



# Ecobnb: a Challenge to Better the Way We Travel

# Parma's Hills Zero-Emission House







ViaggiVerdi.it

Viaggiare in Armonia con la Natura





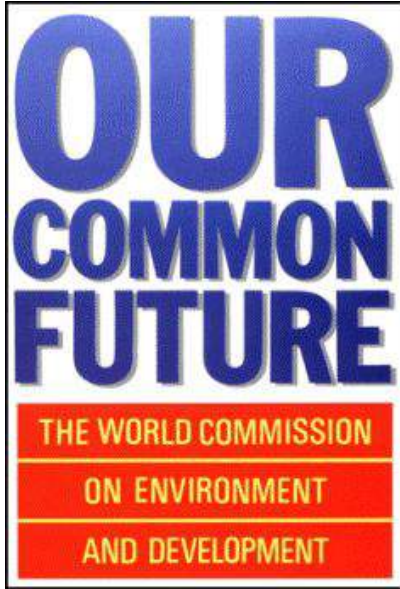


FULBRIGHT **BEST**

*Ucla*



# Sustainable Development



“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

*Brundtland Report (1987)*



# Overstepping Ourselves

As our Ecological Footprint continues to exceed Earth's biocapacity, we overdraw from our future.



1961

**74%**  
of biocapacity



1985

**114%**  
of biocapacity



2012

**156%**  
of biocapacity

# Earth Overshoot Day

The date when humanity's use of natural resources in a given year (ecological footprint) exceeds what the Earth can regenerate in that year

▲ Number of Earths needed to sustain human activity

1970



2015



2030

■ If we continue consuming natural resources as at present



■ If we cut CO<sub>2</sub> emissions by 30%



Source: Global Footprint Network

▲ Consuming more than they can generate (selected countries)

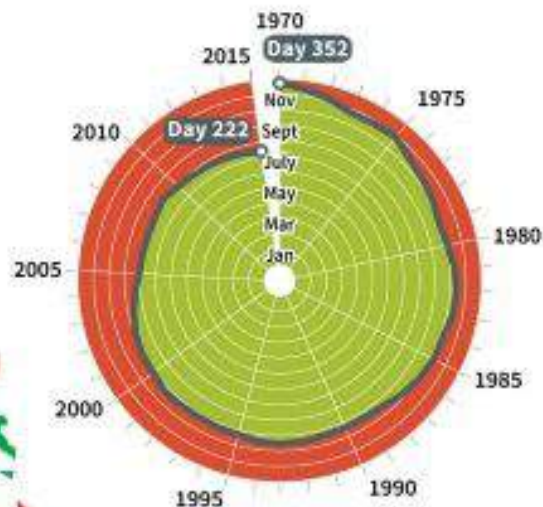


▲ Overshoot Day happens earlier each year

■ Days before overshoot is reached

■ Days living over budget

In 2015, we used up the planet's annual resources by the 222<sup>nd</sup> day of the year (Aug 13)



AFP

# You can calculate your footprint:

at  
print  
work®

## RESULTS

Your personal Earth Overshoot Day is:

Apr 21 

If everyone lived like you, we would need

3.3 Earths



[See Details](#)

<http://www.footprintcalculator.org/>



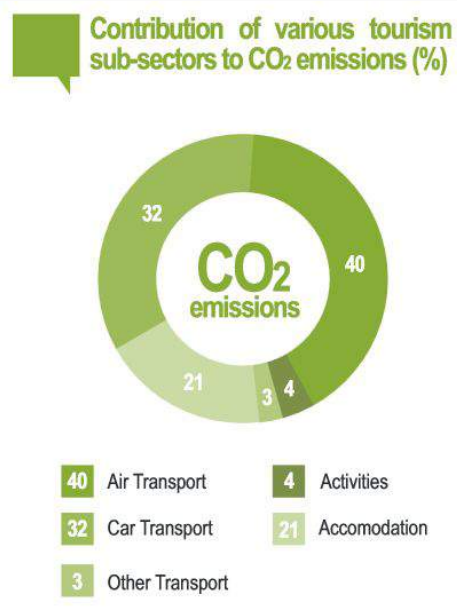
# The carbon footprint from

Tourism is the fourth cause of  
CO2 emissions in Europe  
(after food, living and mobility).

