

Mid-term Evaluation and Learning Exercise of the Project Brazil Industrial Energy Efficiency Management Response

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Mitigation Action
Facility

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Management Response Content

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1 Evaluation and Learning Exercise (ELE) of the Brazil Industrial Energy Efficiency Project – Management Response

1.1 Background

In 2023, the Mitigation Action Facility project Brazil Industrial Energy Efficiency (PotencializEE) was subject to an independent mid-term ELE conducted by an evaluation team led by AMBERO Consulting.

The project and Technical Support Unit (TSU) provided responses to the recommendations made by the evaluation team as follows:

1.2 Recommendations to the to the project team to achieve the goal of the project

Recommendations	Activities	Responsible Entity	Timeline
<p>Recommendation 1: Maintain the direct support to SMEs</p>	<p>Recommendation accepted.</p> <p>Energy audits and project implementation support, besides awareness-raising measures. It is expected to reach new industrial SMEs more effectively through digital marketing services and define targets for prospecting additional industrial SMEs in each entity of SENAI located within the main industrial regions of São Paulo. The specialists of SENAI will benefit from standardized and digitalized calculators and questionnaires for technical and financial viability assessments of EE measures, especially for thermal EE technologies. These tools shall accelerate the pace of direct support provided to industrial SMEs.</p>	SENAI	Ongoing
<p>Recommendation 2: Continue engaging commercial banks</p>	<p>Recommendation accepted.</p> <p>The project is already collaborating with two commercial banks to use the EE technology list (Banco ABC and BTG Pactual). It is planned to engage more banks on the EE technology list in cooperation with BNDES going</p>	GIZ	Ongoing

Recommendations	Activities	Responsible Entity	Timeline
	forward, including those that are registered under its guarantee fund FGEnergia dedicated to EE projects. Commercial banks will further be contacted to assess the project pipeline for EE investments and industrial SMEs for loan requests in São Paulo and other states.		
Recommendation 3: Improve the communication of gender results	Recommendation partially accepted. The project communicates its mentoring programme for women acting as EE experts, which will be upscaled at the national level. Additionally, it provides visibility to women acting as EE experts as well as women working at industrial SMEs that are involved in EE projects through its communication channels. At the same time, the communication efforts shall focus on other content (e.g. economic, social and environmental benefits of EE investments in industries) that is directly relevant for the achievement of several target indicators regarding the participation of SMEs in energy audits and investment in EE technologies.	GIZ	Ongoing

1.3 Recommendations to the project partners to support the success of the project

Recommendations	Activities	Responsible Entity	Timeline
Recommendation 1: Project partners (steering and technical committee members) need to engage with the project in a more proactive manner	Recommendation partially accepted. The political partner MME requested to combine the Steering Committee and Technical Advisory Committee and increase the frequency of the Steering Committee meetings (every three months), which was already adopted by the project. However, this is not the only format for exchange and decision-making on specific project activities. With most implementation partners the project	GIZ	Ongoing

Recommendations	Activities	Responsible Entity	Timeline
	team is in constant exchange on a weekly or even daily basis.		
Recommendation 2: <i>Desenvolve SP</i> should play a key role in further engaging the state government of São Paulo	<p>Recommendation accepted.</p> <p>Desenvolve SP is engaging with the government of São Paulo on several levels and in different formats, which includes topics that are relevant for the project, such as the administration contract for the Guarantee Fund of PotencializEE to be signed between Desenvolve SP and São Paulo State Government’s Ministry for Environment, Infrastructure and Logistics (SEMIL). SEMIL will also be invited by Desenvolve SP to participate in the Investment Advisory Group to supervise the guarantee fund operation and EE project pipeline development.</p>	Desenvolve SP	Ongoing

1.4 Recommendations to the Mitigation Action Facility for the review, approval and management of future interventions

Recommendations	Activities	Responsible Entity	Timeline
Recommendation 1: Consider a project extension	<p>Recommendation accepted.</p> <p>The team requested to the Mitigation Action Facility an extension until October 2027. The amendment request has been approved under the condition that the findings from this mid-term ELE are incorporated in further project work.</p>	GIZ	Ongoing

Donor Acknowledgement

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Disclaimer

Some of the content in this document was authored under the NAMA Facility but is published by the Mitigation Action Facility. The Mitigation Action Facility is a continuation of the NAMA Facility and builds on its legacy. The NAMA Facility was active from 2012 to early 2023.

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