

All about Energy efficiency

CASE STUDY



MIKROKREDITNA FINANSIJSKA INSTITUCIJA
ALTER MODUS



GREEN FOR GROWTH FUND
SOUTHEAST EUROPE

TECHNICAL ASSISTANCE FACILITY

Agenda

1. About EE measures...
2. Why Energy efficiency is important for client?
3. Why Energy efficiency is important for Alter Modus?
4. Get ready. Go!
5. STEP UP EFFICIENTLY campaign
6. Reports feedback

About EE measures...

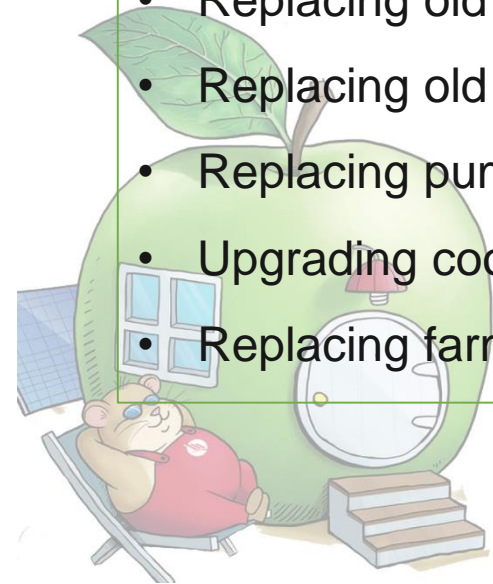
Energy efficiency measures for households and companies:

- Better thermal insulation
- Replacing doors and windows
- Installation of central heating
- Replacing electrical devices
- Installation of solar panels for water heating
- Replacing old air conditioning system
- Replacing old furnaces
- Replacing pumps, motors and air compressors
- Upgrading cooling chambers and showcases
- Replacing farm equipment

How I can increase quality of living in my home while making financial savings in the long run?

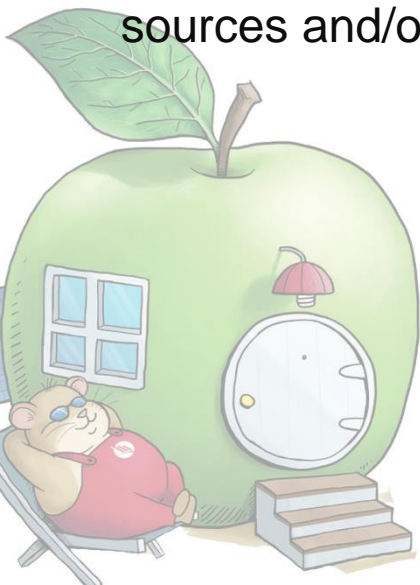


How do I increase quality and productivity in my business processes while saving in the long run?



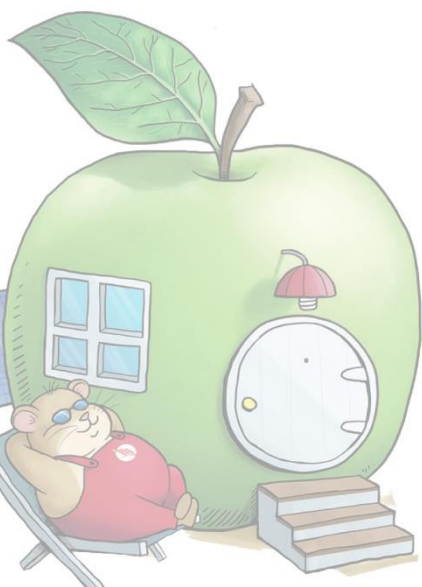
Why Energy efficiency is important for client?

- Reduced electricity costs and long-term financial savings
- Greater comfort
- Possible increase of the value of the property (EE houses and flats might have a higher value)
- Increased quantity and/or quality of output
- Positive impact on the environment (reduced use of conventional energy sources and/or reduction in greenhouse gas emissions)



Why Energy efficiency is important for Alter Modus?

- Loans for reconstruction, adaptation and equipping of residential units participates with 25% in total portfolio;
- We found most of the EE measures that can be financed with most of our credit loans;
- Our aim is to educate our clients and the public about EE measures and benefits of investments;



Get ready. Go!

Preparation consisted of two very important trainings

1. Education of managers and loan offices about EE measures and benefits for the client
- 2 . Education about using tool software E- Save

Project released in June 2016

Preparation of marketing campaign :

Planning and implementing various awareness raising activities that correspond to the communication strategy of Alter Modus - direct marketing

Campaign launched in October 2016



STEP UP EFFICIENTLY campaign



The project follows a promotional campaign supported by Green for Growth Fund TA (GGF TA)

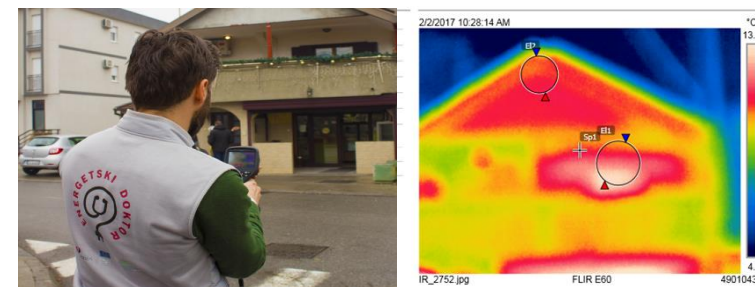
Direct marketing

- Promo teams visiting Montenegro towns in October 2016 and September 2017;
- Fair/exhibition stands - Participation in thematic events
- Energy doctor campaign
 - Prize contest
 - Household beneficiary energy audit by professional consultant



