

ECOTECH Weightings Matrix

[Guide to Market Transformation Programs]

Criteria	Supporting Information <i>(indicate paragraph number if details are in the project proposal)</i>	Linkage (1 point for each)
Responds to a <u>specific</u> instruction from Leaders/Ministers ¹	4 th Energy Ministers Meeting, Para. 4	1
Meets a core ECOTECH theme under the <i>Manila Declaration</i> ¹	Manila Declaration, Para. 4	1
Responds to the Common Policy Concepts, Activities and Dialogues identified in Part II of the <i>Osaka Action Agenda</i> ¹	Common Policy Concepts & Joint Activities/Dialogue, Energy, Para. 4	1
Responds to a <u>specific</u> ECOTECH Initiative ²	-	0
Improves skills, including in new technologies	Paras. 6, 8, 10	1
Builds capacity and strengthens institutions	Paras. 6, 8, 10	1
<u>Measurably</u> improves economic efficiency/performance ³	Guide to Energy-Efficiency Market Transformation Programs, Para. 10	1
Is of <u>practical</u> benefit to the private/business sector; has private/business sector <u>participation</u> ; and/or <u>funding</u> ⁴	Paras. 6, 7,	2
Assists economies attain sustainable growth and equitable development, while reducing economic disparities among APEC economies and improving economic and social well-being	Paras. 8, 10	1
Supports a TILF objective, as laid down in Part I of the <i>Osaka Action Agenda</i> ¹	Para. 4	1
Disseminates information including through seminars/websites/databases ⁵	Paras. 10, 18	0
Outline the <u>outcome</u> and how members will benefit ⁵	Para. 10	0
	Net Score	10

Footnote

- ¹ Identify which instruction/ECOTECH theme/OAA element.
² See <http://www.apecsec.org.sg/ecotech/index.html>
³ Policy outcomes that include development of energy efficiency guidelines, food safety standards etc
⁴ One point for each element up to a maximum of 3 points.
⁵ Not scored

Remarks (Please indicate if not applicable e.g., for TILF projects. Additional information in support of projects which do not score highly may also be provided here by the Lead Shepherd/Chair).

A. Project Design**Project**

01. Name of project.

Guide to Market Transformation Programs

02. Name of the working group or committee taking responsibility for the project and the dissemination of its results.

Expert Group on Energy-Efficiency and Conservation/Energy Working Group

Objectives

03. Describe briefly how you will measure your results (in the short and longer term) to know if your project has been successful. (You must provide detailed assessment measures in paragraph 19)

The purpose of the project is to increase the implementation of energy-efficiency market transformation programs in APEC economies by determining best practices for:

- designing market transformation programs run by electric utilities, the government, or the private sector;
- evaluating the effectiveness of market transformation programs in improving the efficiency of the use of energy; and
- measuring energy and environmental effects of market transformation programs.

The measurement criterion for success of the project is the number of market transformation programs developed and run in APEC economies as a result of this project.

04. How, briefly, this project responds to the priorities set by APEC Leaders and Ministers, as evidenced by parts of the APEC Action Agenda including Action Program, work plan, vision statement, and policy statement that relate to this project.

The proposal is consistent with the themes set forth in the Manila Framework (8th Ministerial Meeting, November 22-23, 1996), especially:

- Develop Human Capital, the region's main asset in economic development, to broaden the benefits of economic growth, deepen the basis for sustainable growth, and strengthen social cohesion domestically and regionally;
- Strengthen Economic Infrastructure to eliminate bottlenecks to economic growth, especially in such areas as telecommunications, transportation, and energy in order to further integrate members into the regional economy, and the region into the global economy;

- Safeguard the Quality of Life Through Environmentally Sound Growth by promoting sound policies and practices, taking into account concerns about sustainable development.

The proposal responds to Part I of the Osaka Action Agenda:

- Section C4b: “APEC economies will achieve free and open trade and investment in the Asia-Pacific region by facilitating investment activities through, *inter alia*, technical assistance and cooperation.”

