



Case Study



Company

MAR DE FULLES

Country

Spanish example of environmentally Sustainable hotel

Website

<https://mardefulles.es/en/>
info@mardefulles.es



A sustainable oasis for escaping the world

Juanma Urbán and his wife Mariajo Serra are not a conventional hotelier couple. After volunteering with Greenpeace, they wanted this place to be an innovative project that encompasses ecology, sustainability and high-performance energy efficiency. Their goal: for visitors to perceive the social and environmental values that they have put in place to great acclaim in the area and in the media.



What does Mar de Fulles taste like?



What experience are you looking for?



The first 100% self-sufficient hotel.

After 11 years of work and effort, in 2016 it opened its doors, becoming the first self-sufficient and socially responsible hotel in Europe.

In fact, that same year, the European Parliament awarded it the Citizenergy prize, which recognises the best European initiative in the field of renewable energies and the collaborative economy.



HOW IS YOUR PRODUCT OR SERVICE INNOVATIVE? WHAT GAP IN THE MARKETPLACE DOES IT FILL?



Mar de Fulles works exclusively with solar energy, low consumption lighting and a closed water circuit from its own well with a green filter purifier. Many of the products used in their kitchen are grown in their own garden, without the use of any chemical products others are mostly from local or fair-trade producers.

This accommodation meets the need for hotels focused on people who are sensitive and committed to sustainability and respect for the environment. People who seek to integrate into nature without harming it, most of its guests come for retreats, to disconnect and/or to show their children a different way to travel responsibly by supporting initiatives like this one.

WHERE DID YOU SOURCE THE MAIN SUPPORT AND RESOURCES

(Eg. Grants And Other Support)?



With 6,000 euros, between savings and family loans, we set about shaping the project. Everything else appeared like magic, small miracles, microcredits, ethical banks. Juanma and Mariajo were not conventional when it came to raising finance either. Instead of going to the bank, they turned to E-crowd! to raise, through crowdlending, the 175,000 euros they needed to install solar panels to generate electricity. It was the first isolated photovoltaic installation financed with crowdlending.

HOW SUCCESSFUL HAS IT BEEN?



The success of this hotel lies not only in its location in the heart of the Sierra de Espadán, but also in its concept of sustainability and self-sufficiency. The hotel continues to work very well especially for retreats because it fits very well with the profile of this target group. It is undoubtedly a unique hotel that lays the foundations for an increasingly near future based on responsible tourism.

160,000 m2 of age-old woodland, 10 km of gardens, an infinity pool –
The limit is up to you

WAS SUCCESS A RESULT OF INDIVIDUAL WORK OR COLLABORATION (OR BOTH)?



The funding came thanks to a "chain of favors and small miracles", to the collaboration of hundreds of people and institutions who conscientious institutions that supported them.

Taste Espadán

Come and taste the local products from our organic kitchen garden

Table Bookings



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