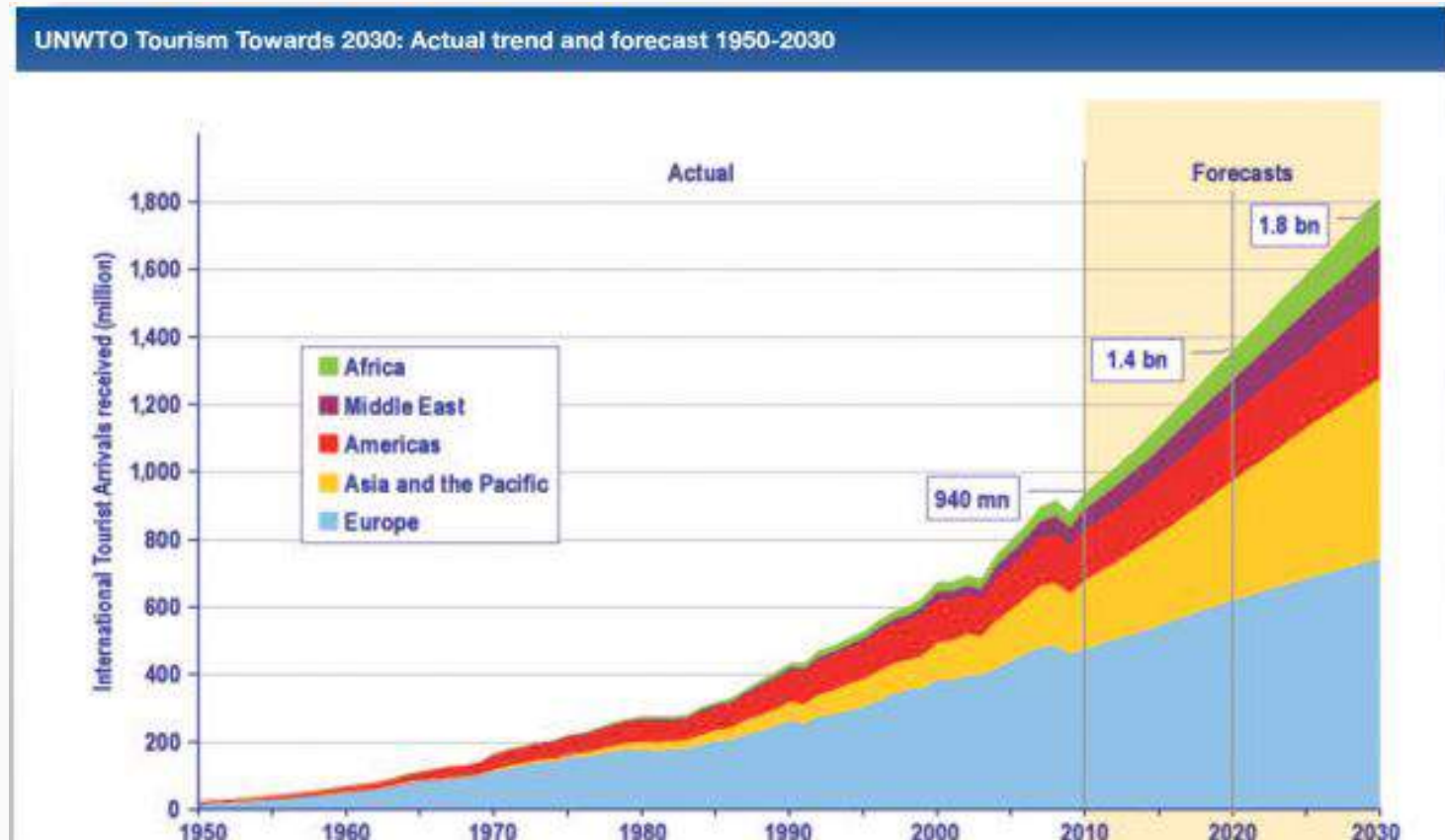




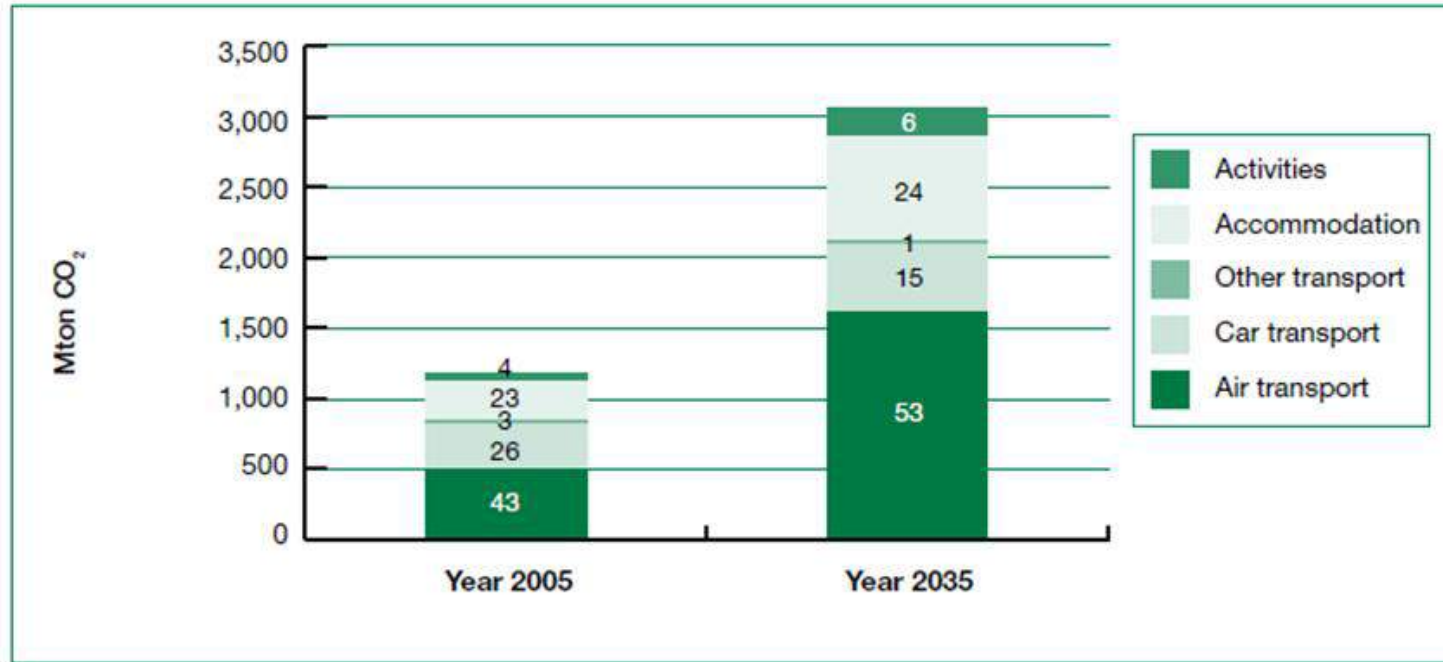
# Tourism carbon footprint



# Tourism: actual trend and forecast 1950-2030



# Tourism industry **environmental impact** is rapidly growing > 10% / year



# Green Tourism interest is growing

**62%**  
travelers  
look for Eco-Friendly  
Stays\*

**+90%**  
of U.S. Travelers  
would choose a  
'Green' Hotel at the Same  
Price\*\*



\* Source: Tripadvisor Survey, May 8, 2013, published on CREST The Case for Responsible Travel: Trends and Statistics

\*\* Source: TravelZoo, 2010