Mass market activities

- Internet channels and Social network;
- Broadcasting educational radio spots;
- Promotion and print educational materials;
- Billboards in 9 towns;



Reports feedback

Promo team activity: 1500 people visited our EE stand

Energy doctor campaign:

30 clients were visited by professional consultant „Energy doctor“

30 prize game winners got promo packages and 5 of them won Energy doctor visit

Participation on fairs:

800 visitors of EE stand on Adriatic fair, around 100 of them interested for EE measures and investing

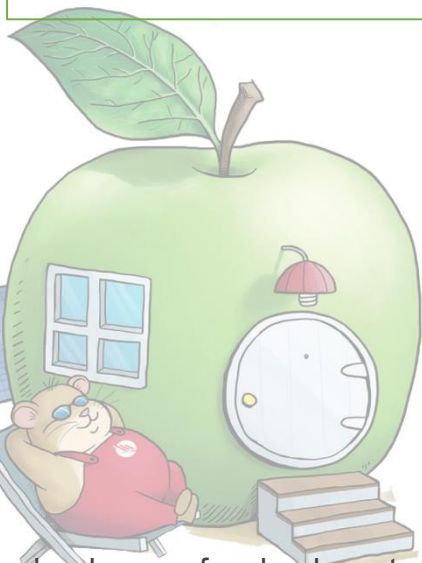
Facebook:

1500 Followers with around 300K reach* (organic and paid)

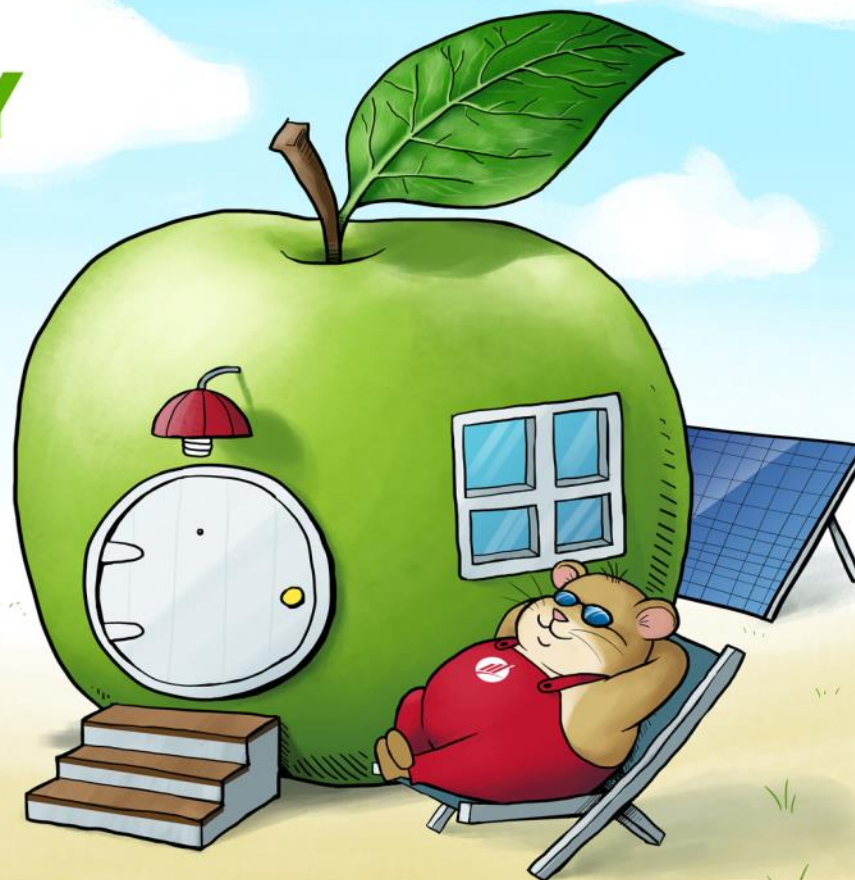
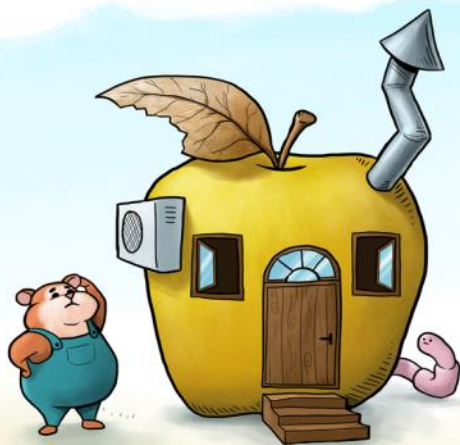
Financial results up to day :

Disbursed no. of loans : 702

Disbursed amount : 1,602,000.00 EUR



STEP UP EFFICIENTLY



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ALTER MODUS



**GREEN FOR
GROWTH FUND**
TECHNICAL ASSISTANCE FACILITY

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Thank you!