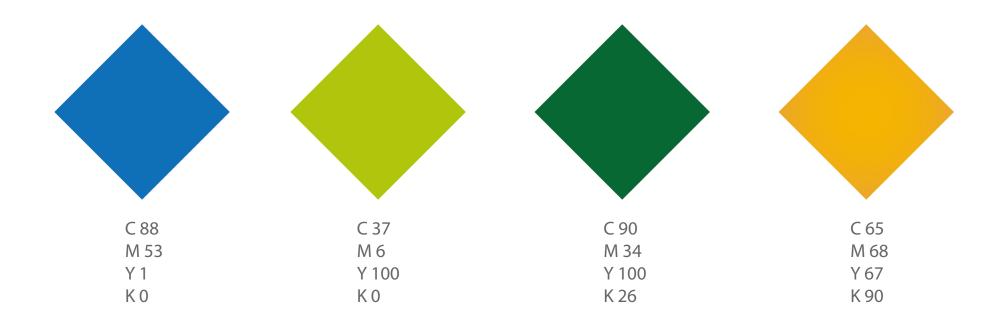
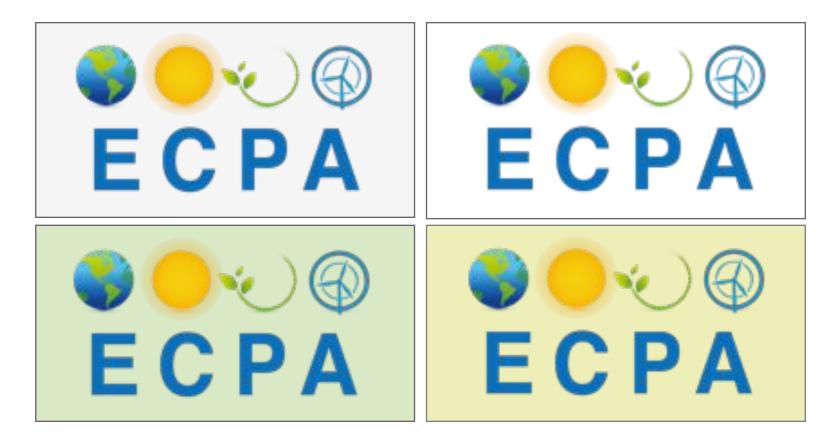
Using the Energy and Climate Partnership of the Americas Logo:



The following is the Energy and Climate Partnership of the Americas (ECPA) color palette.
Every attempt should be made to match these colors when using the ECPA logo.
Este es la paleta de colores de la Alianza de Energía y Clima de las Américas (ECPA).
A la medida de lo posible se debe utilizar estos colores cuando se use el logo de ECPA.

## **Application Logos:**



Ideally the logo will be used on a white background for maximum impact and clarity. The logo will have a minimum of 1x-height white space around it. In order to maintain legibility the ECPA logo the minimum size is 1/4", .64 centimeters, 1.5 picas, or 18 points.

### **Correct Uses:**



For use on darker backgrounds please use the white version of the logo. The logo will have a minimum of 1x-height white space around it. In order to maintain legibility the ECPA logo the minimum size is 1/4", .64 centimeters, 1.5 picas, or 18 points.

# Brand Style Guide 12.31.2012



## **ECPA Logos**



Stacked version



**Energy and Climate** Partnership of the Americas Alianza de Energía y Clima de las Américas Parceria em Energia e Clima das Américas Partenariat des Amériques sur l'énergie et le climat

Horizontal version with four languages



Horizontal version



Stacked version without strapline

Ideally the logo will be used on a white background for maximum impact and clarity. The logo will have a minimum of 1x-height white space around it. In order to maintain legibility the minimum size for the ECPA logo is 1/4", .64 centimeters, 1.5 picas, or 18 points.

Myriad Pro abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 @\$%&!()'" **Incorrect Uses:** 





### Energy and Climate Partnership of the Americas





### **ECPA Wave**











### **ECPA One Pager:**



### Energy and Climate Partnership of the Americas

Join our hemispheric initiative Únete a nuestra iniciativa hemisférica Junte-se à nossa iniciativa hemisférica Regoinez notre initiative hémisphérique

#### What is ECPA?

The Energy and Climate Partnership of the Americas (ECPA), is a flexible mechanism through which governments in the Western Hemisphere, on a voluntary basis, may lead multicountry or bilateral initiatives to promote clean energy, advance energy security, fight energy poverty, and reduce greenhouse gas emissions for a sustainable Americas. The goal of ECPA is to foster partnerships across the Americas to achieve low carbon economic growth and development.

