

# Energy Efficiency in Brick Kilns in Latin America (EELA)- Key Findings and Key Learnings

From 2010 to 2016 SDC mandated Swisscontact to improve the energy efficiency of, and reduce the environmental pollution from, brick production in Latin America.

After an initial phase (2010-2013), in 2014 the programme changed to adopt a market systems approach. This represented a change from more traditional approaches and aimed to develop regional markets for technologies that would both reduce greenhouse gases and enhance production efficiency.

By following this approach – providing information and support to technology providers, facilitating new service models, encouraging financial institutions to lend to brickmakers, and making the sector more visible to policymakers – EELA surpassed its targets.

## KEY FINDINGS-IMPACT

### GHG REDUCTION ACHIEVED



**995,000 TONNES of CO2**

### COST SAVINGS ACHIEVED



**\$14.4 MILLION**

**\$US 8** *Cost per tonne of CO2 reduced*    **\$US 1.8** *Saved per dollar invested*

**3625 brickmakers** invested **US\$32 million** in green production technologies-like fans, extruders, renewable biomass, and improved kilns-in the following countries:

**Mexico: 2201**  
**Colombia: 96**  
**Ecuador: 216**  
**Brazil: 112**  
**Peru: 527**  
**Bolivia: 473**



## KEY FINDINGS-MARKET SYSTEM CHANGES

**47 Financial Institutions**

*linked to*

**3625 Brickmakers**



**With potential to serve over 30,000 more brickmakers**

*linked to*

**153 Technology Providers**

EELA strategically chose to work through local, national, and international public and private partners with incentives to continue working with brickmakers after the programme ended, creating greater opportunity for expansion of environmental and economic benefits.

Equipment manufacturers, financial institutions, public authorities, and the Climate and Clean Air Coalition (CCAC) are some of the key actors who will continue to support, finance, regulate, and advocate for the brickmaking sector.

Overall, EELA has caused substantial, positive impact. And because change is aligned with market incentives, further impacts are expected. But change, in general, has not been transformative, especially with regard to public policy.



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## KEY LEARNINGS

EELA is an important experience for SDC and the wider development community.

More than its 'headline' successes and strong potential for sustainability, the value of EELA lies in the learning to be derived from it.

### ***Systems Approach***

EELA's success has primarily come through developing technology services markets, supported by financial services.

Systems approaches have great potential in achieving substantial and sustainable economic and environmental gains.

But adopting the approach successfully requires that it is operationalised – with implications for design, activities and personnel.

### ***Regional Structure***

EELA's success has been supported by its regional structure.

Regional programme structures have great potential when:

- (1) they are consistent with the regional reality of market systems and
- (2) they encourage synergies and economies of scale in relation to learning and reporting.

But operationalising a regional structure requires, among other features, appropriate division of tasks, selection of partners, and a common link between countries.

### ***Public Policy***

EELA had least success in influencing the public policy environment around brickmaking.

Intervening here is inherently challenging by its nature - particularly the political incentives involved, the realities of government capacities, and the time required to stimulate change.

But engagement in the public policy 'space' is more likely to be successful if it uses the same systems framework (as was employed in other areas, like technology), in its analysis and interventions.

*These key findings and learnings are taken from the independently conducted 'EELA Final External Review'*

*To learn more about EELA, visit [www.redladrilleras.net](http://www.redladrilleras.net)*