



NEOENERGIA is one of the leading groups in the Brazilian Energy Sector, acting on four areas:



Generation

Transmission

Distribution

Trading

Utilities: COELBA, CELPE and COSERN located in the northeast of Brazil

General Context for Energy Efficiency activities in Brazil

Since 1995, Brazil has undertaken a major reform in its electric sector (privatization of utilities).

As a result a National Regulatory Agency (ANEEL) was created in 1996 to assume a supervising role.

Distribution Utilities have been obliged by law since 1998 to invest 1% of their annual net revenues in energy efficiency and R&D activities.

In 2010, a law passed by Congress, reinstated the energy efficiency allocation to 0,50%, 60% of which must be spent on energy efficiency measures targeted at low income households.

This program for low income clients is only applied to those benefited by the social energy tariff.

In order to obtain the social tariff the client must be registered in the National Unified Register for Social Programs.

The social tariff is a discount given according to consumption:

0 to 30 kWh – 65% off

30 to 100 kWh – 40% off

100 to 220 kWh – 10% off

For the indigenous people and “quilombola” communities (slave descendents living in villages in rural areas of the state) the discount given is 100% with a consumption of up to 50kWh/ month.

Consumption

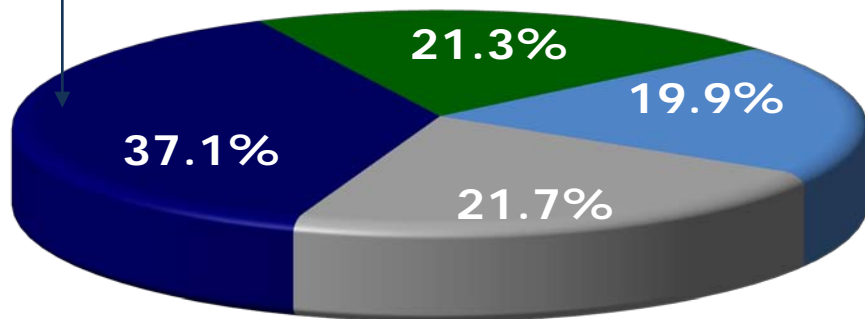
Number of Clients

Em mil

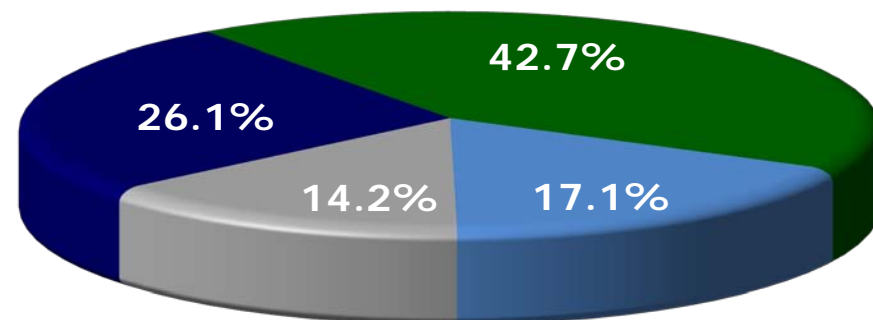
Distribuidora	2004	2005	2006	2007	2008	2009	2010	2011
Coelba	3.653	3.844	4.040	4.269	4.462	4.676	4.901	5.082
Celpe	2.588	2.605	2.706	2.787	2.900	3.009	3.100	3.156
Cosern	838	875	929	974	1.014	1.074	1.133	1.164
TOTAL	7.079	7.324	7.675	8.030	8.376	8.759	9.135	9.402

Consumption (GWh) per Class - Neoenergia

30% classified low – income, was 50% in 2010



Consumption (GWh) per Class - Brazil



■ Residencial ■ Industrial ■ Comercial ■ Outras Classes



Observation shows that low income families, find it hard to fine-tune energy consumption and sustainable payment, even when efficient consumption habits are adopted. The studies carried out by NEOENERGIA have indicated that high consumption is mainly caused by:

- high number of electrical appliances, when compared to income levels;
- use of low efficiency light bulbs;
- risk and energy loss due to poor electrical installations, lacking even switches;
- use of refrigerators in bad state of conservation;
- housing with no ventilation or natural lighting;
- excessive tax on the electric bill.



