

GREEN ASSIST

The expert advice to make
your investment greener

Info Session

9TH MARCH 2023 | ONLINE

#GreenAssist



Housekeeping rules



Stay **muted** for the entire duration of the session



Please send your **questions** in the chat. You can send in questions anytime during the presentation



Please note that we are **recording this session**



Keep your **camera off** for the entire duration of the session



No need to take screenshots - you will receive the **slides** via email

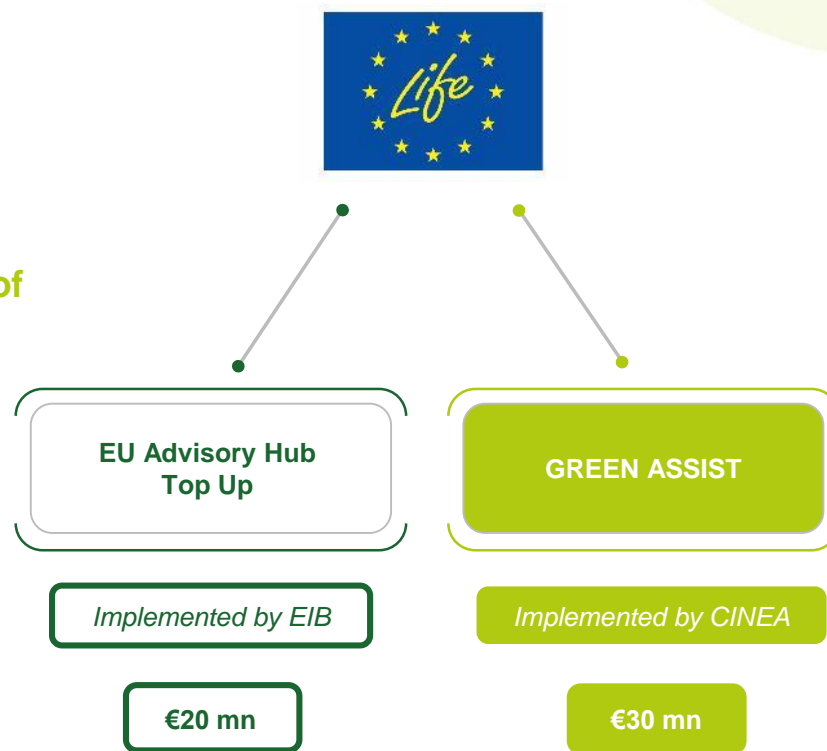
Agenda

- **Welcome & Keynote by DG ENV**
- **Objectives of the session**
- **About Green Assist**
 - Why Green Assist? How is it different? What is it exactly?
- **Project Advisory**
 - What projects are we looking for? How can we support projects in need for advisory services?
 - Practical advice on requests
- **Q&A**
- **Conclusions**

Green Assist – targeted to support environment

Green Assist is designed to:

- Contribute to the EUR 10 billion **natural capital and circular economy initiative** (InvestEU)
- **Strengthen green investments and greening of other sectors** on environmental priorities
- Towards a **pipeline of bankable projects**



Objectives of the session



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What is
GREEN ASSIST?



Green Assist – An outline

WHAT

Advisory services to prepare green/greener investment projects

Objective:

Build a pipeline of green investment projects

WHO

Addressed to **private and public** to beneficiaries

Diversified sectors

HOW

On demand, free and individually tailored

By a **specialised expert** (from a 'Roster') or by a **consultancy**

Specifically contracted for each request



Green Assist – Sectors and industries

Biodiversity

Nature & Biodiversity
restoration,
ecosystem resilience

Pollution, prevention,
control

Flood protection &
climate change
adaptation

Natural Capital

Protection &
conservation of
terrestrial & marine
ecosystems

Water sector (drinking
supply, sanitation,
efficiency solutions)

Sustainable
development (urban,
rural, coastal, offshore
areas)

Circular economy

Waste sector
contributing to the
transition to a circular &
sustainable economy

Sustainable design,
packaging short supply
chain

Repair & Life extension
sharing

Other sectors

Industries
Blue economy
infrastructure
Sustainable
(chemical) processes

Transport
Finance

Agriculture
Forestry
Fisheries

Forms of advisory services

Project Advisory (by experts from a 'Roster')

Project preparation, development or implementation (e.g. cost-benefit analysis, review of business model, evaluation of externalities, business plan (CAPEX, OPEX, revenues validation), financial structuring, environmental due diligence, supply chain assessment, procurement support, etc.)

