

Interview with WEC Vice Chair, Norberto de Franco Medeiros



Dr. Norberto de Franco Medeiros
WEC Vice Chair (Latin America & Caribbean),
World Energy Council, Brazilian
Committee

1) What keeps you awake at night?

Three interconnected issues keep me awake at night. How to deal with growing energy demand, curbing climate change and, at the same time, reducing energy poverty. Over the last few years the world is facing a severe financial crisis due mainly to the effects of greed although it seems that we are awakening. In ancient times the Greeks said that unreasonableness and excess derive from a distorted relationship with contaminated money due to human passion. I will sleep much better when the American consumers step back and start to spend normally because American's expenses are twice as much the same as the economies of China and India altogether. If we are able to learn from history, bubbles are followed by panic and crises but sooner or later the world recovers its rationality and my three issues would receive a suitable treatment.

2) What would you appreciate feed back from WEC members on?

I think our WEC is unique in many aspects. It was established 85 years ago congregating Member Committees in some 100 countries with a democratic framework: one committee / one voice / one vote. The diversity of its Members is its most important asset in a wide and deep range, no matter if the Member Committee is small or large. I would like to know what our Member Committees think about this fundamental aspect of our organization. Should we continue as we are or should we make some changes for our future? It's important to know what each Member thinks about this. I would like to remind you that the future does not exist yet and everything is possible within it.

3) What should the WEC think about?

The three issues that keep me awake, or better, energy supply and energy demand forecast, the need of balance between climate change in a long term and economic trends in a short term, as well as the supply of commercial energy to a number of people who need it. The world was flabbergasted when oil reached 150 dollars per barrel. Many companies struggled for funds in order to raise the production. When it dropped 70% the companies started to revise their projects and freeze investments. The Energy Sector's main challenge will be to keep a suitable investment to attend the energy demand in a short term as well as in a long term. It is also crucial to tackle the climate change. The Conference COP 15 will be extremely important to set a price for carbon, which must be realistic in terms of economic development and must also encourage investment in low carbon sources. On the other hand, the current global recession severely affects the poor, consequently, increasing the problem of energy poverty. In view of the present economic situation there is a short term pressure on the most developed worldwide economies in aiming for reducing help offered to the needy and or vulnerable. We strongly recommend that WEC take action concerning the problems mentioned above.

4) Any other comments you would like to share...

The Brazilian Committee is quite active and was established 80 years ago bringing together state owned and private companies. We organize Workshops, meetings, etc. Our activities are widely disseminated not only through mass media but also through publications in Portuguese of many WEC works and studies which are available in our website. We intend to start activities with Universities giving an opportunity to young students to listen to the WEC's voice through Seminars throughout Brazil. This could be a good example as WEC's visibility is a fundamental issue. We must consider the visibility of our activities as a vital topic to our organization.

WEC Debriefing

WEC Statement on Energy Trade and Climate Change Challenges

The WEC has published a new report, offering a critical analysis of rules of energy trade.

The report, *Trade and Investment Rules for Energy*, was presented today by Marco Dunand, President and Group CEO of Mercuria Energy Group Holding SA, Christoph Frei, Secretary General of WEC and Tim Richards, Managing Director for International Energy of GE and Chairman of the WEC Task Force on Energy and Trade. WEC members believe that trade in energy and energy services are critical to economic development and international security.

Furthermore, in the light of the current global economic crisis, Energy and Energy Services need to be carried out without border or other measures that are not fully consistent with the rules set out in the *General Agreement on Tariffs and Trade* (GATT) and other parts of the *World Trade Organization* (WTO) *Agreement*

Governments should affirm that any carbon-related border taxes do not inhibit the trans-border movement of energy goods, services, capital or people and that national carbon-emission reduction measures do not discriminate against foreign investments in energy infrastructure, including research and development.

[Click here to read the full article...](#)

Congress Update

FOUR NEW CHALLENGES ADDED TO THE CALL FOR TECHNICAL PAPERS

The World Energy Congress announced that four new challenges have been added to the call for technical papers, specifically under the themes of Days 2 and 4 of the Congress: What is the right energy mix for long term stability? (Day 2) and Policies, regulations and financing (Day 4).

