



Climate & Development
Knowledge Network

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Identifying and framing NAMAs

Deep dive session - Designing NAMAs
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www.ecn.nl

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)

Industry sub sectors	Technologies	Policies	Actors
Chemical	Lighting	Regulatory (EERS)	Government (DEDE/EPPO/...)
Metal	Motors	Voluntary	Industrial end users
Food and beverage	Electrical equipment	Economic (SOP/DSM bidding)	ESPs
Textile	...	Information	ESCOs
Pulp and paper	...	Public goods provision	Financial institutions
Utilities	...		Industrial associations
Non-metallic	Innovative technologies		

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Source: ECN/MitigationMomentum

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

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)



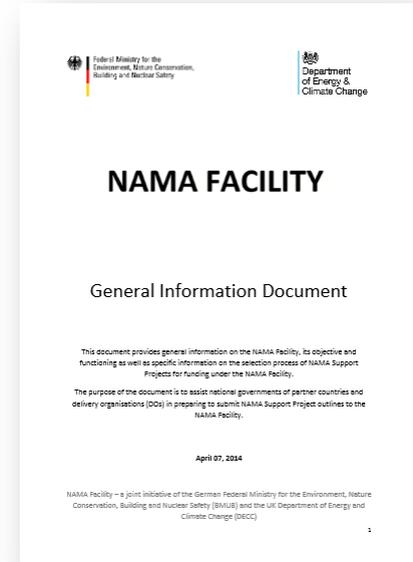
Framing for international donors

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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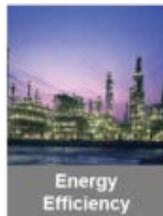
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ECN and NAMAs

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
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- 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
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- 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