Blending and combined **use of funds**

Enabling Advisory (by consultancies)

Capacity building and **Market development** activities

Strengthening capacity for **investment-readiness**

Operationalising the '**do no (significant) harm**' principle

Themes of Green Assist

Green Assist provides:

- **Easy application** and **lean process**
- **Professional support** and **objective matching**
- **Independent experts** ensuring credibility and interactivity
- **Continuous support** over project key steps (from design to investment decision)
- **Neutral** in respect of financial partners
- **Free of charge** access to 'environmental' professionals (economist, finance, etc.)
- **Transparency** and **accountability**
- Agreement on **Code of Conduct**
- **Satisfaction questionnaire**
- **Knowledge sharing** (except for confidential information)

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Project
Advisory



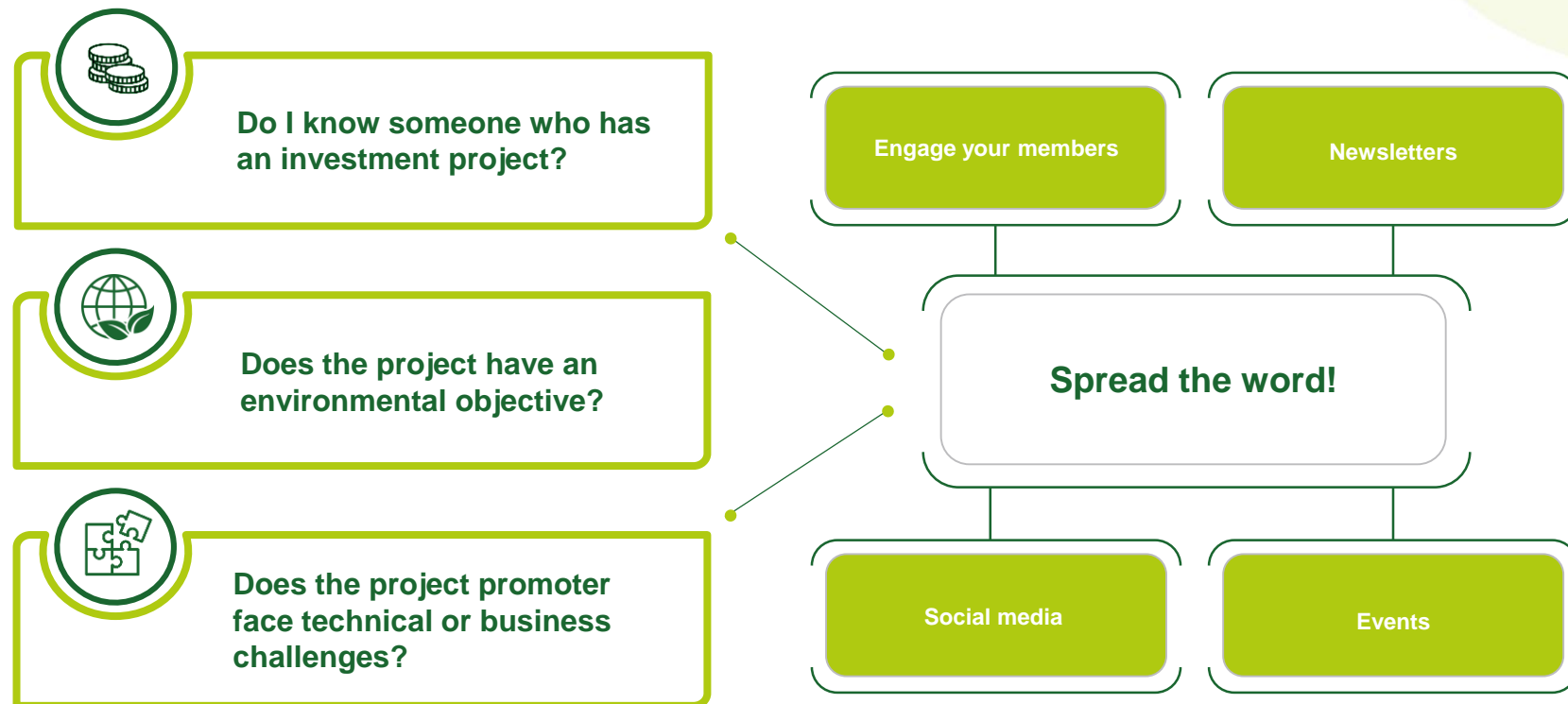
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What projects are
we looking for?

