

# PHILIPS

sense **and** simplicity

## Improving Energy Efficiency through Lighting in the Hotel Sector

*- A Triple Win for Hotel Guests, Environment and the  
Hotel Sector -*

Harry Verhaar

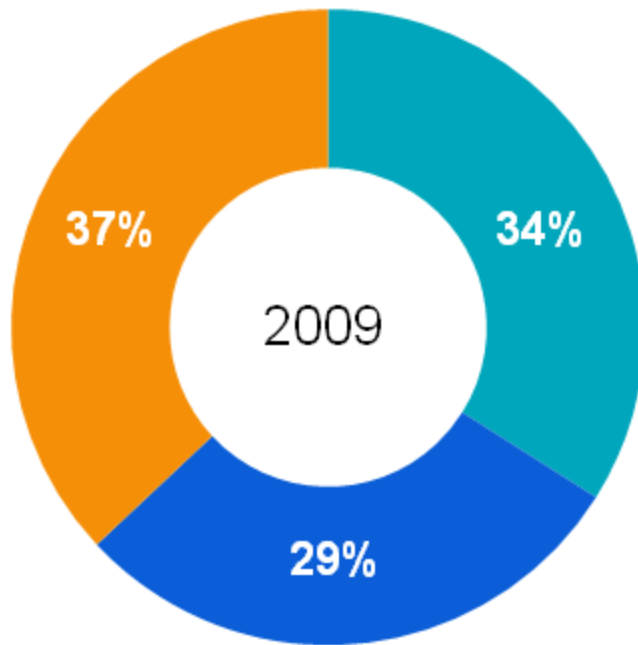
Sr. Director Energy & Climate Change – Philips Lighting

4<sup>th</sup> Int'l Conference on Responsible Tourism - Oman, October 10-12 2010

A global company of leading  
businesses creating value  
with meaningful innovations  
that improve people's health  
and well-being

# Enabling health and well-being

Where we live, work and play



- Healthcare
- Lighting
- Consumer Lifestyle



# Philips and Sustainability

## Sustainability policy

The Philips Sustainability Policy is a core element for the operations of the entire Philips organization. Sustainable development is a priority for the Board of Management, which has formulated guidelines for sustainable performance. This policy and resulting action programs are regularly reviewed and updated to meet stakeholder needs.

**Philosophy**

Since Philips was founded in 1891, it has worked to improve social equity and environmental quality, proving that responsible business is good business. Operating this way, the company has been able to improve economic prosperity for itself, its stakeholders and society at large. With its tradition of integrating economic, environmental and social issues, Philips understands that sustainable development is one of the most challenging issues facing the world.

**Commitment**

Philips adheres to the Business Principles for Action adopted by the world business community as the 2002 Johannesburg World Summit for Sustainable Development.

- Sustainability is the opportunity we embrace.
- Responsibility is the standard by which we should expect to be judged.
- Accountability is the obligation we assume.
- Transparency is the pathway we pursue.

Therefore, Philips will:

- Develop meaningful technology driven by the needs of society.
- Believe responsibility lies up to the Philips values, local practices and General Business Principles.
- Continue to build and express trust through transparency and accountability.
- Depend on and work with stakeholders inside and outside the company.

**Policy**

- Philips maintains and strengthens a culture of sustainable entrepreneurship, in line with its sustainability policy.
- Philips invests in its employees and creates a work environment that enables them to reach their full potential.
- Philips operates its innovation, business strategy and operations by setting financial and non-financial targets and maintaining constructive relationships with stakeholders.
- Philips expects its business partners to be committed to sustainable development.
- Philips is active in the community, supporting initiatives to improve people's lives, and is focusing on education and healthcare, particularly for the underserved.
- Philips measures and verifies its sustainability performance and publishes results annually.
- Philips engages governments, non-governmental organizations (NGO's) and companies to explore new businesses and emerging markets to improve quality of life.



