

Eletrobras/Procel
The National Electricity Conservation Program (PROCEL)

Energy efficiency – an area in which Brazil has emerged over the years – is among the most valuable solutions, concerning not only the environment, but economic and social aspects as well. The commitment to energy efficiency and the environment in Brazil is strong and growing. This commitment and allocation of resources began when Brazil's economy was emerging, well before the current economy had developed. The successful efforts to save energy, sustain a clean electric grid, and provide clean energy to all have been substantial.

The National Electricity Conservation Program (Procel) has been operated by Eletrobras since 1985. It is a Federal Government Program coordinated by the Ministry of Mines and Energy, which strives for the efficient use electric energy by promoting actions in the several sectors of the country including buildings, appliances, industry, training and others. The range of Procel initiatives, accomplished with several partnerships, starts with projects designated for efficient final use of energy to actions and programs that spread knowledge and support to education. Eletrobras/Procel is the driving force for energy efficiency in Brazil.

For example, the Procel Reluz initiative acts directly in the final use of energy and its goal is to implement energy efficiency projects in public lighting and traffic signals systems. Since 2000, Eletrobras has financed the replacement of more than 2.3 million public lighting points and new projects continue to be initiated.

The Procel Seal labeling program promotes efficient technological development of electric equipment sold in the country. This is accomplished through the Energy Economy Procel Seal covering a total of 31 categories of equipment and appliances. The Procel Seal label provides consumers with needed information and guidance for the purchase of energy efficient equipment and appliances.

The Procel Edifica initiative, Energy Efficiency Level of Residential Buildings Labeling Program was launched in 2010. In the first year pilot program the National Energy Conservation Label was granted to 54 residential buildings and to 18 others, among commercial, public and service related buildings. In addition, over 1300 professionals and technicians were trained and certified to perform building energy efficiency audits and inspections. Twelve university labs have been selected to compose the Energy Efficiency Network in Buildings and have been tasked to accelerate the accreditation of building inspection bodies. The ultimate goal of Procel Edifica is to provide an energy efficiency label for all buildings.

These programs and other activities in 2010 saved 6.16 billion kWh in energy, corresponding to 1.47% of the entire national electricity consumption, avoided a 1478 MW power plant and reduced peak demand by 2425 MW. The energy savings of Procel in 2010 is 13% higher than 2009. This represents energy savings equal to the energy use of 3.34 million households and avoiding 316 thousand tons of carbon equivalent emitted to the atmosphere. In 2010, Eletrobras invested BRL 76.23 million or US \$42.26 million in Procel programs. The Procel program is growing each year and reaching an increasing number in Brazil's energy use sectors.

Eletrobras, as the largest company in the Brazilian energy sector, is the leader in energy efficiency in South America. Through the Eletrobras/Procel programs Eletrobras is committed to growing energy efficiency in Brazil and increasing environmental and social benefits.