

torino 2006

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**Service contract for the promotion and implementation of the EU-
Eco-label for tourist accommodation services in the area of the 2006
Olympic Winter Games in Turin**

INTERIM REPORT

April 2005



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1 SUMMARY

This interim report has been drafted according to the "service contract for the promotion and implementation of the EU Ecolabel for tourist accommodation services in the area of the Olympic Winter Games 2006 in Torino".

This report describes each activity foreseen in the project plan and the related progress results.

The technical reports produced during the project activities (project presentations, gap analysis and improvement plans for the tourist facilities, feasibility study for the Eco-label application to the Olympic Village) are not enclosed to the present report. All these documents are available upon request in Italian language.

2 PROJECT ACTIVITIES

2.1 **Step 1 - Identification and active involvement of interested parties of the tourist sector, in order to raise awareness for the European Eco-label.**

ACTIVITIES PLANNED

TOROC will identify and involve in the project all relevant interested parties of the local tourist sector, in particular:

- *The local tourist federations and associations (such as Federalberghi, the Turin Chamber of Commerce, the local tourist promotion agencies)*
- *Hotels owners, but also camping, hostels and B&B managers and/or owners*
- *Other interested parties, such as environmental and consumer NGOs.*

The involvement of the tourist federations and associations will be facilitated by the strict relationships that TOROC has already made with them, in the perspective of staging the Games. Some of these subjects are represented in the TOROC's Board of Directors, therefore are integrated in the Games organisation process.

The involvement of the hotels owners will be guaranteed in a similar way by the relationships established by TOROC'S Accommodation Department. Moreover, a potential source of applicants could be the participants in the above mentioned RESHOT project. At present, 30 hotels of the Olympic area (Torino and alpine ski resorts) have joined the initiative and 20 energy audits have been carried out in those facilities. We expect that a relevant part of them could be interested in the EU Flower application.

Finally, the involvement of the NGOs will be guaranteed by the TOROC's Environmental Advisory Assembly. As set out in its Articles of Association, TOROC's board of directors is flanked by the Environmental Advisory Assembly, providing the most representative environmental organisations and institutions with an opportunity to compare notes, to verify the environmental compatibility of the interventions and to promote programmes that valorise and protect the Olympic territory. Among the members of the Assembly there are WWF, Legambiente, Friends of the Earth, Italian Touring Club, CODACONS (Consumer Association).

In order to inform and involve all interested parties indicated above, some meetings will be held regarding the project and the knowledge of the European Eco-label and its competitive advantages.

Besides, in collaboration with the tourist associations, an "ad hoc" promotional campaign will take place in order to involve all hotels owners and other accommodation facilities managers through information materials (brochure) and seminars to describe in detail the EU Eco-label, its advantages and modality to apply for.

The step 1 will be carried out in close cooperation with the following subjects:

- *The Italian Competent Body;*
- *The Italian National Agency for the Protection of the Environment and for technical services (APAT);*
- *The Regional Environment Protection Agency (ARPA Piemonte)*
- *The Province of Torino.*



All these subjects have institutional roles or specific commitments in the promotion of the EU Flower at national and local level. All of them are showing a big interest in this project and will assure their support, as stated in the letters enclosed to the proposal.

ACTIVITIES CARRIED OUT

The activities have been carried out in collaboration with Macroscopio.

In particular, the involvement of institutional authorities was achieved with a direct meeting with APAT (Italian Environment Protection Agency), held the 19th of October 2004 during a seminar in Orta concerning the promotion of the EU Ecolabel for tourist accommodation services.

The 8th of November 2004 a meeting was carried out with ARPA Piemonte (Regional Environment Agency), the Piedmont Region and the Province of Torino, aiming to present project objectives and activities and identify possible synergies with other institutional activities.

The 1st of March 2005, the project was presented to the Toroc Environmental Advisory Assembly with the presence of local representatives of main Italian environmental associations. All of them showed a big interest and appreciation for the initiative.

