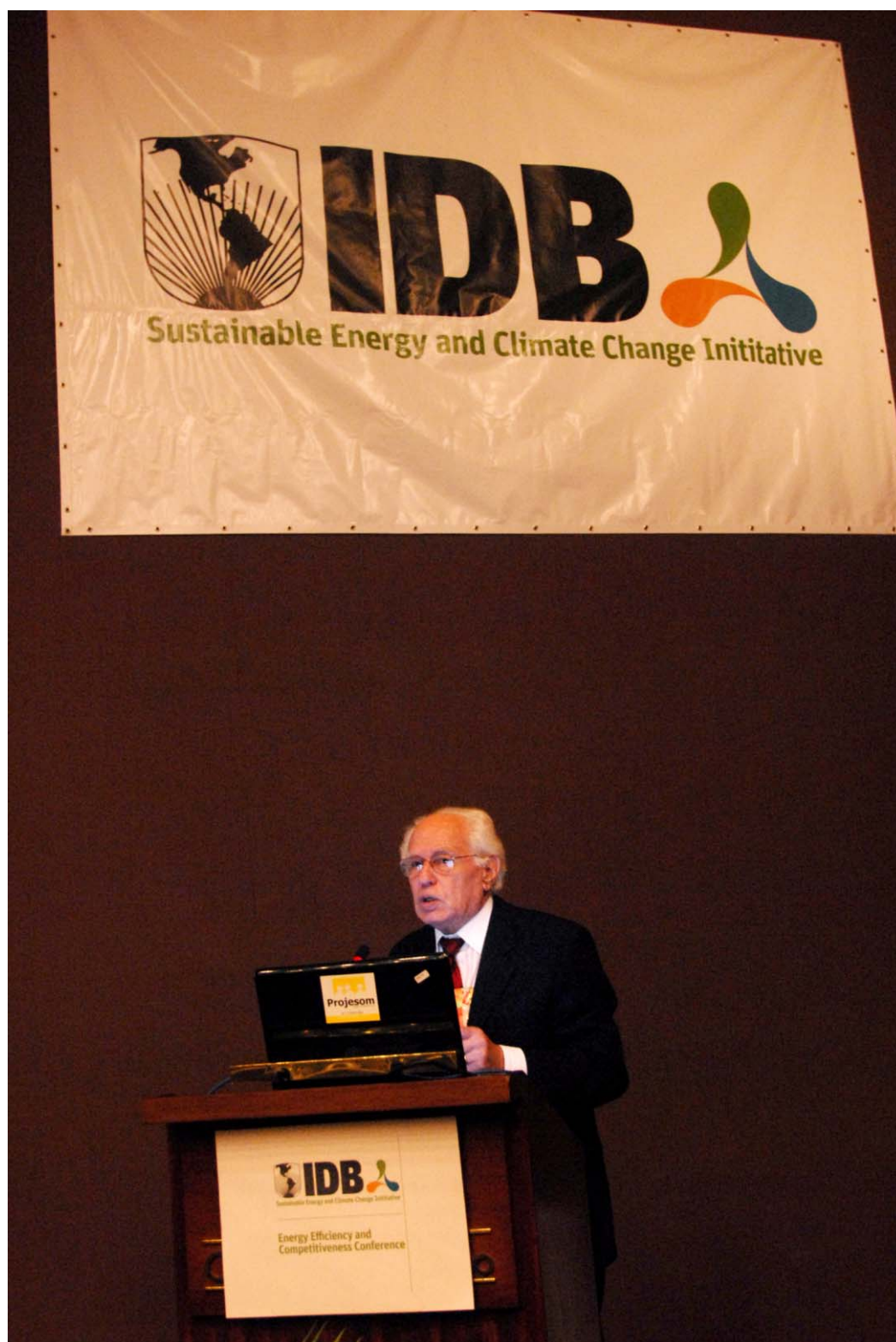


Final Report Energy Efficiency Conference

15/16 of September 2008

Sao Paulo - Brazil

Club Transatlântico



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Project Description

Project Management:

Ernesto Moeri
Instituto EKOS
Avenida das Nações Unidas, 13.797
Bloco II 21º andar
04794-000 Sao Paulo
Brazil

Date and Place:

15 and 16 September 2008
Club Transatlântico Sao Paulo

Club Transatlântico was founded in 1954 by the German-Brazilian Chamber of Commerce and Industry in the former business district of Sao Paulo. Nowadays, more sketched as a business club, it's situated in a main business area in Sao Paulo's South Zone and holds an area of 33'000 square meters. The Club offers a variety of services related to events such as room-availability, auditorium, stage, restaurant, parking, catering, equipment, restaurants, cocktails, translation etc. and organizes more than 200 events such as business meetings, seminars, workshops and exhibitions per year. For the Energy Efficiency Conference the following areas were in use:

