



**TOGETHER**  
*for a sustainable future*

## OCCASION

This publication has been made available to the public on the occasion of the 50<sup>th</sup> anniversary of the United Nations Industrial Development Organisation.



**TOGETHER**  
*for a sustainable future*

## DISCLAIMER

This document has been produced without formal United Nations editing. The designations employed and the presentation of the material in this document do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations Industrial Development Organization (UNIDO) concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries, or its economic system or degree of development. Designations such as “developed”, “industrialized” and “developing” are intended for statistical convenience and do not necessarily express a judgment about the stage reached by a particular country or area in the development process. Mention of firm names or commercial products does not constitute an endorsement by UNIDO.

## FAIR USE POLICY

Any part of this publication may be quoted and referenced for educational and research purposes without additional permission from UNIDO. However, those who make use of quoting and referencing this publication are requested to follow the Fair Use Policy of giving due credit to UNIDO.

## CONTACT

Please contact [publications@unido.org](mailto:publications@unido.org) for further information concerning UNIDO publications.

For more information about UNIDO, please visit us at [www.unido.org](http://www.unido.org)



**A. Participation at the International Renewable Energy Conference in  
Bonn, June 2004  
and  
B. Presentation Follow-up of UNIDO Project Proposal in Hanoi, late  
August 2004**

**Preliminary Remarks**

**Tasks**

According to Integration E&E proposal it was intended in coordination with UNIDO representatives

- to contact potential donors or other interested organizations for more in-depth appointments, discussion and briefing on the regional program concept and main features.
- Briefing should take place at poster show / market place or by special appointment.
- Presentation and follow-up of UNIDO project proposal in Hanoi, Vietnam

**Working Conditions**

Registered by UNIDO as observer representing the company Integration Environment & Energy I had no access to the main conference hall and could only contact delegates by random either at their entrance or departure of the conference hall. Many of the more relevant side events were carried out simultaneously at quite different locations in a vicinity of approx. 500 – 1.000 m from the conference hall.

No UNIDO booth – as has been envisaged and indicated in the webpage – or any other “location sharing arrangements” was made available to display UNIDO information, leaflets, posters or to present power point shows about the three UNIDO project proposals on a Laptop. Dr. Gurkok, UNIDO was – during the absence of the DG - head of the UNIDO delegation inside the conference hall and had to attend to the DG of UNIDO as one of the conference chairpersons. He had to fulfill other representative obligations as well.

The joint follow-up mission to Hanoi (Ms. Najwa Gadaheldam, UNIDO and Christian Lempelius, Integration E&E) was several time delayed and finally quarried out from 21<sup>st</sup> to 26<sup>th</sup> of August 2004 ( 5 working days).



## UNIDO's Initiative on Renewable Energy for Productive Use

### A. International Renewable Energy Conference, Bonn 1.-4. June 2004

The following activities have been realized by INTEGRATION E&E in this sub-contract:

#### **1. Poster show and display at exhibition hall (market place)**

**Objectives:** Briefing of conference participants and in particular representatives of potential donors on the UNIDO regional programme, its main features, expected outcome, impacts and costing, sustainability and replicability, "selling the project".

**Main Features:** Enhancement of eco-tourism and rural business promotion as a rural poverty alleviation strategy; renewable energy sources (HP, wind, biomass, solar) for productive use as key elements of promotion, RE for PU policy guidelines, sustainable rural development and poverty reduction.

The following seven posters layouts have been prepared and sent to UNIDO by INTEGRATION E&E for the printing task by other UNIDO sub-contractor :

- (1) UNIDO " RE fore PU" Concept & commun regional programme focus;
- (2) Viet Nam: Wind /Solar/Diesel hybrid systems for eco-tourism promotion at Cham Islands
- (3) Lao PDR: HP/Solar/Diesel hybrid system in the Muang Ngoi Khao valley as an eco-tourism location
- (4) Cambodia: HP/Solar/biomass systems for eco-tourism promotion in the Ratanakiri highlands
- (5) Expected Outcome and impacts
- (6) Programme's financial and TA requirements
- (7) Regional map Cambodia, Laos, Vietnam, indicating project locations and RE sources;

The final decision for print layout was left to UNIDO.

