



**WORKSHOP ON  
ENERGY EFFICIENCY**  
NAIROBI, KENYA  
22 OCT 2023

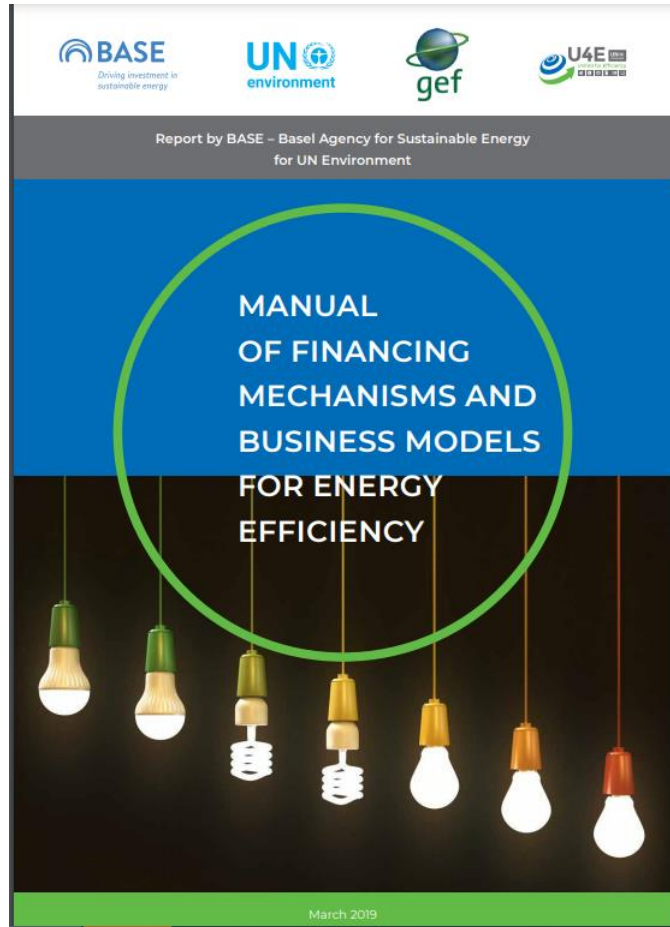
# Incentive-Based Schemes for Market Transformation

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# Which carrots can help pull / prime the market?



- ✓ Loans
- ✓ Bonds
- ✓ Equity
- ✓ Grant
- ✓ **On-Bill / on-wage**
- ✓ Guarantees
- ✓ Insurance
- ✓ Crowd Funding
- ✓ Aggregation
- ✓ Performance-Based
- ✓ Etc.

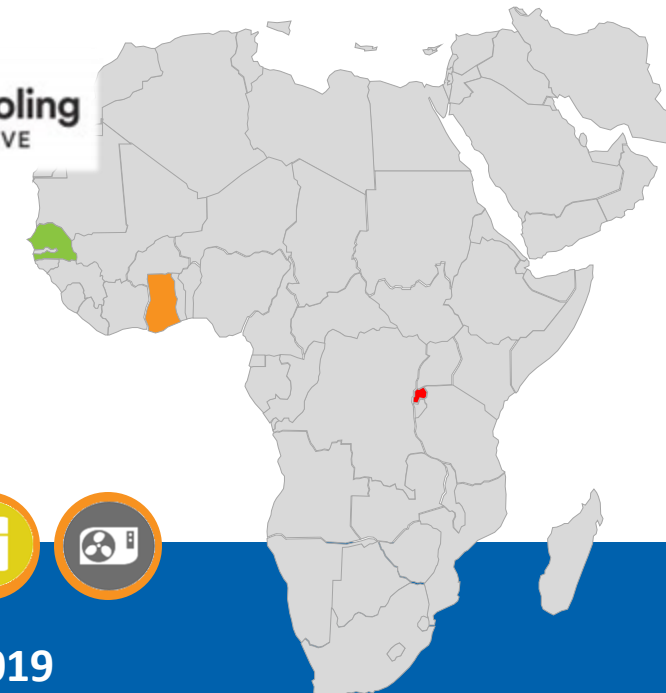


# EGOFRIDGES and Rwanda Cooling Finance Initiative



## Main components

- Grant enables technical assistance, but no subsidy (market based)
- Conduct **Market Assessments** and stakeholder consultations
- Develop **Financial Mechanisms** for efficient, lower-GWP fridges and ACs
- **Monitor and Enforce** eligibility criteria
- Explore how to collect and **recycle** old, operable products
- Conduct **Communication Campaigns** to raise awareness
- **Capacity building** and share lessons learned



