

# UNCTAD's Green Investment Programme

**Jason Munyan**

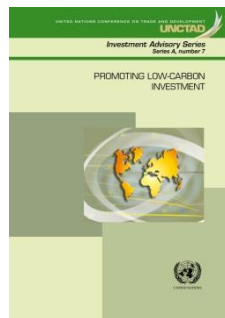
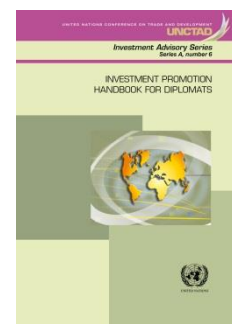
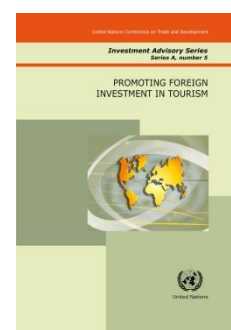
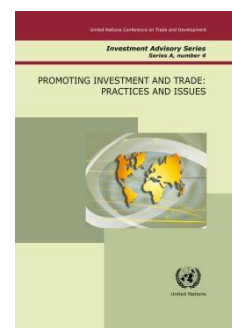
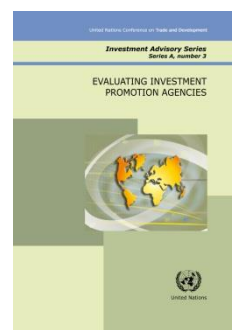
Economic Affairs Officer, Investment Promotion Section  
UNCTAD

8 December 2015, Geneva

# Key UNCTAD activities in green FDI

- World Investment Report
- IPA Awards
- Data collection on low-carbon FDI, including survey of IPAs in 2010
- Seminars and high-level sessions on green global value chains and the promotion of green FDI in Doha, Dubai, Geneva, and Xiamen
- Development Account Project on promotion of green FDI
  - publications such as guide on *Promoting Low-Carbon Investment*
  - [greenFDI.org](http://greenFDI.org), an on-line resource and learning centre for IPAs
  - regional training workshops
  - support to select agencies

# UNCTAD's Investment Advisory Series



**Issue #7 on  
promoting low-carbon investment**

# Types of low-carbon investment

## Investment in production processes with a reduced GHG impact

- Implementation of energy-saving processes
- Introduction of processes and equipment that reduces GHG emissions
- Use of green construction techniques in building

## Investment in clean energy generation

- Solar energy
- Windmill parks
- Hydropower generation
- Geothermal energy facilities

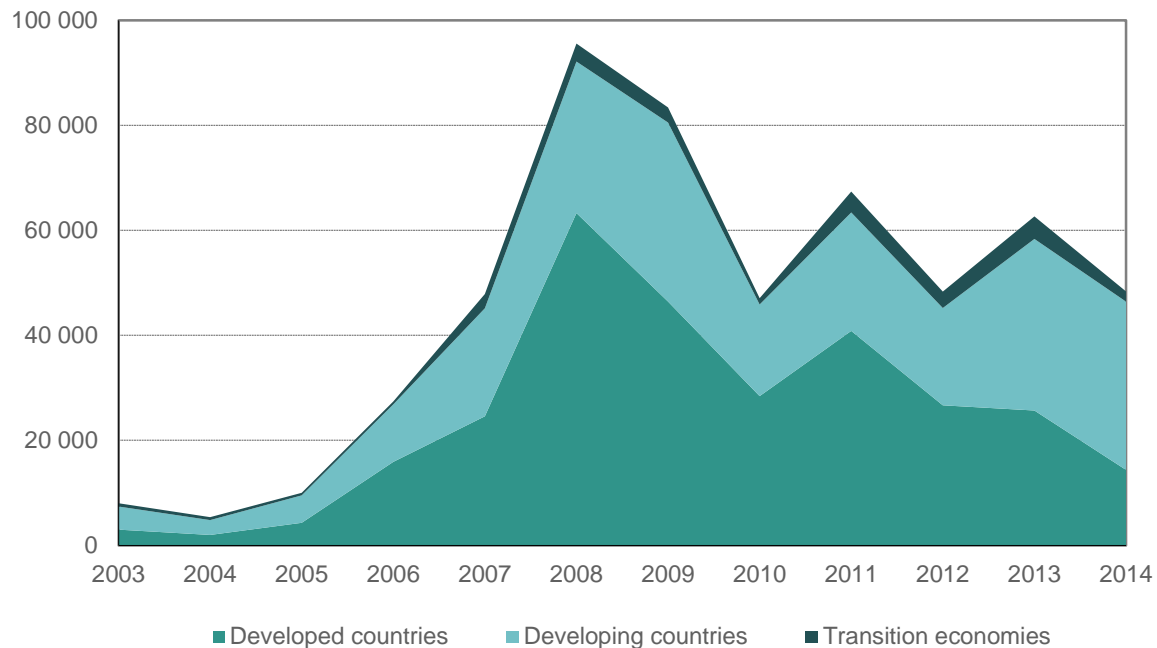
## Investment in research and production facilities to manufacture GHG-reducing products and provide related services