*Market Opportunity*





**68%** of tourists prefer to book  
an eco-sustainable  
accommodation

Sustainable Travel Report - Booking.com 2016





**10-15%** travelers  
search for "Unusual" and  
"Unique" experiences

Organizzazione Mondiale del Turismo (UNWTO)

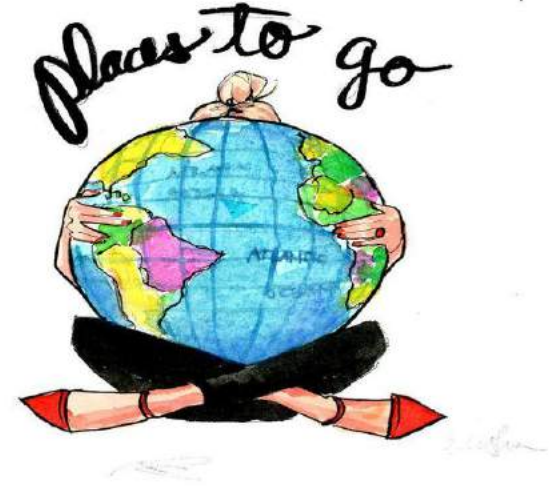


A dirt road with two tracks winds through a lush green field. The road starts from the bottom center and curves towards the upper right. The field is a vibrant green, and the sky above is a bright, hazy yellow-green, suggesting a sunny day. The overall atmosphere is peaceful and natural.

