

## ENERGY TRANSITION

**CHALLENGE:** Together, how could we make stakeholders become active drivers of energy transition?



### Description and value proposition:

Multidimensional Education for Transition

#### Target population:

Stakeholders  
Vulnerable communities  
Suppliers  
Employees  
Children

#### Problem to solve:

Decarbonize thinking  
Economic and productive transition  
Different knowledge of the territories and of the energy chain  
Accepting differences and the need to learn

#### Success keys:

Learning from different world views  
Joining forces  
Multi-stakeholder dialogue  
Being clear about the purpose  
Showing the final benefit

#### Barriers / obstacles

Cultural and social differences  
Access to technology  
Access to comprehensive information  
Basic needs unmet



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### **Description and value proposition: “Energy transition training school”**

Education, outreach and awareness-raising on energy transition to strengthen the role of stakeholders. Change from passive to active player. Through communication strategies and channels.

Develop specific objectives by stakeholder to clarify each stakeholder's role in the transition.

#### **Target population:**

- All stakeholders

#### **Problem to solve:**

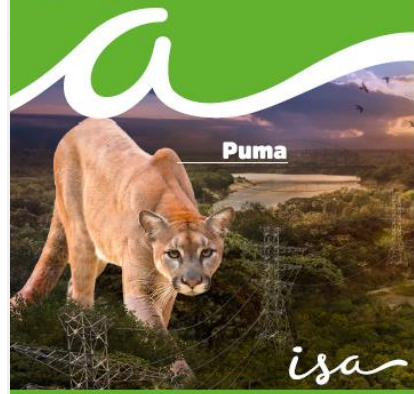
- Lack of coordination among the different stakeholders, due to a lack of information and a lack of clear understanding of their role in the transition.

#### **Success keys:**

- Stakeholder engagement level
- # of leaders trained
- # of beneficiaries

#### **Barriers / obstacles:**

- Culture
- Geographical complexity
- Diversity
- Public order
- Widespread distrust (including institutions)



## ENERGY TRANSITION

**CHALLENGE:** Together, how could we make communities impacted by ISA become active drivers of energy transition?



CONEXIONES QUE INSPIRAN

### **Description and value proposition:**

Perform due diligence in the territory to identify and understand in depth what the community perceives as positive and negative impacts of the transition and identify what their role is and that of other stakeholders to ensure a fair, participatory and active transition that builds trust and sustainability of the process.

### **Target population:**

Communities of the territories targeted by the Energy Transition: northern part of the country, Guajira

### **Problem to solve:**

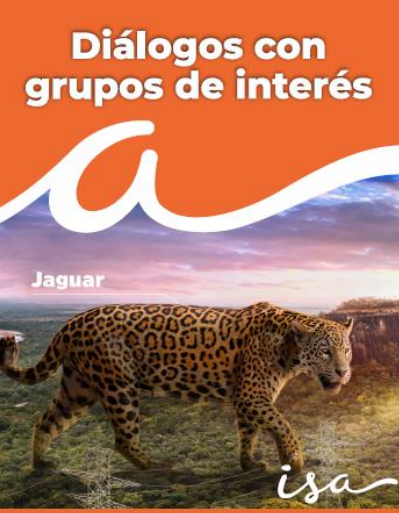
Making projects viable and sustainable thanks to the active engagement of the communities (they feel part of it and care about it).

### **Success keys:**

- Public policy that makes the active participation of communities feasible - making them partners
- Educate
- Understanding their role as a stakeholder
- Permanent presence in the territories

### **Barriers / obstacles:**

Different beliefs, cultural differences  
Political interests  
Different views  
Lack of legal framework  
Lack of institutional support  
A history of mistrust



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**CHALLENGE:** Together, how could we make stakeholders become active drivers of energy transition?



### Description and value proposition:

Pedagogy as a cornerstone of the energy transition

#### Target population:

- Communities that are not receiving energy
- Companies of the sector
- Institutions (mayors, governorships, congresses, territorial entities)
- Trade associations

#### Problem to solve:

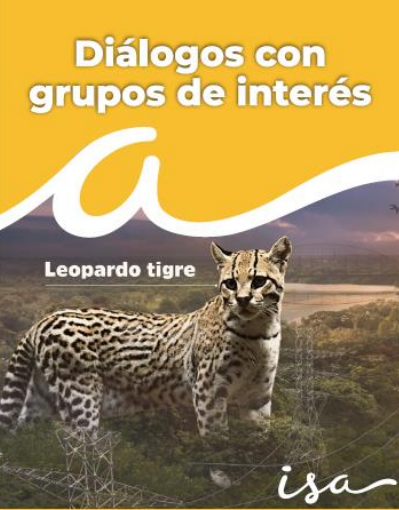
- Stakeholder misinformation preventing the implementation and results of the energy transition work from being seen.
- Lack of coordination (roles)
- Knowledge appropriation
- Commitment

#### Success keys:

- Knowledge and commitment to environmental issues
- Debunking myths about transmission grids
- Stakeholder coordination (aligning the legal framework among stakeholders)
- Follow-up and support to commitments
- Definition of the roles of the different stakeholders

#### Barriers / obstacles:

- Legal certainty (Consistency between pedagogy and results)



## ENERGY TRANSITION

**CHALLENGE:** Together, how can we accelerate energy transition in Colombia?



**Description and value proposition:** Accelerate the implementation of public policy plans through:

- Impact on institutional educational programs
- Capacity building among small producers and different stakeholders in the territories.
- Public-private partnerships

### **Target population:**

- New generations: children and young people, education
- State, trade associations and stakeholders: public policy advocacy
- Small producers
- Small generators, self-generators and other players

### **Problem to solve:**

- Education and understanding of the role of all players in society in the policies defined to accelerate the energy transition.