2019  
—  
2022



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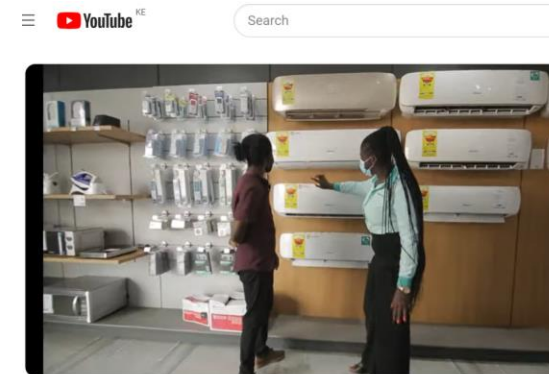
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# ECOFRIDGES Green On-Wage (GO) Financing in Ghana

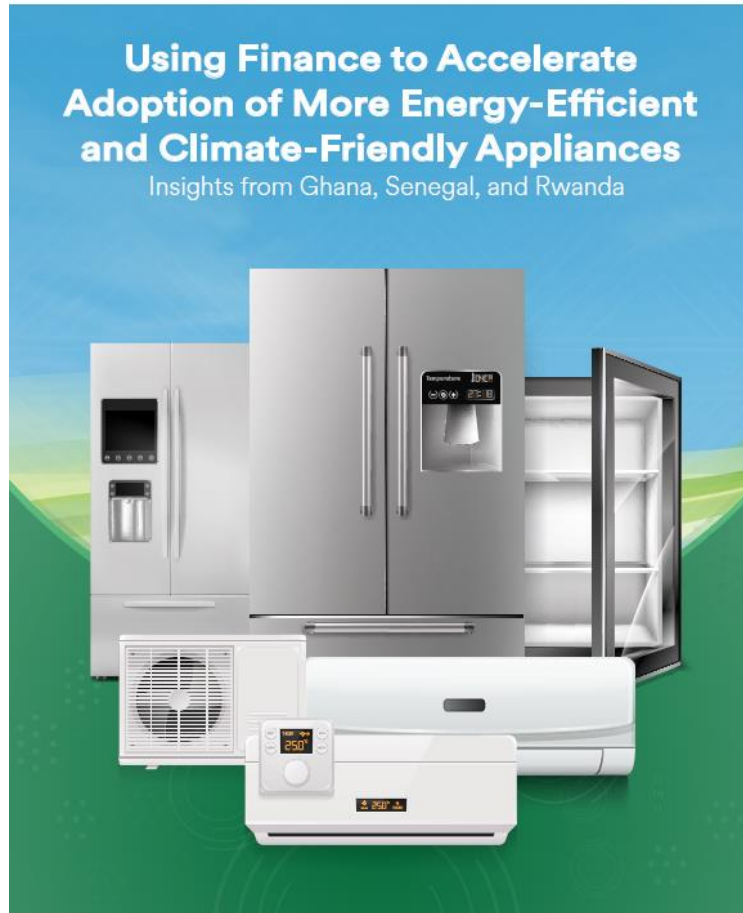


## Core elements

- Financing: 0% interest for 12 months for salaried employees
- New efficient, climate friendly products introduced
- Steady monthly sales, customers still prefer cash
- Variety of awareness raising
- Planned collection of old appliances is not operating yet
- Next: scale-up via AGORA project in Ghana and Nigeria