Energy Loss

Coelba



Celpe



Cosern



■ Técnica ■ Comercial



Projects for low-income communities in the Northeast of Brazil.



Through the creation of the figure of the Community Agent COELBA and CELPE seek to offer orientation on the efficient and safe use of electrical energy to its low-income consumers, as a result contributing to a consumption habit change.

Besides this, the community agent can devide the debts into 24 easy monthly installments, donate efficient light bulbs and fridges.

Refrigerator Donation Project



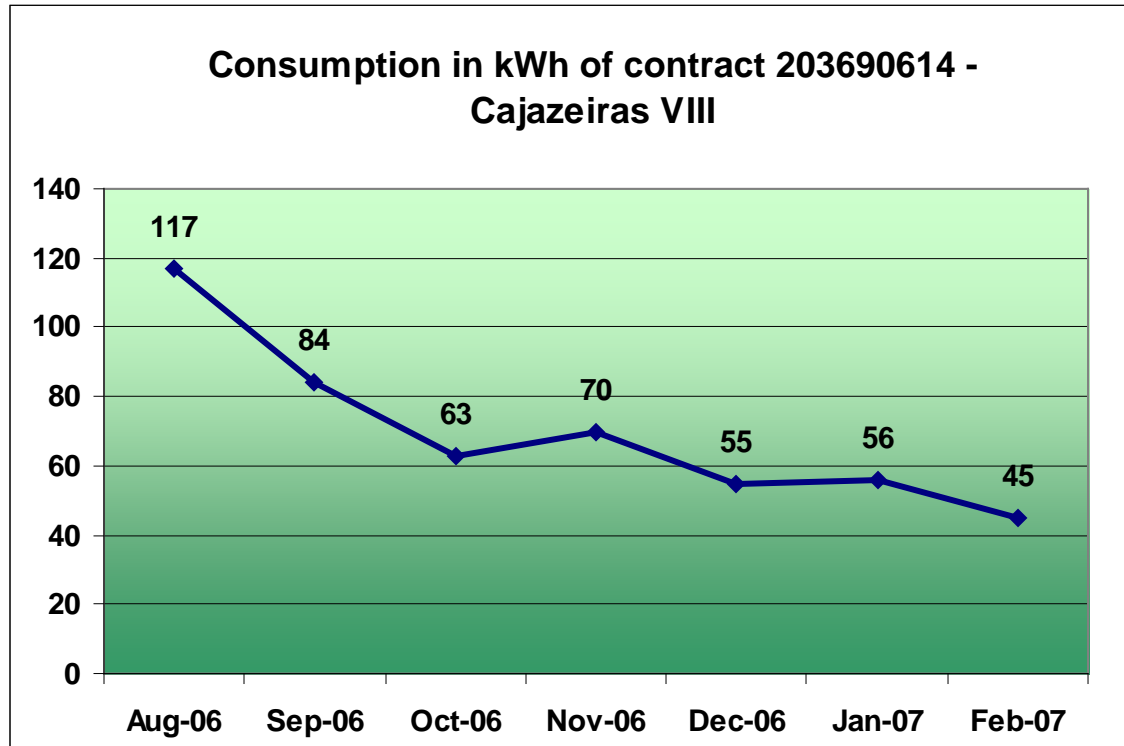
Project New Refrigerator donates efficient energy refrigerators to residential consumers from low-income communities in the states of Bahia, Pernambuco and small cities in the state of Rio Grande do Norte. Those who consume over 80kWh/ month, plus have the social tariff (registered in the National Unified Register for Social Programs), are given a new fridge in exchange for the old inefficient one.

Refrigerator Exchange Project



RESULTS

Consumer who received all the benefits:
Refrigerator donation (07/08/2006); electrical rewiring
(06/09/2006); window installation in 04/01/2007



The electrical energy bill in February 2007 was 45 kWh – (US\$ 13.80)

In August 2006 the bill was (US\$ 36.00)

Investment: pay back with social tariff: 181 months

without social tariff : 30 months

180,764 refrigerators have already been donated, 1,4 million of fluorescent light bulbs and 23,400 electrical rewiring of dwellings have been replaced. The CFC gas from discarded refrigerators is removed for reuse, avoiding the increase of the ozone layer, and recycled the material.



