



# LOW CARBON BUSINESS ACTION IN BRAZIL



A Project funded by the European Union

ACTION IN SUPPORT TO THE TRANSITION OF SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs) TO THE LOW CARBON ECONOMY



## PROJECT INFORMATION

**Name:** Low Carbon Business Action in Brazil

**Length:** 30 months - from September 2015 to February 2018

**Contracting Authority:** Delegation of European Union to Brazil

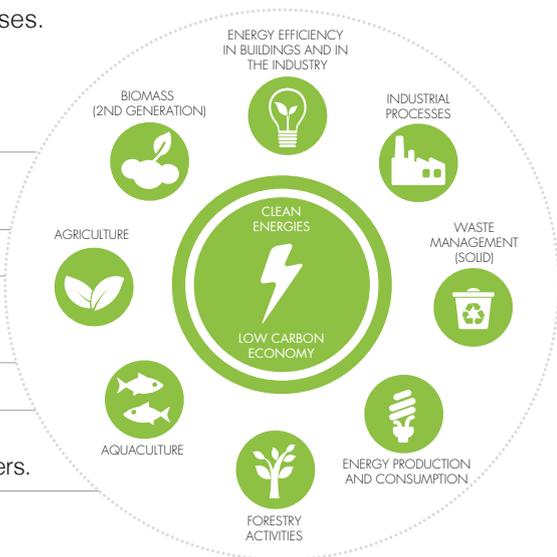
**Implementation:** Consortium - GFA Consulting Group (Germany); CESO Development Consultants (Portugal); Nixus Consultants and EQO (Spain)

Low Carbon Business Action is a European Union funded initiative that aims at engaging 720 small and medium-sized enterprises (SMEs) from Brazil and from the 28 Member States of the EU through a series of business matchmaking missions to be held between August 2016 and December 2017. The business rounds will promote the exchange of innovative experience, support companies in their transition to low carbon technologies and resource-efficient processes in 8 target sectors. The Action will contribute to reducing the Green House Gases (GHG) emissions in Brazil. Through the promotion of Cooperation Partnership Agreements between SMEs, it also seeks to increase the competitiveness and environmental sustainability of the participating enterprises.

## OBJECTIVES

- Promote the sustainable transition of SMEs to low carbon technologies and resource-efficient processes;
- Stimulate EU SMEs to gain access to international markets;
- Foster innovation, competitiveness, economic and environmental sustainability of Brazilian counterparts;
- Support national low carbon emission strategies for tackling climate change;
- Strengthen emerging companies and support the creation of new ones in the low carbon technology sectors, including equipment producers, users and service providers.

### TARGET SECTORS

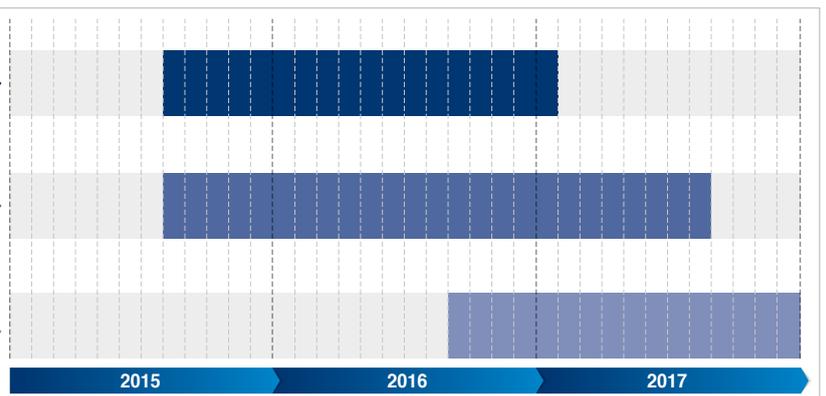


## PROJECT COMPONENTS

**1 Sector Mapping** – Sector demand for/supply of technologies for SMEs, supporting their transition towards the low carbon economy in the identified sub-sectors.

**2 Communication Strategy** – Development and implementation of a Strategic Communication Plan for enabling B2B interactions between the Brazilian and EU potential matches; information exchange and awareness raising campaigns for the Action.

**3 Matchmaking missions** – Business advisory services and matchmaking missions for applicants/enterprises selected by the Action.





## THE MATCHMAKING PROGRAMME

The Action will reimburse up to 80% of the travel expenses for the participants of the business missions. The matchmaking programme for each target sector will consist of:

-  Business rounds between selected Brazilian and EU SMEs, according to the demand/supply of environment-friendly solutions, applications and technologies;
-  Lectures about the Brazilian environment, technology, financial and business contexts;
-  Presentation of case studies and guided visits to local industries and companies;
-  Technology show-casing by manufacturers and service providers; Access to exhibitions and trade fairs;
-  B2B assistance and business follow up of the matchmaking missions;
-  Participation of sector organisations, public bodies, bilateral chambers of commerce, business agents, traders, environmental and financial consultants, among others.

### EXAMPLES OF BUSINESS MODALITIES

-  Sale/Purchase agreements (import/export);
-  Establishment of partnerships for sales/distribution;
-  Mergers and Acquisition (M&A) deals;
-  Joint Ventures and investment partnerships;
-  Establishment of a production or service facility;
-  Agreements on knowledge exchange, joint technology research and development;
-  Agreements between SMEs cluster organisations and within corporate supply chains.