The Turin Chamber of Commerce, the category associations (such as Federalberghi), the Mountain Communities, the local tourist associations (ATL) and the local municipalities were involved directly via a letter informing them regarding the initiative and requesting their support.

The answer, in term of active participation to the project, was not very strong.

The project was also explained during the final meeting of ResHot, an initiative financed by the European Commission within the Altener Programme, about the energetic improvement of accommodation structures, whose Toroc is co-financer. The meeting was held at the presence of the Italian partners (City of Torino and Province of Torino) and all the accommodation structures who participated in ResHot. Some of them showed interest to the Ecolabel and joined the Toroc initiative.

The involvement of the hotel and other accommodation facilities owners was achieved by different ways:

- a letter of presentation sent by Toroc to all the existing accommodation structures in the area of the 2006 Olympic Winter Games (hotels, B&B, farmhouses, mountain huts);
- two seminars, held the 30th of November 2004 in Pinerolo and Oulx (two municipalities hosting the Olympic competitions), addressed to accommodation facilities owners.
- The above mentioned ResHot meeting.

In general, the answer of the hotel owners to these initiatives was quite good and it allowed to achieve the number of participants foreseen in the project objectives. The seminars in Pinerolo and Oulx were globally attended by about thirty participants.

The next 18th of May, during the Eco-efficiency biennial in Turin, Toroc will make a presentation of the project within a seminar on sustainable tourism.



2.2 Step 2 - Identification of potential applicants to be involved in pilot projects for the EU Eco-label award.

ACTIVITIES PLANNED

After the information seminars, an indicative number of 8-10 hotels owners and other facilities managers will be identified for the start of pilot projects to the EU Eco-label award.

The selection will be based on the following parameters:

- Interest shown regarding the EU Eco-label (seminars participation, knowledge regarding the label etc.)
- Possibility to apply the EU Eco-label criteria to the accommodation facility (product group definition compliance, environmental issues etc.)

Reproduction potential and transferability to similar facilities.

ACTIVITIES CARRIED OUT

As a follow-up of the previous phase, **fourteen** tourist accommodation structures expressed their interest in participating to the pilot projects.

