Identifying and framing NAMAs

Deep dive session - Designing NAMAs
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Introduction

• What are we trying to identify?
• Example and resources for identifying NAMAs
• Why is framing important?
• Framing for domestic audiences
• Framing for international donors
• Summary and resources
What are we trying to identify?

- Goes beyond naming technologies to support
- Identify actions that combine mitigation and development (co)benefits.
- Identify actions that are ambitious, feasible, potentially transformational (and suitable for support)
- Needs to be a case for government intervention

- Look at different dimensions and choose the right scope and focus:
  - Sector(s)
  - Technologies
  - Policies
  - Actors

There is not one single approach to identifying NAMAs

- Existing initiative or support programme
- Sectoral priorities, strategy, or action plan
- National priorities, strategy, or action plan
- Out-of-the-box session looking at the whole economy without prior conceptions
Example and resources

- Example: determining the focus for the NAMA on energy efficiency in Industry (Thailand)

<table>
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<tr>
<th>Industry sub sectors</th>
<th>Technologies</th>
<th>Policies</th>
<th>Actors</th>
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<tr>
<td>Chemical</td>
<td>Lighting</td>
<td>Regulatory (ERIS)</td>
<td>Government (EESS, EPC/...), Industrial end users, ESPs</td>
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<td>Metal</td>
<td>Motors</td>
<td>Voluntary (ESI, DSM)</td>
<td>ESCOs</td>
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<td>Food and beverage</td>
<td>Electrical equipment</td>
<td>Economic (SOP/DSM bidding)</td>
<td>Financial institutions, Industry associations</td>
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<tr>
<td>Textile</td>
<td>...</td>
<td>Information</td>
<td>ESCOs</td>
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<td>Pulp and paper</td>
<td>...</td>
<td>Public goods provision</td>
<td>Industrial associations</td>
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<td>Utilities</td>
<td>...</td>
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<tr>
<td>Non-metallic</td>
<td>Innovative technologies</td>
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Where to look for more information on identifying NAMAs?

- IISD Quick Scan offers a good description of an approach to identifying NAMAs [link].
- Government green growth and LEDS priorities (national and sectoral strategies)
- Existing development support programmes

Source: ECN/MitigationMomentum
Why is framing important?

Framing is creating or formulating a concept; it’s about the way individuals and groups organize, perceive, and communicate about reality.

Framing of NAMAs needs to cater to a range of domestic and international audiences

- Political decision makers
- Policy makers
- Financial institutions
- Climate negotiators
- Donors
- Technical experts
- Implementing bodies
- General public
Framing for domestic audiences

The GGBP Report chapter 4 on ‘Assessing and communicating benefits of green growth’ provides valuable insights and lessons that apply to NAMAs

- **Economic benefits:**
  - employment, GDP, production costs, household income, industry competitiveness, resource efficiency.

- **Environmental benefits:**
  - pollution, protected natural assets, waste landfilled

- **Social benefits:**
  - poverty reduction, food security, access to energy, reduced traffic congestion, health improvement

- **Communicating complexity**
  - Benefits may be complex and difficult to calculate, while costs are often tangible and immediate
  - Deliver messages in a good format: the level of detail and simplification will vary for different agents

- **Addressing vested interests**
  - Provide an evidence base that acknowledges vested interests
  - Be transparent about methods and assumptions

- **Responding to diverse audiences**
  - Sections of society may not be receptive to messages about environment, resource conservation, poverty alleviation
  - Don’t increase the volume and detail of your arguments and don’t highlight what you find important
  - Find credible messengers for your audience(s)
Framing for international donors

International donor appeal:

• There are multiple donors, support doesn’t need to be earmarked as “NAMA funding”
• Look at the priorities and focus areas of donors

Example: Criteria used by the UK/German NAMA Facility [link]:

• Eligibility criteria
  – […]
• Ambition criteria
  – Potential for transformational change
  – Sustainable development (co) benefits
  – Financial ambition
  – Mitigation potential
• Feasibility criteria
  – National and international embeddedness
  – Project structure
  – Logframe and M&E
  – Project finance
Summary and resources

Identifying NAMAs

- Goes beyond naming technologies to support
- Actions that combine mitigation and development (co)benefits.
- Actions that are ambitious, feasible, potentially transformational (and suitable for support)
- Look at different dimensions:
- There is not one single approach to identifying NAMAs

Framing NAMAs

- Importance of framing for different audiences to get the message across
- Benefits span different dimensions: economic, environmental, social
- Domestic audiences: communicating complexity, vested interests, and responding to various audiences
- International donors: respond to priorities and criteria of specific funders

Further resources:
[link] Green Growth Best Practice initiative (GGBP)
[link] NAMA Facility (BMUB/DECC)
[link] Insights on NAMA development (ECN/Ecofys)
Thank you

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ECN and NAMAs

ECN Policy Studies

Energy research Centre of the Netherlands since 1955

- Research NGO – not for profit
- Over 500 staff in seven research areas
- 60 staff in Policy Studies unit
- Main think tank for Dutch government on energy and climate.

Global Sustainability group

Within ECN Policy Studies 15 staff work on issues of ‘global sustainability’ with the mission to help mobilizing public and private investment through low carbon energy policies and measures.

Our focus is on four key themes:

- Policy and strategy development
- Increased policy effectiveness
- Scoping and prioritisation
- Renewable energy deployment

Clients include: European Commission, UNFCCC, UNEP, UNDP, CDKN, DFID, GIZ, BMUB, World Bank and the IPCC

Experience working in: a diverse group of countries including Indonesia, Kenya, Thailand, Ghana, South Africa, Argentina, Brazil, Mexico, Kuwait, etc.
ECN and NAMAs

ECN experience on NAMAs

• In-country experience in developing concrete NAMA proposals
• Assistance for attracting implementation funding.
• Convene stakeholders on NAMA prioritisation and design
• Robust analyses on costs and benefits, mitigation potentials, feasibility, financial risks, and business models

• NAMA trainings for various audiences
• Thought leadership on the concept of NAMAs, bringing insights to international dialogues, reviews, and workshops
• Conceptual studies on the role of NAMAs

• Half-yearly NAMA Status Reports
• Comparative case studies, country profiles, and policy briefs
• Publications on issues such as development impacts, sectoral priorities, finance, and ODA

Highlighted project: MitigationMomentum
Encourage learning on NAMA development, and assist selected countries with developing a NAMA proposal ready for finance
www.mitigationmomentum.org
funded by IKI/BMUB