

# Eco-Innovation in Tourism

## Innovation and grants for tourism. GREENinMED: Efficient energy and water consumption in hotels



**GREENinMED**  
Acercando la eco-innovación

### ♥ DATE

25/06/2020, 09:30 to 13:00

### ♥ THE EVENT

This event will be broadcasted directly by streaming. Additionally, it is possible to request further meetings with the speakers [referenced here](#) through videoconferences.

### ♥ CONTACT

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### ♥ DESCRIPTION

The hotel industry in the Mediterranean is one of the most important in the world, but it also has a considerable environmental impact. Therefore, the European project GREENinMED wants to support the competitiveness of companies in order to make them more efficient in the use of water and energy.

This Webinar will present innovative solutions in these areas, facilitate contact between interested parties, and information about grants to help reactivate the Valencian tourism sector after the current VID-19 health crisis.

The project promotes the use of water and energy saving devices for swimming pools, heating, garden irrigation and industrial cooling. To achieve this objective, selected hotels will be provided with services and support vouchers to identify eco-innovative products and adapt them to their real needs.

[Register here](#)

09:30	Opening - Welcome	D. Vincent Ernoux <i>Coordinador de la Antena ENI CBC MED Valencia, Branch office for the Western Mediterranean</i>
09:40	GREENinMED objectives Comments on previous workshops in Spain and Israel	D <sup>a</sup> . Carmen Ayllón <i>Directora del proyecto GreenInMed Cámara España</i>
10:00	Direct grants for the tourism sector in response to the COVID-19 in the Valencian Region (Language: Spanish)	D <sup>a</sup> . Mónica Morales <i>Cámara Valencia</i>
10:20	Presentation of the Benchmark on Water and Energy Efficient Technologies for the Mediterranean Hotel Industry (Language: English)	Mrs. Valentina Vologni <i>Energy expert, Capenergies</i> Mr. Ram Sphiner <i>Kinneret Academic College</i> Mr. Clive Lipchin / Mrs. Ella Fuksbrauner <i>Arava Institute</i> Mr. Avraham Israeli <i>Israel Water Association</i>
11:40	B r e a k	
11:50	Showering Smartly: Project for the reduction of water and energy consumption in the shower, with the participation of HOSBEC (Hotel Business Association) (Language: Spanish)	Mr. Thomas Munch-Laursen <i>C.E.O. Aguardio</i> D. Pablo Pereira <i>Surrey University</i>
12:10	Grants: Tourism Competitiveness Program 2020 of Valencia CCI (Language: Spanish)	D. Alberto Rodrigo <i>Cámara Valencia</i>
12:30	Energy efficient technologies adapted to the Spanish case (Language: Spanish)	D. José Luis Sanchez Asins <i>Resp. for Industrial Development (AIDIMME)</i> D. Juan José Gonzalez Tarragó <i>Resp. For Laboratory of Luminaries (AIDIMME)</i>