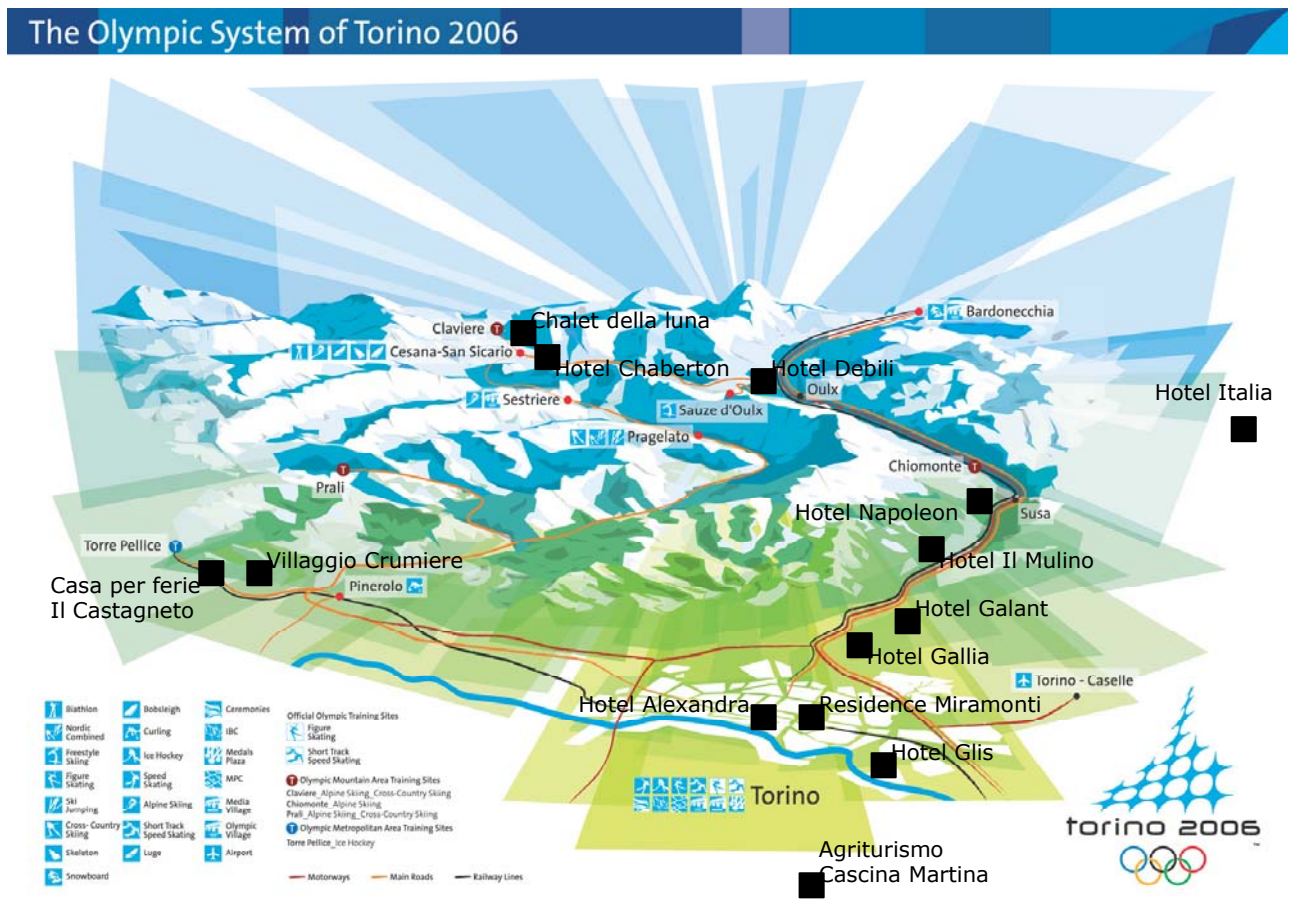
They were all visited by Toroc and Macroscopio, in order to evaluate their real interest in the potential application of the EU Ecolabel. Afterwards they were included in the final list as indicated in the table below.

Hotels	Location	Website
Casa Alpina "Chalet della luna"	Claviere (TO)	-
Hotel Chaberton	Cesana Torinese (TO)	www.hotelchaberton.com
Hotel Glis	San Mauro Torinese (TO)	http://www.hotelglis.it
Hotel Gallia	Pianezza (TO)	-
Hotel Galant	Venaria (TO)	http://www.hotelgalant.it
Hotel Debili	Sauze d'Oulx (TO)	www.hotelholidaydebili.it
Hotel Italia	Coassolo Torinese (TO)	www.hotelitaliasaber.it
Residence Miramonti	Torino	-
Hotel Alexandra	Torino	www.hotel-alexandra.it
Villaggio Crumiere	Villar Pellice (TO)	www.agesse.it
Hotel Napoleon	Susa (TO)	www.hotelnapoleon.it
Agriturismo Cascina Martina	Dogliani (CN)	www.geocities.com/cascinamartina



Hotel Il Mulino	Mattie (TO)	www.mulinomattie.it
Casa per ferie "Il castagneto"	Villar Pellice (TO)	www.ghironda.com/vpellice/pages/930779.htm

Twelve structures are located within the territory where the Olympic Winter Games will take place. Among them, there is an equal distribution among the metropolitan area (five structures in Torino, San Mauro, Venaria, Pianezza) and the mountain area (seven participants in Susa, Sauze d'Oulx, Cesana, Claviere, Mattie, Villar Pellice). The two remaining facilities (Hotel Italia and Agriturismo Cascina Martina) are located respectively in the Lanzo Valley (30 km from Torino near the Caselle Airport) and in the "Langhe" area (about 60 km south from Torino). However, both these structures belong to the extended accommodation area influenced by the Olympic Winter Games. The geographic location of each facility within the Olympic System is shown in the following map (out of scale).



