

WHITE PAPER

BEYOND ROI

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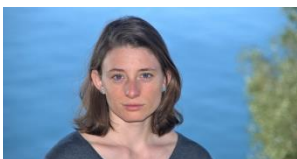
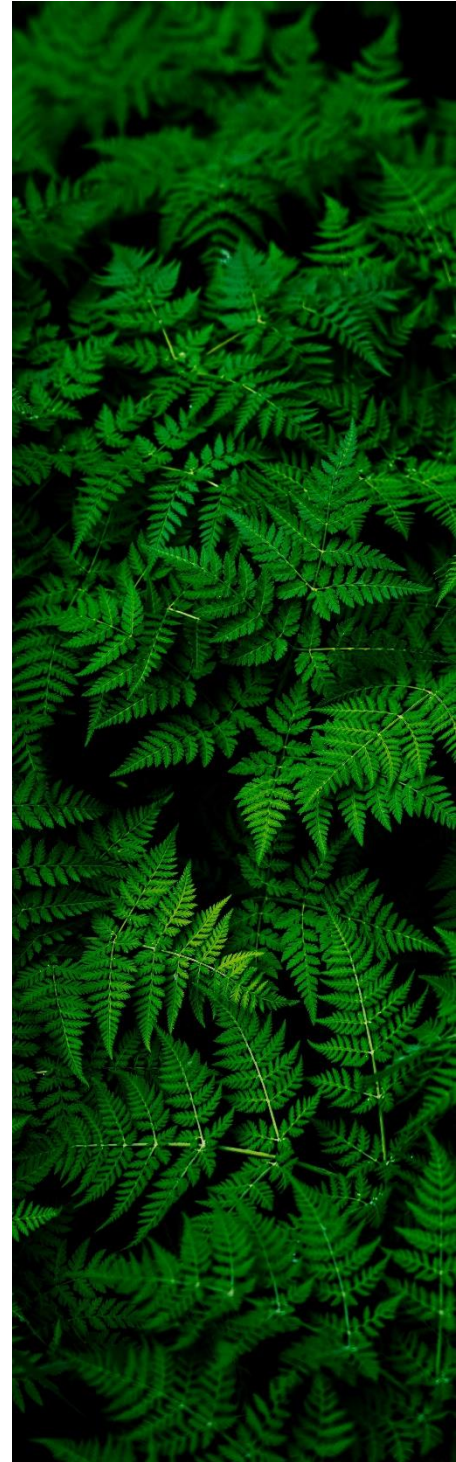
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Energy conservation in hotel guestrooms has been widely adopted by the hotel industry for many years. Decision makers who allocate a portion of investment funding for energy conservation have historically used this effort to achieve a return of investment, and it has worked well and been effective for decades now. However, treating energy conservation as just another regular financial investment competing for funding overlooks a key issue of growing importance. Energy consumption is a significant contributor to climate change, which is negatively impacting the environment to a point that it is becoming hazardous to humans' wellbeing. If this was compared to pollutants such as asbestos, then energy consumption mitigation would be imperative, and ROI's position in the decision process would be nearly negligible.

Our planet is under increasing strain. Given this growing pressure and accumulating concerns of how we use and treat our natural resources, AuVerte expects an inevitable increase in laws and regulations. Energy conservation will only become more mandatory and regulated, and soon there will not be another moral or legal choice to consider. Staying ahead of future laws and regulations and prioritizing a conscientious, sustainable technology infrastructure will create a more effective and long-term solution.

In an ideal world, every hotel would be designed to be energy efficient and self-sufficient with renewable energy. This is not yet a realistic possibility. Instead, hotels need to balance what is realistic for them and their priorities, weighing it with their dedication and concern for the environment. Regardless of the hotel's available resources, any hotel can establish itself as an active member or even a leader in environmental conservation by implementing energy conservation as a key goal.

Ultimately, the largest difference in the travel industry's environmental footprint comes from external regulation and hotels' decisions to independently increase their environmental sustainability. The job of their partner-in-conservation, the room automation vendor such as AuVerte, is to enable the hotel to become a leader in environmental stewardship. Assuming sensible achievability, there is a moral obligation to conserve as much energy as possible and consider the holistic aspects of decisions, not just the financial aspects. Although reducing energy use means higher profitability for the hotel, the hotel knows it has achieved much more beyond ROI. When guest, hotel, and room automation vendor work together to achieve the overarching objective of conserving energy, the result is synergistic and beneficial. Not just for everyone involved, but for the Earth and the shared future, too.



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