



Nomination Form

The 2008 World Business and Development Awards in support of the Millennium Development Goals

Presented by ICC, UNDP and IBLF, in association with the Corporate Responsibility Initiative, Harvard Kennedy School, the UK Department for International Development and the Financial Times

The World Business and Development Awards acknowledge the contribution of the private sector to help achieve the Millennium Development Goals (MDGs) through their core business.

Nomination Form

Completed nominations must be submitted no later than 30 May 2008 to:

Tina Launois
c/o ICC
38 Cours Albert 1er, Paris 75008, France
Email: tina.launois@iccwbo.org
Fax: +33 1 49 53 28 59

Nomination details

1. Each section of the following form should be typed in Arial 11 point font and **be written in English**. Completed nomination forms should not exceed six pages.
2. Before completing and submitting your nomination, please refer to details on eligibility and criteria for the WBDA at www.iccwbo.org/awards
3. Nominees / Nominators may be asked for additional information or materials
4. Final selection of the winners will be made by an international judging panel



Contact information

Please provide:

1. Contact person for the company being nominated: HERNAN MORAGA MULLER
2. Position GENERAL MANAGER & FOUNDER
3. Organization ENERGY MARKET
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5. City/Town VITACURA
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7. Province or state SANTIAGO
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9. Telephone (569) 9536-3695
10. Fax N/D
11. Email hernan.moraga.muller@gmail.com
12. Website www.e-market.cl
13. Nominator's name DR. CARLOS MARTINEZ PAVEZ
Director General de Extensión y Vinculación con el Medio - UNIVERSIDAD DE LAS AMERICAS
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14. Two references who are well informed about the initiative and who may be contacted by the judging panel.

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Introduction

Provide an introductory summary of the initiative, its main purpose, and link to core business practices, objectives, activities and outputs, along with other relevant information, such as the main participants involved, the initiator, motivations and milestones.

ENERGY MARKET is a young firm with an innovative Marketing approach devised to be profitable when solving current adverse conditions generated from Globalization. In fact, the project alleviates four fundamental issues that people face today in Chile:

1. **Increasing levels of debt, poverty and hunger:** This problem has deepened in middle-class which tends to disappear, enlarging poor ranks as educated and professional people faces high levels of debt, unemployment and hunger.
2. **Gender inequality and homes abandoned:** Most of the women who need to generate incomes to support their homes go far every day leaving their homes. They have to deal with lower salaries than men and typically have their children left alone or with not adequate people. This is deteriorating deep the social tissue.
3. **Poor quality of life:** Highly polluted air, increasing cost of basic goods such as energy, water, and food. People and neighborhoods are getting worse on a constant basis. People frequently need to move from suburban neighborhoods to large cities on a daily basis in order to get employed.
4. **Isolation and Depression:** Competitive pressures in markets are translated in replacing more experienced employees with young, less experienced and cheaper employees. As markets are excluding people who has been trained to be a dependant employee, they tend to depress and become psychologically handicaped.

ENERGY MARKET is a young firm that seeks to recover humanity, self-valoration, and independence of people using a new paradigm based on an innovative and profitable model. The firm's declared mission is "To improve people's quality of life along with taking care of the environment, promoting personal leadership in the efficient use of resources, community service and economic independence." (see www.e-market.cl).

Its' main core business is the manufacturing of Alternative Energy generation devices and also manufacturing efficient, low-cost, customized illumination fixtures based in LED technology. Company policy is to promote craftsmanship, entrepreneurship and innovation as much as possible. In less than a year of implantation has reached close to 300 people from several regions of the country; it has created several entrepreneurs; and it has helped poors to get an additional income while working from their homes.

The project is attracting interest from outside the Country (i.e., Ecuador, Colombia, Peru and Spain). A Partnership has been articulated with an international University and a partnership is being developed with a Canadian counterpart to extend this project internationally. Also an international and a local firm are sponsoring the firm's project.



Millennium Development Goals (MDGs)

www.mdgmonitor.org

- Include details of how the initiative has contributed to quantifiable, measured progress toward the achievement of one or more (please state which one) of the MDGs through core business practices.

MDG 1 - Eradicate Extreme Poverty and Hunger: Many homemakers are now making more money working from their homes than their husbands. This allowed to finance better education to their children.

MDG 3 - Promote Gender Equality and Empower Women: Women are more proficient than men in crafting LED based lighting fixtures, therefore they are preferred to men.

MDG 7 - Ensure Environmental Sustainability: Project promotes energy reduction up to 95% in lighting; it also promotes Recycling, and alternative Clean Energy sources.

