



# ***EnerCon***

## **The 1<sup>st</sup> International Energy Conference**

**23-24 July 2015  
Alabang, Muntinlupa City,  
Philippines**

# **Sponsorship Kit**

# What is *EnerCon*?

**This is your chance to be a part of an inaugural energy event in the Philippines! Create new networks among local and foreign industry players, academic/research institutions, NGOs, and government agencies working with renewable energy.**

***EnerCon*** will provide a timely venue for a wide range of stakeholders in the energy sector to share information and insights pertinent to renewable energy adoption and development in the Philippines and around the world.

Expect plenary presentations from renowned experts and/or practitioners in the field of Energy as well as a mini-exhibit of selected energy-related industries and organizations.

Keeping to the theme of this year's conference, "*REvolutionizing Economic Development through Business and Technological Innovations in Renewable Energy*", other relevant local and foreign stakeholders will also be presenting in parallel sessions on the following thematic areas:

- Renewable Energy and the Environment
- Renewable Energy Financing and Public-Private Partnerships
- Renewable Energy for Rural Electrification
- Renewable Energy for Transport
- Renewable Energy Regulation and Institutions
- Economic Studies on Renewable Energy

Establish new contacts at the conference as well as those reached by the related media exposure to provide your organization with opportunities for continuing education, collaboration and business expansion.



# The Organizers



**EnerCon** is spearheaded by the Department of Economics (DE), an academic degree granting unit of the College of Economics and Management (CEM) of the University of the Philippines Los Baños (UPLB) in Laguna, Philippines.

Having initiated efforts for information exchange relating to the Economics of Energy with its 1<sup>st</sup> National Forum on Energy Economics in April 2014, the DE intends to expand the knowledge base on the Economics, Business, Technology, and Policies relating to Energy as well as the impact of energy generation and use on the Environment by organizing this triennial event.

This inaugural conference commemorates the 40<sup>th</sup> founding anniversary of the DE and will refine the research and extension efforts of its ongoing endeavor to provide specialization in Energy Economics. It will also serve to introduce the Rural Economic Development and Renewable Energy Policy Program (REDREPP), an ongoing interdisciplinary initiative of CEM that seeks to inform the formulation of renewable energy policies and the development and utilization of renewable energy by providing unbiased, science-based knowledge through policy and socio-economic research as well as information sharing and dissemination among scientists and stakeholders.



The College of Economics and Management (CEM) envisions itself as the center of excellence in undergraduate and graduate instruction, research and extension in economics, agricultural and applied economics, agribusiness management and entrepreneurship, and cooperative and bio-enterprise development. It strives to be a world class institution that can serve as an active catalyst for economic and social transformation.



The University of the Philippines Los Baños (UPLB) is the second largest campus among the seven constituent universities of the University of the Philippines (UP) System, the national university. Offering baccalaureate to doctoral degree programs in the natural, physical, and social sciences as well as in the arts and humanities, it is also home to a veritable pool of experts in various local and international R&D institutions.



# Program

*July 23, Thursday*

- 14:00-18:00 Early Registration
- 18:00-20:00 Welcome Reception (for Plenary Speakers, Session Chairs, Presenters, and Sponsors)  
– optional add-on for Attendees

*July 24, Friday*

- 8:30-9:30 Registration (Exhibit Viewing/Video Looping)

## PLENARY SESSION

- 9:30-9:35 National Anthem and Prayer
- 9:35-9:45 Welcome Remarks
- 9:45-9:50 Introduction of the Keynote Speaker
- 9:50-10:15 Keynote Address
- 10:15-10:30 Coffee Break (Exhibit Viewing/Video Looping)
- 10:30-10:55 Plenary Presentation 1
- 10:55-11:20 Plenary Presentation 2
- 11:20-11:50 Open Forum
- 11:50-13:00 Lunch
- Sponsor Presentations (2)
- Intermission Number
- Sponsor Presentations (2)
- 13:00-13:25 Plenary Presentation 3
- 13:25-13:50 Plenary Presentation 4
- 13:50-14:15 Plenary Presentation 5
- 14:15-14:45 Open Forum
- 14:45-15:00 Coffee Break (Exhibit Viewing/Video Looping)

## PARALLEL SESSIONS (6)

- 15:00-15:20 Presentation 1
- 15:20-15:40 Presentation 2
- 15:40-16:00 Presentation 3
- 16:00-16:20 Presentation 4
- 16:20-16:50 Open Forum
- 16:50-17:00 Recap by Session Chair
- 17:00-17:15 Reconvening

## PLENARY SESSION

- 17:15-17:35 Concluding Perspectives
- 17:35-17:50 Presentation of Tokens of Appreciation
- 17:50-18:00 Closing Remarks
- 18:30-20:30 NETWORKING COCKTAILS

*Optional Sightseeing Tour on Following Day (on own account)*





# The Sessions

The Conference is multi-disciplinary, covering the fields of Economics, Business, Technology, Environment, and Policy. There will be six sessions: REcover, REform, REgenerate, REstart, REstore, and REact.

