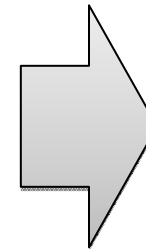
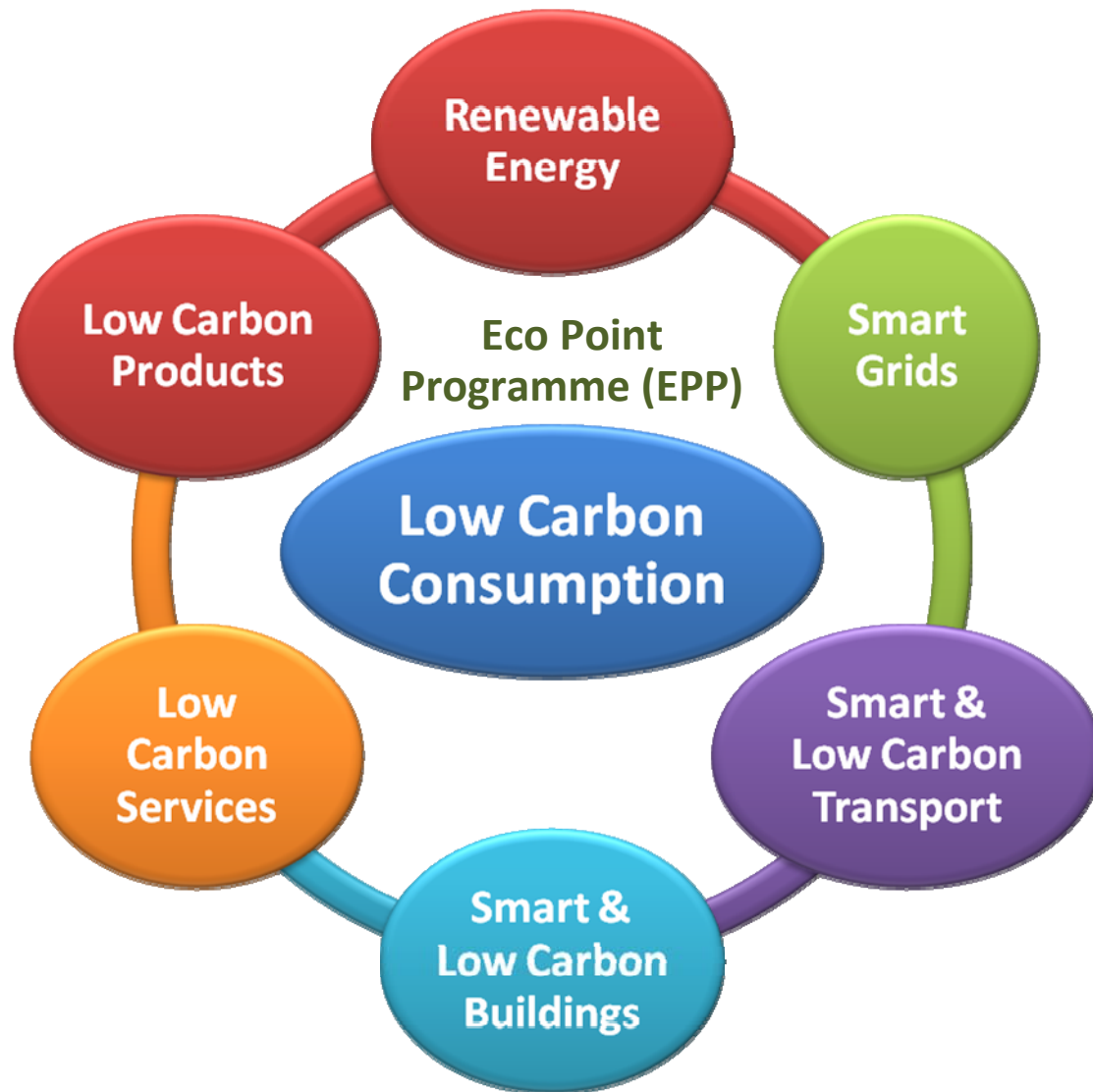


