

Not for release before 10 am CET
20 June 2017

The Student Hotel group commits to saving 20% water in European cities
Extends pioneering 'Living Lab' project beyond Netherlands to introduce innovative solutions to reduce water consumption

The Student Hotel group is committing to saving 20% water in cities through its landmark public-private partnership with Wageningen University (WUR), Sapienza University and start-up, Amphiro. This innovative initiative, which kicks off on 20 June in Rome, Italy, responds to water shortage challenges in major cities. It aims to make a real impact on the reduction of water consumption by incentivising positive water-saving behaviour initially in Italy, and soon at The Student Hotel locations throughout Europe.

The Student Hotel will act as a 'Living Lab' where research initiatives into urban living will help to develop and promote smart, sustainable living for its student residents and surrounding communities.

Amphiro meters will be fitted to showers in the new Student Hotel buildings and will display water and energy consumption so students can see how much they are using. This awareness leads to significant savings.

The Student Hotel and its partners will pioneer scalable and innovative approaches to urban living challenges. It will introduce measures to help student residents, hotel guests and their co-working community reduce water and energy consumption and improve overall conservation efforts, particularly in urban hubs like Rome and other Italian cities.

City governments and industries targeting out-of-town guests will benefit from the insights about water and energy usage gained as part of this initiative, laying the groundwork for shared solutions to consumption, decreased usage and smarter, scalable approaches to city living throughout Europe.

Saving Energy When Others Pay the Bill

The initiative extends The Student Hotel group's 'Saving Energy When Others Pay the Bill'* project to Rome, Florence and Bologna, locations of the first four Student Hotels in Italy, using revolutionary Amphiro devices which promote water-saving behaviour among residents and guests.

*Saving Energy When Others Pay the Bill is an ongoing Student Hotel research project in collaboration with WUR, Bectro Installatietechniek and Amsterdam Institute for Advanced Metropolitan Solutions (AMS) in the Netherlands.

Michel Handgraaf, lead researcher on the commitment to 20% water-savings initiative notes, *"We are extremely happy to continue and expand our fantastic collaboration with The Student Hotel. Let's take our international Living Lab to the next level for more scientifically rigorous and practically relevant research!"*

The Student Hotel group's water-saving initiative in Italy is founded on solid international research and local findings from the existing project in the Netherlands using Amphiro devices. Initial WUR findings for the project in the Netherlands corroborate research conducted by Amphiro and researchers at the University of Bonn, the University of

Lausanne, ETH Zurich and the University of Bamberg, showing that the devices incentivise people to use an average of 20% less water per shower¹².

At The Student Hotel locations in Rotterdam and The Hague, WUR found that students and hotel guests used an average of 20% less water per shower.

Saving water and promoting water-conserving behaviour is critical to the sustainability of many cities in Europe, particularly in countries such as Italy. According to a 2010 report by the European Commission, Italy's use of water is 'clearly' unsustainable, with more than 20% of its long-term water supplies used every year.³ The WUR findings highlight the incredible potential that scaling the use of Amphiro devices can have in other cities.

The Student Hotel group is committed to further research initiatives with university and private partners into CSR, sustainability, shared mobility, circular economies, transformative communities and smart cities.

For more information: <https://www.thestudenthotel.com/amsterdam-city/we-love-responsibility/>

Or watch the video at: <https://youtu.be/fPNvugei1sl>

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About The Student Hotel

The Student Hotel co-living, co-working business model provides a unique hybrid destination for a fast-growing international community. Current locations include: Rotterdam, Amsterdam (City and West), The Hague, Groningen, and Eindhoven. In 2017 the Melon District properties in Barcelona and Paris will be upgraded with new facilities and services further integrating them into The Student Hotel group. The Student Hotel Florence and Maastricht and will open in 2017, Bologna in 2018 and Madrid, Berlin, Rome, Florence Belfiore and Delft in 2019. The group plans to have 41 properties in European cities by 2021.

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About Amphiro

In 2009, Amphiro AG was founded as an ETH spin-off by Thomas Stiefmeier and Thorsten Staake together with their doctoral thesis supervisors, Gerhard Tröster and Elgar Fleisch. The four founders were united in the conviction that information on consumption patterns would provide great added value for numerous applications in the future. Hot water was quickly identified, as this was an area with an extremely high potential for energy savings – and one that made other developers shy away from the medium of water. The Swiss Federal Office Energy supported the first Amphiro study by ETH Zurich and the University of Lausanne, with the effect of real-time feedback on the consumer being explored. The savings documented here significantly exceeded expectations and with these results, Amphiro a1 basic proved to be the most effective feedback instrument ever investigated by the institute.

¹ <https://www.amphiro.com/studien/>

² www.energybehavior.com

³ “Water Scarcity and Drought in the European Union.” *European Commission*; http://ec.europa.eu/environment/pubs/pdf/factsheets/water_scarcity.pdf (August 2010)

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About Wageningen University

'To explore the potential of nature to improve the quality of life': that is the mission of Wageningen University & Research. A staff of 6,500 and 10,000 students from over 100 countries work everywhere around the world in the domain of healthy food and living environment for governments and the business community-at-large. More information about WUR's research into incentivizing positive energy and water-saving behavior, including its research done in partnership with the Student Hotel and others, can be found at: www.energybehavior.com.

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About Sapienza University of Rome

Sapienza's mission is to catalyse the development of a knowledge society by promoting research, education and international cooperation. Sapienza's large student population includes over 30,000 students from outside of the Rome area, ca. 7000 foreign students and 3000 students on mobility programmes. Thanks to its extensive network of universities from around the world, Sapienza provides its students with a wide range of international opportunities, including double-title degrees, scholarships for writing theses abroad, apprenticeships and stages in European and non-European countries, and international doctorates. Within Sapienza, CIRPA (Interuniversity Research Centre in Environmental Psychology, www.cirpa.it) partners the research for innovative solution to energy and water savings.

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About AMS

AMS Institute is a young ambitious scientific institute located in Amsterdam. In this institute science, education, government, business partners and societal organizations are working tightly together to create solutions for the complex challenges a metropolitan region like Amsterdam is facing. Now and in the future. AMS Institute is centered on applied research and design and focuses on the strongholds 'circular city', 'vital city' and 'connected city', which is based on urban flows such as water, energy, waste, food, data and mobility, and the integration of these flows. AMS Institute is anchored in the unique cooperation and commitment of the following three prominent universities in the field of applied sciences: TU Delft, WUR and MIT. Amsterdam is its home base and living lab.

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