Auditorium for speeches:



Terrasse for coffee-breaks:

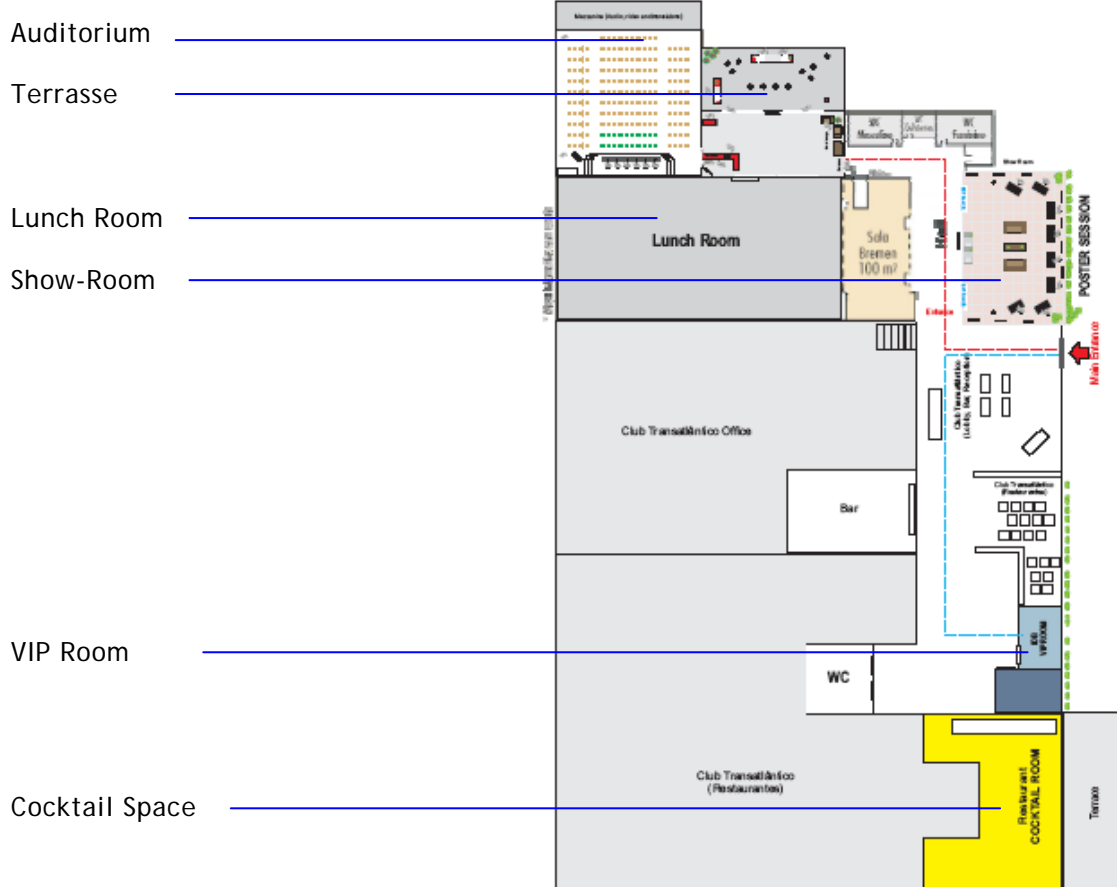


Transatlântico Room for Lunch:



Different Rooms for Show-Room and VIP Lounge

Map of the event facilities:



Brief Profile of Instituto EKOS:

Instituto EKOS strives for the promotion of sustainable development and organizes courses and seminars with respect to sustainability related topics. Instituto EKOS's staff has large knowledge in event organization and project management and counts on a wide network of academic, political and entrepreneurial contacts.

Partners:

Instituto EKOS received a friendly support from the German and the Swiss-Brazilian Chambers of Commerce. Both organizations sent the invitation to all their members and offered a special discount of 10% on the registration fee of R\$ 600.00. All Swiss Chambers in Argentina, Chile, Peru, Uruguay, Venezuela and Colombia also sent the invitation to their local members. Parallel to these channels the event was divulgated by GTZ, InWEnt, SECO and certainly Instituto EKOS's mailing list, that includes more than 10'000 contacts, inter alia important contacts at Energy Efficiency related Associations, Universities and Governmental Organizations.

