



مستدامة
MOUSTADAMA

WHAT IS MOUSTADAMA?

MOUSTADAMA – the Arabic equivalent to *sustainable* in English – is a four-year Programme that runs through 2023 to boost competitiveness in the industrial sector in Palestine through promoting and adopting sustainable energy solutions.

MOUSTADAMA aims to set the foundations for a conducive renewable energy and energy efficiency ecosystem by developing policy, expertise, and clean technology innovations that will help Palestinian industries to alleviate chronic energy shortages and high costs of electricity that have been the reality in Palestine for decades.

With a primary focus on micro, small and medium-sized enterprises in the furniture, food and agribusiness, metal, construction, and garment among other priority sectors identified in Palestine, MOUS-

TADAMA facilitates the operationalization and enforcement of energy efficiency and renewable energy guidelines, supports demonstration projects showcasing the benefits of locally driven, innovative sustainable energy solutions, and promotes the scaling-up of these solutions in the industrial sector.

MOUSTADAMA contributes to the global environment through the reduction of greenhouse gas emissions and fossil fuel use among targeted industries.

The Programme is funded by the European Union (EU) and implemented by the United Nations Industrial Development Organization (UNIDO) in partnership with the Ministry of National Economy (MNE) and in cooperation with the Palestinian Energy and Natural Resources Authority (PENRA) in Palestine.

The project will:



Strengthen policies and regulations for renewable energy and energy efficiency



Create demand for clean energy technologies to boost a clean and green economy



Develop local skills to design renewable energy and energy efficiency projects



Foster innovation and entrepreneurship for clean energy technology

WHY IS MOUSTADAMA IMPORTANT?

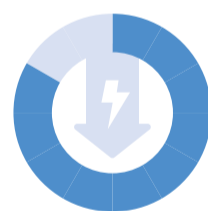
The electricity bill of Palestine exceeds \$USD 900 Million a year. Palestine pays one of the highest electricity prices in the region, and almost all its electrical energy is imported. The demand for power in the West Bank outpaces supply, and Gaza Strip has an average of ten hours of electricity a day for its critical services.

MOUSTADAMA supports the Government in its commitment to solve its energy demand, access and security issues through

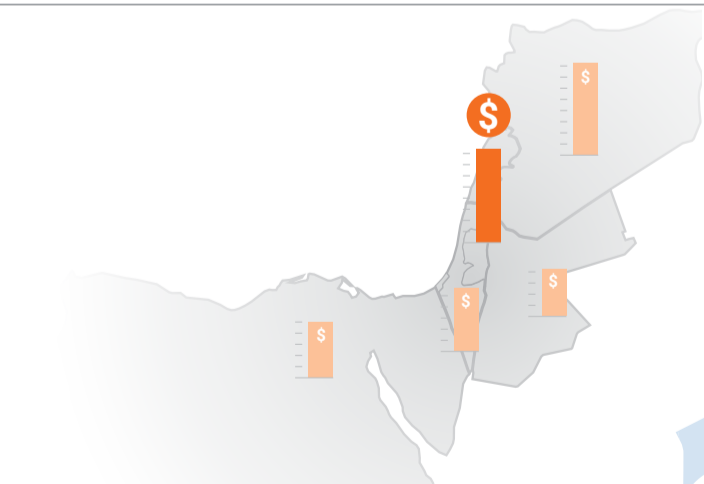
introducing and promoting sustainable energy solutions. Energy efficiency and renewable energy measures offer a foundation for a technological future that will reshape the next decades: MOUSTADAMA will establish a strong momentum for the energy transition of the Palestinian industrial sector and will ultimately contribute to boosting its competitiveness, operational efficiency, together with generating employment opportunities.



an average of
10hrs
of electricity/day in Gaza



90%
of energy is imported



Palestine
one of the highest
costs in the region



2%
of energy comes from
renewable sources, mostly
generated in West Bank



40%
of industrial production
costs is spent on energy

WHAT DOES MOUSTADAMA DO?



