



Ospitare Verde e Bike Friendly

Simone Riccardi



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CINO Ecobnb

Zero-Emissions House

Parma's hill, Italy





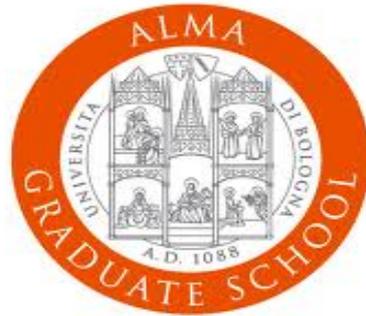
ViaggiVerdi.it

Viaggiare in Armonia con la Natura



FULBRIGHT BEST

Ucla



ALMA
GRADUATE
SCHOOL

MBA
BECOMING
A LEADER





Ecobnb mission:



Creare il luogo di incontro tra viaggiatori responsabili e l'ospitalità che sta investendo in un futuro migliore



Eco-Viaggiatori



The number of tourists interested in ecotourism is estimated in a 8% of the total tourists in the world, and is rapidly growing.



Crescita di interesse nel Turismo Verde

62%

**Viaggiatori cerca
Ospitalità Eco-
Friendly***

+90%

**Viaggiatori
Americani
sceglierebbe un
'Green' Hotel allo
stesso Prezzo****



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

** Source: TravelZoo, 2010

Market Opportunity



1. Cibo Biologico

The accommodation uses mostly organic food in the composition of menus. GMO products are not used. Organic food is usually you labeled with a Recognized certification. The Following labels identify **organic food**:





2. Bio Architettura

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 landscape.





3. 100% Energia da Fonti Rinnovabili

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





4. Pannelli Solari per l'acqua calda

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. Prodotti Ecologici per la pulizia

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.





6. Raccolta differenziata oltre l'80%:

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.





7. Accessibilità senz'auto

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

Information on the accessibility with public transportation is provided to guests.

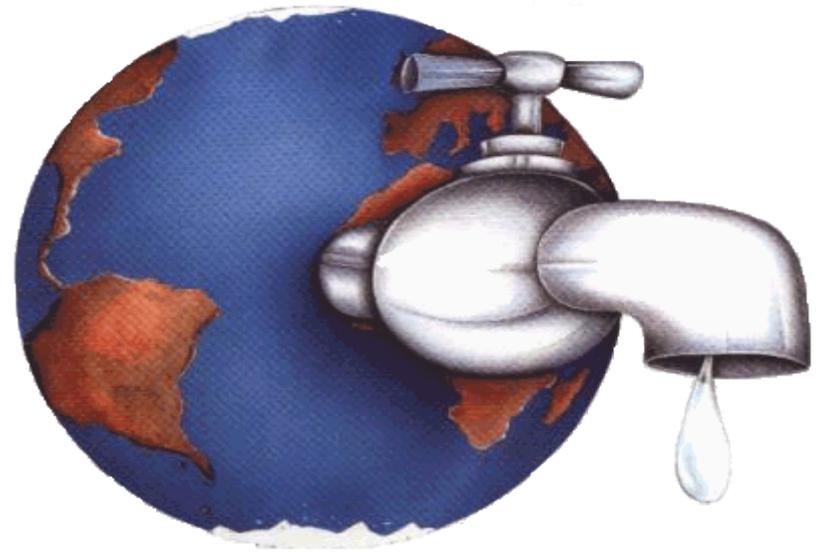




8. Riduttori di Flusso per l'acqua

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.



9. Lampadine a basso consumo

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.

Energy-saving lamps can help to save energy easily and effectively.

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**

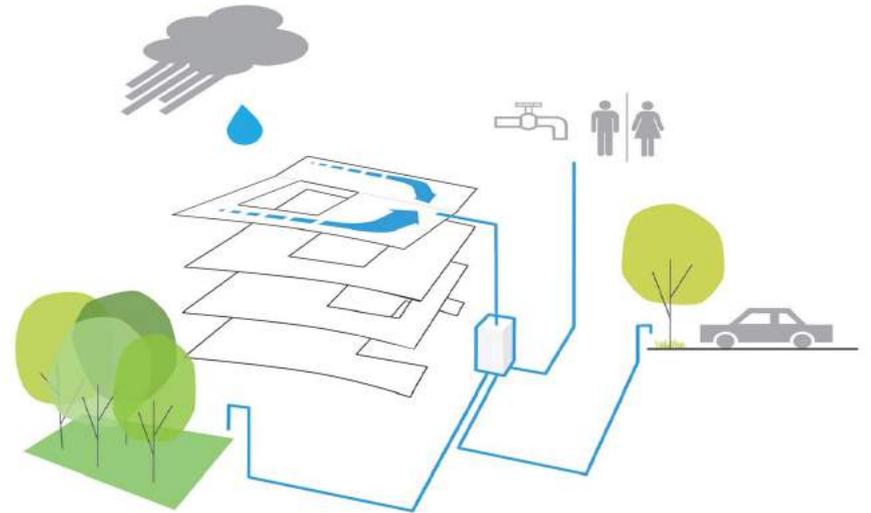




10. Recupero e Riutilizzo delle Acque Piovane

The accommodation is recovering and reusing rainwater. Rainwater is collected and reused for secondary uses (toilet flush, garden irrigation, etc.)..

These are the 10 key eco requirements, on which Ecobnb focus the most attention, and on the basis of which are selected the eco-friendly accommodations in the network.





WHAT IS REQUIRED IN A ECOBNB?

01
Organic food



02

Green
building



03

100%
renewable
energy



04
Solar thermal
panels



05

Ecological
cleaning
products



06 More than
80% waste
recycling



07 Car-free
accessibility



08 Energy
saving lights



09
Water flow
reducers



10
Recovery &
reuse of
rainwater





Cosa posso trovare in Ecobnb?



Find your Sustainable Accommodation

discover the authenticity of travelling with nature at heart

Where do you want to go?



Agriturismo biologico La Piantata, Arlena di Castro, Viterbo, Lazio - Every kid's dream: a real treehouse

Welcome in Ecobnb

Ecobnb is a journey undertaken to change the