**PHILIPS**

„Philips aims to become the recognized leader in key global market opportunities - relevant to society at large - by applying company strengths,,

- Defined company policy on:
- Available and affordable healthcare
- Development and innovation
- Energy consumption



“At Philips we improve the quality of people’s lives through the timely introduction of meaningful innovations. Focusing on key global challenges – the growing demands for healthcare and **energy efficiency** – we use our expertise to develop sustainable solutions for people in all markets. It’s all about delivering value for individuals, communities and the company.”

Gerard Kleisterlee  
President, Royal Philips Electronics

# Energy Efficiency through Lighting

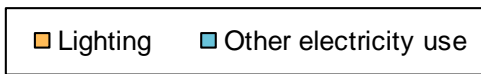
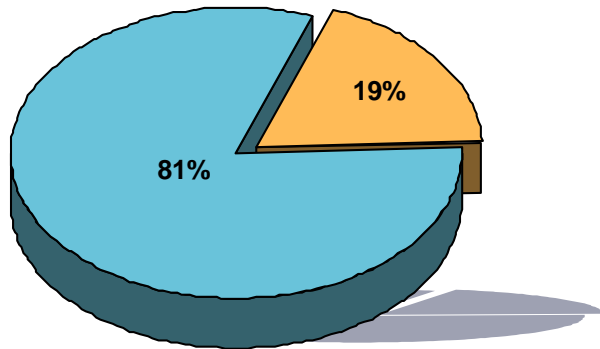
## Four drivers for action

- Rising energy prices
- Security of Supply
- Economic Growth
- Climate change / Kyoto / Copenhagen



## Our value proposition

Energy Efficient Lighting Solutions



## Potential savings 40%

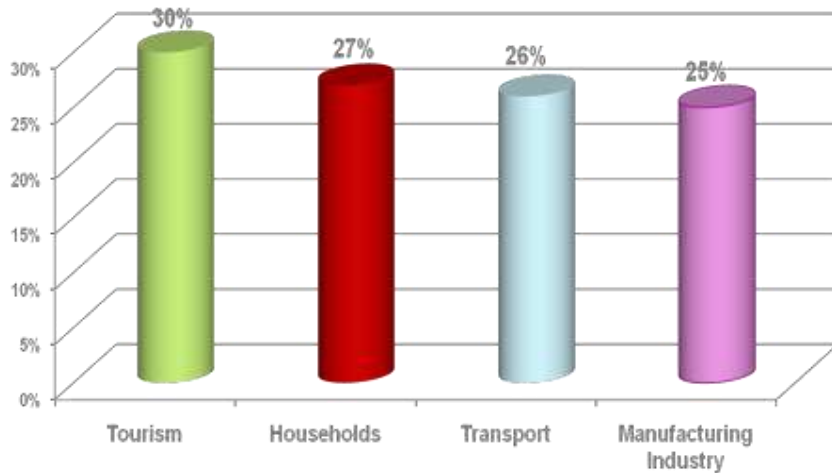
	ME&A	Global
Electricity cost/yr (Bio €)	15	128
CO <sub>2</sub> emissions/yr (Mio tons)	102	670
Power plants (at 2TWh/yr)	76	640
Car emissions (Mio cars@10kmile/yr)	40	260

- Global: 19% of all electricity

## How does this relate to the Hospitality Sector

### Europe - Political

The EU Action Plan identifies the tourism sector as the sector with a large energy saving potential



### Global - The Hospitality Industry

The *International Hotel & Restaurant Association* (IH&RA) and the *United Nations World Tourism Organisation* (UNWTO) aim to achieve a **20% increased energy efficiency** for the EU27 hotel market in five years time.



The **hospitality** sector is focused on transforming guest experiences **in the most sustainable way**

# Hospitality is balancing experience and cost

Where experience creation, sustainability and the bottom line meet is the sweet spot for the industry



Hotels want to differentiate their brands.



Becoming green is a must – for the brand and the bottom line.



Travelers are looking for a home-away-from-home experience.



Partnership is key.