**“Green is no longer just a trend.  
It’s a way of life.”**

(Fran Brasseux, Executive Director,  
Association International (HSMAl) Foundation)

## Identity of the “eco-traveler”:



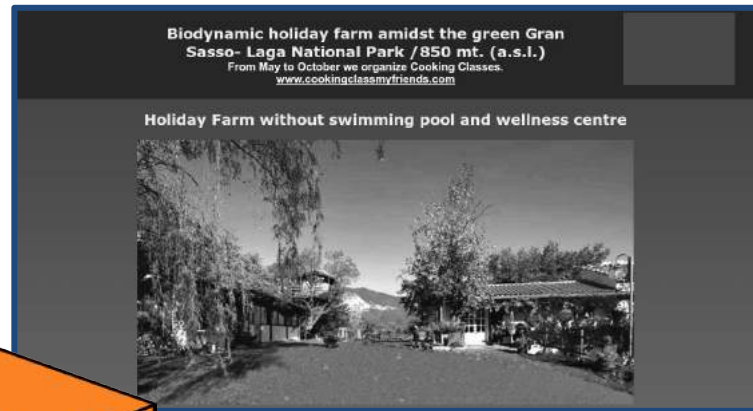
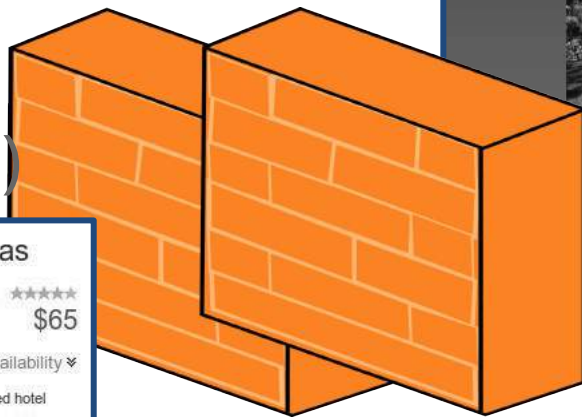
- generally well-read person
- Well done, and he has traveled a lot
- Respectful of the environment
- Sensitive to the social, cultural and traditions of the places you visit



## PROBLEM TO SOLVE:



Travelers cannot  
find Eco-Friendly  
Hospitality  
(but greenwashing)



Hosts lack Tools  
to Promote their  
Green Hospitality

Top Trending Eco Friendly Hotels in Las Vegas



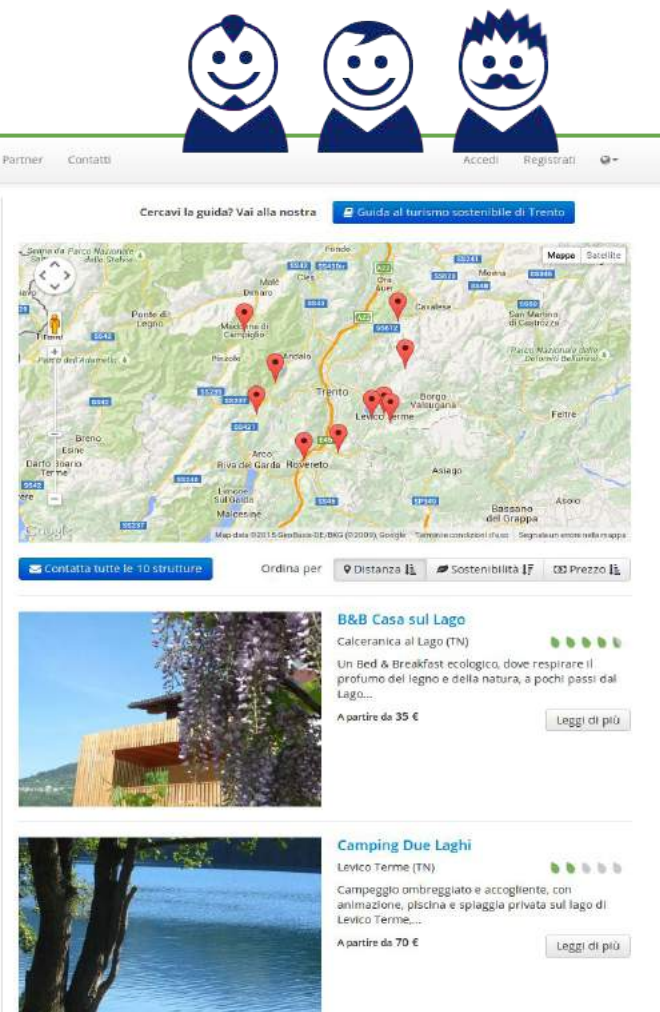
**New York-New York Hotel & Casino** ★★★★★  
3790 Las Vegas Blvd S, Las Vegas 89109 - Map  
Last booking: 16 minutes ago  
122 others viewing this hotel now  
4.1 out of 5 (15,787 reviews) [Check availability](#) ✕

Fronted by replicas of the Brooklyn Bridge and the Statue of Liberty, this New York-themed hotel recreates Manhattan's ...[More](#)