**Proposal on  
APEC Low Carbon Model Town  
Promotion through Eco-Point  
Programme  
(LCMT-EPP)**

**Mr.Kamol Tanpipat  
Thailand**



# Relevance and Beneficiaries



**Enhancement :**  
New  
and Renewable  
Energy  
Technologies  
+  
APEC Low Carbon  
Model Town  
(LCMT)

# Low Carbon Model Town

Eco-Lifestyle

Energy



Town Structure

Transportation

“The first low carbon island  
of people oriented”

Building

Environmental Planning

“People participate, People be leaned, People be pleased”

Eco-Point Program

Eco-Point Committee

Certified Eco-Points

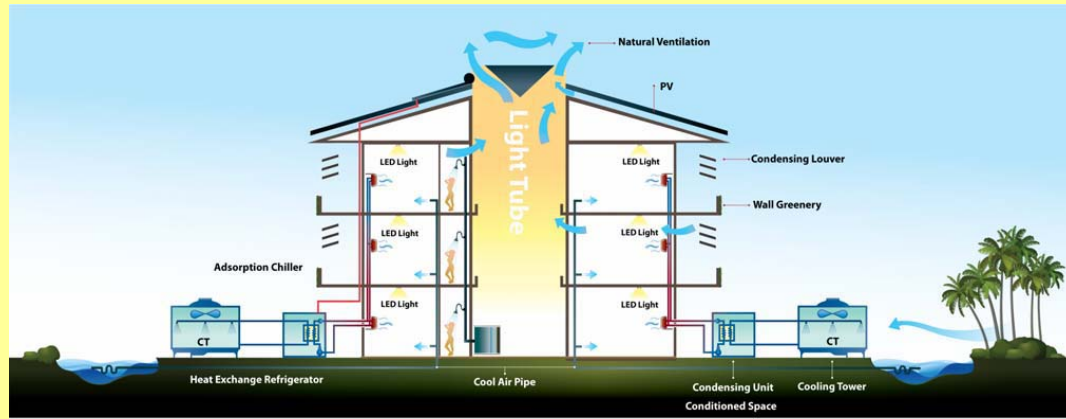
Eco-Point Rewards

Eco-Point Funds

# Examples on EPP for Commercial sector

## ECO-HOTELS

*Low Carbon Hotel*



*Smart Grid*



*Eco-Products*



*Eco-Activities*



**REUSE  
REDUCE  
RECYCLE**

Demand