# NEW: Financing Mechanisms Lessons Learned Report



With support from Clean Cooling COLLABORATIVE

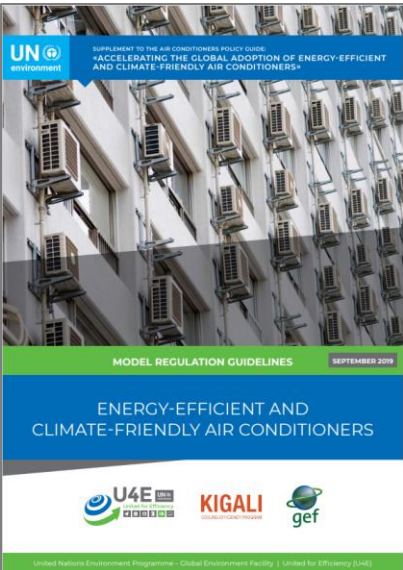
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<b>Executive summary.....</b>	<b>5</b>
<b>Introduction.....</b>	<b>6</b>
<b>Lessons learned and recommendations.....</b>	<b>7</b>
<b>Pre-conditions to the development of financing mechanisms...8</b>	
<b>Risk mitigation.....13</b>	
<b>Recommendations to programme developers.....15</b>	
<b>Guidance to stakeholders.....18</b>	
<b>Guidance to vendors.....18</b>	
<b>Guidance to financial institutions.....19</b>	
<b>Guidance to governments.....20</b>	
<b>Financing mechanisms general background.....22</b>	
<b>Barriers and challenges during design and implementation.....36</b>	
<b>Impact of the financing mechanisms.....41</b>	
<b>Survey format sample.....48</b>	

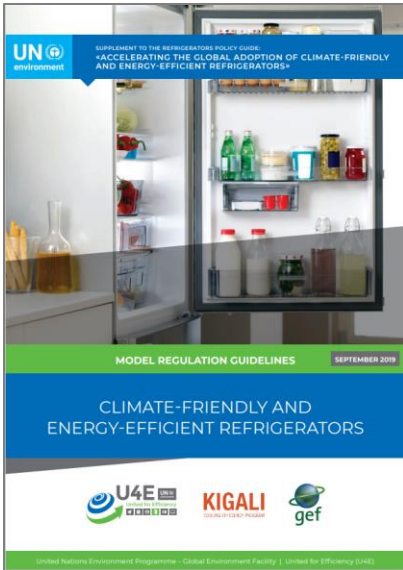


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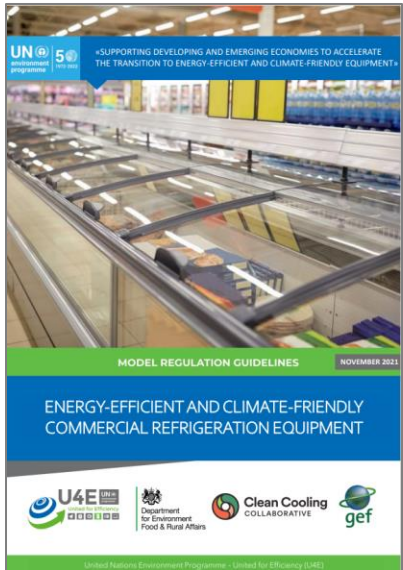
# Guidelines to help set criteria for incentives, MEPS, labels, etc



