



FINAL PROJECT

ENERGY EFFICIENCY POLICY TRAINING WEEK LATIN AMERICA



COSTA AMERICA

- Developing country (warm climate).
- Energy efficiency standards are available.
- High energy prices and subsidies.
- Policy focused on non-residential buildings.





STRATEGY

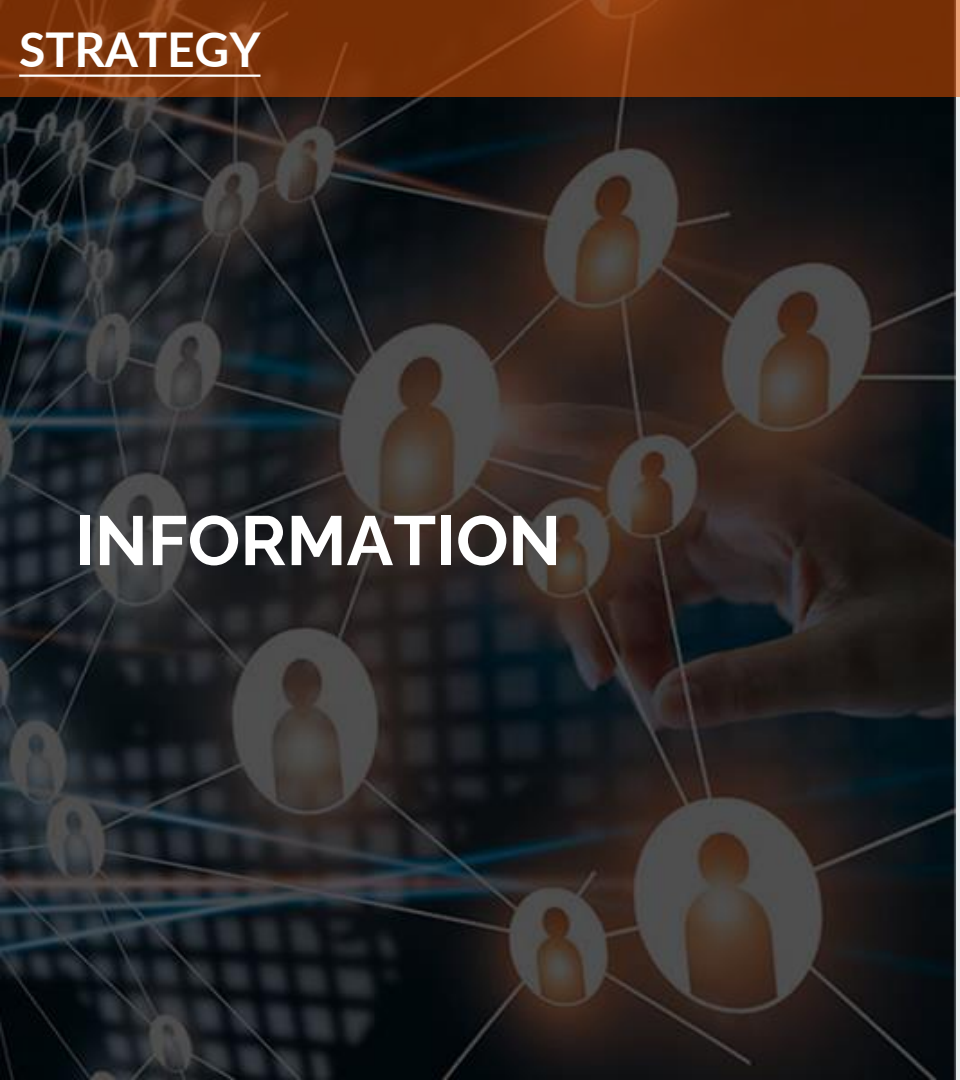
REGULATION

SHORT-TERM

- Standards compliance (Voluntary).
 - Buildings envelope.
 - Appliances.
- Energy audits, energy ratings and energy performance certification.
- Training to improve building retrofit services.
- Off-peak energy consumption.
- Subsidies relocation.