for Eco-Hotels

## Tourists

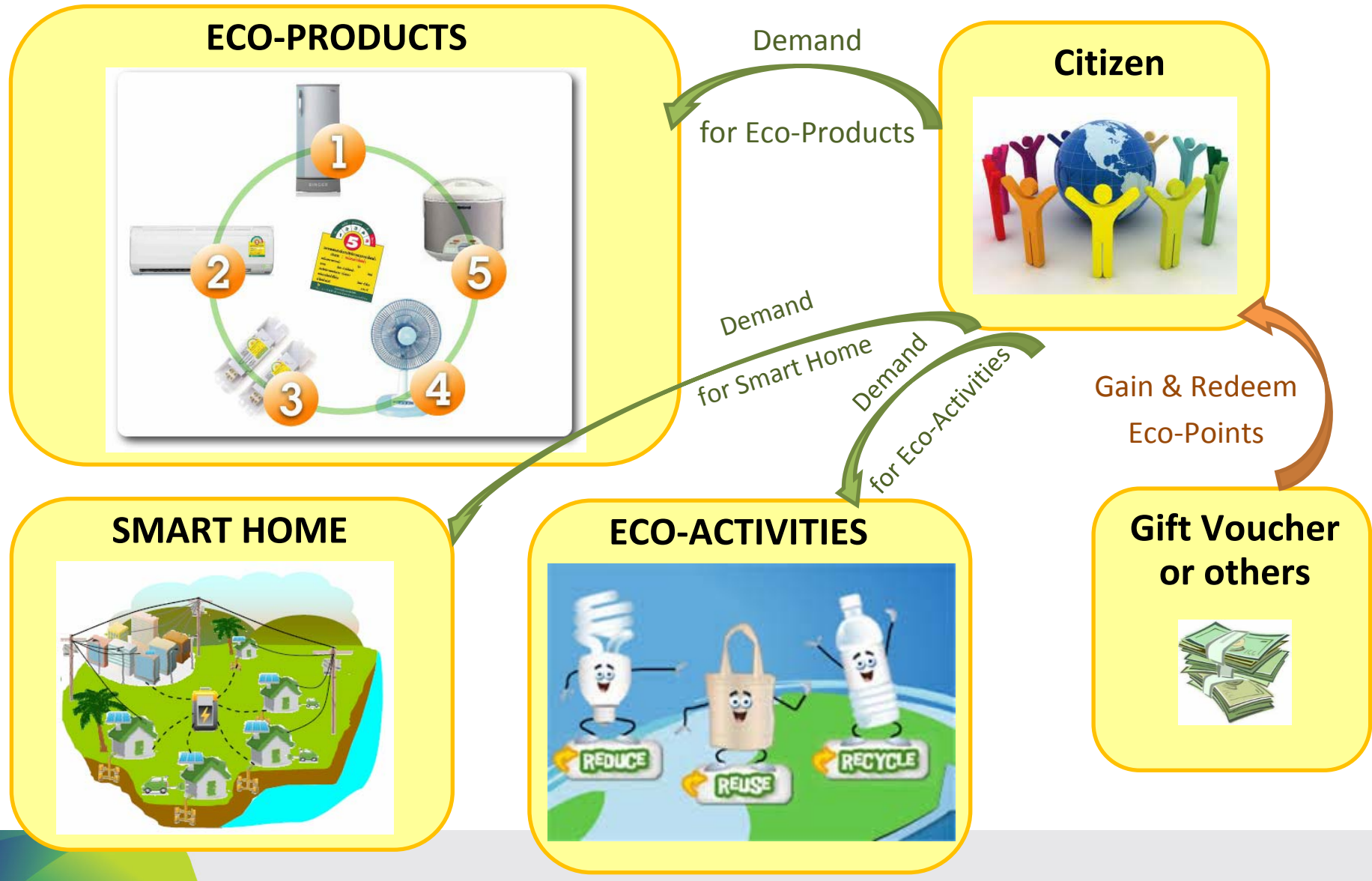


Gain & Redeem  
Eco-Points

**Gift Voucher  
or others**



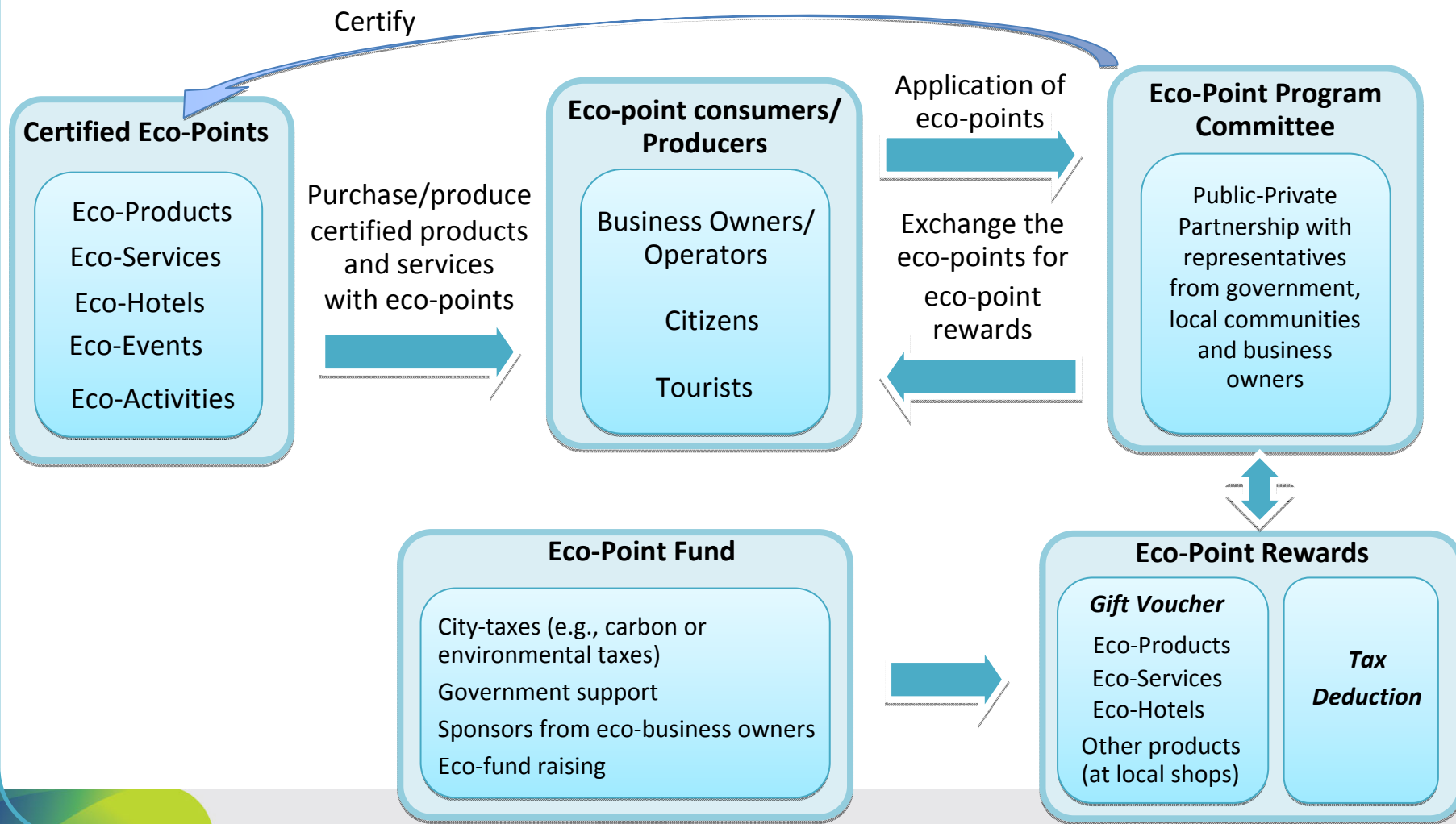
# Examples on EPP for Residential sector



# Relevance and Beneficiaries


## LCMT Eco-Point Program

To enhance the implementation of all low carbon measures in the APEC region







# Objectives of the proposal




To create a guideline of an EPP for supporting the implementation of low carbon measures



To build up an EPP Forum, an on-line networking system, for sharing experiences and knowledge on low carbon technologies



To enhance understanding of needs and benefits for low carbon society resulting in increased public environmental awareness



To develop a recommended roadmap for effective implementation of the eco-point program which will incorporate all low carbon measures into action

# Methodology

Overall project duration is 1 year. The key activities and deliverables are:

No.	Key Activities	Timeline (Month, M)
1	Data collection on existing systems which can be linked to the eco-point program in the selected APEC economies	M1 – M2
2	Initial eco-point program guideline development for widely application in APEC economies. The guideline for EPP development will include: i) Goal and scope definition ii) Criteria for eco-point certification (considering the identification of products/services and eco-point indicators) iii) An institutional framework iv) Short- and long-term benefits on environment, economy and society.	M2 – M4
3	EPP Forum establishment to share experiences and knowledge on low carbon technologies	M2 – M4