Issue 2.7 Unconventional Sources of Fossil Fuels

Issue 2.8: Hydrocarbons from Arctic sources

Issue 4.5: Management Tools to Ensure Project Acceptability

Issue 4.6: Energy Sector regulation: A Continuous Learning Process

We would like to remind interested authors that the deadline for submitting a proposal for a technical paper is January 15, 2010. The purpose of this call is both to provide a coherent forum in which to present research results and syntheses, and to encourage in-depth discussions on topics identified as crucial under the Congress theme: Responding Now to Global Challenges - Energy in Transition for a Living Planet.

You may visit www.wecmontreal.ca to obtain more details on the topics and submission rules. Accepted papers will be published by WEC Montréal 2010 on a USB flash drive that will be distributed to participants during the Congress.

WEC Agenda

We invite our members to attend the following upcoming WEC events:

September 16-19; Reykjavik, Iceland

WEC Executive Assembly 2009

Contact: melton@worldenergy.org

October 13-14; London, UK

FT-WEC Energy Leaders Summit 2009

<http://www.ftconferences.com/energy>

Contact: hedberg@worldenergy.org

October 14; London, UK

Patrons CEOs Roundtable (invitation only)

Contact: best@worldenergy.org

December 3; London, UK

WEC Finance Committee – Closed Meeting

Contact: best@worldenergy.org

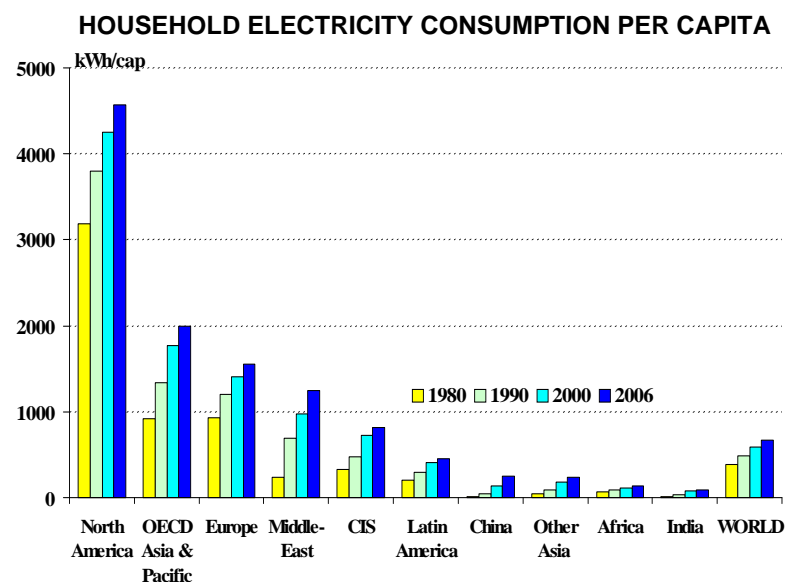
December 4; London, UK

WEC Officers Council – Closed Meeting

Contact: best@worldenergy.org

For further events, including Member Committee and third-party events, please check the Events page on our WEC website.

Inside Insight



The household electricity consumption is rising all over the world and the average per capita consumption is very diverse. In developed regions - depending on the level of ownership of electrical appliances and the importance of electric space heating - consumption ranges from around 1,500 kWh/capita in European countries, to about 2,000 kWh in OECD Asia & Pacific and more than 4,500 kWh in North America. Developing regions have much lower per capita consumption, as only parts of their populations have access to electricity and the ownership of large appliances (e.g. refrigerators, washing machines, air conditioning, etc.) is less common. The household electricity consumption per capita in India, for example, is 16 times lower than in Europe, and 3.5 times lower than in China and Other Asia. In India and Africa less than half of the population has access to electricity.

Source: *Enerdata*

Graph used in: “**Energy Efficiency Policies**”, January 2008

<http://www.worldenergy.org/publications>

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