- Research in energy efficiency and recycling
- Production of solar panels, windmills
- Production of energy-efficient products (electric cars, light bulbs, etc.)
- Technology services
- Waste management services

# Inward greenfield projects in low-carbon sectors decreased globally

...but their share in developing countries increased

Greenfield projects in selected low-carbon business areas, by group of host economies, 2003–2014  
(millions of US dollars)

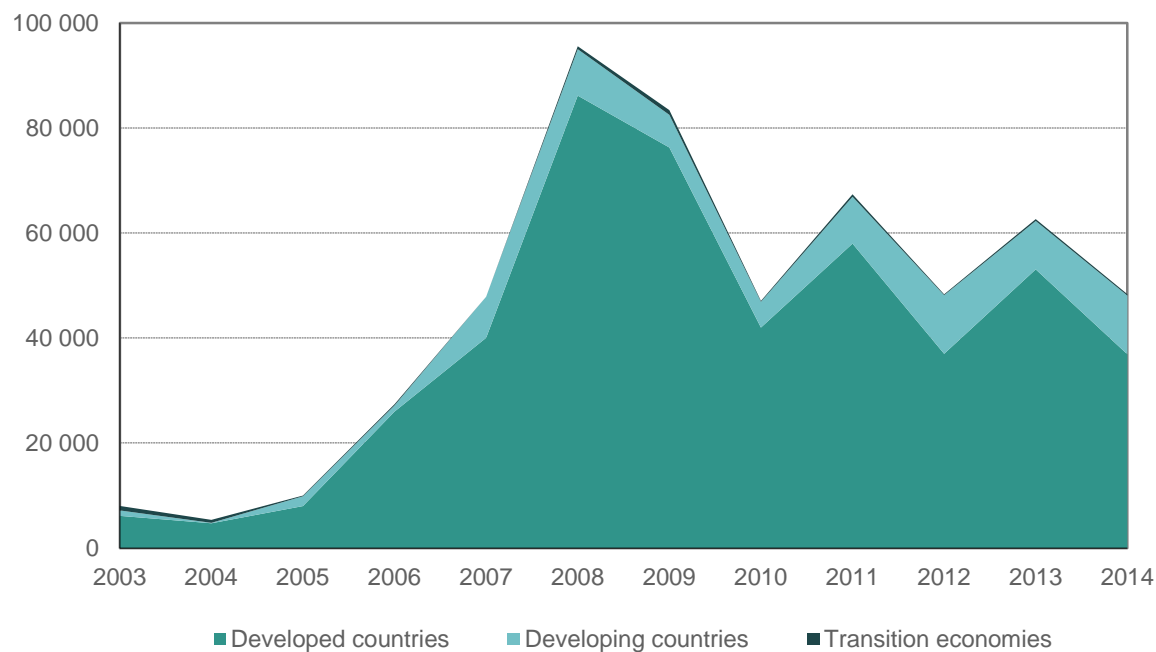


Source: UNCTAD, based on information from the Financial Times Ltd, fDi Markets ([www.fDimarkets.com](http://www.fDimarkets.com))