The typology of the participants include nine hotels, 1 residence/hotel, 1 farm house (Cascina Martina) and three accommodation structures for families and youths (Chalet della Luna, Il Mulino and Il Castagneto).

The size of the facilities is generally small. Most of the structures are micro-enterprises with less than 10 employees, while three of them (Glis, Gallia and Galant) are small enterprises with less than 50 employees.



As a general consideration, the adhesion of the accommodation facilities to this project has been good and higher than expected. Such result is due to the following main reasons:

1. the opportunity to be included in the environmental communication of the Olympic Winter Games and therefore the possibility to get a special visibility before and during the event;
2. the possibility to have a free of charge analysis of the compliance to the EU Ecolabel criteria, without necessarily commit themselves to apply for the flower.

However, all the participants express their willingness to complete the project and apply for the Ecolabel, depending on the costs required to get the compliance with the criteria. Most of the hotels owners are aware that the use of the Ecolabel can strengthen their market power and contribute to attract the customers which require a certain environmental performance of the accommodation service. That is why the Toroc project has encountered a good interest from facilities located in mountain and natural areas, where the "environmental value" of the territory is already integrated in the service offered to the tourists.

For the same reason, the project has not been attractive for the big and high quality hotels of the city of Torino. These facilities seem not interested in the Ecolabel as a market tool.

A special consideration shall be made about "bed and breakfast". A number of B&B owners participated to the project seminars organised by Toroc and showed a good interest in the Ecolabel; however they decided not to join the project because of the high number of criteria required for the Ecolabel compliance.

In particular they were afraid of the criteria concerning the data collection of energy and water consumption, chemicals and waste, that is considered too time consuming in a B&B, which is often managed by the owner himself.

2.3 Step 3 - Assisting the identified tourist accommodation services in the application process

ACTIVITIES PLANNED

The following activities will be conducted:

1. *Assessment of facility compliance to the EU Eco-label criteria. A gap analysis will be conducted for each facility by documents evaluation and site audit and the results will be described in a report.*
2. *Then, an improvement plan will be defined for each facility in order to carry out all activities and adjustments necessary to comply with the EU Eco-label criteria. The plan will report the timeline, responsibility and costs.*
3. *TOROC will collaborate in the evaluation of the improvement plan application through periodic audits.*
4. *The improvement plan completed, TOROC will collaborate with the hotel facilities to prepare all documents necessary to apply for the EU Eco-label award.*
5. *At the end of pilot project an information document will be prepared regarding the project and main results and issues. The document will be also a guideline to other hotel-accommodation facilities that would like to apply for the EU Eco-label.*

ACTIVITES CARRIED OUT

The assessment of the facilities is carried out through on field visits made by Toroc and Macroscopio. The activities started in January 2005 and the improvement plans will be completed by the end of June.

The updated situation is summarised in the table as follows.

