



Peru - December 2009

IBGE (Brazilian Institute of Geography and Statistics) released that between 1996 and 2006 there was an increase in the number of women considered as head of the household, 8,2 million, approximately 79%.

The feminist movement occurred in Brazil in 1975 approximately 35 years ago, now women are starting to conquer the market.

According to research conducted by the Institute of Applied Economic Research (Ipea) in 2008, the unemployment rates are 11% higher for women than for men, 6,4%.

In the Northeast of Brazil work opportunities are very scarce. The projects developed by Neoenergia end up creating jobs to attend part of this demand.



With the interaction of Community Agents in low-income communities, energy efficiency actions can contribute on default reductions and energy losses.

Community Agents – Residents of the community hired by a non-profit organization working for Coelba (BA) and Celpe (PE).

- Request services and inform complaints to the concessionary;
- Regularize electric energy supply (clandestine, self rewired, double connections, fraud suspects or supply for third parties);
- Suit energy consumption to payment capacity;
- Register low-income clients in Energy Efficiency Projects;
- Identify and inform possible registration errors;
- Identify and inform the existence of metering irregularities;
- Inform and direct net extension needs;
- Inform standard entry structure theft;
- Inform registered clients that do not receive energy bills;
- Negotiate debts – clients with over two unpaid bills.

1. OBJECTIVE

Neoenergia's Projeto Nova Geladeira on Subsidized Efficient Refrigerator Sale has as an objective, the sale of refrigerators with SELO PROCEL for monophasic residential consumers in low income communities of capitals and big cities in Bahia, Pernambuco and Rio Grande do Norte, with consumption over 70 kWh/month, through subsidy with cost of R\$ 120.00 (1/9 of stove cost).



PROJETO
NOVA GELADEIRA
coelba



- › O Projeto
- › A Coelba
- › Quem pode participar
- › Como participar
- › Acompanhe seu processo
- › Imprima a ficha de inscrição
- › Fale conosco
- › Dias da Coelba

**É FÁCIL TROCAR,
É MAIS FÁCIL ECONOMIZAR**



1. OBJECTIVE

The Donation Project seeks to attend municipalities in the country side of the states of Bahia, Pernambuco and Rio Grande do Norte, with HDI (Human Development Index) under 0,63.

Old lamps and refrigerators substituted for efficient equipments with SELO PROCEL for registered low income consumer.



ELEVATED CONSUMPTION:

- Lack of information on rational use of electric energy;
- Precarious electrical installations;
- Usage of refrigerators in bad state of conservation;
- Low energy efficiency artificial lighting;
- Large possession of household appliances;
- Housing without lighting and natural ventilation.

GENDER:

HEAD OF THE HOUSEHOLD

Institutions or non declared	5.218,00	28,49%
Women	5.757,00	31,43%
Men	7.340,00	40,08%
Total	18.315,00	100,00%

Refrigerator with tied door



Empty refrigerator





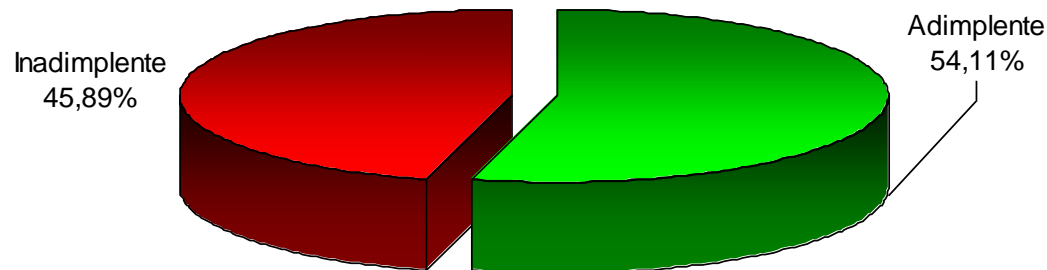
Hinges



Apparent insulation

The action of the Coelba Agent has managed to recuperate 54,11% of the indebt clients who were visited, dividing up unpaid bills and giving orientation on efficient use of household electric energy.

