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Project Number: 43207

# Philippines: Mitigation of Climate Change Through Increased Energy Efficiency and the Use of Clean Energy

## Summary of Stakeholders Consultations

## SUMMARY OF STAKEHOLDERS CONSULTATIONS

1. As part of achieving project objectives, a local e-Trike manufacturing and supply industry will be created targeting multiple levels of the value chain: e-Trike assembly, lithium ion battery assembly, lithium ion battery leasing, charging station assembly, and overall leasing or banking operation. Communication strategies will include:

- (i) Development of an e-Trike website with information regarding the project and notification of opportunities to bid;
- (ii) Use of a social media platform ( such as Facebook, Twitter) to keep stakeholders informed of developments on a regular basis;
- (iii) Informal industry meetings to answer questions throughout the process; and
- (iv) More formal meetings to engage stakeholders, introduce potential partners, and maintain an open dialogue with the industry.

### A. Informal Industry Meetings

2. Beginning in July 2011, the ADB e-Trike project team began hosting informal industry meetings to foster communication and cooperation amongst industry players and to ensure local buy-in throughout the project preparatory process. To date, six informal meetings have been held to encourage representatives of the local tricycle manufacturing community to ask questions about e-Trike specifications, design and bidding processes, and to maintain open communication with the ADB team. Meetings took place on the following dates:

- (i) 12 July 2011 at the Asian Development Bank
- (ii) 26 July 2011 at the Serendipity Lounge, Discovery Suites
- (iii) 9 August 2011 at the Serendipity Lounge, Discovery Suites
- (iv) 23 August 2011 at the Serendipity Lounge, Discovery Suites
- (v) 6 September 2011 at the Savannah Function Room, Discovery Suites
- (vi) 20 September 2011 at the Savannah Function Room, Discovery Suites
- (vii) 25 October 2011 at the Serendipity Lounge, Discovery Suites

3. These meetings have been well attended as shown in the list below.

LIST INDUSTRY PLAYERS		
	Names	Company
1	Patrick Gonzalez	Aboitiz/Union Bank
2	Ana Aboitiz Delgado	Aboitiz/Union Bank
3	Eulogio Yutingco	3C Distributors Int'l Inc
4	Jinnie So	3C Distributors Int'l Inc
5	Ryan Robert Ang	ALCapone Inc.
6	Maryann Mathay	ALCapone Inc.
7	June Yasol	Alternative and Renewable Energy Consultancy
8	Fernando Luna	Alternative Energy Trailblazers Inc
9	Conrad Almazora	Almazora Motors/Laguna Carparts&Dkdwa Phils
10	Salvador Marin, Jr	AMA Group of Companies

	<b>Names</b>	<b>Company</b>
11	Sofronio Rivera	AMCA SMART Solutions Inc
12	Leo Katigbak	Batangas Laguna Autocenter Inc
13	Abet Filart	Battery Doctors
14	Bert Fabian	CAI Asia
15	Alvin Mejia	CAI Asia
16	Ruel Morales	Continental Sales Inc/LKG Grp of Cos
17	Mike Molano	Continental Sales Inc/LKG Grp of Cos
18	Bert Guevarra	Corinthian Trucking
19	Abraham Sandoval	Cyber Cycling Inc
20	Maurice Yasol	Design Upholstery
21	Ricardo Romero	DBP Leasing Corporation
22	Bobby Batungbacal	Dow Chemical Pacific Limited
23	Jerome Gutierrez	E-save Transport Systems, Inc
24	Mervin Jay Reyes	E-save Transport Systems, Inc
25	Yvonne Castro	eVap
26	Koji Nakamura	EV Motor Systems
27	Franciso Pasicolan	FiOil
28	Dr. Rodolfo Villarica	FiOil
29	Alberto Francisco	FiOil
30	Bin Sun Lim	Fabricator Phils Inc
31	Victor Lim	Fabricator Phils Inc
32	Ike Guanio	Fairways and Bluewater
33	Gerard Villoria	GerWeiss Motors Corporation
34	Edelweiss Villoria	GerWeiss Motors Corporation
35	Anastacio Muntuerto	Golden eBike Phils Inc
36	Lovedei Teves	Golden eBike Phils Inc
37	Liezel Teves	Golden eBike Phils Inc
38	Tony Rodriguez	Great Treasures Alliances International
39	Esther Go	Green Frog Zero Emission Transport Grp
40	Philip Go Apostol	Green Frog Zero Emission Transport Grp
41	Ronnie Reyes	Green Vector Ventures Inc
42	Panchovil Arreola	Green Vector Ventures Inc
43	Redentor Constantino	iCSC
44	Mariel Vincent Rapisura	iCSC/Ateneo de Manila
45	Mel Velarde	ICTV
46	Peter Hayao	Int'l Cyber-Cycle Inc
47	Jose Eduardo Mandapat	LBP
48	Xenia Laderas	LBP
49	Preciosa Francisco	Lucky Garvonbill Traiding/Yanhao Partnering China
50	Jesus Francisco	MERALCO Energy Corporation
51	Mark Jonh Christopher Dizon	MERALCO Marketing Analyst
52	Mark Delumen	MERALCO Liaison Officer
53	Vince Rapisora	Micro Finance
54	Arnorld Sarmiento	Motolite
55	Lester Yee	Motolite