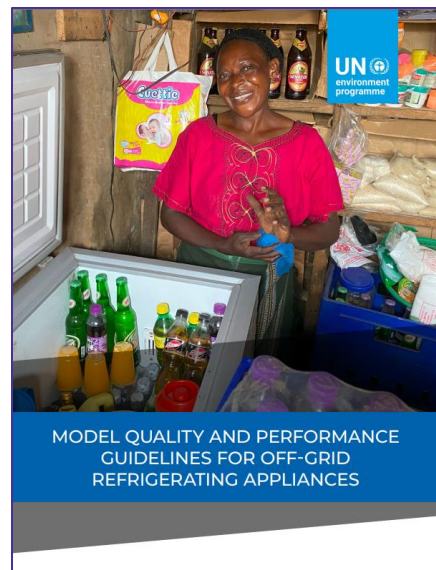
**Room Air Conditioners (2019)**



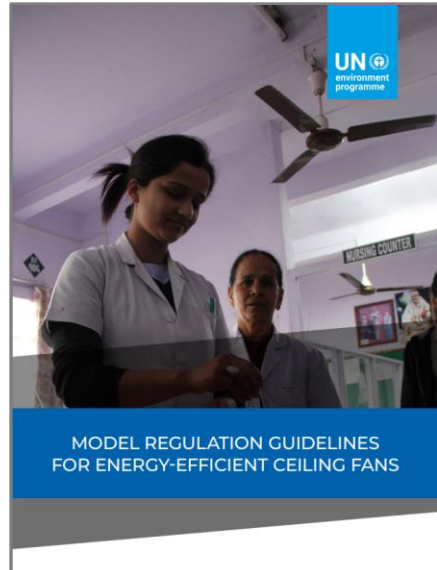
**Refrigerating Appliances (2019)**



**Commercial Refrigeration Equipment (2021)**



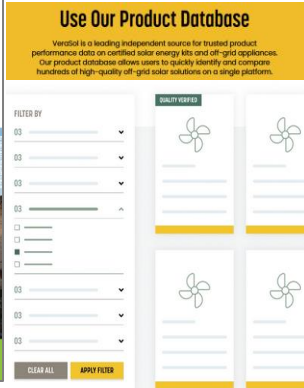
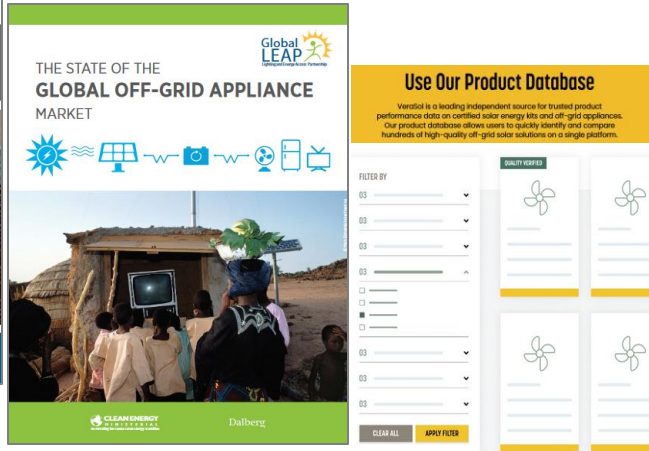
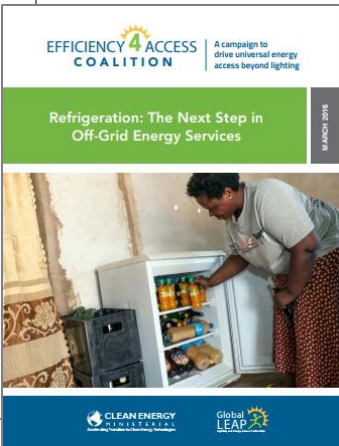
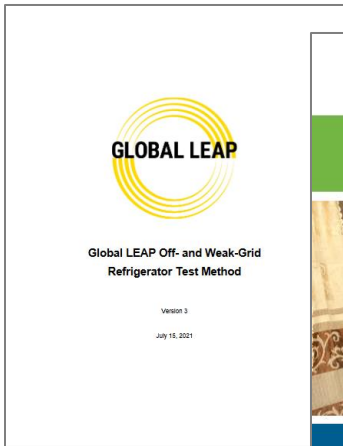
**NEW: Off-Grid Refrigerating Appliances (2023)**



**NEW: Ceiling Fans (2023)**



# Many Additional Tools and Guides



## Verasol

- Global LEAP test methods
- Product Database

## Efficiency for Access

- Off Grid Refrig. Assessment
- State of Global Off Grid Market



## U4E

- Compliance Guide
- Labelling Guide
- Sustainable Public Procurement Toolkit
- Market & Impact Assessments Guide