**Adimplência dos clientes visitados e parcelados
entre jan/09 e ago/09**



Between January and August 2009, 73.273 visits were made to low income clients. These visits generated over 68 thousand charging services, registrations, supply and billing.

The execution of services is an important indicator of the effectiveness of the work done by the agents.

ACTIONS TAKEN (September/2009)

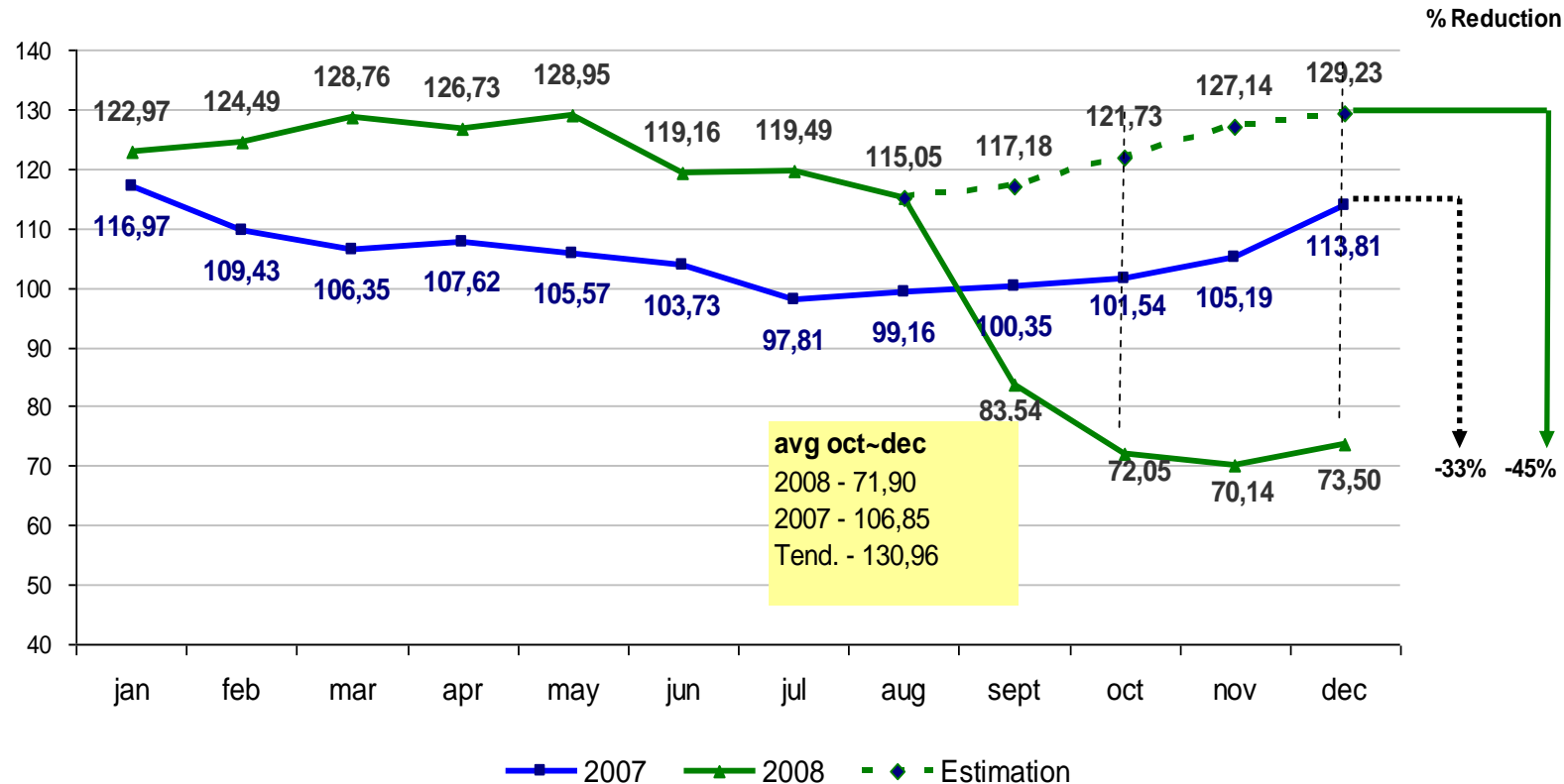
- 740,000 compact fluorescent lamps donated in substitution of incandescent lamps;
- 42,500 refrigerators substituted for new ones Selo PROCEL of economy;
- 22,000 restored precarious indoor electrical installations;
- 62 contemplated low income communities in Bahia and 39 in Pernambuco;
- 1.0 tons of collected CFC-12 gas (dichlorodifluoromethane) from exchanged refrigerators for regeneration;
- Recycling of steel plates from the collected refrigerators. Money earned from the scrap sale is reversed into budget in order to manage income generation project in low income communities.