<i>Hotels</i>	<i>Status</i>	<i>Main Results</i>	<i>Possibility to get the Ecolabel</i>
Casa Alpina "Chalet della luna"	Gap analysis completed Improvement plan in progress	Good general compliance, some information still missing (boiler and electronic equipments).	☺
Hotel Chaberton	Gap analysis and improvement plan completed	Good general compliance, need to eliminate disposable products.	☺
Hotel Glis¹	Gap analysis and improvement plan completed <i>Ecolabel application sent to the Italian Competent Body in March</i>	Compliance achieved, strong commitment in Ecolabel	☺☺
Hotel Gallia¹	Gap analysis scheduled in May	-	-
Hotel Galant¹	Gap analysis scheduled in May	-	-
Hotel Debili	Gap analysis scheduled in May	-	-
Hotel Italia	Gap analysis and improvement plan completed	Good general compliance, need to eliminate disposable products	☺
Residence Miramonti	Gap analysis and improvement plan completed	Good general compliance, need to eliminate disposable products, but no agreement with the owner	☹
Hotel Alexandra	Gap analysis and improvement plan completed	Good general compliance, need to eliminate disposable products, expected a decision from the owner	☺
Villaggio Crumiere	Gap analysis scheduled in April	-	-
Hotel Napoleon	Gap analysis and improvement plan completed	Fairly good general compliance, need to eliminate disposable products.	☺
Agriturismo Cascina Martina	Gap analysis and improvement plan completed <i>Ecolabel application will be sent in April</i>	Compliance achieved, strong commitment in Ecolabel	☺☺
Hotel Il Mulino	Gap analysis and improvement plan completed	Good compliance, disposable products not used, strong commitment in Ecolabel	☺☺
Casa per ferie "Il castagneto"	Gap analysis scheduled in April	-	-

All the gap analysis and improvement plan reports are available upon request in Italian language.

Main results and issues emerged are described in § 3.

¹ Same ownership



2.4 Step 4 - Dissemination and communication of results.

ACTIVITIES PLANNED

TOROC will diffuse and communicate main results concerning pilot projects.

Main activities will be:

- 1. organisation of seminars in the area of the Olympic Games;*
- 2. participation to national and international conferences to diffuse the project's results;*
- 3. Communication materials (brochure) preparation and diffusion, before and during the Games.*

Moreover, TOROC will explore the possibility to give to the hotel facilities which get the EU Eco-label a significant visibility in the organisation of the accommodation of the Olympic Family and other delegates which will be in the Torino area during the Games.

ACTIVITES CARRIED OUT

Activities regarding step 4 will start in November 2005, as planned.

At present, Toroc is working on the strategic plan for environmental communication, where the Ecolabel project will be one of the main subjects, within the sustainable tourism communication topic.

The 18th of May, during the Eco-efficiency biennial in Turin, a presentation of the Ecolabel project will be conducted by Toroc within a seminar on sustainable tourism.

This aspect will be furtherly discussed during the interim meeting with the Commission.

2.5 Step 5 - Feasibility study to evaluate the possibility to apply the EU Eco-label criteria in the Olympic Villages.

ACTIVITIES PLANNED

TOROC will make a feasibility study to verify the possibility to apply the EU Eco-label in the Olympic Villages that will be built and used during the Olympic Games (Jan-Apr 2006).

The study will evaluate whether to apply the EU Eco-label criteria to one or more Olympic Villages and obtain the award just before the beginning of the Games (presumably December 2005).

The three Olympic Villages, located in Torino, Bardonecchia and Sestriere are designed and built by the Agenzia Torino 2006, a public body created by the Italian National Law 285/2000, with the specific task to provide the permanent sport venues and the road infrastructures necessary for the Olympics and financed by public money.

TOROC will take the management of these facilities during the course of 2005 until the end of the Games, afterwards they will be returned to the public ownership.

TOROC provided the Agenzia Torino 2006 with "Sustainability Guidelines on design, construction and operation of the Olympic and Media Villages". Most of the requirements included in the guidelines have been acknowledged in the tender process for the Olympic Villages, so the use of environmentally friendly materials and installations is widely foreseen in all the projects.

This scenario represents a good starting point for the feasibility of the EU Flower application, since most of the structural criteria should be satisfied.

ACTIVITES CARRIED OUT

TOROC has identified the Media Village "Italgas" in Torino as the reference Olympic Village to apply the feasibility study. The Italgas structure will be completed by October 2005. After the Olympic Games it will become a University student house, maintaining its attitude of accommodation structure.

The figure below shows the project lay-out.



The feasibility study has been completed in March 2005. The overall report is available upon request in Italian language. The main results of the analysis are summarized as follows.