### **Success keys:**

- Development of tangible projects through partnerships that allow the local population to learn and understand the benefits of the project
- Implement self-generation projects in Non-Interconnected Zones.

### **Barriers / obstacles:**

- Current capacities of the territories
- Lack of knowledge of public policies and defined routes
- Cost of implementing sustainable solutions



## ENERGY TRANSITION

**CHALLENGE:** Together, how can we accelerate energy transition in Colombia?



**Description and value proposition:** Harmony of an energy culture based on the integration and respect of understandings.

### **Target population:** ALL STAKEHOLDERS

- Company
- Communities
- Allies
- Government and regulators
- Others

### **Problem to solve:**

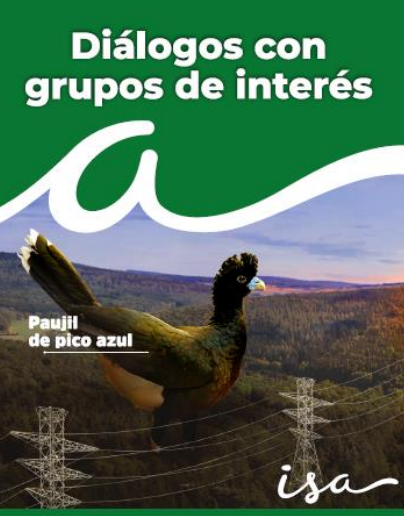
- Energy for what, with whom and for whom?
- What is energy culture? What is energy transition for the different stakeholders?
- How to heal the territorial distress pains that are passed on from generation to generation in the communities that hinder the achievement of the transition goals?

### **Success keys:**

- To create an energy transition strategy, we must integrate everyone as an energy culture
- Generation of joint understanding
- Harmonization of knowledge and interests
- Correct use of and respect for the word (semantics and commitment)

### **Barriers / obstacles**

Different understanding of what is important



**ENERGY TRANSITION**

**CHALLENGE:** Together, how can we accelerate energy transition in Colombia?

**Description and value proposition:** **United** towards energy transition:  
Roundtables with the government: Promote a national dialogue among all stakeholders in which the government is a key player.

**Target population:**

Government

**Problem to solve:**

Little understanding by the government of the concept of energy transition, the goals, the incentives and the timeframe in which we could achieve it.

Lack of clarity in the path to energy transition, where discourse is not consistent with actions.

**Success keys:**

- Creation or change in policies encouraged by the state and shared by the private sector.
- Feasibility of projects currently held up by the UPME.
- Creation of incentives.

**Barriers / obstacles**

- The current tax reform does not contemplate sufficient incentives to achieve the transition; for example, the tax on renewable energies has been increased from 1% to 6%.
- Financing the Energy Transition and distributing those costs among everyone.
- Little government involvement in energy transition discussions.



## ENERGY TRANSITION

**CHALLENGE:** Together, how could we transform ISA's Roads business unit into a global benchmark of energy transition?



**Description and value proposition:** Promote human roads sustainably by increasing efficiency in their design and construction, using materials with lower environmental impacts and that apply circular economy practices. Human roads articulated with the environment for a better use and social appropriation.

### **Target population:**

Builders  
Community  
Suppliers of construction materials  
Users

### **Problem to solve:**

Environmental impacts (Pollution and CO2 emissions)  
Social inclusion

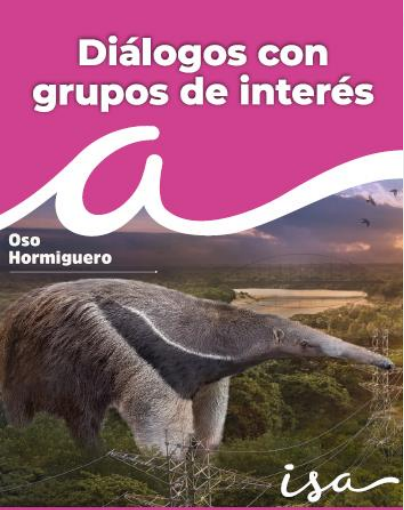
### **Success keys:**

Measurement of emission reductions  
Greater incentives  
Favorable regulation

### **Barriers / obstacles:**

Regulation  
Lack of incentives  
Lack of commitment  
Lack of knowledge of stakeholders





## ENERGY TRANSITION

**CHALLENGE:** Together, how could we transform ISA's Roads business unit into a global benchmark of energy transition?



**Description and value proposition:** "ISA, a benchmark in efficient road use"

Strengthen partnerships and co-create strategies with all stakeholders to foster knowledge and innovation to promote efficient energy consumption in the construction, operation, maintenance and use of roads.

### **Target population:**

Road users, suppliers, regulators. (ISA stakeholders)

### **Problem to solve:**

Efficient energy consumption on roads

### **Success keys:**

Free, efficient and safe traffic (barrier-free toll collection) on ISA roads

Positive results from carbon footprint measurements on ISA roads

Efficient use of construction materials

Self-generation on ISA roads (solar panels)

### **Barriers / obstacles**

ISA, capable of influencing regulatory players in all the countries where it operates.

Empower suppliers to optimize processes.