

Factors to Consider

- Purpose
- Members
- Target Audience
- Key Features
- Financing
- Name

Factors to Consider

Purpose

- Facilitate entry of EU private sector investments in ASEAN countries as a force for competition and sustainable development
- Should include CDM as one of the initial modes of investments
- But initially there may be a need to help shape or stabilize regulatory environment: proposed or existing legislation, new treaties, multilateral requests, advocacy and dealing with media

Factors to Consider

Members

- Which energy subsectors should be represented? Look at existing ASEAN structures. Maybe power, renewable energy, ESCOs
- New players and/or incumbents
- Role for government perhaps in steering committee

Factors to Consider

Target Audience

- General public and media
- Policy-makers, legislators (note the Philippines has presidential form of government, as opposed to parliamentary form common in ASEAN and EU)
- Consumer groups and academic institutions
- Direct interaction with target audience

Factors to Consider

Key features

- Technical-level secretariat
- Credible spokesperson with high visibility in each country

Factors to Consider

Financing

- A must for sustainability
- Government constraints; concrete benefits should be demonstrated if fees are to be collected

Factors to Consider

Name

- Originality
- Representative of Purpose and Membership