The proposal responds to Part II of the Osaka Action Agenda:

- Section B5c, Energy, Common Policy Concepts: “APEC economies will set policy priority on . . . reducing the environmental impact of the energy sector.”
- Section B5e, Energy, Joint Activities/Dialogue: “APEC economies will improve environmental performance through expanded programs in the fields of . . . end-use energy conservation measures . . . “

The proposal is consistent with the energy policy principles established by the Working Group on Regional Energy Cooperation in October 1994 and recently endorsed by energy ministers (4th Ministerial Meeting, May 10-12, 2000), especially principles:

1. Emphasize the need to ensure energy issues are addressed in a manner which gives full consideration to harmonization of economic development, security, and environmental factors.
 2. Pursue policies for enhancing the efficient production, distribution and consumption of energy.
 6. The regular exchange of experience on the various policies being used by member economies to achieve a more rational energy consumption.
 13. Promote cost-effective measures which improve the efficiency with which energy is used but reduce greenhouse gases as part of a suggested regional response to greenhouse gas reductions.
05. For applications under the TILF Special Account: How briefly this project contributes to APEC Trade and Investment Liberalisation and Facilitation (e.g. relevance to specific parts of the Osaka Action Agenda).

Not applicable.

Linkages

06. The kinds of institutions in member economies intended to benefit from the results of the project. Highlight the direct benefits to the institutions, the types of business in member economies which will benefit from the results of the project and what the direct benefits are.

Non-government and government providers of energy-efficiency services will benefit directly from the Business Guide. The guide will show these institutions an effective way to formulate, implement, and evaluate energy-efficiency market transformation programs.

07. How the participation of the business/private sector and non-governmental institutions has been sought or will be sought. Illustrate how the business/private sector has been involved in the planning and delivery of the project and whether any other APEC fora have been consulted. (*)

Representatives from the private sector accounted for more than one-half of the forum that proposed this project (Second Planning Meeting for Proposed APEC Energy-Industry Project on Sustainable Energy Services, Bangkok, Thailand, 27-28 September 2000).

08. How this project will add “APEC value” (as to the potential benefits of implementing projects) in the context of other work that might have been done elsewhere in the same field. (*)

Some APEC economies have extensive experience with formulating, implementing, and evaluating market transformation programs. Others do not. These experiences can be transferred to APEC economies that have less familiarity with these types of energy-efficiency programs.

09. An indication of how the project might contribute to related projects or activities in APEC or elsewhere

The project is an extension of work conducted by the Expert Group on Energy Efficiency and Conservation over the past eight years.

10. Describe the deliverables of the project and demonstrate how they will meet the needs of the targeted beneficiaries.

The deliverable is a best-practices guide to market transformation programs. The guide includes sections on:

- designing effective market transformation programs;
- evaluating the effectiveness of market transformation programs; and
- measuring the energy and environmental savings from market transformation programs.

Both government and non-government organizations involved in energy-efficiency programs can use the guide to run effective market transformation programs in their economies.

Methodology

11. A concise description of the project’s methodology.

The guide will consist of three parts: (1) how to design an effective market transformation program; (2) how to evaluate the effectiveness of the program once it has been running; and (3) how to measure the energy and environmental savings from a market transformation

program, especially CO2 savings. Where appropriate, real world examples of market transformation programs will be interspersed with the discussion.

This proposal has six activities:

- Investigate the design of market transformation programs. These programs can originate from either the supply or demand side. On the supply side, manufacturers, wholesalers, or distributors of energy-using goods are targets of the program. On the demand side, purchasers of energy-using goods are targets of the programs. The report will discuss differences in the two approaches, drawing upon real-world examples of programs implemented in APEC economies.
- Investigate the evaluation of market transformation programs. These types of programs significantly differ from traditional energy efficiency programs because quantifiable outcomes are often difficult. The report will discuss these differences.
- Investigate the measurement of market transformation programs. This section will suggest some ways in which the savings from market transformation programs can be measured.
- Integrate the three parts into a draft report.
- Circulate the draft report for review. The draft report will be circulated to members of the Expert Group on Energy Efficiency and Conservation for their comments.
- Revise and submit final report. Given comments from expert group members, the report will be revised accordingly and placed on relevant APEC web sites.

12. A timeline for circulation and submission of this project proposal with drafts circulated well in advance to fora to allow careful consideration.

A draft proposal will be circulated to EGEE&C delegates two weeks prior to the EGEE&C meeting on 10-12 April 2002. If approved by EGEE&C delegates, the proposal will be forwarded to the EWG Secretariat for their review and approval. The EWG Secretariat will then make it available to EWG representatives on the EWG website well in advance of the EWG meeting in May 2002.

13. A timetable for the accomplishment of each component in (12).

The due dates for each of the activities are:

- | | |
|---|----------------|
| • Investigate the design, evaluation, and measurement of market transformation programs | September 2003 |
| • Complete draft report | October 2003 |
| • Circulate the draft report for review | October 2003 |
| • Revise and submit final report electronically | December 2003 |

14. The number of APEC member economies that will participate in this project. Please indicate the names of member economies participating in each component of the project as set out in (12). (*)

Three APEC economies will develop the guide. The experiences will be drawn from other APEC economies that have experience with running market transformation programs.