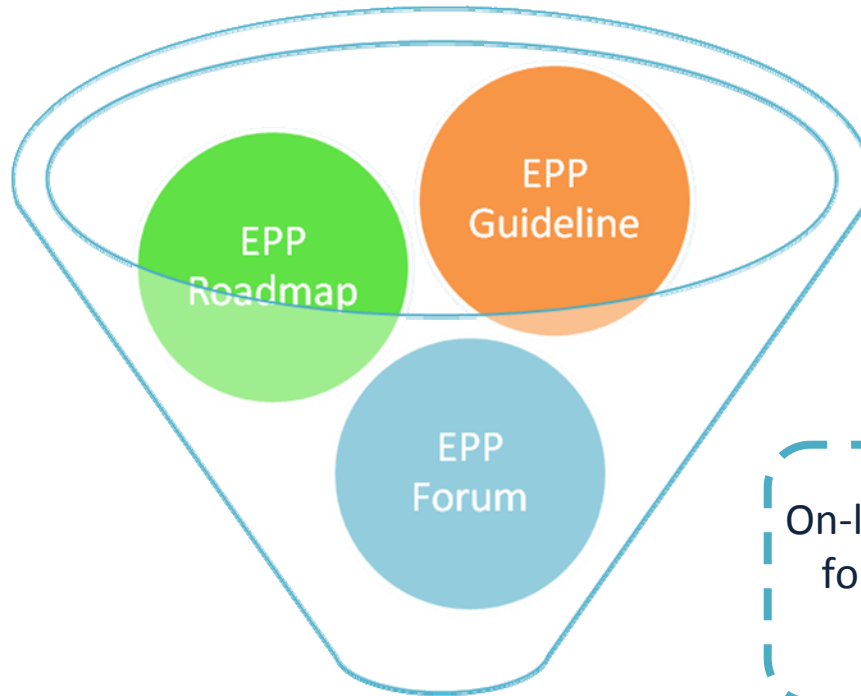


# Methodology

No.	Key Activities	Timeline (Month, M)
4	Public consultation for initial eco-point program guideline for widely application in APEC economies via the established online-network	M5
5	Revised eco-point program guideline for widely application in APEC economies	M6 - M7
6	Development of a roadmap for effective implementation of the eco-point program. One of cities in the APEC LCMT projects – Samui Island is selected as a case for the roadmap development	M7 - M10
7	Focus group meetings (quarterly) and seminars for consultation and dissemination of the results	M7 and M11
8	Publication of report including inputs from the public consultation, meetings and a seminar	M11 - M12

# Summary

A Roadmap for the Guideline Implementation Using Samui Island as a Case



Goal & Scope Definition, Certification Criteria, Institutional Framework, Short- & Long-Term Benefits

On-line Networking System for Sharing Experiences and Knowledge

Enhancement on the implementation of all low carbon measures in the APEC member economies



Thank you  
for  
your attention



## APEC Concept Note

*Please submit through APEC Secretariat Program Director. Concept Notes of more than **3 pages** (including title page) or incomplete submissions will not be considered.*