The Commission Decision 2003/287/CE defines the "tourist accommodation service" as "provision, for a fee, of sheltered overnight accommodation in appropriately equipped rooms, including at least a bed, offered as a main service for tourists, travellers and lodgers. The provision of overnight sheltered accommodation may include the provision of food, fitness activities and/or green areas".

Concerning the Italgas Media Village, the service will provide overnight accommodation in rooms, but also food and other activities concerning conference centres and media offices. The fee will be directly paid by the lodgers (journalists during the Games and students afterwards).

With reference to the application of environmental criteria, both mandatory and optional, the criteria can be divided into "structural" criteria concerning the building characteristics and the "management" criteria concerning the way to conduct the accommodation services.

The management criteria can not be assessed at the moment, due to the absence of a management of the service; this will be contracted in autumn 2005 for the period of Olympic Games. The management criteria could be inserted into the call for tender.

Regarding the structural criteria, the compliance to the Ecolabel has been evaluated with the information taken from the project plan of the Media Village.

Some information are still missing (i.e. energy efficient light bulbs), but a general assessment has been conducted showing that the Village complies with most of the structural criteria of the Commission Decision 2003/287/EC.

In general, the following results emerged:

Mandatory criteria	Not applicable	General Compliance - to be deepened	No compliance / no info	To be implemented
1. Electricity from renewable resources				X
2. Coal and heavy oils	X			
3. Electricity for heating	X			
4. Boiler efficiency		X		
5. Air conditioning			X	
6. Window insulation		X		
7. Switching off heating or air conditioning		X		
8. Switching off lights		X		
9. Energy efficient light bulbs		X		
10. Sauna timer control	X			
11. Water source	X			
12. Water flow from taps and showers			X	
13. Water saving in the bathroom and toilets				X
14. Waste bins in toilets				X
15. Urinal flushing	X			
16. Leaks				X
17. Changing towels and sheets				X
18. Watering plants and gardens				X
19. Waste water treatment		X		
20. Waste water plan				X
21. Disinfectants				X
22. Staff training on detergent and disinfectant use				X
23. Waste separation by guests				X
24. Hazardous waste				X
25. Waste separation		X		
26. Waste transportation		X		
27. Disposable products				X
28. No smoking in common areas		X		
29. Public transportation				X
30. General maintenance and servicing				X
31. Maintenance and servicing of boilers				X
32. Policy setting and action program				X
33. Staff training				X
34. Information to guests				X
35. Energy and water consumption data				X
36. Other data collection				X
37. Information appearing on the Eco-label				X



Optional criteria	Points	Not applicable	To be verified	To be implemented
38. Photovoltaic and wind generation of electricity		X		
39. Heating from renewable energy sources		X		
40. Boiler energy efficiency	1			
41. Boiler NOx emissions			X	
42. District heating		X		
43. Combined heat and power		X		
44. Heat pump		X		
45. Heat recovery		X		
46. Thermoregulation	1,5			
47. Insulation of existing buildings	2			
48. Air conditioning			X	
49. Automatic switching-off of air conditioning			X	
50. Bioclimatic architecture	2			
51. Energy efficient refrigerators, dishwashers, washing machines, and office equipments				X
52. Refrigerators positioning				X
53. Automatic switching off lights in guest rooms	1			
54. Automatic switching off outside lights	1			
55. Use of rainwater and recycled water				X
56. Water flow from taps and shower heads			X	
57. WC flushing			X	
58. Dishwasher water consumption			X	
59. Washing machines water consumption			X	
60. Tap water temperature and flow			X	
61. Shower timers			X	
62. Detergents				X
63. Indoor paints and varnishes				X
64. Dosage of swimming pool disinfectant		X		
65. Mechanical cleaning				X
66. Organic gardens				X
67. Composting				X
68. Disposable drink cans				X
69. Breakfast packaging				X
70. Fat/oil disposal				X
71. Used textiles and furniture				X
72. Environmental communication and education				X
73. No smoking in rooms				X
74. Bicycles				X
75. Refillable bottles				X
76. Paper products				X
77. Durable goods				X
78. Organic food				X
79. Local food products				X
80. EMAS registration or ISO certification of the tourist accommodation				X
81. EMAS registration or ISO certification of suppliers				X
82. Environmental questionnaire				X
83. Energy and water meters				X
84. Additional environmental actions				X
TOTAL	8,5			

