



LOW CARBON BUSINESS ACTION IN BRAZIL



- Green Days – Inter Clustering
Meeting LCBA & ECCP

Lyon, 29 November 2016



LCBA Key Data



- 30-month programme until February 2018
- Team of 6 experienced experts and support staff
- Pool of short-term experts
- Project Office at Avenida Paulista in São Paulo
- Contracting Authority: EU Delegation
- International Steering Committee



Steering Committee: Project Supported by Brazilian Organization and EU Commission Services



DELBRAS – Delegation of the European Union to Brazil

CNA - Confederação Nacional da Agricultura e Pecuária do Brasil (National Confederation of Brazilian Agriculture and Livestock)

CNI - Confederação Nacional da Indústria (National Confederation of Industry)

FEBRABAN - Federação Brasileira de Bancos (Brazilian Federation of Banks)

MMA - Ministério do Meio Ambiente (Environmental Ministry)

MDIC - Ministério do Desenvolvimento da Indústria e Comércio (Industry and Commerce Development Ministry)

SEBRAE - Serviço Brasileiro de Apoio às Micro e Pequenas Empresas (Brazilian Support Service to Micro and Small Companies)

CEBDS - Conselho Empresarial Brasileiro para o Desenvolvimento Sustentável (Entrepreneurial Council for Sustainable Development)

DG GROW - Directorate-General (DG) for Internal Market, Industry, Entrepreneurship and SMEs (European Commission services)

DG CLIMA – General Directorate-General for Climate Action ((European Commission services)



LCBA General Objectives



- ❖ Adoption of low emission technology by existing Brazilian industries
- ❖ Creation of low emission technology industries in Brazil
- ❖ Promotion of internationalisation of EU SMEs

LCBA Specific Objectives



- ❖ Realization of 8 Matchmaking Missions
- ❖ Sub-sectors of the Low Carbon Economy (EE in Building Industry, Biogas, Solid Waste Management, Renewable Energy, Agriculture and Forestry, Industrial Processes)
- ❖ Generate 80 Cooperation Partnership Agreements between SMEs which will receive further support via EU Technical Assistance (LCBA phase II)

Achievements



- ❖ **Mapping** : Low-carbon emission initiatives, related projects and funding in targeted sectors.
- ❖ Over **100 Brazilian partner Institutions** identified and dozen others in the EU;
- ❖ **Information campaign** to foment business and cooperation partnerships in low-carbon technologies between EU and Brazil.
- ❖ **4 matchmaking events** in Brazil for EU and Brazilian companies and other stakeholders, Business to Business (B2B) sessions in 2016.
- ❖ One Reverse Matchmaking to Lyon - Specific Cluster to Cluster (C2C) and C2B , concept integrated into original objectives;
- ❖ B2B curatorship of applicants/matches in order to maximize effectiveness of MM
- ❖ **Over 200 Cooperation Partnership Agreements** between EU and Brazilian companies.

Results of Matchmaking Missions



OVERVIEW: MATCHMAKING MISSIONS - PARTICIPANTS - CPAs

Date	Sector Focus	Location	Name of the Event	European		Brazilian		Nº of Signed CPAs
				SMEs	Clusters	SMEs	Clusters	
08 - 12/08/16	Energy Efficiency in Buildings	São Paulo, SP, Brazil	Green Building Brazil	15	0	38	0	85
02 - 07/10/16	Solid Waste Management	São Paulo, SP, Brazil	FIMAI ECOMONDO	11	0	21	0	41
16 - 21/10/16	Biogas and Biomethane	São Paulo, SP, Brazil	3 RD Forum of the Biogas Industry	23	0	23	0	73
07 - 12/11/16	Renewable Energy	São Paulo, SP, Brazil	ELAN – EU Latin America Business Network Renewable Energy Conference	21	0	29	0	72
Next event ...								
Total				110	0	70	0	271

Future Sectors for MM 2017



- ❖ EE in Industrial Processes;
- ❖ Low Carbon Agriculture and Forestry Activities
- ❖ EE in Building Sector and Renewable Energy;
- ❖ Waste Management and Biogas;

In partnership with other EU programmes and Institutional Partners

- ❖ Reina +, ELAN
- ❖ SEBRAE, CAN, Business France;
- ❖ EU Bilateral Chambers and Sector Associations e.g. ABRELPE;

Eligibility Criteria for Mission Participation



Eligibility Criteria	EU Companies	Brazilian Companies
Sector	X	X
Business activities	X	X
Size (SME)	X	
Age of business	X	X
Registration	X	X
Ownership	X	X
Legal situation	X	X
Experience with business abroad	X	
De minimis	X	

Benefits for EU SMEs



- ❖ Sponsored 3,5 Days of Programme (travel and accommodation mostly covered)
- ❖ European SMEs selected for the missions will meet with identified potential Brazilian partners. B2B meetings
- ❖ Access to BR Sector Mappings;
- ❖ Business support services, i.e. interpretation and coaching.
- ❖ Possibility to showcase products and services at a joint booth on a Brazilian trade fair, conference or at another venue.
- ❖ Professional follow-up for further technical assistance to implement business partnership agreements



Communication Strategy: Focus on Web-based Solution and Systems



The screenshot shows the website header with the project logo and the text 'LOW CARBON BUSINESS ACTION IN BRAZIL'. Below the header is a navigation menu with categories like 'THE PROJECT', 'NEWS', 'SECTORS', 'REGISTRATION', 'INSTITUTIONAL INTEREST', 'PUBLICATIONS', and 'CONTACT US'. The main content area features a 'Call for Applications' banner with a 'The Project will reimburse up to 80% of the costs for the selected participants of the business missions.' text. Below this is an article titled 'Promoting the encounter of entrepreneurs with the low carbon economy' and another titled 'The Low Carbon Sectors'. On the right side, there are sections for 'REGISTRATION / LOGIN' with sub-sections 'FOR COMPANIES' and 'FOR PARTNERS', a 'BANNER' section, and a 'PUBLICATIONS' section. The footer includes logos for GFA, nixus, ECO, and CESO, along with contact information for the project.

- ❖ On-line Declaration of Interest (partners)
- ❖ On-line Expression of Interest
- ❖ On-line Application
- ❖ Web-based data management)

How Can EU Companies Participate in the Missions?



- Compliance with Eligibility Criteria
(OBS EU SMEs 250 employees/50 Mi. Euros/Annual)
- On-line Expression of Interest (at any time)
- On-Line Application for MM
- Invitation after B2B assessment by LCBA
- Commitment Letter
- Full participation in MM in Brazil
- B2B “Curatorship”/Follow-up
- Phase II support

Support needed from EU Clusters



- ❖ Creating awareness of the LCBA among the business community in home countries
- ❖ Supporting the identification of suitable EU companies as mission participants
- ❖ Encouraging companies to apply for the missions
- ❖ Providing advice to the LCBA on how to reach EU SMEs



Thank you!

Low Carbon Business Action in Brazil

Edifício Paulista Corporate

Av. Paulista 1636, 9th floor, cj. 906

CEP 01310-200 São Paulo, Brazil

info@lowcarbonbrazil.com

www.lowcarbonbrazil.com