# Outward greenfield projects in selected low-carbon sectors

...back to 2012 levels

Greenfield projects in selected low-carbon business areas, by group of home economies, 2003–2014  
(millions of US dollars)



Source: UNCTAD, based on information from the Financial Times Ltd, fDi Markets ([www.fDimarkets.com](http://www.fDimarkets.com))

# Why do MNEs engage in low-carbon foreign investment?

Home market  
and trade  
conditions

Home  
government  
policies

Costs of  
production

Business  
conditions

## Drivers

- Home-country policies, public opinion and shareholder pressure increasingly drive MNEs to invest into low-carbon activities abroad.

## Locational determinants

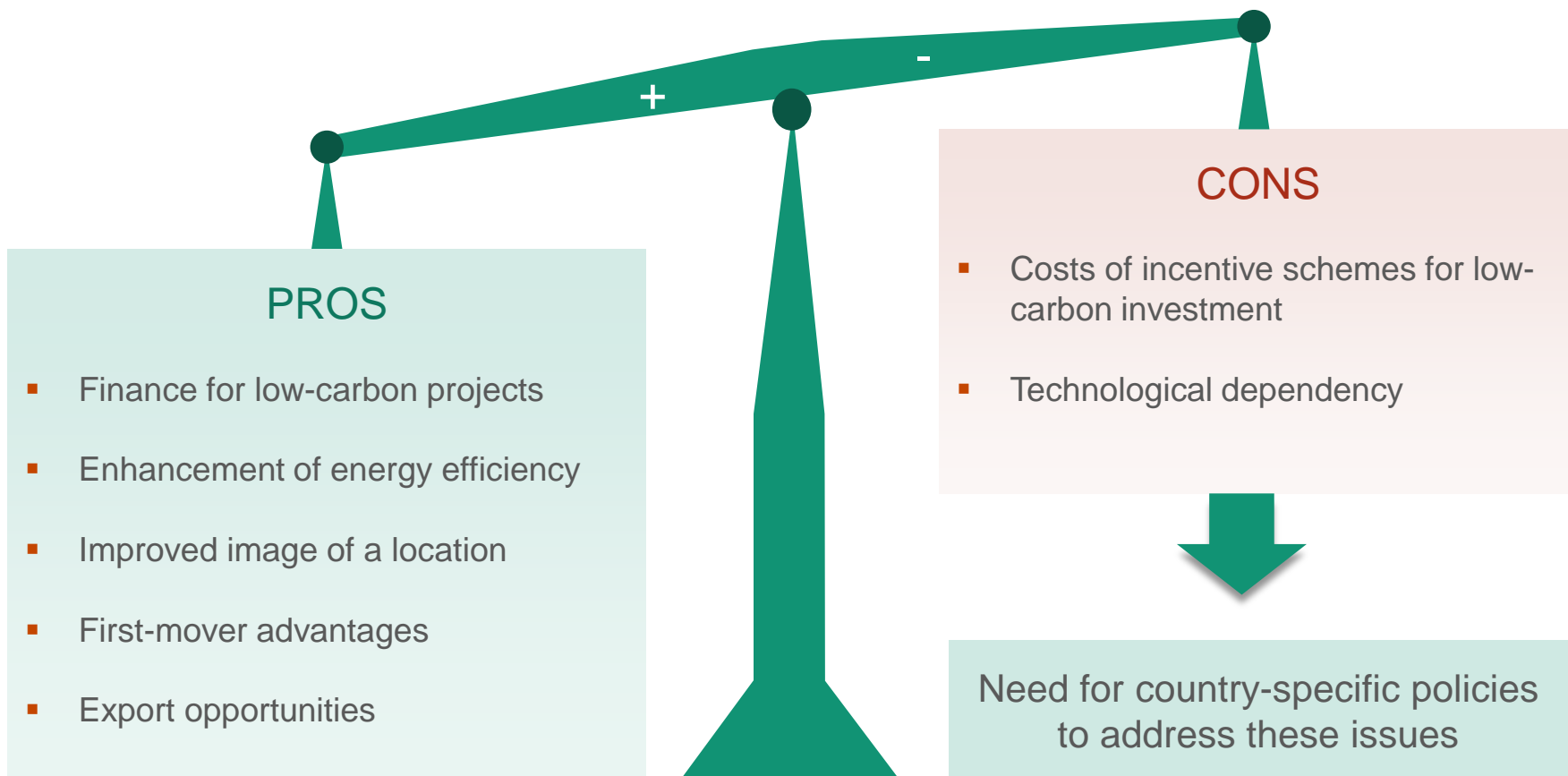
- Tailored policy frameworks and business facilitation are important.
- General factors dominate the economic determinants, but low-carbon investment has some unique aspects.