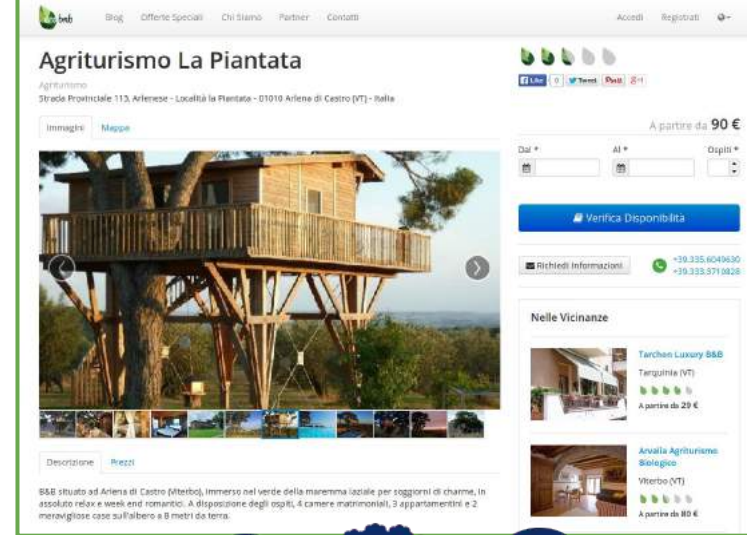


**ARIA Resort & Casino** ★★★★★  
3730 Las Vegas Blvd, South, Las Vegas 89109 - Map  
Last booking: 12 minutes ago  
181 others viewing this hotel now  
4.5 out of 5 (11,946 reviews) [Check availability](#) ✕

At the heart of the Las Vegas Strip, ARIA Resort & Casino offers a luxurious resort experience with technologically advanced ...[More](#)



## OUR SOLUTION:







Ecobnb connects responsible travelers with eco-friendly accommodations, that are investing in a better future

Ecobnb provides  
simple and clear information,  
following  
10 main Eco-Standards,  
internationally recognized.

Accommodations are  
**reviewed by Travellers** that  
can give feedbacks about  
their eco-criterias.



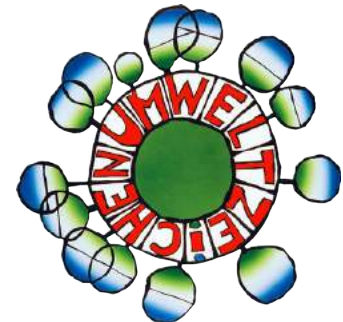
	Cibo Biologico o a Km zero	Edilizia e Arredi Eco	Pannelli solari per acqua calda	Energia Pulita al 100%	Prodotti per la Pulizia Naturali	Raccolta Differenziata oltre l'80%	Raggiungibilità Mezzi pubblici	Lampadine a basso consumo	Riduttori di flusso per l'acqua	Recupero e Riuso delle acque piovane
 <b>Eco LABEL</b>	requisito facoltativo	no	no	garantito per almeno il 50%	no	si	garantita informazione sulla mobilità alternativa ai turisti	garantito 80%-100%	si (flusso massimo 9 L/min)	no
 <b>AIAB</b>	garantito almeno l'80% biologico	requisito facoltativo	no	requisito facoltativo	si	si	requisito facoltativo	si	si	requisito facoltativo
 <b>ICEA</b>	garantito almeno il 60% biologico	requisito facoltativo	requisito facoltativo	requisito facoltativo	no	si	si	garantito almeno sul 75%	si (flusso massimo 8,5 L/min)	requisito facoltativo
 <b>LEGAMBIENTE TURISMO</b>	garantito in parte biologico	no	no	no	no	si	si	si	si	no
 <b>Fattorie del Panda</b>	garantita la presenza di cibo a km 0	no	no	no	si	no	si	garantito negli ambienti principali	si	no



# Ecolabels

If an hotel has an ecolabel, this is reported on the Ecobnb web site.

- Ecolabel Fiore Europeo
- Aiab Agriturismo Bioecologico
- Eco Bio Turismo ICEA
- Steinbock Label
- La Clef Verte
- Eco-certification Malta
- Audubon International
- Bioshpere
- Nordic Ecolabel or Swan
- Das Österreichische Umweltzeichen für Tourismusbetriebe



# Travelers share reviews about ecology



Marilisa

5 mesi fa



E' stato tutto fantastico!  
La struttura è molto bella, accogliente e familiare.

Ho apprezzato: Energia pulita, Risparmio energetico, Risparmio dell'acqua.

E' stato notato: Lampadine a basso consumo, Riduttori di flusso per l'acqua.



Cristina

5 mesi fa



Fantastica, ospitalità meravigliosa, la Famiglia Marini tutta e' davvero speciale e non lo dico tanto per dire.

L'albergo è molto bello, pulito, accogliente, tutte le mie richieste soddisfatte in pieno con un caloroso "con piacere!", il centro benessere piccolo ma non manca di nulla, non vedo l' ora di poterci tornare al più presto.