PRE-SELECTION SMEs

ONLINE  
INVESTIGATION / SCOPING  
SESSIONS

LETTER OF  
COMMITMENT

MATCHMAKING  
MISSION

FOLLOW UP/  
MONITORING

Low Carbon Business Action's missions are planned after an assessment of the matching prospects between the demand and supply is concluded. The Project Team also looks into the companies innovation potentials and their respective capacity to transform processes in order to effectively establish business relations that will generate environmental and economic impacts.

### THE BENEFITS FOR SMEs

-  Travel costs for matchmaking missions sponsored by the EU;
-  Receive advice and assistance in business development (EU and Brazil);
-  Explore new opportunities for business cooperation and partnerships;
-  Contribute to the low carbon economy and to the reduction of GHG emissions in Brazil;
-  Stimulate technological innovation, competitiveness and sustainability for SMEs;
-  Increase export sales revenues;
-  Enhance prospects for the production and adoption of climate-friendly technologies, energy and resource-efficient processes;
-  Prepare for receiving EU Technical Assistance for the implementation of cooperation partnerships through bankable proposals within Low Carbon Business Action.





## STEP BY STEP FOR SMEs

### HOW TO ENGAGE IN THE LOW CARBON MATCHMAKING?

#### 1 REGISTRATION AND APPLICATION

Small and medium-sized enterprises (SMEs) from the EU and Brazil must register and apply at [www.lowcarbonbrazil.com](http://www.lowcarbonbrazil.com) by filling in the Expression of Interest / Application Form, indicating their eligibility, business potential and interest to take part in the Action.

#### 2 SELECTION CRITERIA AND BUSINESS ANALYTICS

A mechanism of business intelligence and analytics will cross information from various applicants and select the best matches according to their business, technology and environmental potentials.

#### 3 INTERACTION THROUGH VIRTUAL B2B SESSIONS

The pre-selected companies in Brazil and in the EU will receive the assistance of the Action's team of experts in the initial business consultation stages. Online B2B sessions will be set for the preliminary exchange of technical information and confirmation of interests. The interactions will be facilitated by interpreters and team members.

#### 4 PARTICIPATION IN THE MATCHMAKING

Once the assisted stage of information exchange is finished the selected companies will be invited to participate in the matchmaking missions. The enterprises will receive all administrative and logistic details related to the mission upon their formal confirmation to the invitation.

#### 5 MONITORING RESULTS

The Low Carbon Business Action team and representatives of partner institutions will periodically monitor and follow up the business proceedings after the matchmaking missions were held, facilitating further B2B information exchange. The mission results will also be included into the database of the Enterprise Europe Network (EEN). Technical Assistance to SMEs achieving Cooperation Partnership Agreements with good prospects is envisaged for phase II of the Action.



## INSTITUTIONAL PARTNERSHIPS

Low Carbon Business Action in Brazil has identified and established institutional, technical partnerships with organisations in Brazil and in the EU.

- Industry clusters and related networks;
- Bilateral Chambers of Commerce;
- Public Bodies;
- Industry associations;
- Financial institutions;
- Sector Representations;
- Trade Promotion Offices in the EU and Brazil;
- Service Providers and Consultancies;
- Others.

## HOW TO PARTICIPATE IN THE ACTION?

- Institutional Support;
- Research and Development in low carbon emission technologies;
- Promotion, visibility and communication actions integrated to the project;
- Participation in events and provision of logistics support to the business missions;
- Identification and indication of SMEs for the matchmaking rounds;
- Indication of lecturing speakers and of environment-friendly technology options;
- Follow up and business development assistance.

## STEP BY STEP FOR PARTNER INSTITUTIONS

### 1 DECLARATION OF INTEREST

Access [www.lowcarbonbrazil.com](http://www.lowcarbonbrazil.com) and fill in the form "Declaration of Interest", indicating areas of participation in the Action.

### 2 PARTICIPATION AND FOLLOW UP OF THE PROJECT ACTIVITIES

Once the Declaration of Interest is registered to the system, Low Carbon Business Action partner institutions shall regularly receive information about the Action's implementation, get the possibility of actively identify SMEs for the matchmaking missions, participate in events, assist and follow up the business agreements between the participating companies.

## FACTS & FIGURES FOR INVESTORS

- Brazil is the largest economy in Latin America and the world's 8th largest, with an annual GDP of over 2,24 trillion USD;
- Brazil is the world's 10th largest individual GHG emitter, mainly due to activities in sectors such as agriculture/land use and livestock, forestry, energy, industrial processes and residues;
- The EU is the world's leading provider of low carbon technologies and services. Brazil is strongly committed to the "greening" of its highly diverse economy;
- Cooperation Partnership Agreements closed between Brazilian and European SMEs can receive Technical Assistance from the Action, increasing the prospects of access to "green" funding;
- The World Bank estimated an investment potential of 360 billion USD from 2010 to 2030 to implement a low carbon scenario in Brazil, including the transition to innovative technologies and applications in areas such as biogas, solar energy, energy efficiency, waste management, biomass and others.

## LOW CARBON BUSINESS ACTION IN BRAZIL

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