General policy  
framework

Economic  
determinants

Business facilitation

# Weighing the pros and cons of low-carbon foreign investment





# Promotion of low-carbon investment

## IPA practices

### Targeted promotion

IPAs select and target low-carbon subsectors that match the country's development objectives and for which the location is competitive, e.g., attracting FDI in the manufacturing of solar panels for a fast expanding local market

### Facilitation and aftercare

Specific focus on networking, matchmaking and the forging of partnerships between low-carbon development stakeholders, including international and domestic companies, local authorities and research institutions, e.g., supporting the development of cleantech clusters

### Policy advocacy

Promotion of low-carbon friendly policies and measures for target sectors, e.g., encouraging the use of feed-in tariffs mechanisms for renewable energies

# 2015 IPA Awards for excellence in web-based promotion of green FDI



# 2015 IPA Awards: Germany Trade & Invest

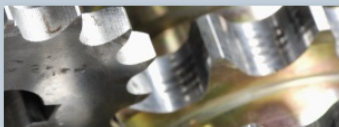


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Information Technologies

Lightweight Industries

Life Sciences

## Energy Efficiency & Green Building



Germany is widely acknowledged as a global leader in energy efficiency. A favorable policy and energy price environment as well as a culture valuing both efficiency and sustainability have helped to create a thriving market for energy efficiency (products and services) valued at beyond 100 billion euros annually.

A key pillar of Germany's energy transition is the commitment to cutting energy consumption in half by 2050 while maintaining solid economic growth. This process of decoupling is already well under way, but will need substantial new investment of hundreds of billions of euros in all sectors – particularly in buildings and industrial production. Europe's largest market offers excellent opportunities and conditions for international companies seeking to develop, manufacture or distribute cutting-edge energy efficiency solutions.



**Energy Efficiency in Germany**  
Germany is widely acknowledged as a global leader in energy efficiency. A favorable policy and energy price environment as well as a culture valuing have helped to create a thriving market for energy efficiency.

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### Green Buildings and Smart Cities

Germany is not only Europe's leading construction market but also home to the EU's largest building stock, which accounts for 40% of national energy consumption. As part of its ongoing transition to a sustainable energy system, Germany aims to have an almost climate-neutral building stock by 2050.

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### CONTACT US



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# 2015 IPA Awards: Invest in Morocco

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## Investment projects bank

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As part of its investment promotion policy, the Moroccan Investment Development Agency has established a Bank of investment projects with the aim of assisting the holders of investment projects (both public and private) operating in different activity sectors in their search for partnership to assist them in carrying out their projects in Morocco.