Through the project New Refrigerator, launched in 2006, Neoenergia provided the replacement of 180 thousand refrigerators, ensuring reduction of 204 GWh / year (half the energy consumed annually in the state of Acre in Brazil*) in the energy consumption of low-income families of Bahia , Pernambuco and Rio Grande do Norte. In 2011, 75 municipalities in three states were visited by Celpe, Coelba and Cosern.

As a result , Neoenergia avoided the need to build a hydroelectric power plant of 40,7 MW , eliminating investments of about 155 million dollars from state coffers. This project since 2006 invested US \$ 98 million in these three utilities.

The perception in regards to the Refrigerator Exchange Program is very **positive and strongly associated to the money saved**. Before the refrigerator exchange the energy bill expense represented a cost between US\$ 41 and

US\$ 47, after the exchange the cost fell to an average of US\$ 17. A monthly savings **of approximately US\$ 30** is considered a significant value, especially for low- income families. This economy is reverted to the family, be it in grocery, appliances or entertainment expenses. Highlighting the importance that the consumer attributes to the program as it provides them with more quality of life and buying power as there is a significant savings in the energy bill. (GIZ research)



International Recognition

The Montreal Protocol Exemplary Project Recognition

*On this 20th Anniversary of the Montreal Protocol on Substances that Deplete the Ozone Layer,
the United Nations Environment Programme would like to recognize*

Neoenergia

for its' contribution to the Exemplary Project

**Coelba's Replacement of Inefficient Refrigerators
in the context of National CFC Phase-Out Plan**

which has supported the global effort to protect the Ozone Layer




Marco González
Executive Secretary
Ozone Secretariat
United Nations Environment Programme



Refrigerator Donation Project won recognition as an exemplary project in commemoration of twenty years of the Montreal Protocol



SALE OF COLLECTED OLD FRIDGE

VALE LUZ PROJECT

PROJETO
vale luz
coelba

TRANSFORME LIXO EM ENERGIA.

CAMAPET

agente coelba
Mais um projeto social da Coelba.

Aleris

ENERGIA PARA CRESCER.
Programa de Responsabilidade Social da Coelba.

USAID
UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT

coelba
Grupo Neoenergia

VALE LUZ COELBA (LIGHT STIPEND) Project consists of the exchange of recycled material for discount coupons given by COELBA, which are used to pay part or all of the consumer energy bills.



The following material is bought from consumers:

- White paper
- Cardboard
- Magazines
- PET
- Steel
- Aluminum
- Iron



Service in 24 low income neighborhoods in Salvador / BA, 15 in Recife/PE The utilities provide 03 collected trucks.
135 tons of recyclable material were collected
1,225 consumers enrolled
US \$ 20,934 discount on energy bills

ITINERARY EDUCATION PROJECT



The truck transforms itself into a classroom in order to disseminate information on energy efficiency.



New Truck for customer service



projeto
**energia
verde**
neoenergia

Sua iniciativa vai ajudar o planeta.



USAID
FROM THE AMERICAN PEOPLE



BENEFITS

- Upon registration → 5 compact fluorescent lamps are donated;
- Right to → One bonus for changes of air conditioners, fridges and freezers certified with the PROCEL Stamp of energy efficiency.
- Right to collection → of the used appliance, so it may be sent to adequate discard by the utility.

CONDICIONADOR DE AR				CONDICIONADOR DE AR			
CAPACIDADE		QUANTIDADE DISPONÍVEL*	VALOR BÔNUS (R\$)			QUANTIDADE DISPONÍVEL*	VALOR BÔNUS (R\$)
SPLIT	700 BTU	752	240,00	VERTICAL	29	300,00	
	9000 BTU	602	265,00	VERTICAL FROST FREE	56	400,00	
	1200 BTU	14	265,00	HORIZONTAL	30	300,00	
				TOTAL	115		
CAPACIDADE		QUANTIDADE DISPONÍVEL*	VALOR BÔNUS (R\$)	TELEVISORES - LCD			
JANELA	7500 BTU	752	240,00			QUANTIDADE DISPONÍVEL*	VALOR BÔNUS (R\$)
	10000 BTU	128	265,00	TV LCD 26"	450	220,00	
	12000 BTU	9	265,00	TV LCD 32"	700	300,00	
				TV LCD 42"	850	420,00	
				TOTAL	2.000		
REFRIGERADOR				TOTAL DE EQUIPAMENTOS A SEREM BONIFICADOS			
		QUANTIDADE DISPONÍVEL*	VALOR BÔNUS (R\$)			2.701	
1 PORTA		406	300,00				
2 PORTAS		661	400,00				
2 PORTAS FROST FREE		2.149	500,00				
TOTAL		3.306					

