

GREENING our Hotels - AGENDA

Listen, learn, discuss and network with the key experts and practitioners in energy efficient and ecological construction.

The Workshop Structure:

[9:00 - 9:30] - Registration & welcoming coffee

[9:30 - 11:00] - Introduction / The Business Case for Greening Our Hotels

Speakers:

- *Opening speech: Sulfina Barbu – Chamber of Deputies*
- *Steven Borncamp – Romania Green Building Council*
- *Sorin Ionescu – Fivestar Hospitality*
- *Meda Vasiliu – JW Marriott Bucharest Grand Hotel*
- *Radu Banu – Strabag*

[11:00 - 11:30] - Coffee Break

[11:30 – 13:00] - Financial Incentives, Legislation, and Certifications

Speakers:

- *Maria-Daniela Toma – Ministerul Mediului*
- *Dagmar Diwok – Comisia Europeana*
- *Dan Cotes – Asociatia Tinerilor pentru Excelenta*

[13:30 - 14:30] - Lunch

[14:30 – 16:00] - Innovation Showcase - New Business Ideas for the Hospitality Industry in Energy Efficiency, Renewable Energy and Environmental Responsibility

Speakers:

- *Mihaela Nicolau – Romania Green Building Council*
- *Reto Ruegg – Calidus*
- *Sorin Pana – URSA*
- *Costin Cunesteanu – Philips*
- *Ali Taher – CEMS Tehnologii*
- *Sorin Ionescu – Fivestar Hospitality*

[16:00 – 16:30] - Coffee Break

[16:30-18:00]- Innovation Showcase – Continued

[18:00 - 21:00] - Dinner / Networking

Speakers / Trainers:

Sulfina Barbu - Chamber of Deputies

Sulfina Barbu is currently Deputy and Chairperson of the Committee for Public Administration Territorial Planning and Ecological Balance of the Chamber of Deputies. Ms. Barbu is also a specialist in environment protection and a former Ministry of Environment and Water Management between 2005-2007.

Steven Borncamp - Romania Green Building Council

Mr. Borncamp will highlight the business case for incorporating green concepts in the design, renovation and operation for the hotel and eco-tourism industry. His presentation will include local and international examples of successful "green" properties.

Sorin Ionescu – Fivestar Hospitality

Mr. Ionescu is a consultant with extensive industry and academic experience in the hospitality industry. He has researched and published information on green solutions for the hospitality industry.

Meda Vasiliu – JW Marriott Bucharest Grand Hotel

Meda Vasiliu is the Director of Sales & Marketing for the JW Marriott Bucharest Grand Hotel and with the company since its 2000 pre-opening stage. In addition to promoting and marketing the hotel, Meda is involved with helping the community by coordinating "Spirit to Serve" activities such as: helping flood victims in Moldova, helping Mla's Children Association, SOS Kindersdorf, United Way and Ancor Humanitarian Foundation. She is currently coordinating the Green activities of the hotel including the Green Dambovita project coordinated together with the hotel's former Chief Engineer.

Radu Banu – Technical Consultant, Grand Hotel Enterprises

Radu Banu, Technical Consultant for Grand Hotel Enterprises, works currently as consultant for the ownership of the JW Marriott Bucharest Grand Hotel. Radu has been the Owner's representative in the Construction Agreement of the hotel building and Chief Engineer of Grand Hotel Enterprises Ltd until 2006, when he started his career in consulting. Part of the Green projects he was involved include: The Renovation of the French Embassy, by using Green materials and also Green projects related to JW Marriott Bucharest Grand Hotel (implementation of shower fitting system, garbage separation project and energy saving energy bulbs).

Maria - Daniela Toma – Ministry of Environment

Maria-Daniela Toma is a consultant for the Ministry of Environment, inside the Environment Protection and Sustainable Development General Directorate. She elaborates and promotes normative rules necessary for the application of the provisions of the ecological labeling scheme for products and services according to the Regulations no. 1980/2000/CE, regarding the establishment of the ecological labeling scheme. She participates and represents Romania or the Ministry in internal and international meetings, workshops, conferences related to ecologic labeling; Ms. Toma is a national key expert in the field of ecological labeling and member of the European Union Eco-Label Committee (EUEB).

Dagmar Diwok – DG Environment, European Commission

Dagmar Diwok has been a consultant for the DG Environment of the European Commission since 1992 and coordinates international projects regarding environmental certification in the tourism sector. She will give an outlook on the current situation of environmental certification for hotels in Europe, and the support given by the EU for its implementation and marketing.

Dan Cotes, Ph.D. – Asociatia Tinerilor pentru Excelenta (The Young People Association for Excellence)

Mr. Cotes is the President of the Young People Association for Excellence and the environmental consultant of the SATURN hotel in Saturn, the first eco-labeled hotel in Romania. He is a third party auditor of the environment management systems and auditor of the monitoring of greenhouse gas emissions. Mr. Cotes is a Ph.D. Geology and Geophysics Engineer; in his Ph.D. thesis, Mr. Cotes developed the topic of the stocking of the greenhouse gas emissions in geological structures.

Mihaela Nicolau - Romania Green Building Council

An engineer by training, Ms. Nicolau has extensive experience in both front office and back office operations of successful international hotels. In addition, she has design experience with renewable energy solutions. She will discuss green innovations for the hospitality industry.