LONG TERM:

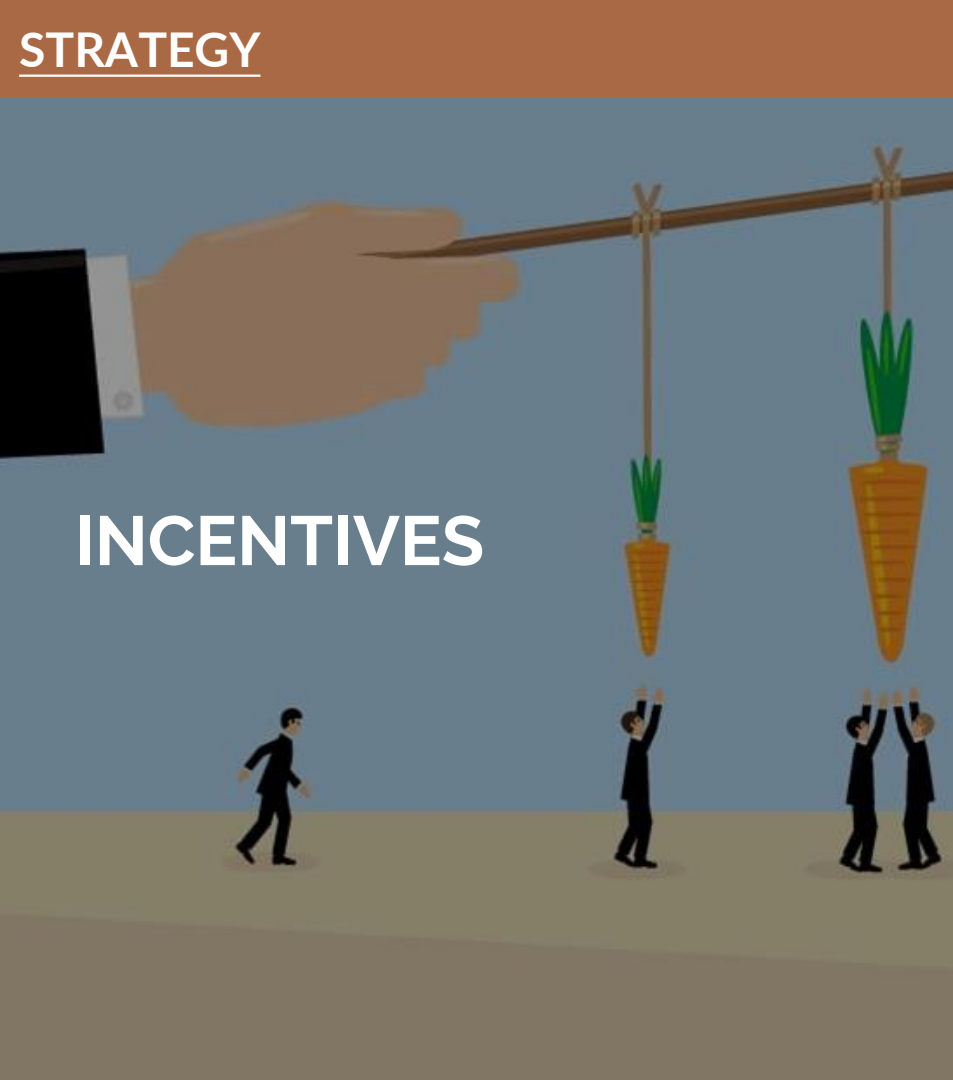
- Standards compliance (Mandatory)



INFORMATION

Indicators data sources

- National Census
- National Surveys (Living Standards Measurements)
- Focus Polls (each year)
- Cadastre Survey (National, Municipal)
- Utilities Companies (Billing)
- Construction Companies (Projects)
- Labels



INCENTIVES

Positive

- Progressive subsidies relocation (financial)
- Crossed subsidies (From high consumers to low consumers) (financial)
- Energy efficiency awards for non-residential buildings (based on indicators). (non-financial)
- Tax exemption to targeted appliances, renewable energy equipment, and constructions materials for energy savings (financial).
- Fiscal benefits and priorities for green energy generation (financial)
- Public and private financing with competitive credit rates (financial)

Negative

- Penalties and sanctions for infractors (Individuals, Organizations). Subsidies reduction. (financial)



Communications Strategy

“TU USO, TU EDIFICIO, TU BENEFICIO”



Communication Strategy

- Based upon social media (Tweeter, Facebook, Instagram, Tik Tok).
- Propose dynamics challenges that stimulate a targeted behaviour
- Public recognition to successful changes in buildings (Likes).
- Public recognition for “Green Building of the Month” with pictures of people working to achieve this goal.
- Short videos regarding energy efficiency on building administration and co-working (possibly funny).



Indicators

- Evolution of energy consumption Mwh/year (electricity)
- Energy consumption per m2 (MWh/year/m2)
- Energy consumption per capita (MWh/year/per capita)
- Amount of participants in the competition