#### Why was it created?

Leaders of the Western Hemisphere recognize that clean energy is fundamental to the Western Hemisphere's sustainable development and the prosperity of our citizens, and they are committed to expanding cooperation to address the intertwined challenges of energy security and climate change. To strengthen Inter-American collaboration on these issues, at the Fifth Summit of the Americas held in Trinidad and Tobago in April 2009 all countries of the Western Hemisphere were invited to join in an Energy and Climate Partnership of the Americas (ECPA).

#### ECPA Clearinghouse

The actions of the ECPA Clearinghouse contribute to build favorable environments for the development of projects, ideas, and initiatives that expand renewable energy and energy efficiency markets in Latin America and the Caribbean Region. To facilitate public understanding of the work underway across the Americas, partners provide updates on their ECPA contributions to the Clearinghouse, a coordinating unit led by the Department of Sustainable Development of the Organization of American States (OAS).

#### How to get involved?

ECPA has National Focal Points, Pillar Coordinators and Strategic Regional Partners. All governments are encouraged to participate in ECPA by leading or joining existing or new initiatives focusing on the Seven Pillars. For more information on ECPA initiatives, news, and events, contact us ecpa\_clearinghouse@oas.org or visit: www.ecpamericas.org.

### Seven Pillars for a Sustainable Americas

- Energy Efficiency
- Renewable Energy
  Cleaner and More Efficient U
  Energie
- Energy Infrastructure
- Energy Povery
- Sustainable Forest and Land Us
- O Adaptati

Alejandra Henao P. ECPA Communications and Outreach Specialist Climate Change and Energy Section Department of Sustainable Development Organization of American States 1889 F St. N.W. Washington, D.C. 20006 T. +1.202.458.3268 // F. +1.202.458.3560 ahenaop@oas.org /// www.oas.org



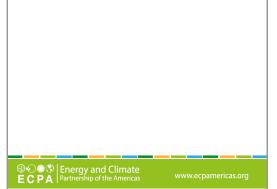


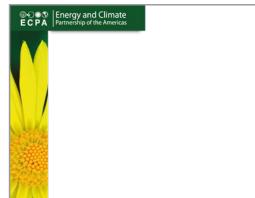
### **Initiative Template:**



### **Powerpoint slides:**







# **ECPA Notepad:**



### **ECPA Folder:**



### **ECPA Brochure:**





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#### Seven Pillars for a Sustainable Americas.

#### ECPA Initiatives

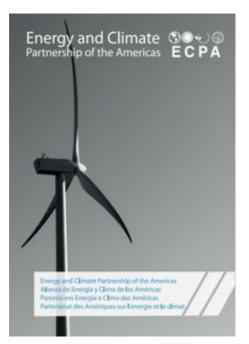
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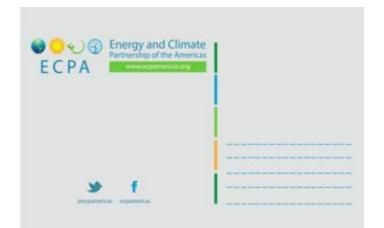
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### **ECPA Postcards:**







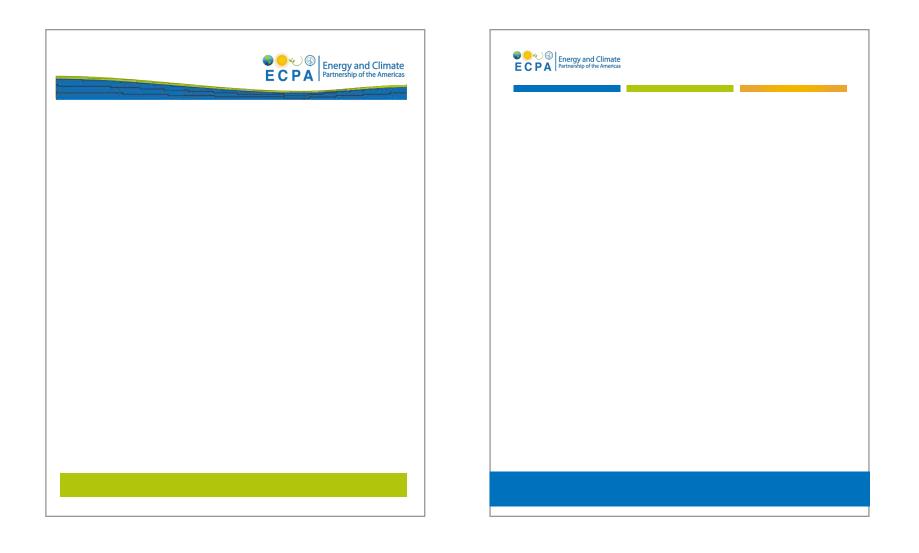


### **ECPA Businesscard**





## Letterhead:



**Envelopes:** 





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### **Invitations:**



# **Promotional Material:**



# **Promotional Material:**



### **Agenda Template:**

 Oportunidad, para que los representantes de gobierno se ofirezcan para servir como coordinadores de los planes de la ECPA.