# Hotels want to differentiate their brands



Hotels need to build stronger brands to better compete for travelers and to attract franchisers. In regions where independent hotels were dominant, chain businesses are growing. The need for differentiation is stronger than ever before, as competition is fierce.

Lighting and infotainment solutions can help build a brand's footprint.

## Diverse solutions create unique experiences

- LED portfolio
- Controls solutions
- Hospitality TVs

# Becoming green is a must – for the brand and the bottom line



The hospitality industry is one of the sectors with the largest energy savings potential. Laundry, air conditioning, 24/7 operations – all add to a high CO<sub>2</sub> footprint. 42% of energy usage comes from lighting, of which 70% is inefficient. Sustainability will help save costs and improve the bottom line.

The one big caveat: the guest experience should not suffer.

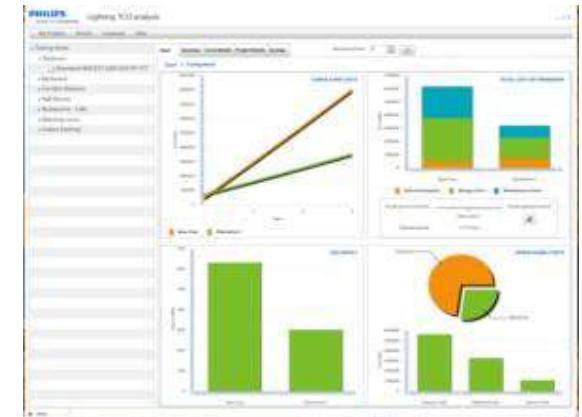
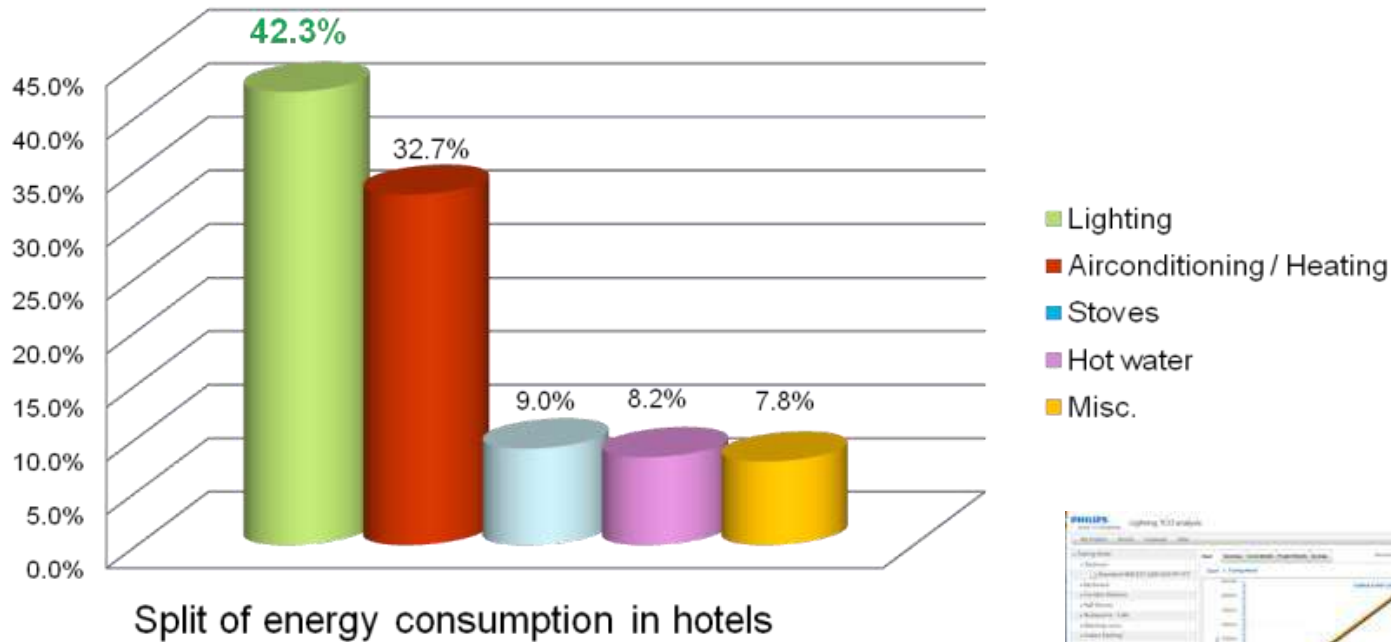
## Responsible products save energy and money