* quantidades disponíveis em 04/06/2011. Os valores atuais podem variar.

FEIRÃO PROJETO ENERGIA VERDE

Tabela de doação para o reflorestamento da Mata Atlântica. O valor é debitado na sua conta de energia.

TRAGA A CÓPIA DA ÚLTIMA CONTA DE ENERGIA PAGA, SEM DÉBITOS ANTERIORES, RG E PARTICIPE.



FAIXA DE CONSUMO

VALOR DOADO (R\$)

	A VISTA	3 VEZES	6 VEZES	12 VEZES
100 kWh a 200 kWh	36,00	12,00	6,00	3,00
201 kWh a 400 kWh	60,00	20,00	10,00	5,00
Acima de 401 kWh	84,00	28,00	14,00	7,00



CONDICIONADOR DE AR SPLIT CONSUL
MOTOR R410A - REFRIG. 240 BTU
CIL. 2000L
C/ 220V
RS ~~799,00~~ **RS 559,00**

CONDICIONADOR DE AR CONSUL
C/ 220V
RS ~~899,00~~ **RS 659,00**

CONDICIONADOR DE AR CONSUL
C/ 220V
RS ~~699,00~~ **RS 459,00**



REFRIGERADOR GE
MELHOR CIRCULAÇÃO DE AR FROST FREE
MAIS ESPAÇO INTERIORES
C/ 220V
RS ~~1.599,00~~ **RS 1.099,00**

FREEZER BRASTEMP
- FROST FREE - NÃO PRECISA DECONGELAR NENHUM
- COM UM CLIQUE O FREEZER PARA SEQUEM
- PROTEÇÃO COM FECHAMENTO TEMPORAL
- PORTA LÁZIO
- GAVIÃO TRANSPARENTES
C/ 220V
RS ~~2.399,00~~ **RS 1.999,00**

FREEZER CONSUL VERTICAL
- GAVIÃO PARA FRITOS DO MAR
- GAVIÃO PARA FRITOS
- COMPARTIMENTO PARA GELADO E PRODUZ
C/ 220V
RS ~~1.299,00~~ **RS 999,00**

Ofertas promocionais válidas a partir de 06/06/2010 e sujeitos a uma entrevista prévia com as unidades comerciais em cada cidade participante e sujeitas ao controle de estoque disponível para oferta total na loja participante da

DESCRIPTION AND DETAILS

CLIENT → contributes with donation charged through the energy bill with values varying between US\$ 21 and US\$ 49 in 3 up to 12 installment payments, according to the medium energy consumption during three months.

CONTRIBUTION → reforestation of the Atlantic Forest accomplished with community participation, generating income and social-economic development to families in rural settlements

FAIXA DE CONSUMO	VALOR DOADO (R\$)			
	À VISTA	3 VEZES	6 VEZES	12 VEZES
100 KWH A 200 KWH	36,00	12,00	6,00	3,00
201 KWH A 400 KWH	60,00	20,00	10,00	5,00
ACIMA DE 400 KWH	84,00	28,00	14,00	7,00

RESULTS

Equipments	Stage 01	Stage 02	Stage 03	Total
lamps	44.790	109.092	39.608	193.490
TV		2.875		2.875
Fridge	8.705	6.814	2.172	17.691
Air Conditioning	1.275	1.271	94	2.640
Freezer	346	192	133	671
Total -Changed	10.326	11.152	2399	23.877
Total - Enrolled	8.958	12.202	4.142	25.302

Thank you for your attention!

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