## ***REcover: Renewable Energy Financing and Public-Private Partnerships***

The role of different financing mechanisms and the suitability of public-private partnership arrangements in Renewable Energy (RE) projects/programs, emphasizing:

- Availability and lessons learned from existing financing facilities and instruments
- Introduction of and/or case studies on innovative financing models
- Considerations in the application of the Clean Development Mechanism (CDM)

## ***REform: Renewable Energy Regulation and Institutions***

The status of enabling regulatory and institutional arrangements for the promotion of RE, underscoring:

- Country experiences supporting RE generation and development
- Institutional and regulatory analyses
- Policy impact and/or benefit cost analyses of RE-related regulations

## ***REgenerate: Renewable Energy for Rural Electrification***

The significance of RE in rural development and the merit of using RE to provide electricity to rural communities and off-grid areas, highlighting:

- Experiences and case studies on using RE for upland and island communities
- Feasibility studies and/or benefit-cost analysis of rural electrification projects using RE
- RE technology options for rural electrification

## ***REstart: Renewable Energy for Transport***

The potentials of using RE fuels and/or RE-powered transport vehicles/systems on a larger scale, spotlighting:

- Economic and/or environmental impacts of using biofuels, LPG, CNG, and other RE fuels
- Feasibility studies and/or benefit cost analysis of RE projects for transport fuels and systems
- Innovative technology options in transport systems

## ***REstore: Renewable Energy and the Environment in Asia (Worldfish-EEPSEA Session)***

The recognition, measurement, and valuation of environmental impacts of different RE sources vis-à-vis fossil and other conventional fuels, focusing on:

- Health impacts
- Air and water pollution
- Resource competition
- Wildlife and habitat loss
- Global climate change

## ***REact: Students' Session***

Economic studies related to Renewable Energy, presented exclusively by graduate and undergraduate students.

# Participation

Various stakeholders from the academe, industry, government, and technology sectors are expected to benefit from the participation of the following confirmed guests and other prospective speakers:

## Keynote Address

### **Cielito F. Habito**

Former Director-General  
National Economic and  
Development Authority  
Philippines



## Plenary Presentations



### **Delfin Ganapin, Jr.**

Global Manager  
Small Grants Program  
UNDP Global Environment Facility  
New York City

### **Dan Genovese**

Director  
CNG Development  
World Fuel Services  
Miami, Florida



### **Adam L. Reed**

Research Faculty (J.D., Esq.)  
Cooperative Institute for Research in  
Environmental Studies  
University of Colorado at Boulder/  
National Oceanic and Atmospheric  
Administration



## Session Chairs

### **Nicanor S. Villaseñor III**

President and COO  
Philippine Hybrid Energy  
Systems, Inc.

### **Herminia A. Francisco**

Director  
Economy and Environment  
Program  
for Southeast Asia

### **Liborio S. Cabanilla**

Former Dean  
College of Economics and  
Management  
UP Los Baños

# Sponsorship Packages

PACKAGES*	RUBY  (Co-Sponsors) PHP 400,000 or USD 10,000		GARNET  (Major Sponsors) PHP 200,000 or USD 5,000	SARDONYX (Minor Sponsor) PHP 100,000 or USD 2,500	ANDESINE  PHP 10,000 or USD 250	CARNELIAN  PHP 2,000 or USD 50
Sponsorship Level	Exclusive (1) Cocktails Sponsor	Exclusive (1) Reception Sponsor	Multiple (5) Plenary Sponsor	Multiple (5) Session Sponsor	Unlimited <i>Page Sponsor</i>	Unlimited <i>Line Sponsor</i>
Company/ Product Presentation	10 minutes at Lunch and 10 minutes at Networking Cocktails	10 minutes at Lunch and 10 minutes at Welcome Reception	7 minutes at Lunch in Plenary Hall			
AVP in Video Looping during Breaks	150 seconds (max)		75 seconds (max)	45 seconds (max)		
Booth Display	Outside Main Doors of Plenary Hall and of Cocktails Venue or Reception Venue		Outside Secondary Doors of Plenary Hall	Outside Door of Session Room		
Advertisement in Souvenir Program	Outside Back Cover (2-page spread)	Centerfold (2-page spread)	Back page of Centerfold or Inside Front/Back Cover	1 page	1 page	Line
Corporate Briefing Material	Brochure in Kit OR 2-pages in Souvenir Program (exclusive of advertisements)		Brochure in Kit OR 1-page in Souvenir Program (exc. of advertisement)			
Logo on Printed Materials	Tarpaulins, Bag, Program cover, and Note pads		Tarpaulins, Bag, and Program cover	Tarpaulins and Program cover		
Waiver of Registration Fees/Staff Meals	Eight (8) Participants; Three (3) Staff		Four (4) Participants; Two (2) Staff	Two (2) Participants; Two (2) Staff	One (1) Participant	
Representation in Token Presentation at Plenary	Keynote Speaker, Two Plenary Speakers	Three Plenary Speakers	Sponsored Plenary Speaker	Sponsored Session Chair and Presenters		
Other Benefits	Verbal Acknowledgment of Sponsorship Level throughout all activities, Distinctive Identification Tags for Representatives					