How can we
support projects
in need for
advisory services?



Three questions to reflect about



How can Green Assist support projects?

Key benefits



GROW
with ease

Apply with ease and get rapid
tailored advisory support
based on your needs



CONNECT
with the best

Get matched and connect with
hand-picked **experts and state**
of art know-how to scale-up



SUSTAIN

Seize investment
opportunities across a range of
sectors



TRANSFORM

Be **impactful and innovative**
with the **top experts from**
around the world

Typology of typical projects we expect

Type of project	Example support needs	Types of project promoters expected	Source of expected funding
Green investment project facing technical challenges	technical feasibility checks, life-cycle assessments, GHG/energy efficiency simulations	Mainly private organisations, public organisations (Example: start-up in waste recycling)	Mainly private
Green project facing business challenges	Review of business model, financial modelling, identification of investors, preparation of pitches, review of cashflow simulations	Private companies, public sector, Intermediaries, research and development organisations (Example: Family business in fashion business)	Mainly public with private components
Investment project aiming to enhance its environmental performance	greening of business model, circularity assessments, energy efficiency assessment, improving business procedures to reduce natural resource needs, identification of potential to lower carbon footprint	Private or public, public-private (Example: Regional development agency)	Public or private

An example project: green investment project facing technical challenges

Start-up project: 'Build with Waste'



**Apply for
Green Assist!**

An example project: green project facing business challenges

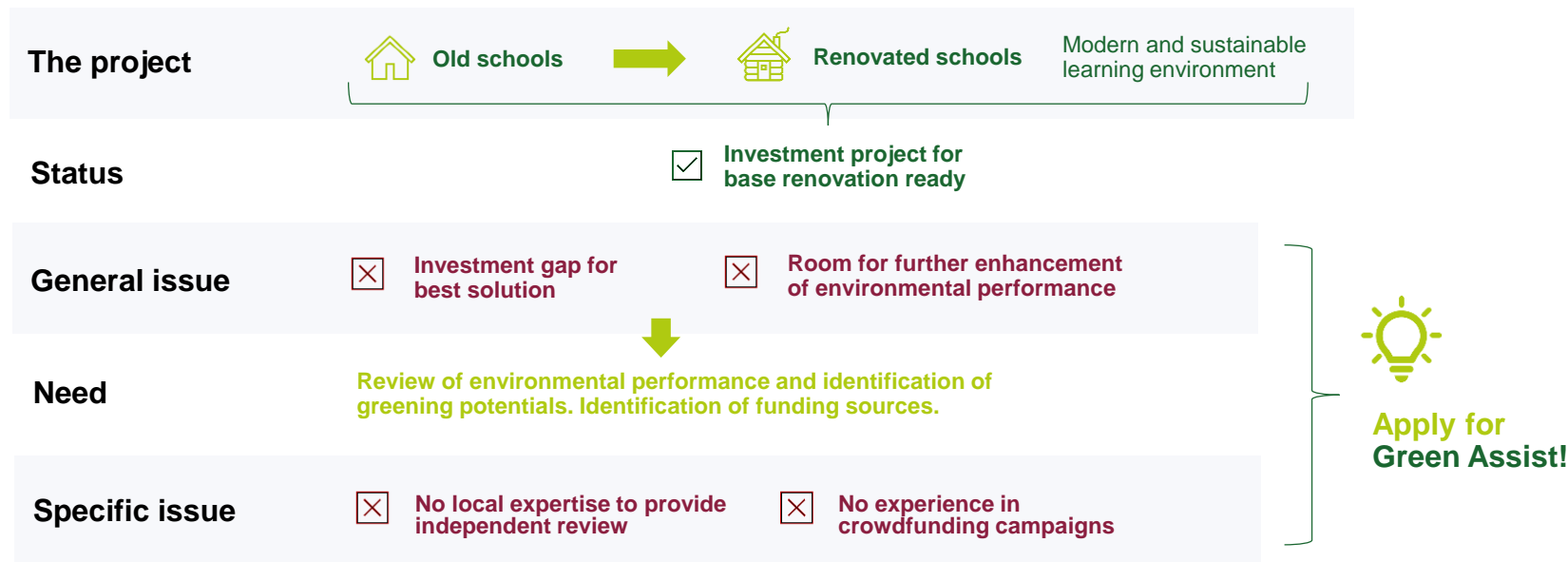
Family business in fashion design: 'Renew Clothes'