Moderador José Antonio Eslava Arnao. Director General de Eficiencia Energética Miniteria de Energia y Minas

#### 17:30-17:45: Conclusiones de la Mesa Redonda José Antonio Estava Amao

17:45-18:30: Claveura Luis Enrique Ortiges Cúnea Viceministro de Energia

José Antonio Eslava Arnao Director General de Eficiencia Energitica Ministerio de Energia y Minas del Perú

#### Jueves

09:00-09:30: Resumen del debate mantenido durante la mara inducata

07.35-12.00. Meso redondo sobre el pilor de la ECPA en eficiencia energética: Creación de un borador de Plan de

- tabajo lobre cooperación regional en eficiencia energética • Sesón cenada en la que solamente participarán los representantes de gabierno a cargo de los programas u
- representantes de gabierno a cargo de los programas u organismos de eficiencia energéfica de cada país. • Los porticipantes acordarán el contenido de un documento
- Sus portoponent acondition el contentios de un accumento que entre sobre oponharidades y mento a adcante en maheno de eliciencia entregénica. El documento servido porto retrobimentar los debates de los ministras de anergía de los Américos en una futuro suvalan ministratid de súblas contento.
- El Mecanismo de Pacilifación de la ECFA se encargará de preparar un borrador de Plan de trabajo sobre cooperación regional en eficiencia energénica.

Relator: Juan Cruz Monficelli

Nin la section del dia jueves 15 de noviembre únicamente participardin las regensentantes de gobierno o cargo de los programas s arganitmos de implementación de las políticas de eficiencia energética.



El Emprese auchicido por la Abritá de Penglary Clena el In Aneseze (ICPA) se presara la bendinar a setudir ameri el españale concerso y el beneren la develación el españale concerso y el beneren la develación congelica en vez hacenda e segunda de la develación para el la CPA el velanzos envezitas, con el lo de porten la ECPA el velanzos envezitas, con el lo de porten la el concerto envezitas, con el lo de

### Miércoles

08:00-08:30: Recepción y registro de participantes 08:30-08:45: Palabras de inauguración -David Morris Representante de la OEA ante la República del Perú -Michael J. Fitzpatrick Ministro Consejero Embajada de Estados Unidos en Perú -Jorge Humberto Merino Tafur Ministro de Energía y Minas del Perú 08:45-10:30: Cooperación técnica en eficiencia energética -Mecanismo de Facilitación (Clearinghouse) de la ECPA Mark Lambrides Jefe de Sección de Energía y Mitigación del Cambio Climático Organización de los Estados Americanos -Grupo de Trabajo de la ECPA en Eficiencia Energéfica Eduardo Ramos Huerta Director de Vinculación y Desarrollo de Programas Comisión Nacional para el Uso Eficiente de la Eneraía -Acciones Nacionales Apropiadas de Mitigación (NAMAS): un nuevo enfoque a la eficiencia energética, la colaboración internacional y la financiación Odón De Buen Presidente Energía Tecnología y Educación (ENTE) -Eficiencia energética en el sector transporte Dr. Harald Diaz-Bone Project TRANSfer Deutsche Gesellschaft für Internationale Zuzammenarbeit (GIZ) -El modelo europeo de etiquetado de eficiencia eneraética Michael Pollmann, Asesor Principal Deutsche Gesellschaft für Internationale Zuzammenarbeit (GIZ) 10:30-10:45: Preguntas y Respuestas 10:45-11:00: Receso 11:15-12:15: Eliciencia energética en el sector de la vivienda -Programa mexicano de hipotecas verdes Estela Garcia, Gerente de Vivienda Sustentable Instituto del Fondo Nacional de la Vivienda para los Trabajadores (Infonavit)

