




UNITED NATIONS
Economic and Social Commission for Western Asia



EGS sub-sector 1:
Energy Efficiency / Renewable Energy

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Content

- EE / RE Importance
- EE / RE Business Activities
- Impacts on Local & National Economies
- Challenges
- Government Support
- Donors Support
- Large Corporations Support



EE / RE Importance

- Long term sustainability
- Security of supply
- Remote energy supply
- Environment
- Need of EE / RE in the energy portfolio



EE / RE Business Activities

- Intermediaries for distribution companies
- Concessionaires
- Remote rural electrification
- Supply chain
- Service specific added value
- Independent energy auditors
- Contractors



Impacts on Local & National Economies

- Remote electrification
(example of Ka'awa, Yemen)
- Large-scale wind energy
(example of Egypt)
- Manufacturing
(example of Syria, Sudan)
- Research & development
(example of Masdar, UAE)

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Administrative Challenges

- Vision
- Strategic planning
- Positioning
- Innovative ideas
- Recruiting and retaining talents
- Cultural challenges
- Uncertainties
- Ability to take time out to plan the course of the business
- Organizational re-evaluation

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Financial Challenges

- Financing availability
- Financial planning
- Building financial expertise
- Access to financial resources
- Quantifying economic values of technologies and services
- Risk mitigation

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Market Challenges

- Customer needs and awareness
- Effective and innovative market oriented solutions
- Branding, benchmarking and evaluating initiatives
- Competing/Complementing the international business
- Marketing and sales
- Customer orientation


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Technical Challenges

- Capacity building
- Competencies
- Lack of government and industry standards
- Product and services range identification
- Technologies
- Operations
- Knowledge transfer
- Research & development

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Other Challenges

- Bureaucracy
- Lack of recognition schemes
- Lack of support from the governments, banking sector, financial institutions
- Small market size

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Government Support

- Political vision and will
- Policies and mechanisms
- Promote renewable technologies
- Improve access to finance
- Establish customized lending guidelines
- Provide credit risks coverage for lenders
- Encourage firms to reinvest revenues
- Lower revenue and profit taxes
- Provide direct subsidies that lower production costs
- Incentive schemes to promote manufacturing of new and renewable energy equipments

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Donors Support

- Economic impact analysis studies
- Market analysis studies
- Pilot projects
- Pilot projects evaluation and follow-up
- Awareness
- Liaise with financial instruments / lenders
- Feasibility studies

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Large Corporations Support

- Localizing added value
- Building capacity through the localization of supply chains
- Improving standards
- Facilitating access to finance
- Partnering across segments and with other development actors to facilitate local development
- Training on business planning skills, including training in financial management
- Helping in building capacity and encourage environmental stewardship

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Questions?