

THE RE-ACTIVATE PROJECT :

SUPPORTING EMPLOYMENT-INTENSIVE RE/EE MARKETS IN THE MENA REGION

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«Promoting Employment through RE/EE in MENA»

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Co-organized by RCREEE and RE-ACTIVATE



RE-ACTIVATE in a Nutshell

- Cross-sectoral regional project focusing on the nexus between
 - Sustainable energy (renewable energy & energy efficiency)
 - Socio-economic development (local jobs & value creation)
- Qualitative multi-level approach aiming to support market development for labor-intensive applications in the MENA:
 - Knowhow transfer/policy dialogue/networking at the regional level
 - Support measures/capacity building/pilot projects in focus countries
- Network structure with country teams in Rabat, Tunis, Cairo
- Duration: 4 years (2014 – 2017), budget: 5 million EUR



Main Objectives of RE-ACTIVATE

- Based on an improved knowledge of RE/EE employments effects, stakeholders are able to identify and promote specific labor-intensive RE/EE technologies as part of a dialogue.
- Concrete measures to promote the identified market segments have been implemented.
- Local capacities for developing the identified market segments have been strengthened.
- The regional exchange in MENA on RE/EE employment effects has been intensified.
- Overall: the market conditions for labor-intensive RE/EE applications in MENA are improved.

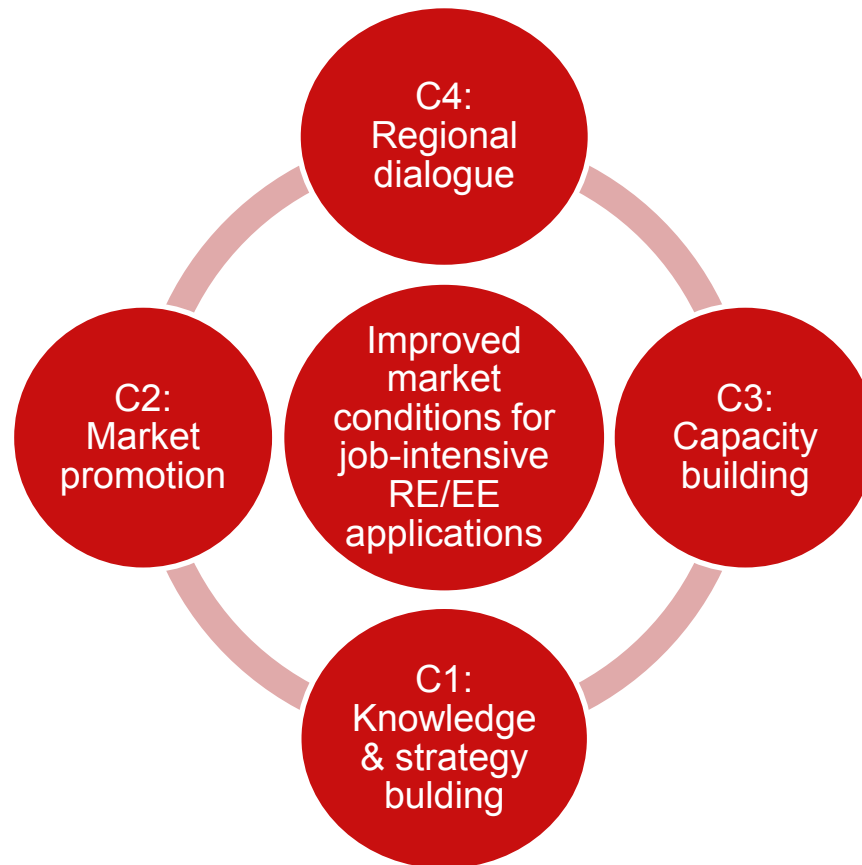


The Knowhow Transfer Cycle of RE-ACTIVATE

- Simultaneous two-track/multi-level approach of the project:
 - MENA level activities mainly directed at supporting knowledge exchange, policy dialogue, and network building in order to identify and use existing synergies and cooperation potentials
 - Focus country activities mainly targeted at identifying and developing concrete labor-intensive market opportunities with the aim of directly contributing to local job and value creation
 - Successful experiences from focus countries are presented and disseminated at the regional level, while useful insights from the regional level are integrated and harnessed for in-country work



