



Welcome to Tropicaland

Tropicaland Context & Profile

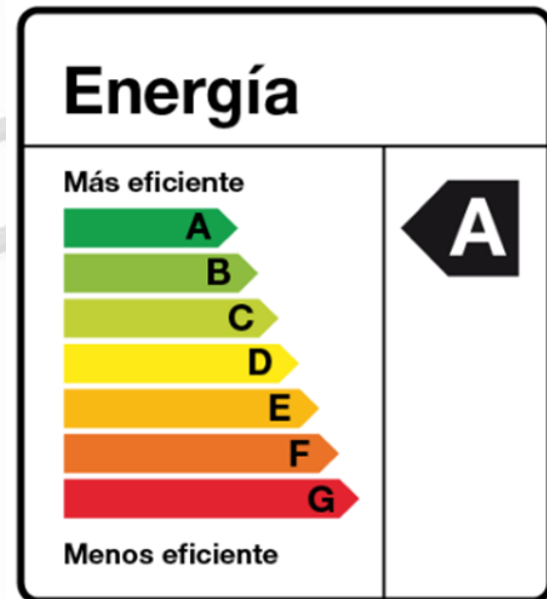
- Emerging Economy
- Climate description - high temperatures during the summer
- Highly dependent on fossil fuels imports
- Highly subsidized
- Size: 60MM population
 - Has a capacity for enforcement of MEPS



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 ✓

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

Thank you!