**Apply for
Green Assist!**

An example project: investment project aiming to enhance its environmental performance

Regional development agency aiming to renovate schools: 'Sustainable schooling'



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**Practical advice
on requesting
advisory services**



Steps for submitting a request for advisory services

Submit request for advisory services through the [InvestEU portal](#)

The steps for submitting your Request for advisory services:

1. Select your **advisory support needs** (e.g., project identification, planning, financial structuring, etc.)
2. Select the **sector** of your project (e.g., energy, environment, sustainable bioeconomy, etc.)
3. Select the **type of project promoter** (e.g., public, private, public-private)
4. Include a **project description**, outlining your needs for advisory services
5. Indicate the **estimated project cost** of the project (in EUR)
6. Indicate what (if any) **actions** have been taken (e.g., business plan, market and demand analysis, investment cost estimates, etc.)

What to focus on in your request

Provide as much information about the project and the advisory needs as possible *(limit: 2000 symbols, approx. 285-500 words)*

In the project description try to summarise as much as possible the following:

- **the objectives and scope** of the project, the **geographical location**
- **the concrete advisory support needs** (e.g., business advisory to enhance investment readiness, technical advisory to enhance environmental performance)
- **the environmental impact** of the project

The screenshot shows a web form interface for requesting advisory support. At the top, a progress indicator shows 50% completion. The main heading asks the user to describe their need for advisory support, supplementing it with project/proposal details if necessary. Below this, a note states that IEU AH provides advisory support, not funding. A text area contains a sample request: 'We seek for advisory support in preparing a business plan and financial structuring to obtain bank financing supported by InvestEU guarantee. Our project is a renewable energy production plant for which we have already developed the technical design. Its main parameters are...'. At the bottom, there are two blue buttons: '< Previous' and 'Next >'.

Please describe your need for advisory support, supplementing it with project/proposal details if necessary.

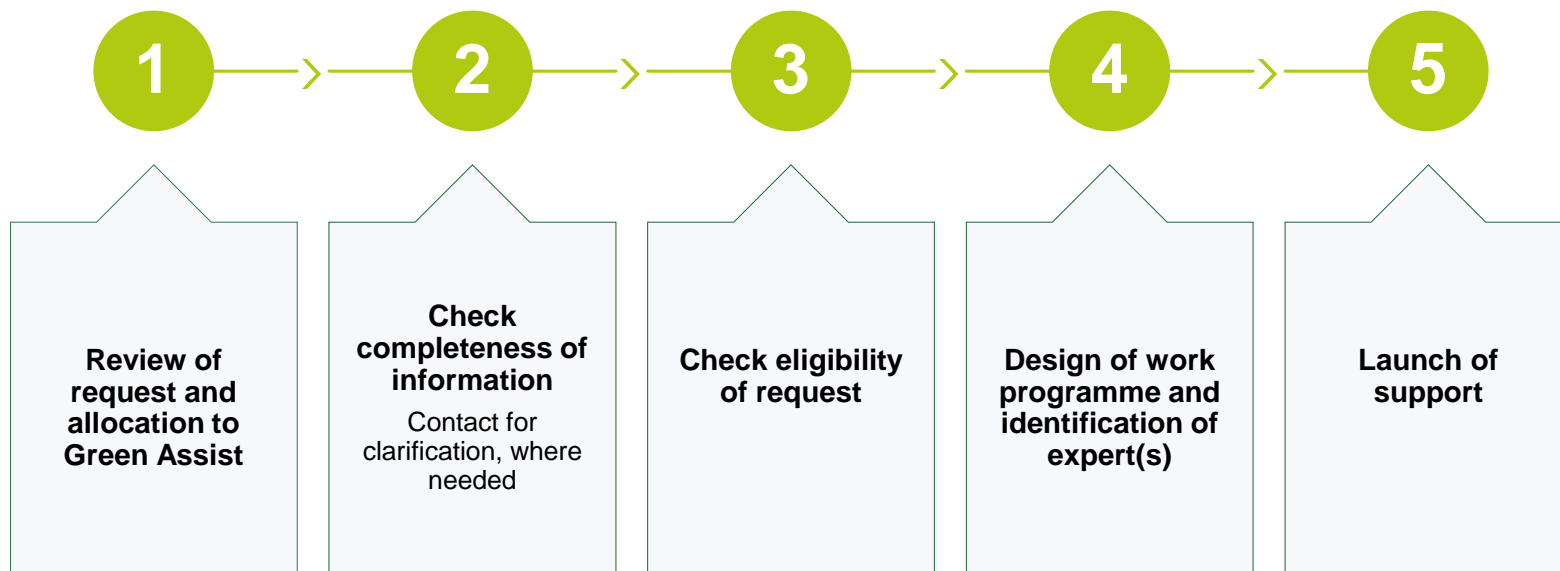
Please note that IEU AH provides advisory support, not funding.