	<b>Names</b>	<b>Company</b>
55	Lester Yee	Motolite
56	Noriel Christopher Tiglao	National College of Public Administration and Governance
57	Yukihiro Mikumo	NewJec Inc. International Operations
58	Rolando Tan	Nito Seiki Mfg. Corp
59	Jonh Lee	Nito Seiki Mfg. Corp
60	Chester Chi	North 68 Corp
61	Edwin Carlos Cruz	North 68 Corp
62	Jonh Madarang	North 68 Corp
63	Willy Pua	North 68 Corp
64	Alberto Suansing	Partnership for Clean Air
65	Jose Montano	Phil Etro EV Inc
66	Rommel Juan	PHUV
67	Jonh Alfonso Marasigan	PHUV
68	Frammie Lee	Sacke Industrial Corp.
69	Flor Babilonia	Sustainable Energy and Technology Solutions Inc
70	Bernardo Baltazar	Sustainable Energy and Technology Solutions Inc
71	Leonardo Cruz	Technostrat Corporation/WinAce Holdings Philippines
72	Felix Ortiz	Technostrat Corporation
73	Edgar Rico	Technostrat Corporation
74	Carl Michael Odulio	UP Electrical and Electronics Engineering Institute
75	Paul Aquino	Vita Verde

4. Representatives from each company have been encouraged to submit presentations regarding e-Trike design and business practices. Working groups consisting of ADB team members and industry representatives were established to explore different aspects of the scale-up of a local e-Trike manufacturing, assembly, and battery supply business model. The first working group will examine the best possible set of criteria for companies to participate in the ADB project and how to best structure a local industry. The second working group is responsible for examining registration and franchising challenges and potential solutions; and the third working group will work towards developing a set of options and best practices for e-Trike disposal and recycling.

5. Through the informal meeting process, the ADB team has gained valuable insight into the challenges and concerns facing local manufacturers regarding the scale-up planned as part of the e-Trike project. Primary concerns include production capacity, government support (taxes, duties and fees), the ADB bidding process, and design specification.

## **B. Formal Meetings and Workshops**

6. The ADB team has also more formally engaged stakeholders for many months. Stakeholders have ranged from international electric vehicle experts, representatives of local governments, representatives from the Philippine Department of Energy (DOE) and other government agencies, representatives from Congress, and international battery manufacturers. Meetings such as these will continue throughout the project preparatory process and will

transition to building community awareness and addressing industry, community and driver concerns as project implementation continues.

### **1. Energy Efficient Electric Vehicles Forum, 28 April 2011**

7. The Energy Efficient Electric Vehicles Forum at ADB served as an important project introduction on behalf of government and industry representatives. The project was introduced by the ADB team and the DOE, and international consultants discussed best practices for electric vehicles around the globe. The Forum emphasized the role of government support and incentives in creating a successful electric vehicles program, the role of the private sector in achieving successful economies of scale, and the importance of technology transfer to achieve the economic and environmental goals of the project.

### **2. Boracay Consultation Workshop, 14-15 August 2011**

8. Members from the ADB project team traveled to Boracay Island to assess the existing conventional tricycle market and how to successfully work with local government officials and tricycle drivers to implement a full transfer to ADB sponsored e-Trikes beginning in early 2012. ADB team members noted the concerns of local tricycle drivers, such as hilly conditions and passenger preferences geared towards promoting tourism (where to store luggage, seats facing out, etc.). Following the meetings and follow-up from ADB team members, the municipal council of Malay, which includes Boracay, passed a resolution on 20 September 2011 to shift to e-Trikes in 2012. The resolution expresses the council's support for the project not only on the island of Boracay, but throughout the Philippines.

### **3. Meetings with Battery Manufacturers, Various**

9. The ADB technical team has met with various international battery manufacturers—Toshiba, Samsung, LG, Kokam, etc. These meetings have enforced the team's commitment to lithium ion battery technology, helped to evaluate various power capacity options and cost concerns, and have helped to determine how to structure the e-Trike leasing program to maximize the benefit to the end user. The ADB team is working with battery manufacturers to achieve a cost-effective, lightweight, and environmentally sound battery solution that can sustain the industry on a long-term basis.