

# Green Advisory Service for Sustainable Investments Support



# Green Assist – Outline

## ➤ **WHAT:**

- Objective: Build a pipeline of green investment projects
- Advisory Services to prepare green/greener investment projects

## ➤ **WHO:**

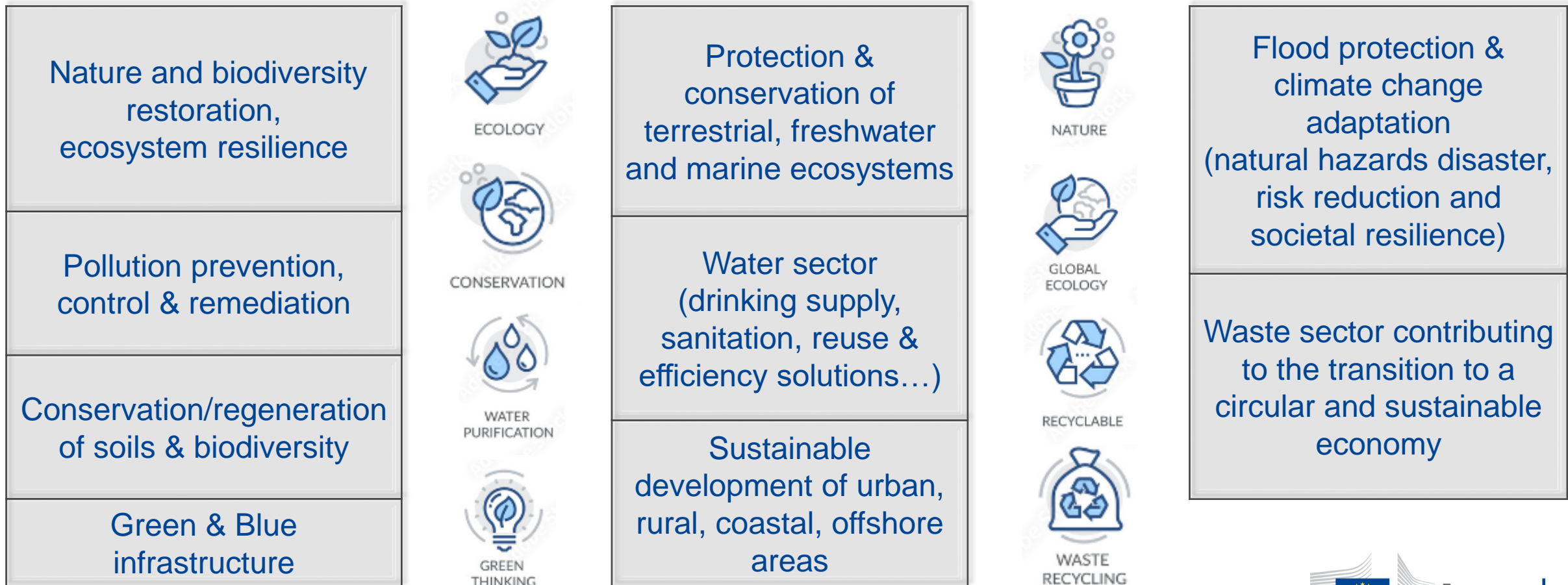
- Addressed to private & public beneficiaries
- Diversified sectors

## ➤ **HOW:**

- On demand, free & individually tailored
- Advisory by a professional from a “Roster” of qualified experts
- Consultancy for Capacity Building & Studies

# Green Assist – Topics & sectors targeted (1)

## Greening of investments: Environmental sectors



# Green Assist – Topics & sectors targeted (2)

## Greening of investments: Non-Environmental sectors

Energy, transport, industries, agriculture, forestry, fisheries,...	Reducing their environmental impact	Applying the 'Do no significant harm' principle (DNSH)
(see Annex II to the InvestEU Regulation)		





