

MEET-BIS Vietnam

Mainstreaming Energy Efficiency through Business Innovation Support - Vietnam

MEET-BIS Vietnam proposes an innovative, private sector based approach for stimulating energy efficiency and water conservation in Vietnam.

In Vietnam, continuous rapid economic growth and growing population in the cities have put pressure on environmental quality. Increasing energy and water use is pre-conditional to substantiate growth of the economy. Small and medium enterprises (SMEs) that currently account for 95% of all enterprises in Vietnam are expected to continue to fuel Vietnam's growth. Yet, many SMEs in Vietnam work with outdated and inefficient technology. With water and energy prices increasing, their inefficiency implies not only high cost to the business, but also to the environment and to public health.

Many projects and programmes have already targeted to introduce innovative, energy and water efficient technologies in Vietnam. This has resulted in the availability of a number of trained project-oriented installation companies, and many available market studies, technology studies and environmental impact studies and reports. However, to date introductions of these new, innovative technologies for sustainable production have not grown beyond the (pilot) project phase, and have failed to reach mass markets and broadly introduce products that contribute to sustainable production and consumption of energy and water.

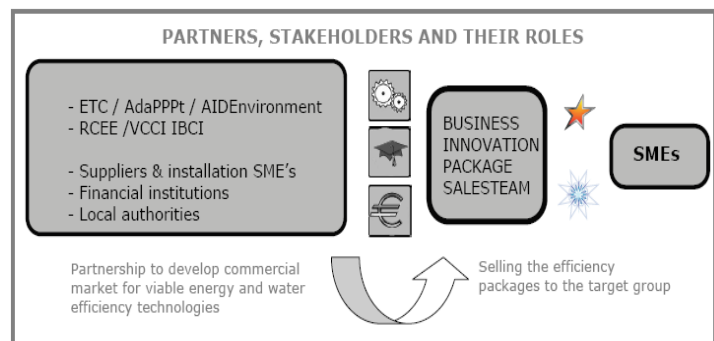
The 'MEET-BIS' project aims to change this situation. The project will ensure urban SMEs in Vietnam sustainable access to water and energy efficiency technologies to improve their efficiency to the benefit of the business, the environment and public health. MEET-BIS will do this by building capacity with Vietnamese suppliers and installers. The programme has a pragmatic approach to develop sustainable supply chains that reach SMEs with innovative technologies and technical know-how.

Focus on long term, sustainable solutions

MEET-BIS is to assist key private sector players (suppliers) to develop commercial markets for their energy and water efficiency products targeting SMEs.

The programme will support the development of technical capacities, marketing and sales capacities and financing solutions.

As the capacity building needs of the partners are divers, flexible and responsive learning support is foreseen.



BOX 1: MEET-BIS partners, stakeholders and their roles

The MEET-BIS approach

During the programme, the MEET-BIS team will develop partnerships with the key players in selected technologies, with the ambition to serve 750 SMEs over the project life span. MEET-BIS does not sell efficiency technologies for SMEs, but assists the partner suppliers to do so. To enhance their sales capacity for these products, the project will assist in:

- ▶ Translating efficiency products into *Business Innovation Packages*, with a clear added value to SME clients (cost saving!)
- ▶ Developing applicable technical sales skills and marketing materials
- ▶ Providing hands-on technical installation and after sales service training
- ▶ Improving access to finance for both the suppliers and the SMEs they target.

TABLE 1: Foreseen activities
(detailed proposal available on request)

The project intervention strategy is based on scaling up initiatives that have been piloted in the past years, and sustainably introducing them in the market.

It is foreseen that over 6,250 SMEs will be reached in the five years after the project has ended.

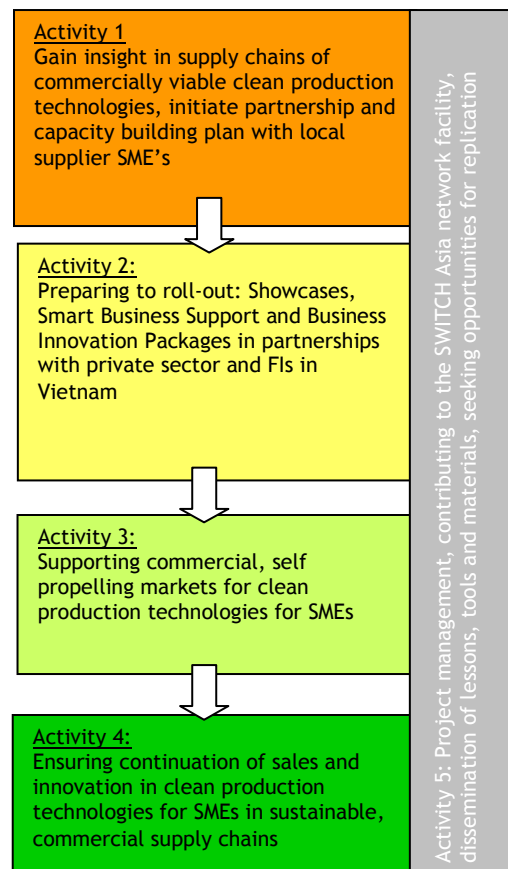
Project partners

The project has been developed and will be implemented by ETC Energy (www.etc-energy.org), AdaPPPt (www.triodosfacet.nl) and Aidenvironment (www.aidenvironment.org) in the Netherlands and RCEE Research Center for Energy and Environment (www.rcee.org.vn) and the Vietnam Chamber of Commerce and Industries-Ha Minh Investment & Business Consultants, Inc. (VCCI-IBCI) in Vietnam.

Budget and duration

The MEET-BIS team will implement the activities in four years time. The planned starting date for MEET-BIS is **April 1st 2009**.

The total budget of the programme is €1.950.000. The project partners are thankful for the generous 80% grant of EuropeAid, and are now seeking co-financing for the remaining 20% of the budget.



For more information, please contact:

If you would like to know more about the MEET-BIS programme, kindly contact ETC Foundation, the MEET-BIS programme leader.

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