#### **2. Power point presentation during conference session or penal discussion**

**Objectives:** Briefing of conference participants and in particular representatives of potential donors on the UNIDO regional programme, its main features, expected outcome, impacts and costing, selling the project to donors.

**Main Features:** Enhancement of eco-tourism and rural business promotion as a rural poverty alleviation strategy; renewable energy sources (HP, wind, biomass, solar) for productive use as key elements of promotion, RE for PU policy guidelines, sustainable rural development.

#### **Activities:**

For all three UNIDO project proposals in its regional programme for "RE for PU" in South East Asia (Vietnam, Laos, Cambodia) has been prepared to be presented at UNIDO side event in Bonn



### 3. Leaflet for distribution to participants of conference

**Objectives:** Briefing of conference participants and in particular representatives of potential donors on the UNIDO regional programme, its main features, expected outcome, impacts and costing, selling the project to donors.

**Main Features:** Enhancement of eco-tourism and rural business promotion as a rural poverty alleviation strategy; renewable energy sources (HP, wind, biomass, solar) for productive use as key elements of promotion, RE for PU policy guidelines, sustainable rural development.

#### Activities

- A UNIDO leaflet on the three "RE for PU" project proposals in South East Asia (Vietnam, Cambodia, Laos) has been designed, approved by UNIDO and printed.
- About 150 leaflets were displayed or personally handed over with explanations to a wide range of observers and representatives of booths (BMZ, GTZ, WB, GEF, UNEP and many more) and some delegates by random. The booth staff normally consisted of lower level administrative employees and had no particular competence to comment or acknowledge the UNIDO project proposals. It is expected that leaflet will be moved upwards.
- With the permission of conference authorities access was obtained to the more than 120 post boxes/lock available to delegations and dropped leaflets selectively according to "donor potential" and related interests.
- With the permission of the press center an UNIDO press box for journalists was established and the UNIDO leaflets and the bi-lingual press release was displayed there. Many personal hand outs of those documents by random to journalists at the press center were realized. Due to mayor other events UNIDO had not envisaged to have their own press conference.

### 4. Personal "sales contacts" and briefings at conference to other (potential) donors / co-financers of UNIDO regional programme

**Objectives:** Detailed briefing of conference participants and in particular representatives of potential donors on the UNIDO regional programme, its main features, expected outcome, impacts and costing, selling the project to donors.

#### Activities

- With the help of Mr. Anusak from Laos all delegates at the conference hall received UNIDO "RE for PU" project leaflets.
- A wide range of donor representatives received directly hand-outs of those information with additional explanations to those delegations (Worldbank, ADB, GEF, Swedish, Norwegian, Danish, German, Austrian and Dutch Governments and others)



## UNIDO's Initiative on Renewable Energy for Productive Use

- Visits to a number of project related site events, display of leaflets there and participation in discussions. Several times there had been the opportunity to mention the UNIDO "RE for PU" and its related eco-tourism and small business assistance approaches.
- At the business forum and out-door information was displayed and exchanged, brochures/documents related to the project activities collected(e.g. wind generators, PV panels and engines for small boats, solar cooker).

### 5. Press release

**Objectives:** Information to general public on the UNIDO regional programme, its main features (eco-tourism, RE for PU), expected outcome, impacts on rural development and poverty alleviation.

#### Activities

- A bilingual (English/German) one-page press release was drafted and a final version approved by UNIDO (Dr.Gurkok).
- 200 copies have been prepared and distributed at the press center. With the permission of the press center I established an UNIDO box for journalists and displayed our leaflets and the bi-lingual press release there.

### 6. Catering Services

To be provided for 50 participants based on finger food and drinks, including the organizational aspects, table clothes and flowers.