MDG 8 - Develop a Global Partnership for Development: Project gained immediately adherence from Private Sector, Universities, Government and General public. ENERGY MARKET is focused in providing a WEB portal to facilitate the growth of a global Network, and expertise in management, engineering and marketing to the community it created.

- Show how awareness of one or more of the MDGs has been stimulated among the business community at local, regional, national and/or international levels.

1. FREE HIGH VALUE TRAINING FOR ALL:

28 practical training courses for free have been developed for more than 260 people covering from IV to X regions (6 out of 13 regions). Attendandt vary from homemakers to general managers. Course teach how to design and build high Efficiency LED based lighting fixtures. This created entrepreneurs and discretionary incomes to homemakers. Constanstly growing towards more territories it has reached international interest from people at Peru, Colombia and Ecuador (see registry of attendees at www.e-market.cl -> ENERGY MARKET - > CAPACITACION GRATUITA.)

2. MEDIA COVERAGE:

- 2.1. Interviews to both TV and written media are taking place by end May/June 2008.
- 2.2. Oficial announcements with Chilean Government ministres and other high level authorities are being arranged by Universidad de Las Américas for June 2008.

3. SPONSORSHIP AND SUPPORTG ATTAINED:

- 3.1. UNIVERSIDAD DE LAS AMERICAS: Extension has been founded on the project.
- 3.2. InterfaceFLOR Inc.: Grant for the project obtained at 2007 (www.interfaceflor.com.)
- 3.3. CODESSER (Corporation for the Education and Social Development): Sponsor.
- 3.4. CORFO (Chilean Corporation for the Developmentg): Subsidy in final approval stage.
- 3.5. Harvard Investment branch offered recently assessment to finance selected projects.

4. REGIONAL IMPACT: Two cooperation agreements with Curacavi and Maria Pinto counties recently signed. Agreement is based on the Free Training Courses for All.



Innovation in Method

- How has the project/activity led to the development of an innovative approach?

The Commercial Approach is based on two innovative aspects:

1. Zero Cash Flow for Financing Network's Growth: A "chain of favors" model is used as the foreground financing mechanism to spread professional high quality technical training to people. This is the main Marketing strategy which reach a wide range of prospects (customers, distributors, suppliers, and partners). Every attendee receives value added according to their specific needs. Specially noticeable are new entrepreneurs that emerge from the training sessions. All people are committed to return to the project prior to receive free high quality technical training on "Designing High Efficiency LED based lighting Fixtures". Their return may be in the form of training to others or one day of community service.

2. Building Knowledge and Liberating it to Humanity: The inclusive Marketing strategy is to Empower People thru an interdependent Network of Certified Designers and Craftamen who become proficient in manufacturing High Efficient LED based lighting fixtures. A WEB portal (i.e., www.e-market.cl) leverages knowledge and advertise active members of the community. It also empowers their commercial chances to gain projects in the market. Therefore the projects maintains an IN/OUT, transparent and cooperative network. Project considers the patenting some new inventions with the intent of liberating for humanity's benefit (i.e., a thermo-solar water heater who will cost less than a half of the imported version, which is scheduled to be available by December 2008. This already has been offered financing to cover all expenses related to the patenting process.)

- How does the project/activity integrate the principles of sustainable development? Project promotes use of Clean Energy Sources, Recycling, and Reducing the Energy Consumption via the usage of High Efficiency LED based Lighting Fixtures. As more energy crisis emerge in the future, more growth will have the network created by the project. Furthermore, the project promotes self-independence, entrepreneurship (i.e., remote work that can be done from home,) and community service.

- Have new partnerships been established?

Three types of partnerships are active: **(1) Academia:** An exclusive agreement with UNIVERSIDAD DE LAS AMERICAS, member of Laureate International Universities has been signed for 2008 in the Chilean Territory (www.laureateinternatinoaluniversites.com.) Already other universities requested to join to the project, which expect to take place in 2009. **(2) Private Sector:** Two Partnerships have been signed so far. One with InterfaceFLOR inc. (www.interfaceflor.com) an international sponsor, and other with ELECTRÓNICA CASA KEIM (www.casakeim.cl) a chilean semiconductors wholesale store. **(3) Government:** Two agreements have been signed so far, with two counties that benefits from the project. This will increase during 2008 to four or five counties, and more in 2009.

- Will the project/activity lead to greater long-term sustainability of the business enterprise? How?

Yes. The huge base of entrepreneurs, companies & governments will increase total sales.



