



# LOW CARBON BUSINESS ACTION IN BRAZIL



A Project funded by the European Union

ACTION IN SUPPORT TO THE TRANSITION OF SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs) TO THE LOW CARBON ECONOMY



## PROJECT INFORMATION

**Name:** Low Carbon Business Action in Brazil

**Length:** 30 months - from September 2015 to February 2018

**Contracting Authority:** Delegation of European Union to Brazil

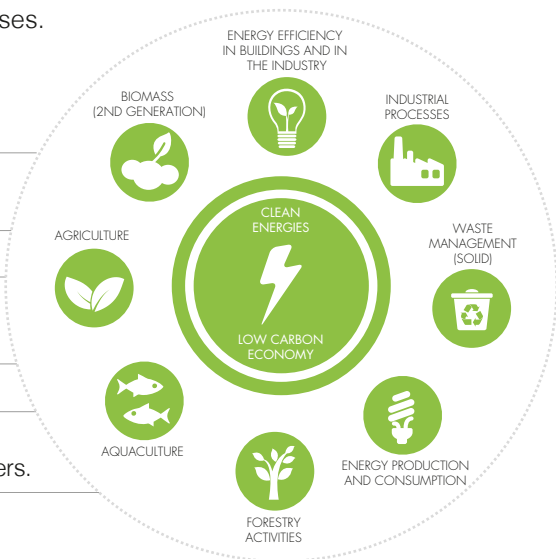
**Implementation:** Consortium - GFA Consulting Group (Germany); CESO Development Consultants (Portugal); Nixus Consultants and EQO (Spain)

Low Carbon Business Action is a European Union funded initiative that aims at engaging 720 small and medium-sized enterprises (SMEs) from Brazil and from the 28 Member States of the EU through a series of business matchmaking missions to be held between August 2016 and December 2017. The business rounds will promote the exchange of innovative experience, support companies in their transition to low carbon technologies and resource-efficient processes in 8 target sectors. The Action will contribute to reducing the Green House Gases (GHG) emissions in Brazil. Through the promotion of Cooperation Partnership Agreements between SMEs, it also seeks to increase the competitiveness and environmental sustainability of the participating enterprises.

## OBJECTIVES

- Promote the sustainable transition of SMEs to low carbon technologies and resource-efficient processes;
- Stimulate EU SMEs to gain access to international markets;
- Foster innovation, competitiveness, economic and environmental sustainability of Brazilian counterparts;
- Support national low carbon emission strategies for tackling climate change;
- Strengthen emerging companies and support the creation of new ones in the low carbon technology sectors, including equipment producers, users and service providers.

### TARGET SECTORS

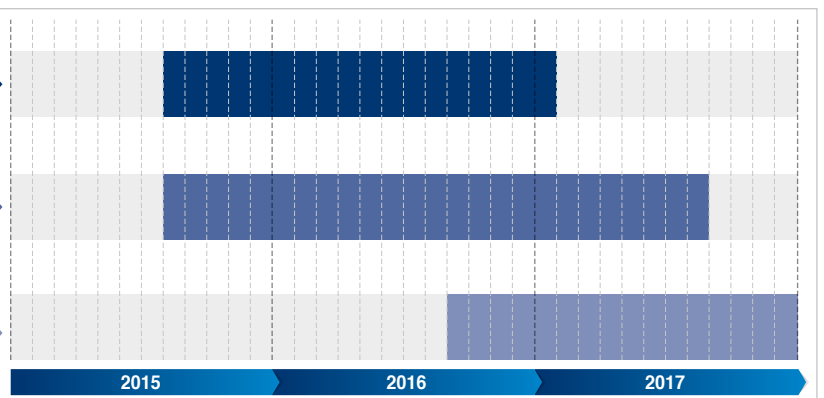


## PROJECT COMPONENTS

**1 Sector Mapping** – Sector demand for/supply of technologies for SMEs, supporting their transition towards the low carbon economy in the identified sub-sectors.

**2 Communication Strategy** – Development and implementation of a Strategic Communication Plan for enabling B2B interactions between the Brazilian and EU potential matches; information exchange and awareness raising campaigns for the Action.

**3 Matchmaking missions** – Business advisory services and matchmaking missions for applicants/enterprises selected by the Action.





## STEP BY STEP FOR SMEs

### HOW TO ENGAGE IN THE LOW CARBON MATCHMAKING?

#### 1 REGISTRATION AND APPLICATION

Small and medium-sized enterprises (SMEs) from the EU and Brazil must register and apply at [www.lowcarbonbrazil.com](http://www.lowcarbonbrazil.com) by filling in the Expression of Interest / Application Form, indicating their eligibility, business potential and interest to take part in the Action.

#### 2 SELECTION CRITERIA AND BUSINESS ANALYTICS

A mechanism of business intelligence and analytics will cross information from various applicants and select the best matches according to their business, technology and environmental potentials.

#### 3 INTERACTION THROUGH VIRTUAL B2B SESSIONS

The pre-selected companies in Brazil and in the EU will receive the assistance of the Action's team of experts in the initial business consultation stages. Online B2B sessions will be set for the preliminary exchange of technical information and confirmation of interests. The interactions will be facilitated by interpreters and team members.

#### 4 PARTICIPATION IN THE MATCHMAKING

Once the assisted stage of information exchange is finished the selected companies will be invited to participate in the matchmaking missions. The enterprises will receive all administrative and logistic details related to the mission upon their formal confirmation to the invitation.

#### 5 MONITORING RESULTS

The Low Carbon Business Action team and representatives of partner institutions will periodically monitor and follow up the business proceedings after the matchmaking missions were held, facilitating further B2B information exchange. The mission results will also be included into the database of the Enterprise Europe Network (EEN). Technical Assistance to SMEs achieving Cooperation Partnership Agreements with good prospects is envisaged for phase II of the Action.

