

## BENEFITS OF ACERA MEMBERSHIP

Being a member of ACERA does not only mean to belong to the NRCE guild, but to have the actual possibility of getting involved and influence in debates concerning public policies within the energy sector. It also implies having a relationship platform with the main representatives of the industry and mass media, receiving updated information and having access to the diffusion means necessary to promote each Company's activities and capabilities.

ACERA develops a work focused on supporting the needs of its members and maximize initiatives for the development of sustainable energy as well as the promotion and protection of Non-Conventional Renewable Energies interests in Chile.

### Relationship with authorities

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In order to continue consolidating the insertion of the NCRE in the country's energy matrix in an economically efficient, technically secure way and in significant amounts, it is necessary to adequate and modify the present regulations, in such a way that these clean energies can compete on equal terms and without arbitrary discriminations with conventional energies.

Debates and meetings with the main industry and Government authorities are a fundamental part of ACERA functions, and it has thus become a renowned and reliable representative of the sector, where it has always introduced clear and serious proposals to benefit the NCRE guild.

ACERA has identified those stakeholders which are of interest to the guild, becoming an excellent middleman to guide its members concerning where and how they have to act in every subject.



## Development of Studies and Technical Committees

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A highly effective way of defending and maximizing the points of view that ACERA represents is through studies that deliver concrete figures and background on the reality, benefits and potential of the different NCRE technologies in the country. ACERA has generated agreements with domestic and international think tanks and consultants to perform various analysis which can endorse the industry discussion in support of the NCREs.

ACERA also coordinates different Technical Committees formed by representatives of its member companies looking for instances of dialogue, analysis and debate among them regarding regulatory and technical issues of common interest. In addition, this helps to keep them updated on ongoing issues in the sector and on the opinions of the main representatives, authorities and scholars of the industry. Matters to be addressed vary according to the industry interests and current issues. A few examples of ongoing Committees at the beginning of 2016 are Bids, Transmission and Associativity.

## Training and Education

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industry in general.

ACERA has generated alliances with academic and business institutions which provide specialization in the energy area and on non-conventional renewable sources, offering its members significant discounts to take part in them, contributing thus to the knowledge on NCRE and the energy

industry in general. With the purpose of contributing to the knowledge about the industry, ACERA also organizes educational activities in order to get NCRE closer to the citizens. Accordingly, it carries out since 2013 the “Training program on energy and NCRE for journalists”, which seeks to give a solid basis through distinguished actors of the industry, both to mass media representatives and journalists working in corporate areas of companies or Government entities, in Chile’s different regions.

Up to December 2015, the program has been carried out in the regions of Arica y Parinacota, Tarapacá, Antofagasta, Atacama, Coquimbo, Valparaíso, Metropolitana, Bío Bío, Los Ríos and Los Lagos, with a total participation of 290 communicators.

## Participation in its own and others public activities

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Being part of its own and others public activities is an important line of work for ACERA, which allows a wide dissemination of our industry's view to the rest of the sector's participants.

As the main representative of the NCRE industry, ACERA is constantly being invited to sponsor the most important energy events throughout the country, granting its members the possibility of taking part in papers on themes related to their companies or areas, and maximizing their own trademarks. In addition, ACERA has established excellent relationships with the organizers of these events, increasing the possibilities of obtaining participation discounts and benefits for its members.

Another strength of ACERA is the organization of its own events. The guild organizes periodically major and quality activities, with the presence of experts and authorities of the industry. As an example, the last **ANNUAL NCRE DINNER**, which took place in January 2016, gathered around 500 attendants, becoming a mandatory activity in the energy sector agenda, since it offers an ideal opportunity to share with the main sector companies and authorities, as well as to know the NCRE improvements.

## Interrelation activities among members

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ACERA looks forward both to enhance the bonds between the guild and its members, and to create networking opportunities among our associated companies, in order to maximize their relationship and share knowledge. To this end, ACERA organizes **exclusive breakfasts for its members**, where issues relevant to the industry are discussed, exposed by firsthand protagonists. Some of the actors that have exposed are: The Public Lands Minister, Víctor Osorio, the Under Secretary of Environment, Marcelo Mena and the Executive Secretary of the National Energy Commission (CNE), Andrés Romero, among others.

In addition, ACERA introduced for 2016 a new space called **"After Working, a place to generate green networks"**. This is a more commercial approach, where the members who are suppliers of services and products may announce their innovations to the rest of the industry in a relaxed environment.

## Platform of communication and relationship with the press

ACERA has a set of its own communication platforms such as the web site ([www.acera.cl](http://www.acera.cl)), Twitter ([@ACERAAG](https://twitter.com/ACERAAG)), [Linkedin](#) and a [Monthly Bulletin](#) distributed by email to over 5.000 addressees, which include members, authorities, interest companies related to the sector, academics, executives of free and regulated customers, consultants and mass media, among others.

ACERA members also receive an informative abstract sent on a daily basis by email, which identifies the main news of the energy-electrical sector appearing in the principal national media, offering a news compilation every morning.

ACERA keeps a tight relationship with national mass media, which request constant opinions regarding our sector as well as the news on NCRE. Likewise, they have always a space for our requests.



*\* The different guidelines of ACERA are developed in parallel, through a serious and constant work, in order to achieve the consolidation of a united guild, capable of developing as much as possible NCRE's potential. \**

### General benefits of ACERA members:

- To count on reliable, renowned and validated representatives among companies and authorities.
- To have an information broadcasting source and public defense of the NCRE companies' interests.
- Close relationship with academic entities and domestic and international think tanks.
- Wide visibility among associated companies and in the energy industry.
- Trademark visibility, through the collaboration with media, and sponsoring options.
- To count on up-to-date industry information.
- To count on internal discussion and broadcasting platforms concerning the issues of interest for the associated companies.
- Guidance for establishing relationship with third parties of interest.
- Discounts for Seminars and Training activities