

# Greening of the Hospitality Sector

“ No color has more cachet these days than green in its new role as the symbol of the environmental movement. But lest we forget, it’s still the color of money. And in the hospitality industry, green will soon come to symbolize both at the same time.”

The hospitality sector, contributing about 6.1 per cent to the India’s GDP in 2008-09, is growing at a fast pace, with plans to add over 90,000 more rooms across the country in the next five years to meet the rapidly growing demand.

With commercial buildings, including hotels, contributing to about a third of India’s energy and water consumption and a similar share of carbon emissions, this rapid growth can be sustained only if these resources are managed efficiently in all new and existing properties. Any such initiative will help companies improve their bottom lines, by reducing energy spends, and by creating strong product differentiation in an already cramped hospitality market place.

## Carbon Management, Sustainability and Savings

An effective carbon management strategy helps companies initiate processes to continuously measure their carbon emissions, implement projects to reduce them and monitor projects to make sure that they derive the set results. Since a large fraction of the emissions from operations of hotels is a result of the electricity consumed during operations, any step taken to reduce the emission footprint also helps in bringing down energy consumption levels within the facilities considerably.

In an effort to reduce their operational emission footprint, hotels have to adopt renewable sources of energy while implementing comprehensive waste and water management systems in place. In the process hotels can also create emissions assets, which can help offset some of the implementation costs for these projects. Through the recently announced National Mission on Energy Efficiency the Government of India is finalizing its plans on providing strong financial incentives for companies that go beyond the required levels of energy efficiency within a given sector, providing new opportunities to fund such initiatives. In fact, such carbon management programs could be used to increase customer satisfaction as the general public is becoming increasingly aware of climate change and is ready to pay for such reductions while also demanding strong action from governments and businesses alike.

Carbon reduction measures cost about 0.5% to 5% of global revenues depending upon the level of offsets

## How can we help your company?

We can help you create programs that will help reduce your energy consumptions and carbon emissions from your day-to-day operations. We could help you

- ✓ Create a carbon management plan that is in line with your organizational CSR and sustainability policies
- ✓ Engage with customers and staff to reduce energy and water consumption
- ✓ Minimize and eliminate greenhouse gas emissions while going beyond environmental compliance issues
- ✓ Initiate a carbon off setting program that is funded through the cost savings resulting from reduced energy consumption
- ✓ Help you differentiate yourself by offering consumers the option of carbon neutral offerings like Carbon Neutral hotel night stays and Carbon Neutral events at little or no costs to your company

## About E-Cube and the Carbon Management Group

E-CUBE Energy is a young consulting firm that offers end to end energy and emissions management solutions to industries, power utilities and corporate clients—helping them transition into an energy efficient and low carbon future.

E-Cube's Carbon Management Group (CMG) helps companies to hatch and implement strategies that help manage and reduce carbon emissions while creating sustainable business value.

The CMG aims to leverage its partnerships and its understanding of the Indian energy marketplace to help corporate clients to reduce their emissions in a way that delivers commercial, personal and environmental benefits.

## Contact Us

To find more on how E-Cube's Carbon Management Group (CMG) could help your company, please email us at [amit@e-cube.in](mailto:amit@e-cube.in) or call us at +91 93311 78340



**E-Cube Energy Infra Services Pvt. Ltd.**

8, B.B.D Bag (East), 1st Floor, Room C, Kolkata – 700 001

TeleFax: +91 33 2231 8646/47, 3022 0181 Url : <http://www.e-cube.in>