



TourZero

Accelerated Decarbonisation in the Tourism Industry via the Nexus of Green Innovation, Cross-Sectoral Governance and Systemic Capacity Building

EILAT, ISRAEL

Emissions domains addressed by the Pilot Activity



Consumption of non-electricity energy for thermal uses in buildings & facilities



Multi-sector waste management & disposal



Consumption of electricity generated for buildings, facilities & infrastructure



All vehicles & transport (mobile energy)

Key Terms

Radical collaboration | House of Change | Local Green Deal | Civic innovation | 1.5°C lifestyle | Behavioural change | Strategic experiments

Levers of Change

Data and Digitalisation | Democracy and participation | Financing and funding | Governance and policy | Learning and capabilities | Procurement | Social innovation | Technology/infrastructure

Description of the Pilot Activity

TourZero is repositioning tourism as a driver of decarbonisation in Eilat — a city whose economy is almost entirely tourism-dependent. The project combines hotel energy efficiency, sustainable transport strategies, and food waste reduction with a Climate Acceleration Hub designed to coordinate action across the sector. Through Tourism Living Labs, a Climate Champions training programme for hotel leaders, and new business models for financing sustainable tourism actions, TourZero aims to demonstrate that decarbonisation and tourism competitiveness are mutually reinforcing rather than in conflict.

Innovation Highlights

The Climate Acceleration Hub is designed as permanent municipal infrastructure for tourism decarbonisation that outlasts the project. The Champions Programme embeds decarbonisation capacity directly within hotel management rather than delivering one-off training.

Year One Highlights

Three pilot hotels were selected and onboarded across energy, transport, and waste workstreams. Energy audits and site visits were conducted, and real-time monitoring meters were installed in all three hotels. A food waste monitoring methodology was developed and field-tested, with a full independent measurement completed at one hotel. A GHG emissions estimation methodology was developed and data collection is underway. The Champions Programme syllabus is in development, shaped by direct feedback from hotel management. Dissemination reached municipal managers, youth climate groups, cleantech leaders, and international conference audiences.

Key insight

“Hotels participated voluntarily but were not fully aware of the time commitment required. Maintaining engagement demanded significantly more resources than planned — a critical lesson for any project working with private sector actors operating at high capacity.”