Avrei voluto restare di più ma purtroppo erano al completo.

Aspettando la prossima un caro saluto a Fabio il grande capo, Maria Rosa donna stupenda e alle loro bravissime figlie Laura e Miriam. Buon lavoro, continuare ad essere sempre così!  
Abbiamo apprezzato: Orto biologico e Aree verdi, Cibo biologico e a km zero

E' stato notato: Cibo Biologico o a Km0, Lampadine a basso consumo, Pannelli solari per acqua calda, Accessibile senza auto.



Eleonora

1 mese fa



Se state cercando un posto speciale, questo è esattamente quello che fa per voi. A parte la grandissima (nel nostro caso forse messa a dura prova...) disponibilità della responsabile Paola e del resto dello staff, l'albergo vanta meravigliose casette calde, accoglienti e dotate di ogni comfort, peraltro pulitissime (ve lo dice una maniacca!). Vi consiglio di aggiungere pochi euro per una colazione in camera che fa cominciare ancora meglio la giornata!! Inoltre il paese è bellissimo, con la neve sembra di stare in un presepe, la gente che lo popola è veramente ospitale e gentile. Per non parlare delle scorpacciate che ci siamo fatti a prezzi assolutamente accessibili. Provate "la polenta con il Frico"!!! Insomma...noi ci torneremo sicuramente. Consigliatissimo!

E' stato notato: Cibo Biologico o a Km0, Raccolta differenziata oltre l'80%.

# 1. Organic Food

The food used in the composition of the menus is mostly seasonal, organic and locally produced.





# Local food

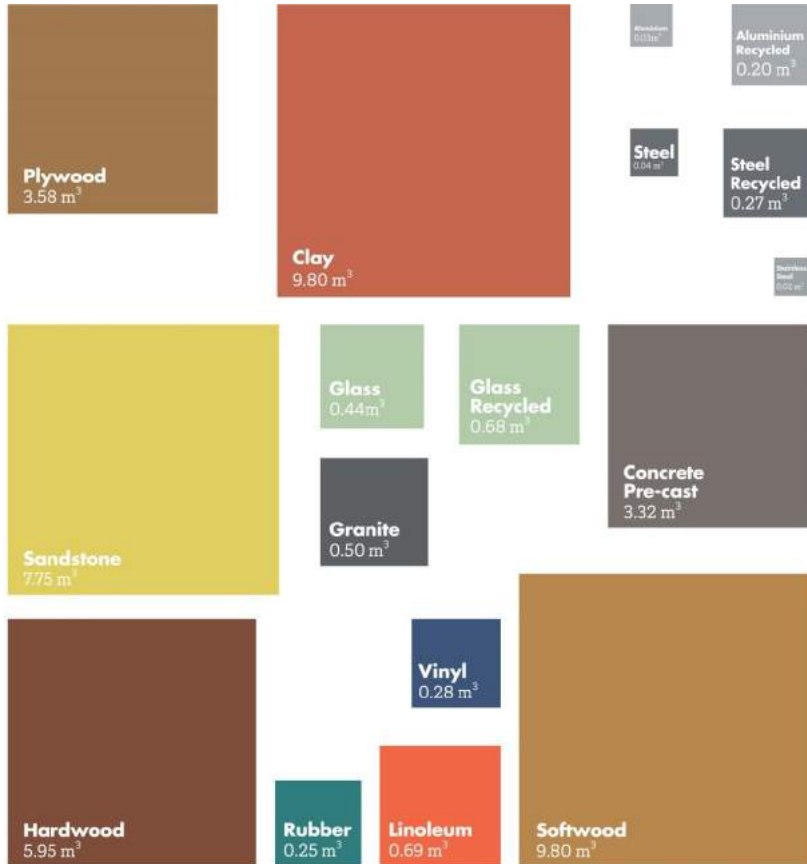
The organically grown from local sources ingredients are clearly indicated on the menus.

Typical dishes of the local and regional cuisine are proposed.

Is served tap water or mineral water in glass from sources located in the region of the accommodation.







## 2. Green Building

The accommodation's building has a high level of energy efficiency (its **annual energy consumption is less than 60 Kwh/mq**), and is designed in harmony with the natural features and resources surrounding the site.

### 3. 100% green electricity



The electricity used by the accommodation come **100% from renewable energy sources**, such as wind energy, solar energy, geothermal energy and other renewable sources.

The touristic accommodation can generate on-site renewable energy, or buy it from **suppliers of renewable energy** (100% from renewable sources).

# 4. Solar Panels



The accommodation produces **hot water** from renewable energy, using solar hot water systems.