A decision about the application of the EU Ecolabel to the Italgas Village is expected in some weeks. It will depend on two main aspects:



- The costs of the management criteria implementation, compared to the budget assigned by Toroc to the Media Village operations;
- The interest shown by the Village post-olympic manager to the Ecolabel as a tool for environmental awareness and market enhancement.

A meeting with EDISU (Local Body for University Services) which will run the Village after the Games is scheduled in April.

If the final decision is positive, the Ecolabel application to the Media Village will be included as one of the goals in the environmental programme of Toroc, established within the EMAS framework, and the compliance with the flower criteria will be required as a mandatory element in the choice of the contractor for the service management of the Village during the Olympics.

3 MAIN ISSUES

The main issues emerged during the first assessments on the accommodation facilities are summarized as follows.

Regarding the *Ecolabel diffusion*:

1. limited knowledge about the EU Ecolabel and main characteristics and possible advantages.

Regarding the *Ecolabel criteria* for tourist accommodation:

1. The high number of criteria has an effect of producing a big quantity of documents to be presented; this is perceived as a time consuming approach.
2. Some criteria, both mandatory and optional, are connected with a management approach instead of an environmental performance approach (i.e. maintenance of equipments, training etc)
3. optional criteria score system is contradictory; in fact the absence of a service or system should give the possibility to obtain a score, more than the use of a service or system with high environmental performances; for example, the air conditioning system absence should be evaluated as high performing, obtaining points the same as a high efficiency air conditioning system.
4. the request of documents could be streamlined: authorisations and documents concerning laws compliance could be analysed eventually on site, moreover the request of documents signed by a technician to evaluate the compliance of some criteria, such as criteria n.49 and n.53 seems useless.

Regarding the application of *mandatory criteria*:

1. The application of criteria n.27 regarding "disposable products" is critical for many hotels, due to the use of providing one portion or one use toiletries, in particular shampoo and soap. The substitution of one portion products with dispenser products, even if it could be economically convenient, is often perceived as a worse quality service from the customer, therefore it would be necessary an information and awareness campaign addressed to the customer.



Besides, for other one-use toiletries such as shower caps, toothbrushes or cleaning sponges, the impossibility to provide the products to the customer is often not feasible due to the fact that customer is expected to find these products in the room. Therefore the absence of them could be foreseen as a bad quality service of the hotel, mainly in the case of high quality hotels.

The application of this criterion would need an awareness and educational campaign in more general term concerning customers.

2. The application of the criterion n.1 regarding electricity from renewable sources is mainly obtained by the purchase of RECS certificates (Renewable Energy Certificate System), due to the already existent difficulty to have access to the open market.
3. Concerning criterion n.36, it is not easy to collect data on the production of waste, due to the unavailability of a specific procedure to quantify waste; data often comes from a rough estimation.
4. Request to Public Administration of providing the waste water plan (criterion n.20), normally does not receive an answer, due to the widespread absence of these plans.

Regarding the application of *optional criteria*:

1. The use of industrial electrical equipments (such as industrial washing machines) is widely diffused in the hotels; therefore some criteria, such as n.51, n.59 and n.77, are not applicable for these equipments since they refer to domestic appliances.
2. Furthermore, it was almost impossible to find industrial products, such as detergents and cleaners but also bed linen and towels, with the EU Ecolabel (reference criteria n., 62 and n.77). Likewise, it was difficult to apply criterion n.81 for suppliers, due to the difficulty to change service providers or suppliers with others certified or registered.