Therefore, the Bank of Projects is intended and presented to potential partners (local and international) wishing to seize the investment opportunities offered by Morocco and/or to enter into strategic partnerships.

For more information regarding available partnership opportunities and/or to submit a project, please contact Ms. Nahla BENSLAMA, Bank of Projects Manager: [nbenslama@invest.gov.ma](mailto:nbenslama@invest.gov.ma)

Id	Project Description	Sector	Teaser
PT01	Establishment of an Islamic Bank	Finance	Download
PT02	Establishment of an Islamic insurance company	Finance	Download
PT03	Construction of a leisure park with commercial and hotel components	Leisure	Download
PT04	Construction of a Hotel in Marrakech	Tourism	Download
PT05	Construction of a commercial complex in Casablanca	Real Estate	Download
PT06	Disposal of a fishing company	Fishing	Download
PT07	Construction of a commercial center in Fès	Real Estate	Download
PT08	Construction of a commercial center in Tangiers	Real Estate	Download
PT09	Construction of a commercial center in Marrakech	Real Estate	Download
PT10	Construction of a residential and commercial real estate complex in Casablanca	Real Estate	Download
PT11	Construction of a residential and commercial real estate and Golf complex in Marrakech	Real Estate	Download
PT12	Construction of a residential and touristic station in Agadir	Tourism	Download
PT13	Financing Solar Water Heaters Promotion Program	Renewable Energy	Download
PT14	Subscription in Renewable Energy Investment Fund	Renewable Energy	Download
PT15	Subscription in Innovative Agribusiness Projects	Agribusiness	Download

# 2015 IPA Awards: Singapore Economic Development Board

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## 'SMART' HUMPS; CLEAN ENERGY

Speedbreakers are an annoying but essential aspect of road driving. One company has now taken this ubiquitous feature and transformed it into a smart city solution that generates clean energy and also helps manage city traffic.

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Home Industries Clean Energy

## CLEAN ENERGY

### IN BRIEF

Around the world, governments are stepping up efforts to grow their clean technology capabilities in order to address climate change and reduce reliance on fossil fuel sources. In Singapore, cleantech was identified as a key economic growth area by the government as early as 2007. Today, the city-state is aiming to develop the sector so that it contributes S\$3.4 billion to Singapore's gross domestic product (GDP) and provides 18,000 jobs by 2015.

As the leading clean energy hub for the region, Singapore is a prime location for major solar companies such as Phoenix Solar, Renewable Energy Corporation (REC), Trina Solar and Yingli, who are tapping its competitive advantages to develop innovative solutions that will propel their growth in the Asian market. Singapore also plays host to a range of key wind technology players, such as, Keppel and Vestas.

Singapore's strengths in manufacturing sectors such as electronics, precision engineering and chemicals, connectivity with regional markets, access to skilled international talent, and extensive supplier base put it in good stead to add value to such businesses.

A world-class intellectual property regime is another major benefit for companies which rely on innovation activities as a growth driver.

The city-state also welcomes cleantech companies to use Singapore as a 'Living Lab' to trial and demonstrate innovative solutions before scaling up for the rest of the world.