<b>Project Title:</b>	APEC Low Carbon Model Town (LCMT) Promotion through Eco-Point Program (LCMT-EPP)
<b>Source of funds (Select one):</b>	<input type="checkbox"/> Operational Account <input type="checkbox"/> TILF Special Account <input checked="" type="checkbox"/> APEC Support Fund
<b>Committee / WG / Sub-fora / Task-force:</b>	Energy Working Group (EWG)
<b>Proposing APEC economy:</b>	Thailand
<b>Co-sponsoring economies:</b>	China, Hong Kong China, Indonesia, Korea, Malaysia, Singapore, Chinese Taipei, USA, Vietnam
<b>Expected start date:</b>	Aug 2013
<b>Expected completion date:</b>	Sep 2014
<b>Project summary:</b>  <b>Describe the project in under 150 words. Your summary should include the project topic, planned activities, timing and location:</b>  <i>(Summary must be no longer than the box provided. Cover sheet must fit on one page)</i>	<p>The project will develop a guideline (including the identification of goal and scope definition, certification criteria, an institutional framework, short- and long-term benefits) of an eco-point program for supporting the implementation of low carbon measures previously proposed in the APEC projects. It will also build up an Eco-Point Program (EPP) Forum which is an on-line networking system for sharing experiences and knowledge on low carbon technologies and society among the APEC member economies. The EPP Forum will be implemented through Energy Smart Communities Initiative Knowledge Sharing Platform (APEC ESCI-KSP). A roadmap for the guideline implementation will be developed using Samui Island as a case. Planned project activities include the guideline, roadmap and EPP Forum development, public consultation via the EPP Forum, meetings and seminars. The project will be carried out over 14 months from Aug 2013 to Sep 2014 in Thailand. Nonetheless, the EPP Forum will broaden the physical boundary of project results to be capable for wide applications in APEC member economies.</p>
<b>Total cost of proposal: (APEC funding + self-funding)</b>  <b>USD 250,000</b>	<b>Total amount being sought from APEC (USD): 200,000</b>  <b>By category:</b> <i>Travel:</i> 60,000 <i>Labor costs:</i> 120,000  <i>Hosting:</i> 10,000 <i>Publication &amp; distribution:</i> 10,000 <i>Other:</i> -

**Project Overseer Information and Declaration:**

**Name:** Dr.Twarath Sutabutr

**Title:** Deputy Director General

**Organization:** Department of Alternative Energy Development and Efficiency

**Postal address:** 17 Rama 1 Rd, Kasatsuk Bridge, Pathumwan, Bangkok 10330

**Tel:** 662 223 0021-9

**E-mail:** twarath@dede.go.th

As Project Overseer and on behalf of the above said Organization, I declare that this submission was prepared in accordance with the **Guidebook on APEC Projects** and any ensuing project will comply with said Guidebook. Failure to do so may result in the BMC denying or revoking funding and/or project approval. I understand that any funds approved are granted on the basis of the information in the document's budget table, in the case of any inconsistencies within the document.

Date: 27 December 2012

## Project Synopsis

1. **Relevance:** Why should APEC undertake this project? What problem or opportunity will the project address and why is it important?

APEC member economies such as Japan, People's Republic of China, Thailand, Republic of Korea, and etc. have set targets for carbon emission reduction in their agenda. Towards effective implementation of low carbon initiatives, not only appropriate technologies for low carbon production are needed, but low carbon consumption by the public is also very crucial. In APEC region, many low carbon technologies and low carbon products/services are available but the low carbon consumption of such technologies, products and services is still very limited.

A program incorporating all low carbon measures and encouraging the public for low carbon consumption shall be developed to overcome the constraint. In the APEC Low Carbon Model Town Phase 2 (Samui Island), the feasibility study has proposed an eco-point program - originally developed and implemented by Japanese government since 2009 - as a bottom-up approach to promote low carbon lifestyles and measures. The eco-point program consists of committee, certification system and rewards for people who purchase the certified products/services. The eco-point program can be widely applied in the APEC member economies for low carbon model town promotions. Development of a guideline and roadmap for the eco-point program for APEC region will be a useful tool for carbon emission reductions. Furthermore, to support public consultation and knowledge dissemination, an EPP Forum (online system) will be implemented through Energy Smart Communities Initiative Knowledge Sharing Platform (APEC ESCI-KSP). The platform will also support the experience and knowledge exchanges among the APEC member economies.

2. **Objectives:** Describe the 2-3 key objectives of the project. (e.g., to... create a framework...; ensure participants will be able to...; share experiences...; enhance understanding...; develop recommendations...; build interest...; revise strategies... etc.)

The key objectives of this project are:

- To create a guideline of an eco-point program for supporting the implementation of low carbon measures in the APEC projects.
- To build up EPP Forum through ESCI-KSP, an on-line networking system, for sharing experiences and knowledge on low carbon technologies among the APEC member economies.
- To enhance understanding of needs and benefits for low carbon society resulting in increased public environmental awareness through public consultation during the guideline development via the on-line network, meetings and seminars.
- To develop a recommended roadmap for effective implementation of the eco-point program which will incorporate all low carbon measures into action in APEC economies.