Panelists and Participants:

Event Program:	see Annex 1
Total number of speakers:	35 speakers and key note speakers from 10 countries
Total number of visitors:	150 visitors
Show-Room participants:	6 participating companies and organizations

Résumé:

Program Execution:	The organization of the Energy Efficiency Conference (an initiative of SECCI and IDB) included two parts.
Part 1:	Provision of identified expertise; development of a seminar program; engagement of high level panelists and key-note speakers; development of graphic services for invitation; text about Energy Efficiency situation in Latin America, to be used as input paper of the event; text with the conclusion of the event to be used as output paper - input paper and output paper see Annex 2
Part 2:	Follow-up with panelists; mailing of invitation and personal follow-up; organization of all logistical support; collection of all presentations; hotel- and flight reservation; elaboration of graphic material; elaboration of special website; follow-up with panelists; mentoring of panelists during the event

In March 2008 IDB representatives and Ernesto Moeri, ECOGEO's president, established contact to define the scope of the event and agree about the contents of Part 1 and Part 2.

Part 1 was to be done by Instituto EKOS with subcontracts to Prof. Jannuzzi from UNICAMP. The costs of Part 1 were defined at USD 65.000.

For Part 2 IDB quoted different event operators, and then contracted Instituto EKOS to execute the organization. The costs for Part 2 were estimated at BRL 200.000.

From May to September 2008 three involved staff members of Instituto EKOS were in constant contact with Milena Breisinger from IDB and administrated all details of the follow-up and the logistical support of the event. The initial list of desired speakers was constantly modified due to non-availability of some of the invited speakers and, consequentially, modifications of the topics to be treated in each of the five sessions: Policies, Public Transport, Public Infrastructure, Industry and Buildings. This is a normal procedure when organizing this kind of event. Nevertheless the constant changes required a lot of additional working hours for adjusting the general agenda to the changing conditions, follow-up conversation with panelists and moderators, changing of flight- and hotel reservation and re-definition of topics for each session.

During the weekend before the event, Milena Breisinger and EXR staff stood in Sao Paulo to adjust the last details together with Instituto EKOS's staff.

The event took place on 15 and 16 of September and was successful in terms of satisfaction of IDB, speakers and audience. No cancellations of speakers were observed and all speeches met the expectations of the audience and the organizers.

Local press was very interested in knowing the dates of the IDB report about Energy Efficiency in South American countries and the fact that the best way to save energy is using energy more effectively, was mentioned in most relevant newspapers, websites and magazines. See clipping Annex 2.

Success and Participants' Perspective:

Spontaneous feedback heard from IDB representatives appraised the success of the event and stressed out the positive press and the lining up of future projects for IDB. GTZ suggested repeating the event each year in another country. Participants' and speakers' feedback was also very positive. The survey result shows the participants' perspective and highlights the relevance of the topics and the fostering of professional networking, professional organization and the high level of both panelists and audience. Amongst the five session themes "Industry" and "Policies for Energy Efficiency" achieved most interest (82% respectively 80%).

Marketing and Public Relations:

The event was divulgated by the mailing lists of IDB, SECCI, GTZ, InWEnt, AHK, Swiss Chambers in South America and Instituto EKOS. IDB's External Relations Department was in charge of producing all visual materials (website, agenda, banners, and letters) and elaborating the press releases.

In fact, the layout of the website, the final agenda and part of the layout of printed materials were executed by Instituto EKOS. Their Press Assessors made sure that the event was communicated to the main news agencies, newspapers and specialized magazines. As the SECCI logo was changed during the organizational phase, we had some delays in the chronogram regarding divulgation and graphic issues.

Logistics and Finances

Logistics:

For the logistical services of the event Instituto EKOS counted on well proven suppliers that did an excellent job. Hotel- and Transfer services were also well done and especially the quality of transfer vehicles and qualification level of the drivers was positively commented.

Financial Matters:

Originally the event was forecasted to cost BRL 200'000.00. Due to generous sponsoring from InWEnt and GTZ as well as forceful reduction of all costs the final effective costs of the conference were BRL 146'000.00. The revenues of participation fees, show-room and sponsoring InWEnt summed up BRL 46'000.00. Accordingly the final result of the conference is BRL -100'000.00. This result can be considered as very positive regarding the number of panelists, the costs of long-distance flights and the high quality of infrastructure. Due to subtle negotiation, 20 of the total of 50 reserved hotel rooms could be devolved without paying the penalty fee defined in the contract.

Final Statement:

The target of the event to aware public and private organizations about the acuteness of Energy Efficiency and to show how Energy Efficiency can be implemented was clearly achieved. The conference offered the ideal platform to establish networking and first contacts with IDB regarding future projects. We agree with GTZ that a repetition of the event each year in another country is a meaningful continuation of this first impulse. Instituto EKOS is disposed to contribute with the experiences obtained during the organization of this first conference.

Name and signature of the project manager:



Ernesto Moeri
President

Place and date: Sao Paulo, 29 of October 2008

Enclosures:

- Annex 1: Event Program
- Annex 2: Input Paper and Output Paper
- Annex 3: Clipping
- Annex 4: Satisfaction survey