- A range of energy-saving lighting solutions
- Energy management control systems
- SmartPower TVs

# Hotels and Energy

Source: ICEAN – Spanish Government

**Up to 42% of the electricity costs in a hotel can be influenced by lighting:**



- Up to 80% savings possible per room / area
- € 150 per room per year
- € 30,000 for a 200 room hotel per year

# Hotels want to create a home-away-from-home experience for guests



Each traveler is different and wants a customized experience during his/her stay. Business or leisure, luxury or function – the commonality for hotels is the desire to create an inspirational home-away-from-home experience.

Guests should be able to personalize atmosphere and entertainment. Your guests want a room that embraces them but isn't a technology headache.

## Flexible systems that create comfort

- In-room controls allowing personalized settings
- Integrated ambient experiences
- A range of infotainment solutions

# Hotels – areas with focus on ambiance & savings



Lobby / Reception



Corridor



Guest Room



Bathroom/ Wellness



Bar / Restaurant



Staff Area



Conference Room



Outdoor

## Hospitality

Promoting guest comfort and building brand differentiation



### People focused

- Provide solution to achieve performance and style requirements
- Focus on sustainability, cost and maintenance



### Partners in innovation

Leverage full product portfolio:

- Lighting controls
- Lamps
- Luminaires

Leverage relationship with owners, specifiers and contractors



### Meaningful solutions

Dedicated to working with global hotel and resorts to support their branding efforts.

# Scandic Palace Hotel, Denmark - cuts 62% energy consumption for lighting



“We have set clear objectives, both short term and long term. For refunding and reduction in energy consumption, because it is obviously important for us to reduce our CO2-emissions. Luckily, the development of LED lighting has speeded up so much in recent years that the quality now is top-notch.”

Pia Jakobsen, Managing Hotel director

# LED partnership delivers cost savings and enhances green image - Crowne Plaza Hotel, Ireland



“We changed every light point in the hotel to Philips – and 90% are now LEDs. Philips not only provided an energy-efficient solution, but also one that is absolutely right for our hotel.”