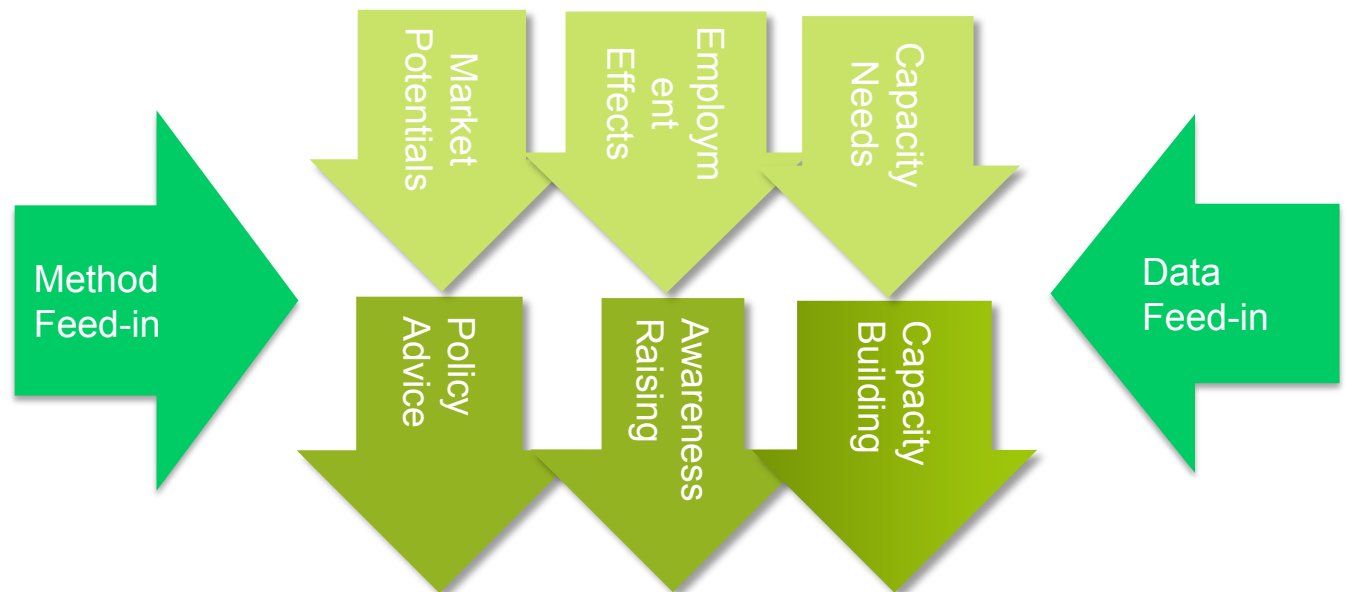
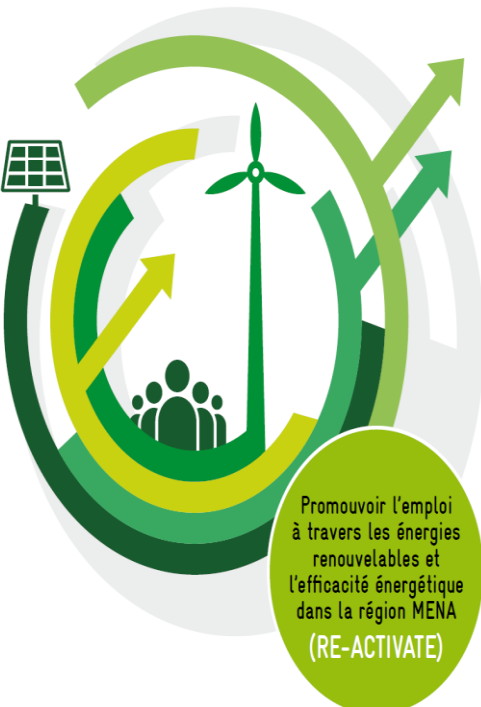
Main components and overall goal of RE-ACTIVATE





Component 1: Knowledge and Strategy Building at Country Level

Country Analyses	Sector Analyses	Technology Analyses	Strategy & Legal Advice
<ul style="list-style-type: none">MENA Focus CountriesSE4JOBS Case Studies	<ul style="list-style-type: none">Agriculture MAR, TUNConstruction MAR	<ul style="list-style-type: none">PV Sector Mapping for MAR, TUN, EGYPV-LV Market MARPV-Offgrid Market EGY	<ul style="list-style-type: none">NREAP & NEEAP Support EGYPV-LV Framework Preparation MAR