### CONTACT EDB

**Mr GOH Chee Kiong**  
Executive Director  
Cleantech and  
Cities, Infrastructure  
& Industrial Solutions

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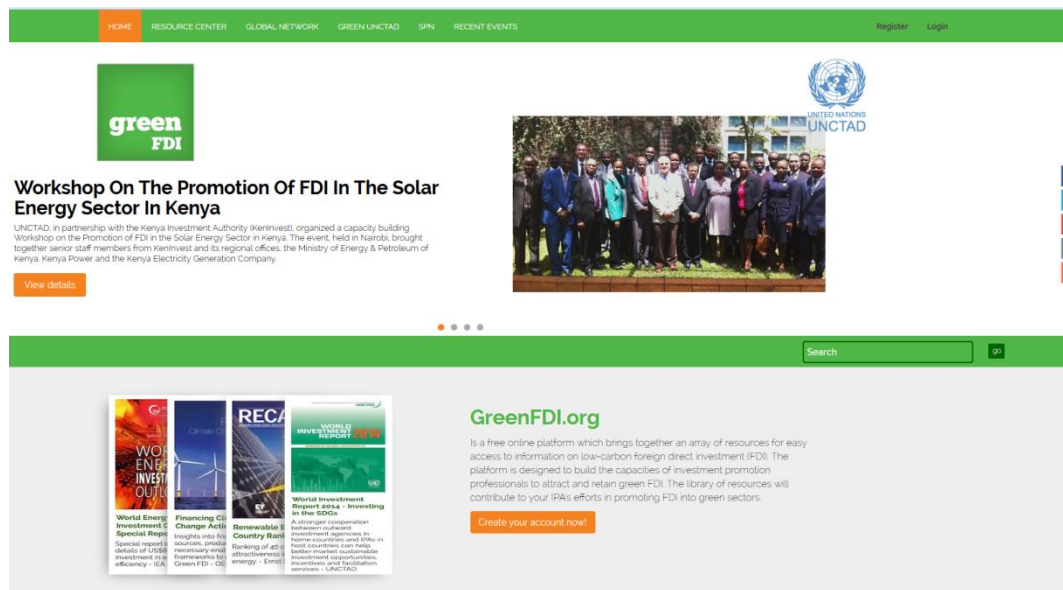
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- Repository of the latest green FDI intelligence
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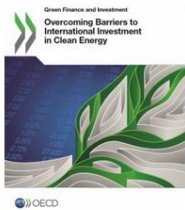
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### Overcoming Barriers to International Investment in Clean Energy

A report compiled as part of the evidence-base needed to improve the coherence and cost-effectiveness of clean-energy support policies, including investment and trade policies. - OECD



### The Rising Sun 2015 - Disruption on the Horizon

Third edition of the report features challenges and opportunities of mainstreaming solar energy in India. - KPMG



### Climate Change Mitigation Policies: Compare Your Country

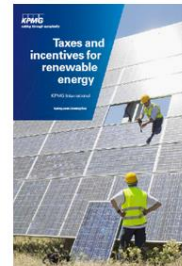
An interactive online tool featuring country profiles with data on GHG emissions or electricity decarbonizing, enabling quick comparison of economies. Where does your country stand? - OECD



### Outward Investment Agencies: Partners in Promoting Sustainable Development

This paper describes how partnerships between outward investment agencies and investment promotion agencies can encourage and facilitate investment in Sustainable Development Goals (SDGs). Included are three case studies from OIAs with SDG-related programmes. - UNCTAD

1 Favorites



### Taxes and Incentives for Renewable Energy

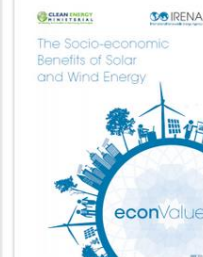
A guide designed to help energy companies, investors and other entities stay current with government policies and programs that support renewable energy from wind, solar, biomass, geothermal and hydropower. - KPMG

1 Favorites



### Mitigating the Climate Change

A report with case studies on how companies and investors can address the climate change. - CDP



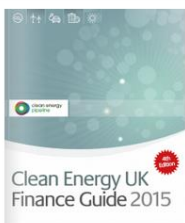
### Benefits of Solar and Wind Energy

This report presents a conceptual framework for analyzing the socio-economic effects of large-scale renewable energy deployment. - IRENA



### The 2015 Policy Framework for Investment

An updated policy tool providing a checklist of key policy issues to be considered by governments which aim to create an enabling environment for investment and advance the implementation of the SDGs. - OECD

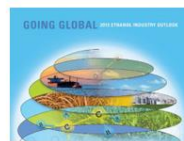


### Clean Energy UK Projects: Who is Behind?



### Finance Guide to the African Clean Energy Sector

This guide presents the most active investors in the African clean energy sector and describes the most



