

## II BioEconomic® LEED® Certification Conference JUMEIRAH Port Soller Hotel & Spa – LEED® Gold “Energy Efficiency, Green Building and the Electric Vehicle”



JUMEIRAH Port Soller Hotel & Spa Mallorca – Gold LEED® Certificate

LEED certification® – Leader in Energy Efficiency and Environmental Design  
Green Building Certification System.

The business reasons for the rapid development of the Sustainable Buildings in Spain will be unveiled, which will show that profitability, the increased value, the less impact on the environment and the welfare of the people obtained are the key to the development of LEED® Buildings.  
A holistic approach is required.

**Addressed to:** Hotel chains, Tour Operators, Hotels, Rural house, Majors, Municipal Technicians, Architects, Engineers, Financial Managers, Builders, Promoters, Property Administrators, Installers and the Community of Owners

**Date:** March the 13th, 2015

**Schedule:** from 8:30h until 18:00h

**Location:** Calle Bélgica, s/n, 07108 Port de Soller, Balearic Islands

**Place:** JUMEIRAH Port Soller Hotel & Spa

**Inscriptions:** Via the BioEconomic official webpage: [www.bioeconomic.es](http://www.bioeconomic.es)  
BioEconomic collaborators Free

Early online registration 50€

Registration with hotel room (B & B) for 1 night 215€ - for 2 nights 390€ VAT included

Reservations call phone: +34 971 63 78 88 - JUMEIRAH Port Soller Hotel & Spa

Key: Conference LEED

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“LEED® is a registered trademark of the US green Building Council”

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Sustainable Tourism - Sustainable Construction - LEED® Certification - Electric Vehicle

### Presentation

The II BioEconomic® LEED® Certification Conference, held in the Hotel Jumeirah Port Soller has the aim to expose, Spread and provide a **global, innovative and cutting-edge insight into the environmental challenge** in the field of sustainability, the economy and the environmental care. The subjects that will be spoken about are based in the key sectors and those of most importance for our current and future economy: **Sustainable Tourism, LEED® Certification, Green Building and the Electric Vehicle.**

JUMEIRAH Port Soller & BioEconomic® invites you to assist this privileged enclave in Mallorca and lead this **change on sustainability**. Addressed to Hotel Chains, Tour Operators, Mayors, Municipal Technicians, Architects, Engineers, Decorators, Builders, Promoters, SME, Farmhouses, Installers, Personal Shoppers and Owners Communities.

### Sustainable Tourism

Tourism has become in a vital part and Engine of the economy of our country. The Challenge of Tourism and the hotel industry consists in **keeping competitive and at the same time including the sustainability values to their activity**. On a European and even global scale there are many initiatives, Networks and projects which have the objective of making tourism a sustainable economic activity. The sustainable hotel management is an opportunity. In a context where emerging economies offer holiday and business destinations at competitive prices, offering environmental quality is a distinctive.

### Sustainable Construction

Construction is a very productive sector which also is of major importance. Currently it's involved in a transformation characterized by a paradigm shift generated by different factors: Energy Crisis, Climate Change, loss and a shortage of natural resources and biodiversity and strong population growth in cities. Given this conditions one of the aims of BioEconomic® in this conference is to Speedy up the change of the actual construction model towards a scenario where sustainable construction leads, with energy consumption of buildings tending to zero (NZEB) CO<sub>2</sub> emissions neutrality, respect for the environment and high comfort for its occupants.

### LEED® Certification

LEED® (Leadership in Energy & Environmental Design) is the most prestigious certification program for sustainable buildings in the world, which recognizes excellence in building practices and strategies in either new buildings, rehabilitation or buildings in use stage. The LEED® certificated buildings, regarding a regular building, have less operating costs and a fairly decreased energetic and water consumption (up to 40% less). Furthermore benefit from a globally recognized prestige, allowing them to generate a greater market value, outperformance in its operational stage and providing excellent environmental quality in their areas, thereby improving productivity and employee satisfaction.

Attendants to the BioEconomic® conference will have the chance to experience firsthand the environmental excellence of **Jumeirah Port Soller Hotel & Spa**, gold LEED certificate.

### Electric Vehicle

The efficient mobility through the **Electric Vehicle** also finds its place in the BioEconomic® conference and it is intimately tied to **sustainable tourism**. The benefits of its use are generating a lot of savings due to the lack of fuel the reduction of CO<sub>2</sub> and other polluting gases emissions, low environmental impact and last but not least the decrease of acoustic pollution. In this space you will learn the latest news from this type of vehicles and test the newest technology.

BioEconomic® and Jumeirah Port Soller Hotel & Spa would like to reaffirm its invitation to attend, participate and become part of the change to develop a new economic model, more social and sustainable.

