



Mexico: Energy Efficiency Industry Partnership

Activity: Promoting Energy Efficiency in the Developing World
Program Area: Urban Energy
Implementer: Alliance to Save Energy
Geographic Focus: Latin America & the Caribbean
Countries: Mexico
Duration: September 2000 – September 2004




Energy managers and industry representatives attend seminar on energy efficiency industry partnerships.

Project Background

Since 1995, the Alliance to Save Energy's (the Alliance's) Energy Efficiency Industry Partnership (EEIP) program in Mexico has provided more than 2,000 energy managers and other representatives from over 700 industrial, commercial, hotel, and hospital facilities information and access to energy-efficiency technologies and

services through educational seminars. Third party evaluators estimate that the program is saving participants approximately 270 million kilowatt-hours of electricity, 182 billion BTUs of natural gas, and US\$25.8 million on deferred annual energy costs – which amounts to enough money to power 215,000 Mexican homes annually.

Energy efficiency technology and service providers help local industry representatives discuss their opportunities to contribute to Mexico's energy future by: (i) communicating the benefits of improved energy efficiency to the nation's environment and economy; (ii) promoting energy-saving equipment and services as a means to reduce production costs and energy expenses and improve reliability; and (iii) working with government and non-governmental organizations to engage policymakers on energy and regulatory issues of interest to the energy efficiency industry, such as utility restructuring, national energy planning, alternative financing, equipment standards, and building codes.



The EEIP was born out of involvement in the USAID Monterrey, Mexico, Sustainable Cities Program in 1995. From 1995-2003, the Alliance carried out EEIP activities in Mexico with separate sources, and USAID began funding the EEIP program from 2000 through 2004.

Project Activities

The two principal activities of the EEIP program are educational seminars and industry policy forums. Through these two programs, USAID and the Alliance are helping Mexican enterprises reduce their energy costs, increase their productivity, and lower their pollution. The Alliance works with in-country partners CONAE, ATPAE, and FIDE, to organize efficiency seminars for representatives from industrial, hospital, hotel, and government facilities, as well as municipalities.

Project Partners

Under the EEIP in Mexico, the Alliance has partnered with several private sector-focused organizations: La Asociación de Hoteles de Quintana Roo, AC; La Asociación Mexicana de Hoteles y Moteles, AC; La Asociación Mexicana de Hoteles y Moteles de Tabasco, AC; La Cámara de la Industria de Construcción de Veracruz, AC; La Cámara de la Industria de Transformación de Nuevo Leon (CAINTRA); Cámara Nacional de Industria de transformación –Puebla (CANACINTRA); and El Centro Empresarial de Reynosa, SP (COPARMEX); and with several Maquiladora and Hospital Associations.

Approach and Development Objectives

The Partnership has four developmental goals:

- 1) Raise Awareness -- Increase the level of understanding and awareness about how to save energy and the financial and environmental benefits associated with energy efficiency.
- 2) Improve Access to Technology -- Provide Mexican enterprises better access to energy-saving technologies and services as well as sources of financing.
- 3) Build Local Capacity -- Enhance Mexican capacity to deliver energy efficiency products and services.
- 4) Develop Markets -- Promote policies and programs that encourage the adoption and use of energy-saving products and services.

Project Results

Since the program began, the Alliance has administered 27 sessions featuring more than 200 presentations by 82 different U.S. and Mexican energy-efficiency companies. These seminars have reached thousands of energy managers and saved more than 250 GWh of electricity each year.

These seminars continue to be an effective venue for energy consumers to learn about various energy-saving



products and services, and for energy-efficiency businesses to raise awareness about their offerings. In addition, they are a low-cost means for Mexican organizations to provide training and education to their constituents.

As part of the phase-out of the EEIP program, the Alliance hired a third-party evaluator to conduct a comprehensive evaluation of the two principal activities of the program: educational seminars and industry working group efforts. The goal was to evaluate the programmatic impact and sustainability of these activities.

Based on sampling of public and private sector participants, the evaluator estimated the program's overall energy savings, as reported previously. The evaluation also noted that the average EEIP presenter earned at least US\$200,000 in post-seminar sales.

Lessons Learned

The success of the educational seminars was largely due to the participation of city and regional trade associations that partnered with the Alliance to deliver the information to their members. A strong focus on meeting private sector needs also contributed to EEIP's success.

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