Solar hot water heating systems may be used also for **pool heating** or for indoor heating with an **underfloor heating system**.

# 5. Ecological cleaning products



**Cleaning products** used by the touristic accommodation for the cleanliness of the rooms, the laundry and the dishes are made from **natural products**. Detergent and cleaners are highly biodegradable and environmentally friendly. Soaps and deodorants available to guests are **natural and organic**. The accommodation does not use chemicals cleaning products.



## 6. More than 80% waste recycling



Waste (residual waste, paper, plastic, metal/aluminium, organic waste) is separated, **recycled** and disposed in an appropriate manner.

The touristic accommodation exceeds **80% of waste differentiation**.

Are available to guests in public areas bins for recycling paper, glass, plastic and cans. Waste separation reduces non-recyclable waste and costs for disposal. **Respective bins and informations are available to guests.**



# 7. Car-free accessibility

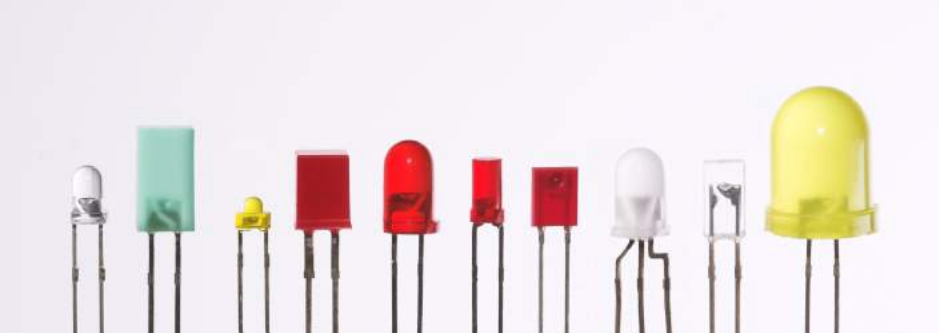


Is possible to reach the accommodation by **public transportation** or by **shuttles** to public transportation hubs.

**Information about the accessibility with public transportation** is provided to guests. This can be done by website, e-mail or other channels.

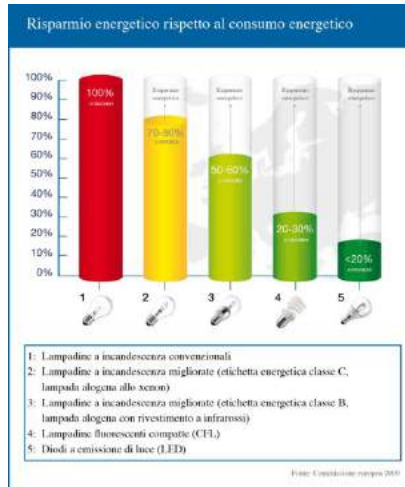
**The use of public transportation is encouraged.** Incentives (price reduction, welcome drink, etc.) can increase the use of public transportation, electric cars, bicycles or car-pooling.

# 8. Energy saving lights



The touristic accommodation reduces electricity consumption using **energy-saving lamps**.

**At least 80% of all light bulbs** in the tourist accommodation shall have an energy efficiency of **Class A**.



While providing the same brightness and a durability which is **10 times higher** than conventional light bulbs, energy-savings lamp uses up to **80% less energy**.

Using energy saving lamps isn't only a benefit for the environment but also a great way to **reduce costs**.

# 9. Water flow reducers

The accommodation reduces water consumption using **water flow reducers**.



Water flow restrictors are nozzles which are attached to water tap to reduce the amount of water to 6 liters pro minute or less, and to strengthen the water jet. Therefore water flow restrictors reduce the water consumption. The touristic accommodation also promotes **raising awareness of the guests to save water**.



# 10. Recovery & reuse of rainwater



The accommodation is **recovering and reusing rainwater**.

Rainwater is collected and reused for secondary uses (toilet flush, **garden irrigation**, etc.).

How many trees can you save each day traveling with Ecobnb?