Budget

15. An itemized budget for the project, including provision for any publication and dissemination of project results, in the prescribed format. Applications under the Operational Account should use the format at *Annex A1*. Applications under the TILF Special Account should use the format at *Annex A2*. The budget should illustrate the assumptions adopted (e.g. unit costs) for the computations.

The budget for the project is:

• Investigate design, evaluation, and measurement of market transformation programs	\$30,000
• Complete draft report.....	\$15,000
• Revise and submit final report electronically	\$5,000
Total	\$50,000

A detailed budget is in Annex A1.

16. A timetable for the drawdown of APEC funding requested for the project, including details of any advance payment or instalment payment requested and justifications for such requests.

60%	September 2003
90%	October 2003
100%	December 2003

17. Details of any request for waiver or exception from the normal APEC financial rules with justifications.

There is no request for waiver or exception from the normal APEC financial rules.

Dissemination of Project Output

18. A plan for the publication and dissemination of the results of the project, including:

- a. the nature of the target audience, and, based on that audience;

The target audience is government and non-government organizations interested in running energy efficiency programs.

- b. the form and content;

Written report.

- c. format (e.g. hard copies, floppy discs, internet uploading);

Internet uploading.

- d. number of copies for the publication;

Not applicable.

- e. accessibility of results for the targeted audience;

World-wide web.

- f. a publicity plan for:

- i) briefing the general or specialist media about key components of the project;
- ii) the promotion of sales or other dissemination of the final product; and

The report will be advertised on APEC web sites.

- g. a budget for publication and dissemination, to form part of the itemized budget.

\$5,000.

Assessment of Project

19. With reference to your objectives stated in paragraph 3, provide detailed criteria (quantitative and qualitative) for how you will measure your results in the short and long term to know if your project has been successful. State your current benchmarks for measurement, your target results from the project for each measurement criterion and the range of acceptable results both in numerical and percentage terms, where possible.

The measurement criterion is the number of market transformation programs developed in APEC economies as a result of this project.

Gender Criteria for Formulation and Evaluation of Projects

Objectives

1. Show how the objectives of the project provide benefits for women, where appropriate. APEC Ministers have indicated (*Framework for the Integration of Women in APEC*) that benefits might include: increased involvement of women; taking account of the differences in women's and men's lives (gender analysis); and collection/use of sex-disaggregated data.

Men and women benefit equally from market transformation programs.

Linkages

2. Show how the participation of women has been/will be sought. Show how women are involved in the planning, management, allocation of resources, and implementation of the project.

The project was proposed by an APEC forum in which women participated. In fact, the chair of the forum (APEC Energy-Industry Project on Sustainable Energy Services) is female.

Methodology

3. Provide a brief description of the way women will be able to participate equitably in the development and implementation of the project.

The expertise required to undertake the study is gender-neutral. Women will be allowed to participate to the extent they have expertise in creating and running market transformation programs.

4. Provide a brief description to show that the project will collect and use sex-disaggregated data (if available) to measure the project's effects on women.

To the extent available, sex-disaggregated data on the impact of market transformation programs will be collected.

Dissemination of project output

5. Does the plan for the publication and dissemination of the project's results include communication methods that are appropriate for women?

The internet is a gender-neutral communication medium.

Budget

6. Are women involved in making decisions on the allocation of resources?

To the extent that women have expertise in market transformation programs, they will be involved in allocating resources for the project.

7. Where appropriate, provide details of the project's budget that are allocated to activities that address the specific needs of women.

The activities in this project are gender-neutral.

Assessment of project

8. Provide details of how the project proponent will assess whether he/she has met the gender criteria for APEC projects and how he/she will measure the impact of the project on women.

The subject matter of the project is gender-neutral.

* * * * *

**APEC Operational Account
Itemized Budget for Financial Year 2003¹**

Items			APEC Funding (USD)	Self Financing (USD)
<i>Direct Labour</i>	No. of Hours	Rate		
- Speaker's Honorarium				
- Consultant (including Researcher) Fees	1,000	\$50.00/hour	\$50,000	
- Consultant's Secretary Cost				
<i>Travel</i>				
- Per Diem (including accommodation and "additional payment")				
- Airfare				
	No. of Copies	Unit cost		
<i>Publication of report (including distribution)</i>				
<i>Photocopying</i>				
<i>Communications (Phone/ Fax/ Mail/ Courier)</i>				
<i>Total</i>			\$50,000	

¹ If project straddles more than one year, please indicate only the amount of funds required for the financial year in question.