#### Activities

- Integration E&E negotiated, ordered and paid for the requested catering services as specified by UNIDO

7. **Technical equipment** for the side event, including microphones for the panelists (5) and mobile ones for the participants (2); loudspeaker, video, screen displayer; Beamer etc.

#### Activities

- Integration negotiated, ordered and paid for the requested room and equipment as specified by UNIDO
- Coordination and control the preparation of the UNIDO conference room (Finger food catering, audio equipment), assembling the 3 UNIDO posters, display of additional UNIDO documents and distribution of the leaflets prepared by UNIDO und the Project leaflets at various places to draw attention to this event.



**8. Meeting with participants** from the three countries and providing guidance and orientation program including briefing on the activities and their leading role for demonstration of ownership

**Activities**

- Members of the Viet Nam, Cambodia and Laos delegations have been contacted during the first day and during the evening reception. They have received the UNIDO leaflets, have been briefed about the UNIDO approach and on-going efforts and have been encouraged to contact donors and country representatives directly inside the conference hall.

**Results from the Renewables 2004 Bonn Conference:**

1. It was learned that the Austrian government has serious interest to co-finance the Cambodian project proposal. This has been confirmed in the meantime.
2. The German government (Christian Neumann, Director, South East Asia of the Federal Ministry of Economic Cooperation and Development) has assured the Laotian delegation during the conference of his government's great interest in supporting this project proposal. The Laotian government has obviously presented a similar proposal to the German embassy for further considerations.
3. The three members of the Vietnamese delegation (MOI, Ministry of Natural Resources and Environment, DG , Department of Science and Technology, etc.) were unaware of the UNIDO proposal and were briefed thoroughly. It was agreed that they would be invited for the Hanoi project proposal presentation later in the year (24<sup>th</sup> of August).
4. Due to the delayed speech of the conference host – the Cancellor of the Federal Republic of Germany Gerhard Schröder – and several side events at the same time the UNIDO panel discussion on 3<sup>rd</sup> of June (12.00 – 14.00) was not well attended (about 20 visitors) and even some of the UNIDO invitees did not show up.

Considering the prevailing communication conditions, more then 3.000 official visitors, the flood of thousands of competing information and documents displayed at more then 60 booths, etc. I still believe that UNIDO could make its point, in particular when people go home and study their "harvested" documents.



## **B. Preparation and Participation in the planned WS (Vietnam)**

### **Activities**

- Preparation and up-dating the PP Presentation for Vietnam ( 50 slides)
- Flight to Hanoi and presence at conference and follow-up meetings with potential donors (roundtrip: 21.-26.8.; 5 working day incl. travel!)
- Joint presentation of UNIDO regional programme and UNIDO project proposal "RE for PU" in Vietnam to about 25 representatives from national and regional Quang Nam offices, representatives of donors and other organisations (List of participants is with UNIDO head quarters). The feedback from all main Vietnamese partners has been very positive and encouraging.
- Follow-up meetings (jointly with Ms. Najwa Gadaheldam from UNIDO HQ and Mr. Paolo Castilli, UNIDO Hanoi Office with representatives of the main interested and potential financial players - Japan, SIDA (2 meetings), Italy, Austria, ADB, Worldbank - for a quick reality check and further explanations.
- Review and up-dating of Vietnam UNIDO project proposal.

### **Results from the UNIDO project presentation and follow-up in Hanoi**

1. The presentation was well attended with high level government officials (DG from Ministry of Industry, DG from Ministry of Environment and Natural Resources; high official from the Ministry of Planning and Investment as the ministry of coordination of external assistance). The Vietnamese side expressed their strong intention to proceed with the project proposal. The representatives from the Quang Nam province (Location of project proposal) as well fully endorsed the project proposal.
2. Very positive feedback and strong indications for intended future cooperation from the Austrian, Italian and Swedish Embassies. Further follow-ups are envisaged with the WB and ADB as well as with the KfW, which showed keen interest in participating in the project.

Christian Lempelius  
Ralph Pförtner

September, 6th 2004