We seek for advisory support in preparing a business plan and financial structuring to obtain bank financing supported by InvestEU guarantee. Our project is a renewable energy production plant for which we have already developed the technical design. Its main parameters are...

< Previous

Next >

What happens after submission of your request?



Key points to remember

1. Green Assist is a free of charge service to unleash green investment projects
2. It addresses bankable and non-bankable projects from a broad variety of sectors
3. It mobilises tailored expert support to your technical or business needs
4. In your request, you need to:
 - specify the environmental benefit of your project or the advisory service and
 - specify your exact support needs



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Q&A



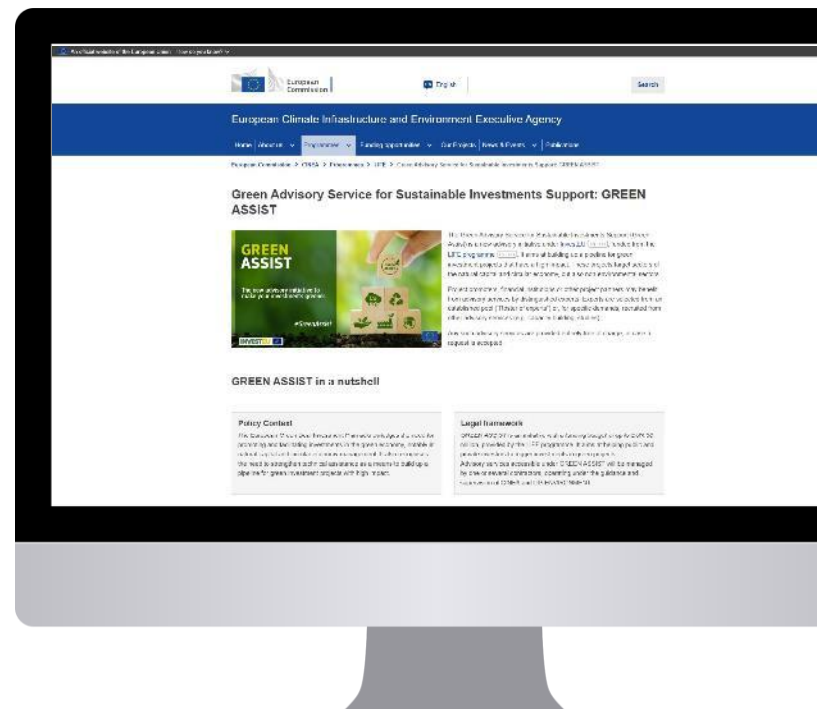
Contacts

For more information about the types of advisory services or to submit a Request for Advisory Services, you can **contact us** at:

cinea-green-assist@ec.europa.eu

For more information about the types of advisory services or the request process, you can **contact us** at:

Projects-GreenAssist@ecorys.com



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Thank you!