Institutions benefited monthly by the refrigerator scrap sales:

- ✦ CAMAPET – Cooperativa de Catadores de resíduos sólidos (*Cooperative of solid residue collectors*)
- ✦ Grupo Cultural Bagunção (*Bagunção Cultural Group*) and ILE AIYE education projects.
- ✦ Paciência Viva – Solid residue collectors
- ✦ Cooperativa de Biscoitos Salvador (*Salvador Biscuit Cooperative*)
- ✦ Inclusão Digital de Mata Escura (*Mata Escura Digital Inclusion*)

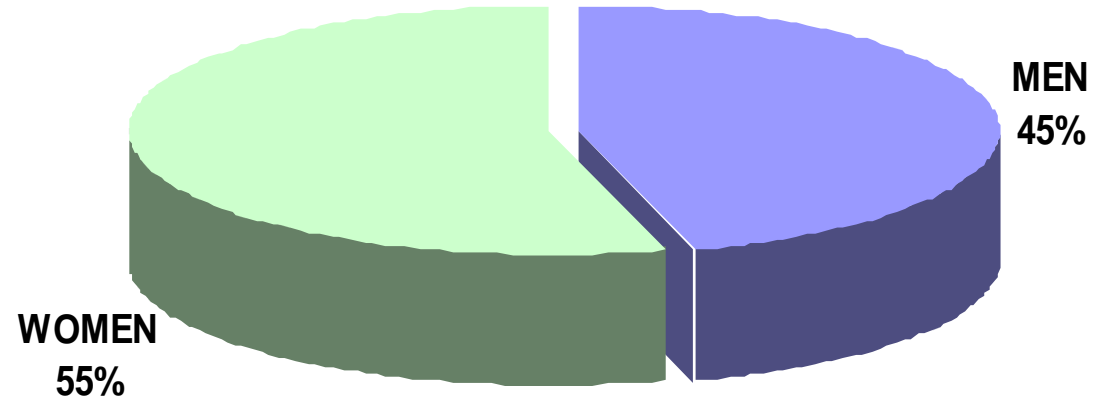


Clients who changed refrigerators in August 2008

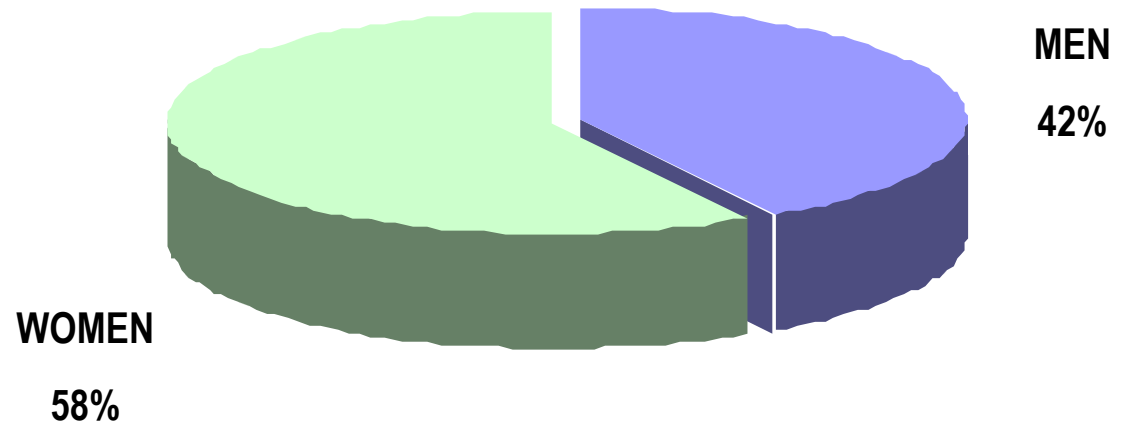


Comparing the behavior of the months of October and November in these curves, a consumption reduction is verified for the studied sample of 43%, which equals to an average monthly reduction of 53 kWh/month.

Of the 251 employees, 114 are men and 137 are women.



Of the 149 agents that work on the field 62 are men and 87 are women.



A productivity evaluation held in 2008 showed that of the 10 agents that negotiated the most unpaid energy bills 9 were women. (COELBA)

Nome dos Agentes	N de fichas	Valor Parcelado
Gisele Jesus da Silva	86	21.761,10
Ildete de Almeida Araujo	96	20.272,69
Belkis Menezes de Souza Araújo	102	19.863,23
Adriana Santos Rocha	87	19.143,45
Joelma Ferreira	85	17.960,45
Eloneide Santos de Oliveira	78	16.715,12
Eliana Serrão	78	16.561,85
Mariceli Dias	81	16.559,86
Nanciene	80	16.486,28
Jailson Santos	86	15.980,01
Robson Santos Vieira	72	14.435,72
Gleiciele Santos de Souza	53	13.455,58
Tatiana Maria	52	13.436,22
