex 4: Public funding opportunities dedicated to SMEs to support sustainable tourism and innovation in Europe**

The European Union is completely involved in supporting a more sustainable tourism in its funding programmes, including interregional coordinated programmes like Interreg Med and the neighbourhood programme like Interreg Next med (former ENI CBC MED)

You can find online the guide on Eu funding for tourism that references all opportunities: [https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide\\_en](https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide_en)

### **Open tourism calls**

Tourism-related calls in [funding and tenders from the Single Electronic Data Interchange Area](#)

### **Selected calls for SME support under the Single Market Programme**

- [RESETTING - Second call for tourism SMEs](#) (TOURINN-01-2020, RESETTING)
- [SMEs TRAnsition for a European Circular Tourism Ecosystem](#) (SMP-COSME-2021-TOURSME-01), deadline 30 June 2023 (17:00)
- [ACCELERATOR call for supporting SMEs in the tourism sector](#) (SMP-COSME-2021-TOURSME-01), deadline 04 July 2023 (17:00)
- [European Tourism Sustainability Monitoring 2030](#) (SMP-COSME-2021-TOURSME-01), deadline 5 July 2023 (17:00)
- [ECOTOURS - MSME's support for circular tourism](#) (SMP-COSME-2021-TOURSME-01), deadline 10 August 2023 (17:00)

### **Selection of future and currently open funding & tenders**

- [Development of Product Environmental Footprint Category Rules \(PEFCRs\) and Acquisition of Relevant Environmental Footprint \(EF\) Compliant Datasets](#)

[for Hotel Accommodation Sector](#) (GROW/2023/OP/0001), deadline 13 June 2023 (16:00)

- [European Urban Initiative Innovative Actions – Sustainable tourism](#) (Second call for proposals) deadline October 2023
- [Supporting the sustainability and resilience of EU tourism destinations](#) (GROW/2023/OP/0002) deadline 20 June 2023 (16:00)
- [Systemic circular solutions for sustainable tourism](#) (HORIZON Innovation Actions, planned opening 17/10/23, HORIZON-CL6-2024-CircBio-01-4) deadline 22 February 2024 (17:00)

**Selected calls focussing on innovation and/or sustainability (not tourism-specific)**

- [Circular Economy, resources from Waste, Air, Water, Soil, Noise, Chemicals, Bauhaus](#) (LIFE-2023-SAP-ENV-ENVIRONMENT) deadline 6 September 2023 (17:00)
- [Nature & Biodiversity and Circular Economy & Quality of Life](#) (LIFE-2023-PLP-NAT-ENV, includes topics related to the management of Nature 2000 sites and other protected areas), deadline 7 September 2023 (17:00)
- [Climate Change Adaptation](#) (LIFE-2023-SAP-CLIMA-CCA, includes management of coasts and marine areas, climate-proofing of buildings) deadline 21 September 2023
- [Additional activities for the European Partnership for a climate-neutral, sustainable and productive blue economy](#) (HORIZON Programme co-funded actions, planned opening 17/10/23, HORIZON-CL6-2024-GOVERNANCE-01-1) deadline 28 February 2024 (17:00)

Last updated: 22 May 2023