



# PROJECT PROGRESS SHEET

## MAINSTREAMING ENERGY EFFICIENCY THROUGH BUSINESS INNOVATION SUPPORT – VIETNAM



### Legend

- Eligible countries where SWITCH-Asia projects are implemented
- Eligible Asian countries for the SWITCH-Asia programme
- Non-eligible Asian countries for the SWITCH-Asia Programme

### Project implementation area

- City
- Region
- Country

The boundaries shown on this map do not imply on the part of the European Union any judgment on the legal status of any territory or the endorsement or acceptance of such boundaries.



**BRIEF PROJECT  
DESCRIPTION**

The project Mainstreaming Energy Efficiency Through Business Innovation Support – Vietnam promotes sustainable production by SMEs in Vietnam by ensuring that they have access to affordable clean energy and water-saving technologies and energy and water efficiency products through scalable, commercially viable business innovation packages and capacity building in the supply chain. Through matchmaking with European suppliers of energy efficiency and water-saving products, Vietnamese suppliers are introduced to the latest technologies and know-how. The project uses an innovative approach by mobilising Vietnamese suppliers of state-of-the-art, proven energy and water efficiency products, as well as (inter)national financial institutions that can offer financing for the technologies, where required.

The project supports the development of technical, marketing and sales capacities and financing solutions and assists suppliers of energy and water efficiency products to develop commercial markets. SMEs are targeted. The project is implemented by the Research Centre for Energy and Environment and VCCI-IBCI from Vietnam, and ETC Foundation (leader), Aidenvironment and Stichting AdaPPPt from the Netherlands.

Over the project period it is foreseen that 750 SMEs will implement energy efficiency technologies and services and over 6,250 SMEs will be reached in the 10 years after the project has ended. The indirect beneficiaries of the project are the millions of Vietnamese people that live in urban and sub-urban areas who will benefit from improved job opportunities and cleaner air as a result of a more efficiently operating SME sector. On a macro-economic level, Vietnam as a whole benefits since there is less electricity generating capacity required due to energy savings resulting in more reliable energy services and cost reductions as well as a reduction of CO<sub>2</sub> emissions.

**PROJECT PARTNERS**

ETC Foundation, Netherlands; Research Centre for Energy and Environment (RCEE), Vietnam; Business Consultant, Inc. (VCCI-IBCI), Vietnam; AdaPPPt, Netherlands; AidEnvironment, Netherlands

**PROJECT IMPACT**

The project is making an impact in Great Hanoi and the Ha Ho Chi-Minh City, China.

**PROJECT ABBREVIATION**

MEET-BIS Vietnam

**PROJECT DURATION**

April 2009 – April 2013

**TARGET GROUPS**

- Vietnamese suppliers of proven energy and water efficiency products that engage with SMEs
- (Inter)national financial institutions that can offer financing to suppliers as well as SMEs for investing in energy and water efficiency products.

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## OUTPUTS TO DECEMBER 2009 TO BE SHARED WITH WIDER AUDIENCE



**T**he report: Product Market Combination Research, Market research on Energy Efficiency in SMEs in Hanoi – Vietnam will be made available on the project website or can be obtained from Gerrit Jacobs [g.jacobs@etcnl.nl](mailto:g.jacobs@etcnl.nl)

## RESULTS ACHIEVED TO JANUARY 2010

**T**he aim of the first phase of the project was to identify relevant product market combinations (PMC) in the field of energy and water efficiency for small and medium-sized enterprises in and around Hanoi.

After preliminary research it was decided to concentrate on the four most relevant sectors. The following sectors were thus investigated in and around Hanoi:

- Hotels and buildings
- Textile, shoes, leather and apparel
- Food processing
- Restaurants

Preceding this market survey, potential energy efficient products had been identified and a shortlist prepared. For the four relevant sectors general information about energy consumption and awareness within SMEs has been researched and checked through this market study. The relevance of the products for the sector and market potential of the selected products in these sec-

tors has also been re-researched. This is presented below and aims to identify specific product market combinations (PMC).

The first phase of the sector studies was a review of the documentation available on the sector, to give an overview of the size of the sector, trends and challenges as well as commonly used equipment and processes.

The second phase of the study was field research. In October 2009 a mission of three consultants from Adappt and one consultant from ETC went to Hanoi. During this period teams were formed together with consultants from VCCI-IBCI and RCEE, and interviews undertaken in teams per sector. Information was gathered through interviews and on-sight findings during the visits. The results of these activities are summarised in the report: Product Market Combination Research, Market research on Energy Efficiency in SMEs in Hanoi – Vietnam which will be made available on the project website or can be obtained from Gerrit Jacobs [g.jacobs@etcnl.nl](mailto:g.jacobs@etcnl.nl)



## LESSONS LEARNT SO FAR



**T**he MEET-BIS project is private sector based and the intention is to form partnerships with energy and water-efficient equipment suppliers to provide smart business support for these companies in order to build sustainable supply chains for the SME market. This is a new approach for Vietnam since up to now business models have been mainly based on either supplying large (government) projects or

developing the market for ESCO (energy service company) services. The strength of the MEET-BIS approach is that it is commercial and market-driven and therefore more likely to be sustainable. However, this model has not been tested yet and the challenge is to put it into practice. The project is at the early stages and it is too soon to draw conclusions on the impact and sustainability of this approach.

## OUTREACH AND SYNERGIES

**T**he SWITCH-Asia meeting in Kuala Lumpur provided a good opportunity to share information and to learn from other projects as well as to determine where synergy can be generated from experiences from different projects. However, we have not taken full advantage of this through follow-up actions. In Vietnam the intention is to work closer with the SWITCH-Asia corporate social responsibility project. There are a number of national and do-

nor initiated projects and programmes targeting energy efficiency in Vietnam and contacts have been established; further cooperation is envisioned. The project aims to build lasting structures, which can be scaled-up and create spin-offs when project is over.

At this stage there is little exposure of the project by the local population and authorities, but this will be addressed in the near future.

## PROJECT HIGHLIGHTS

It is very encouraging to hear that there is a lot of concern and interest from SMEs in energy and water-efficient technologies. We are enthusiastic about entering the next phase of the project, during which we will engage with energy and

water-efficient equipment suppliers to improve the supply chain of their products, as well as building partnerships with local and international financial institutions.