Luis Cláudio Sena da Cruz	56	12.966,26
Marilene Cavalcante	57	12.837,17
Alessandro	69	11.705,97
Lucineide Lopes dos S Passos	51	11.347,64
Rita de Cássia	54	10.754,59
Danyse Danyelle Fernandes Barbosa	54	10.580,94
Ana Rosa	50	10.413,93

The majority of these agents are in average 33 years old, have children and are head of their household.

The 10 communities which presented the highest indexes of to date payment are attended mostly by women agents (11 women and 5 men). (COELBA)

COMUNIDADE	ADIMPLÊNCIA	INADIMPLÊNCIA	TOTAL	PERCENTUAL DE ADIMPLENTES
Costa Azul	727	121	848	85,71%
Mangueira	2.317	630	2.947	78,62%
Cajazeiras X	1.343	370	1.713	78,40%
Pernambués	670	197	867	77,28%
Caixa D'água	2.204	682	2.886	76,37%
Vale da Muriçoca	2.030	664	2.694	75,35%
São Gonçalo	2.660	912	3.572	74,47%
Nordeste Amaralina	1.982	682	2.664	74,40%
Luis Anselmo	1.932	678	2.610	74,02%
São Caetano	5.763	2.043	7.806	73,83%
Capelinha S. Caetano	2.358	836	3.194	73,83%
Alto das Pombas/Calabar	1.062	377	1.439	73,80%
Pela-porco	1.387	497	1.884	73,62%
Chapada Rio Vermelho	936	337	1.273	73,53%
Sete de Abril	2.510	909	3.419	73,41%
Pau Miúdo	5.342	1.948	7.290	73,28%
Cosme de Farias	6.057	2.213	8.270	73,24%
Boa V de S. Caetano	2.473	917	3.390	72,95%
Vale Pedrinhas	1.668	621	2.289	72,87%

The majority of these agents are in average 33 years old, have children and are head of their household.

The opportunity of working in your own community and close to home and to your children justify the high achievement of this gender in the role of community agent.