Thomas Colman, Tifco Procurement Manager

# LED partnership delivers cost savings and enhances green image - Crowne Plaza Hotel, Ireland

## ***The Challenge***

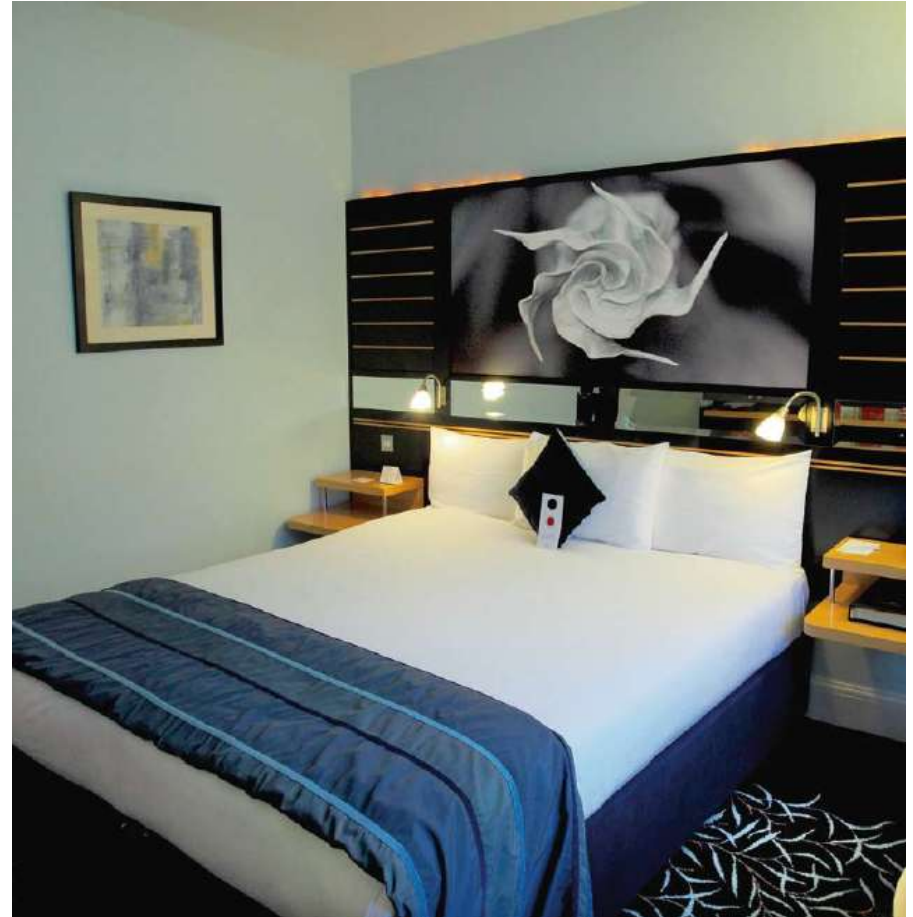
- project size, it included more than 3,000 50 W halogen lamps
- installation work had to be done with an absolute minimum of disruption to the hotel's guests

## ***Solution***

- The proposed solution was LED-based lighting, most widely used solution was the MASTER LEDspot 7 W GU10

## ***Benefits***

- the new lighting system performs significantly better than the previous one
- biggest advantage of the new lighting is quite simply the energy cost savings, which are very substantial.



MASTER LEDspot 4 W MR16, MASTER LEDspot 7 W GU10,  
MASTER LEDbulb 7 W A60, Accent LED, 32 W TL-D Eco

# Amsterdam Marriott Hotel, Netherlands

Entrance Area and VIP Lounge



“We are really looking forward to continuing our relationship with Philips. They have proven to be extremely innovative and a valuable partner in enhancing our technology and guest experience while lowering our costs and caring for the environment.”

Ronny A. Maier, General Manager Marriott Hotel

## Burj Khalifa: Living the high life



“The key contribution to this project was the intrinsic distributed intelligence of the system, which allowed it to be programmed to achieve the advanced functionality envisaged. “We’re really happy with what happened on site. Thanks and congratulations to Philips Dynalite“

Paul Marantz, co-founder and design principal at Fisher Marantz Stone,



# Palace Sun City, South Africa – reducing energy use while not compromising the quality of light output



# Palace Sun City, South Africa – reducing energy use while not compromising the quality of light output

## ***The Challenge***

- Hotel uncompromising standards in comfort and well-being of conference delegates
- Tourists want to stay in energy efficient hotels, as becoming more conscious of the energy crisis

## ***Solution***

- Novallure LEDcandle, E14socket offers perfect retrofit

## ***Benefits***

- eye catching design, beautiful sparkling light effect
- 2W Novallure LED allows 80% energy saving, lastig up 15 times longer than the 40W incandescent cangles and replacement costs



# Dynamic Ambiances in hospitality..



RAFAYEL HOTEL, LONDON, UNITED KINGDOM

BILBAO'S CITY PAVILION, SHANGHAI, CHINA, WorldExpo 2010

# Energy Saving Lighting Control

*Philips Dynamalite supply an energy-saving lighting control system for the*



We believe light is potential. Light is possibility. And we are bringing those possibilities to life.

**PHILIPS**

# Simply enhancing life with light

Together we transform  
environments, create experiences  
and shape identities

With light...  
we uplift and inspire  
we comfort and heal  
we create safety and spectacle

**Philips Lighting**



