

## GGF SPONSORS ALTER MODUS 'DOCTOR' MAKING HOUSE CALLS IN MONTENEGRO

- GGF Technical Assistance Facility brings energy use reports to doorsteps of households, businesses
- Energy Doctor to prescribe treatments for excessive energy consumption

**Luxembourg and Podgorica, Montenegro, 28 February 2017** – A “doctor” who still makes house calls? Montenegrins could be noticing a visitor stopping by to check their temperatures, or at least the temperatures of their homes and workplaces.

As part of the Alter Modus energy efficiency awareness campaign sponsored by the Technical Assistance Facility of the Green for Growth Fund, an “Energy Doctor” is visiting businesses and households across Montenegro until around mid-March. He will be conducting check-ups on buildings, but not the kind most doctors perform. This doctor will use a thermal camera to measure energy losses, and the data will be used to diagnose the problem and write a prescription in the form of energy efficiency measures to cure whatever ails the building. Steps could include thermal isolation for buildings, window or door replacement, or a host of other measures.



While the “doctor” is on call through mid-March, the overall Alter Modus campaign ends in October and focuses on delivering the campaign’s slogan “Step-up efficiently” (“Tvoj energetski iskorak”) via multiple marketing and advertising activities and platforms, including radio, TV, billboards and online. The campaign encourages its target group – the general public, with a focus on entrepreneurs and small and medium enterprises – to make long-lasting and thus sustainable investments in energy efficiency measures, which generally result in monetary savings and benefits for the environment. In 2016, the GGF lent EUR 2 million to Alter Modus, and the deal's technical assistance package included sponsorship of staff training seminars on energy efficiency finance and the later awareness campaign.

GGF Technical Assistance Committee Chairperson Stephan Leudessdorff said, "Bringing energy efficiency and the technology behind it into the public eye and the minds of small businesses helps both our fund and Alter Modus. Once people realize the ease with which they can reduce energy use – which also saves money and decreases the consumption of natural resources – the more households and enterprises will seek energy efficiency measures."



## ALTER MODUS



**GREEN FOR  
GROWTH FUND**  
TECHNICAL ASSISTANCE FACILITY

Alter Modus CEO Ana Kentera said, "Showing the people of Montenegro how reducing energy consumption also lowers power costs and helps the environment is important. Showing them how easy it can be is even more important."

### ABOUT THE GGF

The Green for Growth Fund invests in measures designed to cut energy use and CO2 emissions by a minimum of 20% in 19 markets across Southeast Europe, the Caucasus, Ukraine, Moldova, the Middle East and North Africa. The fund provides financing to local partners that on-lend to enterprises and private households, and it invests directly in small to midsize renewable energy projects. The GGF's Technical Assistance Facility maximizes the fund's investment impact through support for capacity building at local financial institutions and partners.

The GGF was initiated as a public-private partnership in December 2009 by Germany's KfW Development Bank and the European Investment Bank, with financial support from the European Commission, the German Federal Ministry for Economic Cooperation and Development, the European Bank for Reconstruction and Development, and the Austrian development bank OeEB. The fund's growing investor base comprises donor agencies, international financial institutions and institutional private investors, including the International Finance Corporation, the Dutch development bank FMO, the German ethical bank GLS, and Church of Sweden. The GGF is privately managed by Oppenheim Asset Management Services S.à r.l., Luxembourg and advised by Finance in Motion GmbH. MACS Management & Consulting Services GmbH, Frankfurt am Main acts as the technical advisor. For more information see [www.ggf.lu](http://www.ggf.lu)

### ABOUT ALTER MODUS

MFI Alter Modus Ltd. is the largest micro-credit financial institution in Montenegro, specialised in loans to entrepreneurs for investments in growing their businesses as well as to households for home acquisition and/or improvement. Founded with the strategic objective to operate as a leading financial institution specialized in providing a range of financial services tailored to the specific needs of micro and small business entrepreneurs throughout Montenegro. Alter Modus successfully engaged in providing microcredit services for more than 17 years in Montenegro, has its head office located in Podgorica and operates through 15 branches/sub-branches across the country, serving at the moment over 19,000 clients.

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