

Project *in overview*

Feasibility study on necessary aspects for the development of a master plan for adapting and implementing the Energy Campaign for the Hotel and Catering Industry in India

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| Project Type: | Feasibility Study | Duration: | Oct 2008 – Jan 2010 |
| Project Team: | M. Henzler, R. Chakrabarti, J. Lee | Intended Partnership: | BEE, GTZ, SDAs, TDCs, MoP, MNES, MoT, NPC, TERI, CII, Hotel and Restaurant Associations, Tourism Org. |
| Client: | BMU – Federal Ministry for Environment Nature Conservation and Nuclear Safety | | |
| Project Area: | India | | |

Project Description

The primary aim of this campaign is to mitigate climate change by achieving a fundamental reduction in greenhouse gas emissions generated by the hotel and catering industry. The first feasibility study intends to bring together stakeholders that are directly and indirectly involved in the energy, hotel and catering sector, which includes the state ministries, agencies and departments, as well as private institutes, companies and associations. This is done by laying political and technical groundwork and striving towards a mutual beneficial energy campaign. This project will focus on the essential aspects for the development and deployment of a master plan for achieving GHG emission reductions in the hotel and catering industry. Previous implementation of a similar campaign in Germany's hotel and catering industry has achieved great success environmentally and economically.

Project Content

- Analysis of the Indian hotel and catering industry with regard to private-sector players and state decision-makers
- Preparation of information material for potential partners
- Identifying potential partners in the private sector and at the government level
- Conducting bilateral talks of an exploratory nature with the major public and private stakeholders in the hotel and catering industry in India
- Analysis of the specific energy consumption and energy sources of the Indian hotel and catering industry
- Analysis of the measures for energy efficiency currently at work in the hotel and catering industry in collaboration with potential partners from the Energy Campaign
- Determining the possible distribution of roles and tasks in an energy campaign for hotels and caterings in India
- Framing a detailed concept for implementing the campaign in coordination with the project partners
- Public relations work, to be jointly undertaken with the BMU

Project Phases

October 2008 - January 2009

Fact-finding, research, information-gathering talks with and identification of possible partners in the private sector and at the government level

January 2009 – July 2009

Preparing and conducting coordination meetings
Analysis of on-going activities in energy efficiency in the hotel and restaurant sector

July 2009 – December 2009

Preparing a detailed concept for implementing the campaign
Final consultative meeting with the project partners

Contact

Mikael P. Henzler
Managing Director
Adelphi Consult GmbH
Fon: +49-30-89 000 68-80
Email: henzler@adelphi-consult.com

Ronjon Chakrabarti
Project Manager
Adelphi Consult GmbH
Fon: +49-30-89 000 68-63
Email: chakrabarti@adelphi-consult.com

Jian Lee
Project Associate
Adelphi Consult GmbH
Fon: +49-30-89 000 68-63
Email: lee@adelphi-consult.com