- 8085 g  
CO<sub>2</sub>

+ 295 trees

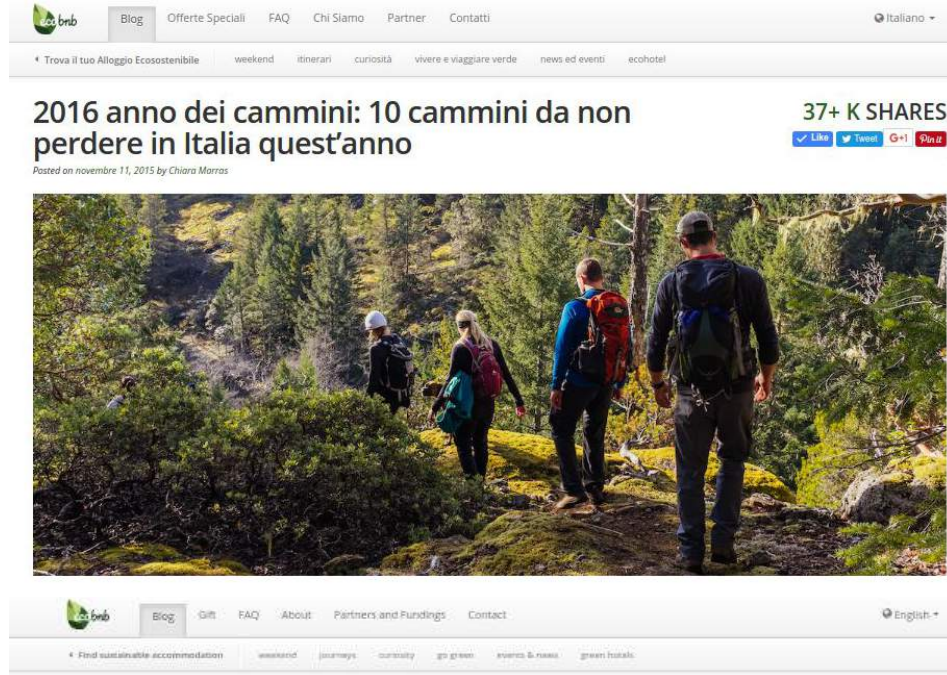
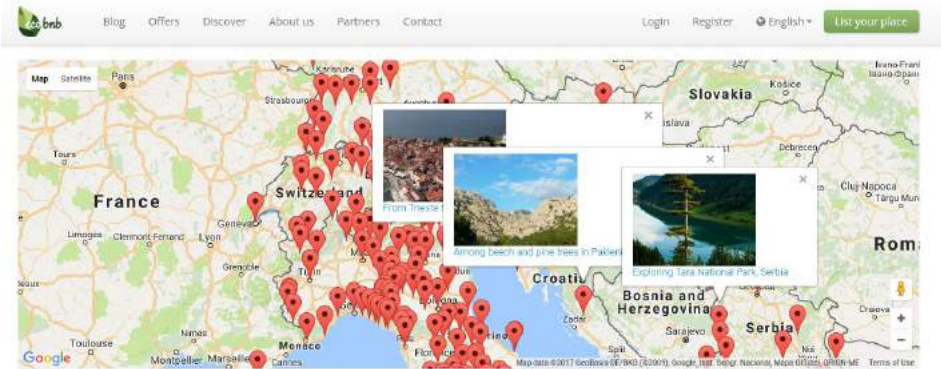


Info: <http://ecobnb.it/blog/risparmi-alberi-co2/>



# Challenge #1 - Confusion and Misconception about responsible travel

Ecobnb informs users how travelling responsibly, suggesting sustainable itineraries and green lifestyles that can make the difference



## Challenge #2 - Trust

For each booking travelers knows:

- **how many CO2 they avoid,**
- how many liters of water they have saved
- **how many trees they have saved**



8 kg of CO2  
Avoided every Day



295 Trees  
Saved every Day



302 liters of water  
Saved every Day



# Challenge #3 - Attitude-Behaviour / 30%:3% syndrome

Travellers - Ecobnb translates into action the increasing interest in sustainability promoting unique experiences of travelling, from the treehouse to the Albergo Diffuso



## OUR IMPACTS

- + 200K Pageviews/month
- + 70K Users/month
- + 3K Listings
- + 20K Followers
- + 10K Booking Requests



ECOBNB.COM

1 million  
users per year



A community of  
1 MILLION  
OF PEOPLE

Daily activity of more than 20.000  
people a week



SOCIAL MEDIA



20.000  
Facebook  
500  
Twitter

NEWSLETTERS

2.000  
Business Newsletters  
7.000  
People Newsletters



EVENTS



Conferences, exhibitions,  
workshops on sustainable  
tourism and ecology



# Awards and Prizes:

- ❖ 13th **United Nations WTO Awards** for Excellence and Innovation in Tourism
- ❖ Funded by **European Commission**
- ❖ Winner of the Public Grant *Seed- Money*
- ❖ **Nominated at the Euregio Award 2015**
- ❖ Selected as one of the best 10 startups by **Expo Milan 2015**.
- ❖ 150+ publication on newspapers, magazines and online journals









As seen on:



**Il Messaggero**

**LA STAMPA**



**L'Espresso**



**CORRIERE INNOVAZIONE**

**COSMOPOLITAN**

**millionaire**





Thanks!

[simone@ecobnb.com](mailto:simone@ecobnb.com)