NTT DATA

Tourism and Travel | Europe

Hapimag on the path to decarbonization

Client profile

Hapimag is a sharing community for holiday apartments. Collectively the company shares 56 holiday resorts located across Europe, Turkey and Morocco by the sea, in the mountains and in selected cities.

Why NTT DATA

Hapimag first initiated a partnership with NTT DATA in 2022, trusting us to carry out two pilot energy audits. Hapimag wanted to continue working with us on their path toward decarbonization because of our experience, capabilities and innovative, customer-led approach to addressing a business challenge.

HAPIMAG

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As a result of the collaboration with NTT DATA, we can better understand our carbon footprint and how it affects our scope of operations. By knowing our baseline emission and emission reduction measures we can strategically work toward a carbon-neutral future with the tools and expertise provided by NTT DATA.

Martin Roten, Chief Real Estate Officer (CREO), Hapimag, Switzerland

Business need

- Understand current carbon footprint
- Find ways to reduce carbon emissions
- Build a decarbonization roadmap

Solution

- Calculated scope 1 and 2 corporate carbon emissions
- Developed a carbon calculator to be integrated with PowerBI for automation
- Performed energy audits across Hapimag's 54 resorts and company headquarters and recommended mitigation measures
- Built a tool to visualize the parameters being analyzed (energy and carbon emission savings, financial impact) to design an appropriate implementation plan
- High level analysis of all scope 3 categories

Outcomes

- Identified 35 individual and feasible mitigation measures, which led to the analysis of over 400 facility-specific mitigation measures
- Deeper insights and understanding of carbon emissions
- Ability for Hapimag employees to calculate their annual carbon emissions
- Successful completion of an economic parameter calculation tool, as well as the energy and emissions impact of potential reduction measures, to facilitate the strategy of the decarbonization roadmap

Business need

Measure, understand and reduce energy consumption

Hapimag is a sharing community that shares 56 holiday apartments across Europe. Members buy Hapimag shares to be able to book a preferred holiday apartment. Members are rewarded for their custom through a points system and become part of the company community. Hapimag has 120,000 members and is driven by the goal of creating a high-quality and sustainable holiday experience.

Sustainability and community are central to the Hapimag business model. The organization aims to minimize the ecological impact of their operations and strives for net-zero emissions by lowering overall energy consumption, switching to renewable energy sources and reducing waste.

Hapimag engaged NTT DATA to better understand their current carbon footprint and find ways to reduce carbon emissions, in line with standards set out by the Greenhouse Gas (GHG) Protocol, the 2015 Paris Agreement and the organization's own sustainability strategy.

Solution

Energy audits and recommendations reduce scope 1 and 2 emissions

Initially, Hapimag asked NTT DATA to conduct a series of energy audits on a few selected resorts, to identify where their energy consumption was high. We were also asked to provide recommendations for reducing consumption. In response to growing pressures globally to mitigate the risks of climate change, Hapimag then went several steps further, engaging NTT DATA to extend the energy audits to all 56 of their resorts and develop their first GHG emissions inventory to include a scope 3 analysis.

The project required a team of 10 consultants who supported Hapimag over 12 months. The team comprised specialists in environmental reporting who had the skills to measure carbon emissions from buildings and office practices.

The team began by developing a toolkit in Excel that could be used to measure and audit the amount of carbon being emitted from different areas within the business. We focused on scope 1 and 2 calculations for the audit as areas within Hapimag's sphere of control. By analyzing the data, the team was able to identify which technologies, assets and business areas were the most energy-intensive.

As part of their plan to reduce carbon emissions, Hapimag also wanted a tool that could show the financial and environmental impact of reducing energy consumption and GHG emissions. So, in parallel to calculating their emissions as part of the audit, we built a carbon calculation tool that will automate data-collection and tracking and display the parameters being analyzed – energy savings, carbon-emission savings and financial impact – in a graphic format, enabling Hapimag to independently monitor GHG emissions in the future.

The GHG Protocol and Carbon Risk Real-Estate Monitor (CRREM) framework was used to develop the toolkit and propose mitigation measures for the scopes under Hapimag's sphere of control, such as:

- Scope 1: Eliminate fossil fuel-consuming technical equipment by replacing low-efficiency pool heat pumps, switching to an all-electric transport fleet, installing district heating connections or moving to biomass boilers.
- Scope 2: Reduce electricity consumption by installing smart lighting systems and photovoltaic systems or replacing low-efficiency equipment.
- Combined scope 1&2 options: Implement consumption-monitoring systems, improve building façade insulation, and replace glass windows with more modern and energy-efficient alternatives.

Outcomes

On the path to net-zero

As a result of the work done by NTT DATA, Hapimag now has a clear view of their corporate carbon footprint and detailed information on which areas of the business, and which assets are most carbon-intensive.

Using the customized tools developed by NTT DATA, Hapimag can continue tracking their carbon footprint independently. Following the recommendations made in the energy audits, diverse technical systems have been put in place in several resorts to help Hapimag reduce their total carbon footprint.

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