

# Catalysing Energy Efficiency as a Service in Indonesia



## PROJECT SNAPSHOT

**Country: Indonesia**

The lack of successful energy efficiency projects in Indonesia creates a vicious cycle. Policymakers, financiers, and potential project participants remain hesitant due to the absence of proven, replicable models. This skepticism translates into a lack of trust in energy efficiency practitioners and the Energy Service Company (ESCO) business model.

To address this, a two-pronged approach is proposed. First, showcasing successful projects will build confidence and overcome skepticism. Second, identifying the most attractive business models for Indonesian companies will further incentivize participation and investment.

## ETP'S CONTRIBUTION

ETP is committed to propelling Indonesia towards a well-functioning and sustainable energy efficiency market. Our strategy revolves around three key interventions:

- We will directly support 15 Level 1 Energy Audits and conduct 5 Investment Grade Audits (IGA) for energy efficiency projects. These successful case studies will serve as real-world examples, fostering confidence and overcoming skepticism among stakeholders.
- To ensure alignment with local regulations and enhance the overall business model, we will collaborate with a reputable Indonesian law and consulting firm. This collaboration will create a framework that is attractive and incentivizes participation from Indonesian companies.
- We will implement Smart Joules IoT remote energy monitoring systems across various projects. The data collected will be used to generate insightful knowledge products specifically tailored for industries and financial institutions. These insights will empower informed decision-making and attract investment.

## CONNECT







ENERGY  
TRANSITION  
PARTNERSHIP

## STRATEGIC OUTCOME 2

De-risking Investments in Energy Efficiency and Renewable Energy



### IMPLEMENTATION PARTNERS

Synergy Efficiency Solutions (SES)



### STAKEHOLDERS

The Coordinating Ministry of Economic Affairs

The Ministry of Energy and Mineral Resources



Coordinating  
Ministry for  
Economic Affairs  
REPUBLIC OF INDONESIA



### PROJECT DURATION

August 2023 - November 2023

### CONTACT DETAILS

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#### IMPACT

→ Increase the flow of investments to EE projects & accelerate the development and accessibility of EE knowledge



#### OUTCOME

→ Establish a well-functioning and sustainable EE market by developing the market and providing real examples of successful projects, identifying the EE business models that are most attractive to Indonesian companies



#### OUTPUT

→ A pipeline of bankable EE projects are developed for financiers  
Creation and testing of multiple business models and implementation of EE projects  
Market enabling knowledge products and policy analysis

### Key Outputs

- A pipeline of bankable EE projects
- Develop data analytics based insight briefs aimed at policy makers and financial institutions to enhance knowledge and understanding
- Creation and testing of multiple EE business models on bankable projects from the pipeline developed
- Provide real data from implemented projects