# Green Assist – Examples of advisory services



## 1. Project advisory

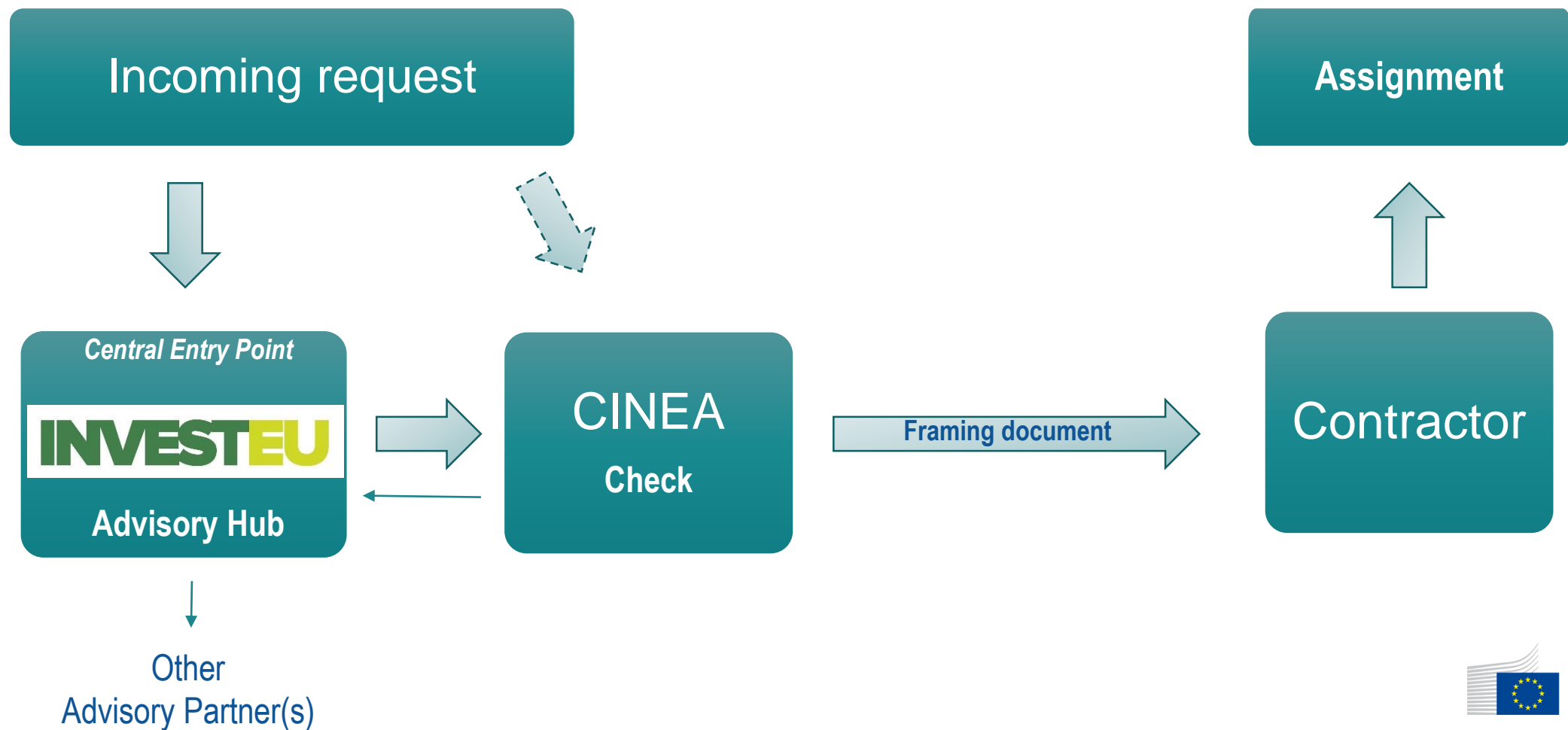
- Project preparation, development or implementation (e.g. cost-benefit analysis, review of business model, financial structuring and planning, environmental due diligence, procurement support etc.);
- Adaptation/upscaling/replication of successful green initiatives;
- Blending and combined use of funds;



## 2. Enabling factors

- Capacity building and Market development activities
- Strengthening capacity for investment-readiness;
- Operationalising the 'do no (significant) harm' principle;
- Close-to-market activities

# Green Assist – Submission & allocation



# Green Assist – Checking incoming requests

## RELEVANCE CHECK

Aligned with the scope of  
GREEN ASSIST?

## “BEST FIT” CHECK

Better fit with other Technical  
Assistance instruments?

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## PRIORITIZATION FACTORS

MATURITY

EXPECTED  
IMPACT

ENABLING  
EFFECT

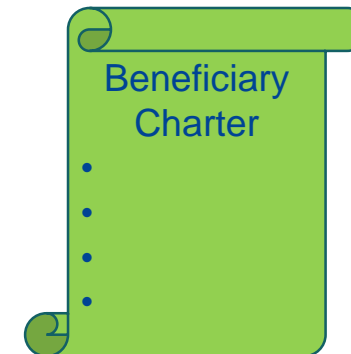
CATALYTIC  
EFFECT

# Green Assist – What you get

- Easy application & Lean process
- Professional support & objective matching
- Independent experts ➡ Credibility
- Neutral in respect of financial partners
- Free of charge access to “environmental” professionals (economist, finance etc..)

## TRANSPARENCY:

- Agreement on Code of Conduct
- Satisfaction Questionnaire
- Knowledge sharing (except for confidential information)





# Green Assist – Expert campaign

**Roster of experts: ~ 350 applications received to date (EU Survey)**

- **Sectoral expertise:** sustainable energy projects, climate adaptation and mitigation, circular economy followed by sustainable and green infrastructure
- **Field expertise:** green business models, market and sector studies, non-financial reporting
- **Geographical:** Spain, Italy, France, Greece, Germany

***Expertise still sought:***

- **Sectoral expertise:** water quality and treatment, soil, air, natural hazards management
- **Field expertise:** environmental externalities valuation, environmental audit, financing
- **Geographical:** Eastern Europe/new MS



Nature Conservation



Waste Sorting



Fresh Water



Reuse Reduce Recycle



Industrial Ecology (IE)



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