Strengthen policies and regulations for renewable energy and energy efficiency in the industrial sector

MOUSTADAMA contributes to the implementation of a set of policy interventions to enable streamlining regulations and processes for sustainable energy solutions at the industrial level.

MOUSTADAMA helps develop guidelines on implementing net-metering regulations, and train relevant offices to monitor and enforce them. Its activities also include developing a verification system for confirming energy savings from industrial energy efficiency measures.



Develop local skills to design renewable energy and energy efficiency projects

Industrial enterprises and SMEs require support to identify and assess renewable energy and energy efficiency opportunities. MOUSTADAMA aims at building national capacity and creating opportunities for knowledge exchange and partnerships among industrial enterprises and energy services providers through the infusion of relevant skills in the market.

The Programme is targeting training and/or certifying over 400 RE/EE national experts, technicians, and industrial enterprise staff to further develop and support the local RE/EE industry and animate its markets in the State of Palestine.



Create demand for clean energy technologies to boost a green economy

MOUSTADAMA will foster interest and demand for sustainable energy technologies for a greener economy.

Its support of 75 demonstration projects will showcase the benefits of energy efficiency and renewable energy solutions. These demonstration projects will be implemented in direct financing by the Programme and the beneficiaries, and through linkages to available financial instruments and resources that partner with and through UNIDO.

MOUSTADAMA will additionally support five pilot projects that use innovative business models to de-risk investment in cleantech and sustainable energy solutions.



Foster innovation and entrepreneurship for clean technology

Given import restrictions, the Palestinian market must innovate renewable energy and energy efficiency solutions and use locally available resources. The MOUSTADAMA Programme will help 90 entrepreneurs and start-ups to develop innovative, locally driven energy solutions. One-third of those entrepreneurs will be women.

Mentoring and coaching will be provided to cleantech start-ups for the commercialization of their products and services related to renewable energy and energy efficiency.



PALESTINE CLEANTECH INNOVATION PROGRAM

The development of locally driven CleanTech technologies, tailored to the specific needs of the industrial sector, can represent a relevant competitiveness gain for the Palestinian economy.

MOUSTADAMA aims to foster innovation and entrepreneurship within the clean technology ecosystem through its network of Hubs, its international networking and market exposure activities, and its Competition for new business ideas in clean technologies.

Located in West Bank, East Jerusalem and Gaza, the Hubs will provide early-stage nurtur-

ing of innovative local clean technologies and will connect participating start-ups and SMEs with mentors and potential business partners, both locally and abroad.

MOUSTADAMA will also launch the Palestine CleanTech Innovation Competition, an annual award that will offer an acceleration program to qualified startups and the chance to compete for three prizes - up to €25,000 each - to develop and commercialize their product/solution. Selected candidates will also have the chance to participate in the UNIDO GCIP annual Global Forum.

THE INSTITUTIONAL ECOSYSTEM OF MOUSTADAMA

Implemented by the United Nations Industrial Development Organization (UNIDO), the MOUSTADAMA Programme builds on the collaboration and expertise of many partners.

Within the MOUSTADAMA Programme, **UNIDO** supports policies and institutions for the wider use of energy efficiency and renewable energy. It helps demonstrate the benefits of locally driven, innovative energy solutions and facilitates their expansion in the industrial sector.

The European Union (**EU**) provides funding and works closely with UNIDO to increase the impact of the project and its support to the Palestinian industries. The EU is committed to strategic initiatives that expand the reach of the European

Green Deal to neighboring countries. The Green Deal aims to make Europe's economy sustainable and climate neutral in 2050.

The Ministry of National Economy (**MoNE**) plays an important role in the programme by supporting micro, small and medium-sized enterprises through the development of a business environment that fosters clean energy and technology innovation.

The Palestinian Energy and Natural Resources Authority (**PENRA**) is actively involved in the operation and enforcement of net metering regulations and other energy efficiency and renewable energy policy guidelines and animation.

POWER UP ضوؤها

With greater independence, fewer interruptions to electricity supply, and more affordable energy, Palestinian industries can thrive, fuel economic development, and increase job opportunities, while also reducing greenhouse gas emissions.



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