Goal: promote knowledge and awareness about job and value effects of RE/EE



Component 2: Market Development at Country Level

Morocco

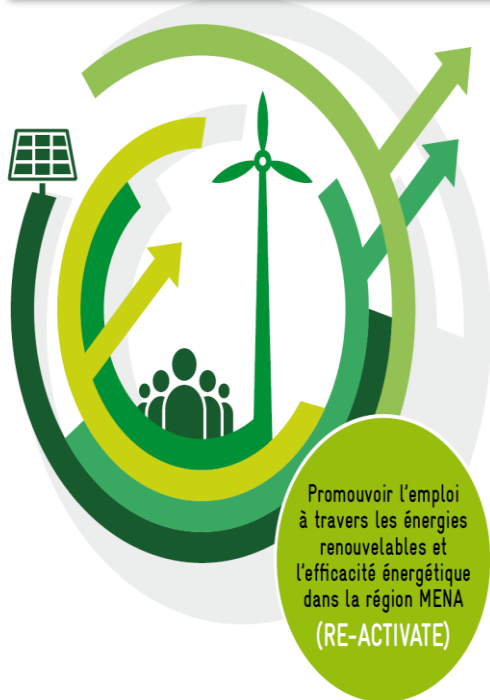
- EE in the construction sector
- EE in the leather industry
- RE/EE in agriculture and food industry
- RE/EE promotion in Agadir

Tunisia

- Supporting private RE/EE service providers: BC & BE
- RE/EE in agriculture and food industry
- RE/EE in Bizerte & Nabeul

Egypt

- Promoting PV hybrid systems & solar pumping
- EE in the industry sector



Activity Chain



Goal: improve frameworks to trigger market development and investment



Component 3: Capacity Development at Country Level

Morocco

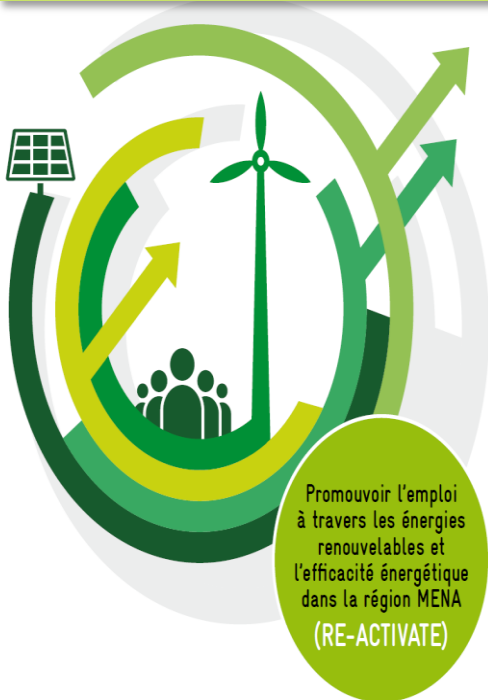
- Trainings for EE in buildings, manual for EE in the industry
- Trainings on RE/EE in AGR/IAA
- Quality standards IFMEREE

Tunisia

- Trainings for EE in industry
- Trainings on RE/EE in AGR/IAA
- Quality standards for PV and EE trainings

Egypt

- Trainings and manuals for solar pumps, PV hybrid systems, EE in the industry



Activity Chain



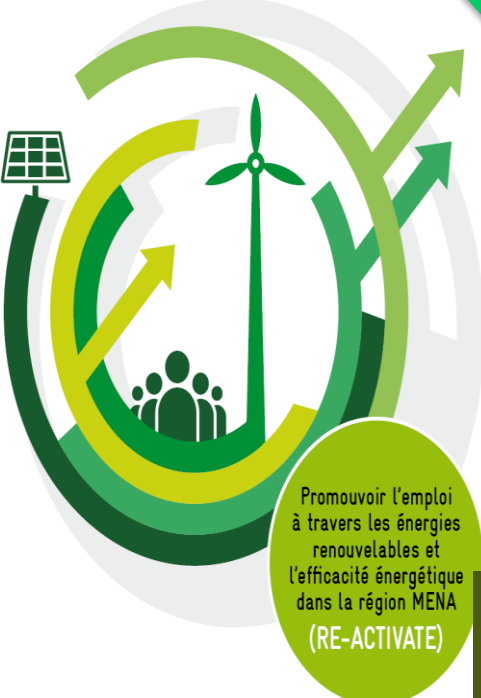
Goal: improve capacities to strengthen quality and consumer confidence



Component 4: Knowhow Transfer & Network Building at Regional & International Levels

GIZ Internal Knowledge Management:

- TF Employment
- FV MENREM
- FV MINO
- CoP Skills4Energy



Euro-Arab
 RE/EE
 Cluster
 Cooperation

RE/EE Benefits Workshops (with IRENA/RCREEE)

- International Events: WFES, COP...
- Regional Events: MENAREC, BEE...

SE4JOBS Project (with adelphi/FFU)

- SE4JOBS Toolbox
- SE4JOBS Country Studies
- SE4JOBS Training Modules

AFEX Process (with RCREEE/LAS)

- Good Practice Country Examples
- Developing Adapted New Indicators
- Data Base / Capacity Building

Regional
 Credentialin
 for RE/EE
 Trainings



Goal: feed good practices into intl. dialogues, mobilize inputs for in-country work



The Organigram of RE-ACTIVATE