### The 2015 Ethanol Industry Outlook

Analyzes the latest developments and makes projections for the ethanol industry in the U.S. and beyond. - RFA

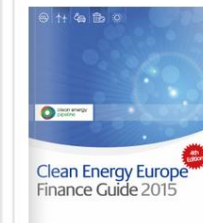


THE AGE OF RENEWABLE POWER



### Global Wind Report

The GWEC flagship publication details latest trends and projections for the wind power sector.



### Clean Energy Europe Finance Guide

Introduces the most active investors. banks. law firms



Guide for Investing in

DECEMBER 2015

*spn*

Smart  
Promotion  
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UNCTAD: Investing in Sustainable Development

Every month, the SPN newsflash provides:

- FDI trends
- Investment promotion strategies
- Best practices
- In-depth publications
- Upcoming events

### FDI Trends: Recovery in Cross-Border Mergers and Acquisitions

UNCTAD's latest *Global Investment Trends Monitor* reports that the value of cross-border mergers and acquisitions (M&As) rose to US\$441 billion in the first half of 2015—a 136% increase over the same period of 2014. Multinational enterprises from developed countries were the principal drivers of this trend. Although the growth of cross-border M&As is expected to slow during the second half of 2015, the full year value is projected to be well above that of 2014, based on the first 10 months of the year. [< more >](#)

### Strategy, Did You Know? Outward Investment Agencies: Partners in Promoting Sustainable Development

UNCTAD reviewed 101 outward investment agencies (OIAs) and found that 45% indicate on their websites that they provide some level of services particularly for investing in the Sustainable Development Goals (SDGs). Nearly all regional and multilateral OIAs provide SDG-related services, compared to two out of five OIAs in developed economies and one out of five OIAs in developing and transitional economies. The paper presents three case studies from OIAs with SDG-related programmes and describes how partnerships between OIAs and investment promotion agencies can encourage and facilitate investment in SDGs. [< more >](#)

### Smart Promoter Practices: Promoting Solar Power in India

The Government of India has put forth a vision to provide affordable and sustainable power to all citizens, with ambitious aims for the renewable sector, including solar. KPMG's third edition of the *Rising Sun* draws from recent developments in solar PV cost curves and discusses what those mean for the Indian economy.

### What's On? Vietnamese-Swiss Business and Investment Promotion Forum

High-level officials of several ministries and provincial People's Committees of Viet Nam will meet with leaders of Vietnamese and Swiss enterprises in Geneva, Switzerland, for a Vietnamese-Swiss Business and Investment Promotion Forum on 7 December 2015. The Forum will feature discussions on the business environment and investment opportunities in both Viet Nam and Switzerland. [< more >](#)

### Read of the Month: A Survey of Investors from Emerging Countries

A World Bank Study, *New Voices in Investment*, presents characteristics, motivations, and needs of emerging market investors. Based on a survey of 713 investors and potential investors, the study finds that outward FDI from emerging markets is primarily market seeking, with investors considering not only the size of the host economy, but also opportunities for regional market expansion when taking location decisions. The study provides several observations and recommendations for



# *Coming soon...* greenFDI.org Investment Opportunities

- Project title\*
  - Sector\*
  - Country\*
  - Location
  - Owner\*
  - Projected investment
  - Implementation period
  - Status
  - Short description
  - Link
  - Investment Promotion Agency name\*
  - Contact person\*
  - Contact e-mail\*
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- \*required fields, all other fields optional

- For investment promotion institutions
  - Mapping and contacts of IPAs
  - Info on events
  - Ability to share best practices and investment opportunities
- For investment promotion professionals
  - LinkedIn greenFDI group open to IPA staff, consultants, academia, international organizations, diplomats, commercial attachés
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# Thank you!

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UNCTAD

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