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 <b>Schedule</b>	
8:30h - 9:00h	Attendee's reception. Moderated by <i>Eugenia Claverol, Environmental Technician. Coordinator, M<sup>a</sup> Dolors Parera, Renewable Energy Technician</i>
9:00h - 9:10h	Welcome and presentation by <i>Jordi Tarrida, JUMEIRAH Port Soller Hotel &amp; Spa, General Manager, and Sebastián Parera, Manager of BioEconomic</i>
9:10h - 9:20h	Presentation by <i>Montserrat Jaén, Managing Director of Tourism, Balearic Government and Inmaculada Benito, Executive Vice-President of the FEHM (Mallorca Hotel Federation)</i>
9:20h - 9:40h	Excellence in sustainable Hotels, LEED® <i>Speech by Aurelio Ramírez Zarzosa, President and Founder of the Spain Green Building Council, SpainGBC®</i>
9:40h - 10:00h	Very High Efficiency ventilation: Examples of applications in Hotels and buildings. <i>Speech by Josep Castellà Vilà, Technical Director of ZEHNDER Group Ibérica IC</i>
10:00h - 10:20h	Schlüter-Systems and the Climate Control through pavement associated with Energy Efficiency. <i>Speech by Jorge Viebig, SCHLÜTER Systems manager</i>
10:20h - 10:40h	Architecture, Innovation, Responsibility and respect for the environment of “Eco by Cosentino” <i>Speech by José Carlos Aranz, Knowledge Management Manager of the COSENTINO Group</i>
10:40h - 11:00h	Energy Efficiency measures in Hotel's facades. <i>Speech by Alex Catalá Morell, SOMFY Project Manager</i>
11:00h - 11:20h	Energy Efficiency in Hotels improving the envelope of the Building. <i>Speech by Silvia Herranz, Technical Analyst of URSA Ibérica Aislantes</i>
11:20h - 11:50h	<b>Coffee break – Networking</b>
11:50h - 12:10h	Benefits and rentability of the LEED® Certification, Sustainability in Architecture. <i>Speech by Julio Bermejo, LEED AP BD+C Architect – Partner and Project Manager, Arquitectura Ambiental</i>
12:10h - 12:30h	CLIVET's Efficient Climate Control Systems and products, example JUMEIRAH Port Soller Hotel & Spa. <i>Speech by Ricard Feliu, Comercial Director of CLIVET</i>
12:30h - 12:50h	CAPAROL : Committed to Efficiency <i>Speech by Juan Luis Jiménez and Gabriel Moll, Technical Department of CAPAROL</i>
12:50h - 13:10h	Successful cases of Biomass in Hotel sector: how to improve competitiveness thanks to Biomass. <i>Speech by David Merino, Commercial Director of Nova Energía Group</i>
13:10h - 13:30h	Charging infrastructure for Electric Vehicles and their installation, according to Royal Decree 1053/2014. <i>Speech by Patricia Chirivella of GAMESA Electric</i>
13:30h - 13:50h	HUMICLIMA: Successful cases with LEED® Certification. <i>Speech by Alberto González MEP Designer Coordinator, HUMICLIMA</i>
13:50h - 14:10h	Implementation of Sustainable Development <i>Speech by Jesús Felipe Gallego, President of the ISTur Group</i>
14:10h - 14:20h	Closing by <i>Jaime Ochogavía, Managing Director of Industry and Energy, Balearic Government</i>

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14:20h - 16:00h	Cocktail and Appetizer with proximity products
16:00h - 17:00h	Tour of the facilities of the JUMEIRAH Port Soller Hotel & Spa
10:00h - 18:00h	Electric Vehicle Test

### LEED® Certification

It is characterized by providing an assessment of the sustainability of the building. Assessing their impact on these main areas:

#### Sustainability

Respect the limits of natural systems and non-renewable resources in the search for solutions that produce an abundance of natural and social capital.

#### Equity

Respect for all communities and cultures, and aim at equal socio-economic opportunities for all.

#### Integration

Practice and promote openness, broad participation and full consideration of the importance of all aspects in the processes of decision making.

#### Progress

Strive for the immediate and measurable indicators of environmental, social and economic prosperity.

#### Connection

Recognizing the fundamental link between humanity and nature, and the importance in making decisions based on the site for effective administration.

#### Why green building?

DID YOU KNOW THAT BUILT ENVIRONMENT HAS A PROFOUND IMPACT ON NATURE, ECONOMY, HEALTH AND PRODUCTIVITY? Buildings are responsible for nearly:

- 36% of the total energy use
- 65% of the electricity consumption
- 30% of the Greenhouse Gases emissions
- 30% of the raw materials usage
- 30% of the waste going to landfill
- 12% of the potable water used

There are available major scientific and technological advances to be used by designers, builders and homeowners who want to build sustainably and maximize both economic and environmental efficiency as well as providing a better welfare.

#### Environmental benefits:

- Enhance and protect ecosystems and biodiversity
- Improve the quality of air and water
- Reduce solid waste
- Preserve natural resources

#### Economical benefits:

- Reduction of operating costs
- Increase on asset value and profits
- Improve productivity and employee satisfaction
- Optimize the efficiency of the economic life cycle

#### Wellness and community benefits:

- Improves for the environment; acoustic, thermal and atmospheric
- Enhance the welfare and comfort of the occupants and those around
- Minimise demand on public infrastructure
- Contribute to overall quality of life

LEED®, the sustainable buildings classification system "Leadership in energetic efficiency and design" is a standards system internationally accepted for sustainable buildings by the members of the USGBC.



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The electric vehicle is a key element along with renewable energies for the sustainable tourism and furthermore for the Balearic islands themselves.

Electric vehicles have an acquisition cost 2.5 times the cost of a conventional cars but it has some advantages such as its zero CO2 emissions, very low maintenance and an expense of merely 2 € every 100km.

- The autonomy of the already in use models is far enough from the usual covered distances in a day.
- Recharge can be done at night or off-peak.
- The extensive network of rent-a-car companies helps bring this technology to a large number of potential users.
- The Hotel Sector is a key player in the implementation of charging infrastructure.

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**“Energy Efficiency, Green Building and the Electric Vehicle”**

**Participants**



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