3. **Alignment:** Describe how the project will help achieve APEC's key priorities and meet your forum's work-plan or medium-term plan.

At the 9th APEC Energy Ministers Meeting (EMM9), held in Fukui, Japan on 19 June 2010, focused on the theme "Low Carbon Paths to Energy Security", the Ministers observed that "Introduction of low-carbon technologies in city planning to boost energy efficiency and reduce fossil energy use is vital to manage rapidly growing energy consumption in urban areas of APEC". In order to achieve the Low Carbon Town Concept, people oriented approach by participation of all stakeholders especially local people is very importance. The result of the eco-lifestyle measures including the eco-point program will enhance the implementation of low carbon town concept not only by increasing the awareness of the local people but also encouraging all stakeholders to participate in low carbon scheme of APEC region. The LCMT-EPP project will assist APEC to achieve these development aspects of low carbon town. The project will provide the guideline to implement eco-point program as local based program or regional based program.

4. **Methodology:** How do you plan to implement the project? In this section, address:

- **Timeline:** Project timelines and dates for key activities and deliverables

Overall project duration is 14 months. The key activities and deliverables are:

- Data collection on existing systems which can be linked to the eco-point program in the selected APEC economies: Aug – Nov 2013
  - Initial eco-point program guideline development for widely application in APEC economies: Nov 2013- Jan 2014. The guideline for EPP development will include:
    - 1) Goal and scope definition
    - 2) Criteria for eco-point certification (considering the identification of products/services and eco-point indicators)
    - 3) An institutional framework
    - 4) Short- and long-term benefits on environment, economy and society.
  - EPP Forum establishment to share experiences and knowledge on low carbon technologies: Dec 2013- Jan 2014
  - Public consultation for initial eco-point program guideline for widely application in APEC economies via the established online-network: Jan - Feb 2014
  - Revised eco-point program guideline for widely application in APEC economies: March - April 2014
  - Development of a roadmap for effective implementation of the eco-point program. One of cities in the APEC LCMT projects – Samui Island is selected as a case for the roadmap development: April - June 2014
  - Focus group meetings (quarterly) and seminars (March 2014 and August 2014) for consultation and dissemination of the results
  - Publication of report including inputs from the public consultation, meetings and a seminar: Aug - Sep 2014
- **Stakeholders: Beneficiaries and stakeholders (APEC & non-APEC) and how they will be engaged**

Policy makers and government officials of APEC member economies will directly gain beneficiaries for implementing the guideline in order to reach their goal to reduce carbon emissions. Furthermore, indirect beneficiaries will be reduction in energy intensity since many low carbon measures aiming at increased energy efficiency and reduced energy intensity. Non-APEC member economies will be able to gain the beneficiaries when applying the guideline. The public involving in the EPP Forum, the meetings and the seminars will gain knowledge on low carbon society and understand how to live their lives in a better way. Consequently, the society as a whole will be beneficial from the low carbon emissions and reduced energy intensity.

- **Previous projects/activities: If and how this proposal builds on the findings or lessons learned from previous projects/activities, while avoiding duplication**

The project is built upon the previous LCMT project phase 2 (Samui Island, Thailand). The eco-point program proposed in the LCMT project will be further developed with detailed guideline and roadmap for implementation. Furthermore, the public consultations via the EPP Forum, the meetings and the seminars will be carried out in order to ensure that the developed guideline will be applicable for the APEC member economies. As a case study, a specific roadmap for implementing the guideline on one of LCMT locations (Samui Island) will be established. The project will also utilize the Knowledge Sharing Platform developed under the APEC Energy Smart Communities Initiative.

- **Communication: How you plan to communicate the results or benefits of this project to others**

Communications of the results and benefits of this proposed project will be done via the developed EPP Forum through ESCI-KSP, quarterly focus group meetings, seminars and publication.