Mobilizing multiple stakeholders

- How has the project/activity set an example for others?

Dozens of people, generally professionals or technicians are taking the challenge personally, helping to spread this model into NGOs, Community organizations, Counties, Schools, and other organizations, they have reached the “Certified Designer” status (see details at: <http://www.e-market.cl/paginas/productos/solar/capacitacion/index.htm>.)

- Describe how other partners have been engaged in the initiative, including from the same or different industry sectors, the public sector, the NGO sector, academia etc.
 1. **Academia:** UNIVERSIDAD DE LAS AMERICAS, member of Laureate International Universities (www.laureateinternationaluniversities.com) has signed an exclusive agreement to sponsor this project in Chile. University’s high level authorities had defined this project as its’ institutional Energy Efficiency and Community Service initiative, and they expect to replicate it abroad, soon.
 2. **Counties:** Cooperation Agreements between UNIVERSIDAD DE LAS AMERICAS and two counties will be signed on June 4th, 2008. Other counties are inquiring about joining the program as well. ENERGY MARKET was key for signing the agreements.
 3. **NGOs:** INFOCAP (a kind of university for the poors) has sent faculty and students to become the trainers with the intent of replicating this model among its ranks. Also the project is spreading into other organizations, such as a Program for Drugs Rehabilitation, other community organizations, etcetera.
 4. **Schools:** Several teachers and students from different Secondary Schools, Technical Schools and High Schools have been trained into the program. So far, ten people that are certified by the project have started their own business or chapters.

- How have these partners contributed to the success of the initiative?

ELECTRONICA CASA KEIM has been key in the initiation of the project, taking it into three specialized technological fairs, and acted as a training site. UNIVERSIDAD DE LAS AMERICAS is key helping to increase the scope both nationally and internationally.

- How have good practices and key achievements of the initiative been communicated (e.g. training, advocacy, raising awareness), particularly among government, local communities and civil society organizations?

At first, all awareness was based on word of mouth from people trained, plus the firm’s Website where press releases were published from time to time. After reaching 200 people trained, UNIVERSIDAD DE LAS AMERICAS came into place, and all its Marketing and Communications resources are helping to spread the project into national media. For instance, on June 4th 2008 the University’s rector will sign in formal ceremony agreements with two Counties. These agreements were articulated thanks to ENERGY MARKET’s project. This event will be advertised in national media.



Vision

- How will the initiative be further developed in the future?

This projects contemplate its expansion into other countries of Latin America during 2009. It will also penetrate the Canadian market by 2009. There, it expects to find a significant customer base willing to pay high value for the hand-made goods that ENERGY MARKET's network manufactures. Therefore, Canada is the entry port to America's high value market. Today, goods produced by ENERGY MARKET's network are selling well.

- Where and how should further efforts be concentrated to replicate and scale up the initiative?

Automating the Website is currently the major priority. It is required to move from a static, manually updated site towards an automated Web Portal capable to leverage ENERGY MARKET's community members in managing their own stores, forums, etc.

More resources should be raised in order to travel to other Latin American countries so new chapters could be open in each location interested. Likewise, additional resources should be raised to travel to Canada for opening new markets there. Currently ENERGY MARKET is applying to Chilean Government funding that would allow to cover the Canadian marketing prospection, and work with the Chilean Canadian Chamber of Commerce is expected to happen during 2008/2009.

- Please provide information on sponsorship, mentoring and other campaigns, including possible links with ICC national committees and UNDP country offices.

UNIVERSIDAD DE LAS AMERICAS (www.uamericas.cl), COMERCIAL ELECTRONICA CASA KEIM (www.casakeim.cl), INTERFACEFLOR INC. (www.interfaceflor.com) are the project's official sponsors for 2008.

Given the impact that the project has shown during its' short life span, the replicability should be facilitated greatly if high level Government instances are involved. On that regard, UNDP country offices and ICC national committees would sign up into the project.

Other information

- Please tell us anything else of importance you wish to convey about the initiative. For example, has the project/activity developed with respect to the principles underlying the UN Global Compact? Is there a web site that gives further information? If the project has been externally reviewed or commented upon, (in which case, please provide the relevant web site addresses.

Project was nominated to the INTERNATIONAL DEVELOPMENT RESOURCE CENTER (<http://www.idrc.ca>) before its start-up. See English document at <http://www.e-market.cl/paginas/productos/solar/capacitacion/Innovation-Technology-Society.pdf>.

ENERGY MARKET's Web site is at URL <http://www.e-market.cl> (Spanish version only.)