

# PEF HOTEL ACCOMMODATION

## Product Environmental Footprint Category Rules (PEFCR) for Hotel accommodation services

Measuring and comparing the life cycle based environmental performance of hotels in the EU

In support of the sustainable tourism policies initiated by the European Commission, a collaborative, multi-stakeholder Technical Secretariat will develop PEFCR for Hotel accommodations in the European Union. The project is implemented jointly by a consortium coordinated by adelphi together with Studio Fieschi & soci and maki Consulting as PEFCR experts and technical leads. HOTREC – the umbrella Association of Hotels, Restaurants, Pubs and Cafes and similar establishments in Europe – will co-chair the TS.

What is the Product Environmental Footprint (PEF)?

The PEF is a comprehensive Life Cycle Assessment (LCA) method for quantifying the overall environmental impacts of products (goods or services), including carbon footprint, water footprint and a range of others, geared towards reliability and reproducibility of the results. The PEF is helping companies to calculate the environmental performance of their products, based on specific, reliable, and verifiable information, for combatting greenwashing, for enabling fair and performance-based green claims. To reach this goal, a set of specific rules needs to be defined for the respective product category, in the form of a PEFCR. PEFCR aid companies to implement PEF studies. They reduce effort and costs by defining what matters most for a specific product category. They provide a template model to adjust to the specific hotel.



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## Why this PEFCR will be beneficial for the sector?

The Commission wants to support the EU hotel industry by developing a sound and recognised calculation method to substantiate environmental claims. Many labels and certifications have been developed in the past, more are constantly added, creating confusion and increasingly reducing trust in green claims. Hence, the PEF is the Commission's response to the demand for credibility via harmonisation, industry-wide recognition, and achieving comparability. The PEF method helps companies to position themselves – also in the context of meeting the European Green Deal goals and responding to EU unfair advertising legislation. It enables hotels to substantiate their environmental claims, improve operations and effectively improving the sustainability of hotels. Also, they can provide carbon footprint results for overnight stays of business guests to be used for the corporate reporting of those companies under scope 3. It aids the hotel industry's efforts for performance-based competitiveness and resilience, and provides consumers with transparent information for selecting greener hotels. PEFCR are already available for more than 20 product categories, 4 more are currently under development, and the Hotel accommodation PEFCR is the latest development initiated.

## How does the process look like? How does the TS work?

The PEFCR will be developed in the time period from 2024 to the end of 2026. The Technical Secretariat (TS) is the governing body that is developing the PEFCR. It is a multi-stakeholder working group, representing at least 51% of the EU hotel market. The TS will meet periodically to make technical decisions, discuss the progress made, and organise hotel industry testing of the draft PEFCR. Within the development process, there will be two public consultations. Stakeholders, suppliers, civil society, policymakers, and institutions are invited to comment on the PEFCR to ensure the credibility and transparency of the process. After finally being adopted by the Commission, the PEFCR can be applied by the hotel accommodation sector in form of PEF studies (most likely from 2027 onwards).

**EU hotel industry and European Commission co-lead this development**

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