\*Some packages may allow in-kind sponsorships. For inquiries, see contact details on Terms and Conditions page.



# Terms and Conditions

- The Department of Economics, through its Conference Organizing Committee, reserves the right to accept or reject any application for sponsorship at its absolute and unfettered discretion.
- Sponsorship packages, some of which are limited in number, will generally be allocated to companies or organizations who express their interest at the earliest.
- Prior to confirmation of the sponsorship, a deposit of 50% of the sponsorship package price (SPP) is required. An earnest deposit of 10% of the SPP may be made to secure the sponsorship slot for a period of two weeks, which is deductible from the total amount but non-refundable. The final installment of 50% is required by 24 April 2015.
- Company/organization advertisements and other related materials are subject to the approval of the Conference Organizing Committee and must be received by the due date set by the Committee. Otherwise, the Organizers cannot be held responsible for any quality imperfections in this regard.
- Pre-published brochures to be included in the conference kits are to be provided by the sponsor. All expenses related to a sponsor's booth display will also be on the account of the sponsor.
- All sponsorship packages are net of remittance/fund transfer fees and are to be paid through the Resource and Environmental Economics Foundation of the Philippines (REAP), a non-profit organization association registered with the Securities and Exchange Commission (SEC) and Bureau of Internal Revenue (BIR) of the Philippines.
- Any cancellation must be advised in writing. If the cancellation is received up to 4 months before the event, a cancellation fee of 25% of SPP is retained. If cancellation is received less than 4 months prior, no refund is applicable.
- Full terms and conditions, particularly for the mini-exhibit (booth displays), will follow the venue's requirements and will be provided only to companies or organizations who express their intent to sponsor the event. Expenses related to these displays will be for the account of the sponsor.
- The Department of Economics and its Conference Organizing Committee reserve the right to change the venue and duration if exceptional circumstances demand, using all reasonable means to remedy any adverse impact of these exceptional circumstances. In the event of any changes, the sponsorship agreement will remain in force as long as the sponsor is informed at least one month before the planned conference.
- For any inquiries, please contact Prof. Anna Floresca F. Firmalino to discuss sponsorship in more detail: Telephone No. +63 49 536 2505 (8am-5pm GMT+8) or +1 925 478 7865 (only 6-8am or 9-11pm GMT+8); Mobile No. +63 917 899 9283; E-mail Address [affirmalino@up.edu.ph](mailto:affirmalino@up.edu.ph).

## The Venue: Acacia Hotel







## Acceptance Form

Should you wish to confirm sponsorship, please return this form to the Department of Economics, through Prof. Anna Floresca F. Firmalino, at [affirmalino@up.edu.ph](mailto:affirmalino@up.edu.ph) or fax to +63 49 536 2505.

**Contact Person** (all correspondence will be forwarded to this person):

Full Name \_\_\_\_\_

Position \_\_\_\_\_

Organization/Business Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

### Sponsorship Package

Please indicate the currency of payment.

- ☐ Ruby (Cocktails) Sponsor
  - ☐ PHP 400,000 OR
  - ☐ USD 10,000
- ☐ Ruby (Reception) Sponsor
  - ☐ PHP 400,000 OR
  - ☐ USD 10,000
- ☐ Garnet (Plenary) Sponsor
  - ☐ PHP 200,000 OR
  - ☐ USD 5,000
- ☐ Sardonyx (Session) Sponsor
  - ☐ PHP 100,000 OR
  - ☐ USD 2,500
- ☐ Andesine (Page) Sponsor
  - ☐ PHP 10,000 OR
  - ☐ USD 250
- ☐ Carnelian (Line) Sponsor
  - ☐ PHP 2,000 OR
  - ☐ USD 50

Your signature below is taken as authorized acceptance of the sponsorship entitlements as well as the general terms and conditions identified in this Sponsorship Kit. Full terms and conditions will be provided as a separate agreement.

Signed \_\_\_\_\_ Date \_\_\_\_\_