-Estándares de edificación sostenible Jeff Culp, Gerente General Super-E -Iniciativa para la Transformación y Fortalecimiento del Mercado de Calentadores Solares de Agua Edaar Marín Coordinador de Proyecto Programa de las Naciones Unidas para el Desarrollo (PNUD) 12:30-12:45: Preguntas y respuestas 12:45-14:00: Almuerzo 14:00-15:15: Pilar de la ECPA en eficiencia energética -Cooperación regional e ideas para proyectos e iniciativas multinacionales sobre eficiencia energética Paul Westbrook Experto de la ECPA en energía limpia Situación y perspectivas de la eficiencia energética Patrick E. Meyer Ph.D. Asesor en eficiencia energética y conservación Oficina de recursos energéticos, Departamento de Estado de EE.UU 15:15-15:30: Preguntas y respuestas 15:30-16:15: Mesa Redonda sobre el pilar de la ECPA en eficiencia eneraética ¿Córno reforzar las actividades de la ECPA en materia de eficiencia energética? Los participantes (gobierno y sector privado) se dividirán en tres grupos de trabajo que abordarán los siguientes sectores: - Transporte Edificios públicos, comerciales y residenciales Industria y minería Los grupos de trabajo analizarán las necesidades del sector en base a los siguientes aspectos: - Marcos jurídicos y regulatorios Educación y capacitación Desarrollo de modelos de negocios Financiamiento Medición y verificación 16:15-16:30: Receso 16:30-17:30: Presentación de los resultados de los grupos de trabaio Los arupos de trabajo se reunirán en una sesión plenaria en la que compartirán los resultados de sus debates con los demás grupos Los demás arupos podrán hacer preguntas (20 minutos por grupo).

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### **Event Posters:**





### **ECPA Newsletter:**



#### ECPR Clearinghouse newslet



September 17-16, 2012, the Costs High Minning of Environment, Europy and Telepartmat 40.011 Humand the Text over Galaritarman Compress for Latin America and the Caribbean IGEOLAE 2012, with ourt lines the Ornazimpton of American States (SVD), inter-American Development Back (SVD), Latin Development Bank (CM), Cantol American Bank for Rosnowic Integration (BCE) and ICDR emotion ws. Mark Lambrides, Chief of the Sterry and Chriefe Change Millijation Division of the Department of aire IPC Texts. Kumpinable Development of the D45 attended this important event which brought together multiple regional

eld of antenness was evaluated in a debate, analyze and explore the future of gentlemax evaluations in the report Designes to the GEOLAC conference ruleal that, while product had power development to the forwhow offer many success service, it is currently underunliked. This is particularly true in South America and the Caribbean. There exist termandicus apportunities to share experiences have forth and Camiral America with other regions of the techniqueers of people multiple

Approach, technicity and planting ensures appropriate, included and developer admitted, and project francing Inne, Mater & People La

Energy Officercy and Incommon Section in Costa Real School August and in Costa Rua in probability for Section of Science, Solitablege and involutions for an Energy Officient Sourceptants of Gentul America. This ECPA Energy Officiency Anishing Droug adhely was on-hosted by the United Mater. Debusy in han soul. One of the read positive property uses the monthable on current and haure intervation opportunities for amongs efficiency distribution in the region, where several national generoously representatives, participated, The Societarias of Kreeyy 107408, of Mexico, the institute Secret/optics de Coste Nice UTEC), The International Carries for Theoretical Physics in Tody and the Internation functional de Costa Rica (2014), primet affords with the EDA Dearinghouse to organize this event, held at the Reponal-Impairianters of Universitied National de Coda Raia le Uterla. constants on September 19, 2013. An automost presentation, was "Scientify and Technological Invariation Permerships for Ones Energy Development' given by Senior 8DM Fellow, Dr. Sureh wife Fors Purchar University, who channel best processes such as the generics of Devenants and Introduced Parelants Discovery Park, A translational research.



SALLE.

www.ecpamericas.org

The Mentality of Dealings and Mines of Fers and the ICHI Chartenghouse will have the it Reported Symposium on Everyly Efficiency an characterized privatigness with plan for strengthening current and

On August 17th, Tanis, Mater Despite (7587), Acocheli Horduraria pasa al Deserval UNDESK and the U.S. Department

Reconside Drargy Training and Demonstration Owner in Tepucipilips. The canter is equipped powered by a 2009 tallst PV system and until everyg, and its purpose is to past individuals, pressurity masters and organizations in the use of locally accessible renewable energy and strange affected suggestant devices, such as chief and shown and salar hybring. TWF and XHDESA have worked topother in Hondune-sings 1996, and since November 2011, TWF and AHDESA have worked to Central Arherica as implementing ECM parties to provote that every, he infort diselegenced, and clinate-spillent growth in Central

Norte & Where Carboarn Renewables Meet Multi-Class Sectionlogy, Supervise & Capital On October 158, the ORS Department of Suttainable Development will lost live martilige

of both the quinted the Hershol dimension of



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For all media inquires please contact Rosangela Arbieto, Marketing & Communications Coordinator, at (202) 458.6159 or by email at rarbieto@oas.org

