



# Welcome to Tropicaland

# Tropicaland Context & Profile

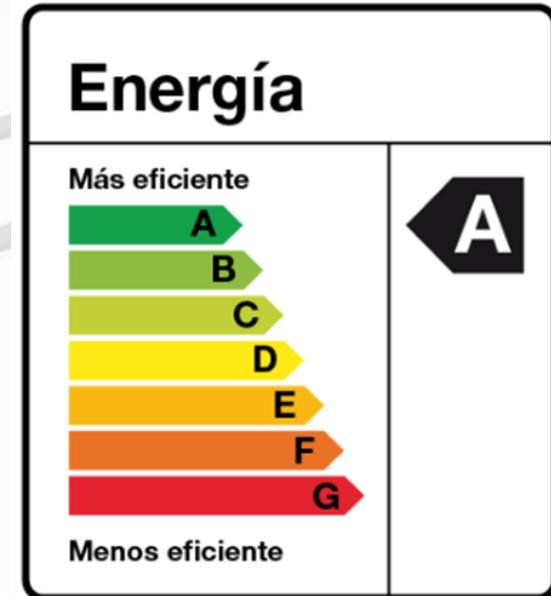
- Emerging Economy
- Climate description - high temperatures during the summer
- Highly dependent on fossil fuels imports
- Highly subsidized
- Size: 60MM population
  - Has a capacity for enforcement of MEPS



**Context – Increasing energy prices and price volatility are harming households, businesses and government budgets.**

# Target and Indicators

- Program focusing on residential sector
  - Appliances exchange (A/C)
- Target
  - Decrease 10% of residential consumption in 1 year (household that participate on the program)\*
    - Impact: Overall reduction of energy consumption
  - 1m appliances replaced
- Indicators
  - Energy consumption by sector and in country (before and after)
  - Fossil Fuel usage
  - Market share of EE equipment



# Energy Sovereignty

Campaign Tagline



## Energy Efficiency - Consumption Reduction

The Tool



### Rate incentive for those who reduce their consumption

Package (incentives/routes)



#### Regulation

- Tax reduction for imported equipment

#### Incentives

- Subsidy for the retrofit
- A/C equipment exchange (>15 years old)

#### Information

- Best Practices Playbook
- Massive campaign leverage social media and TV



Learn more about the program by following us:  
[@tropicalandthecountry](https://twitter.com/tropicalandthecountry) 

The cheapest  
energy is the one  
you don't use.

Thank you!

