

GREEN ASSIST

The expert advice to make
your investment greener

Info Session

for Local & Regional
Offices in Brussels

23 September, from **9.00** to **12.00**
Committee of the Regions, Brussels

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Welcome & Objectives of the session

Marc VANDERHAEGEN
Head of Unit, CINEA

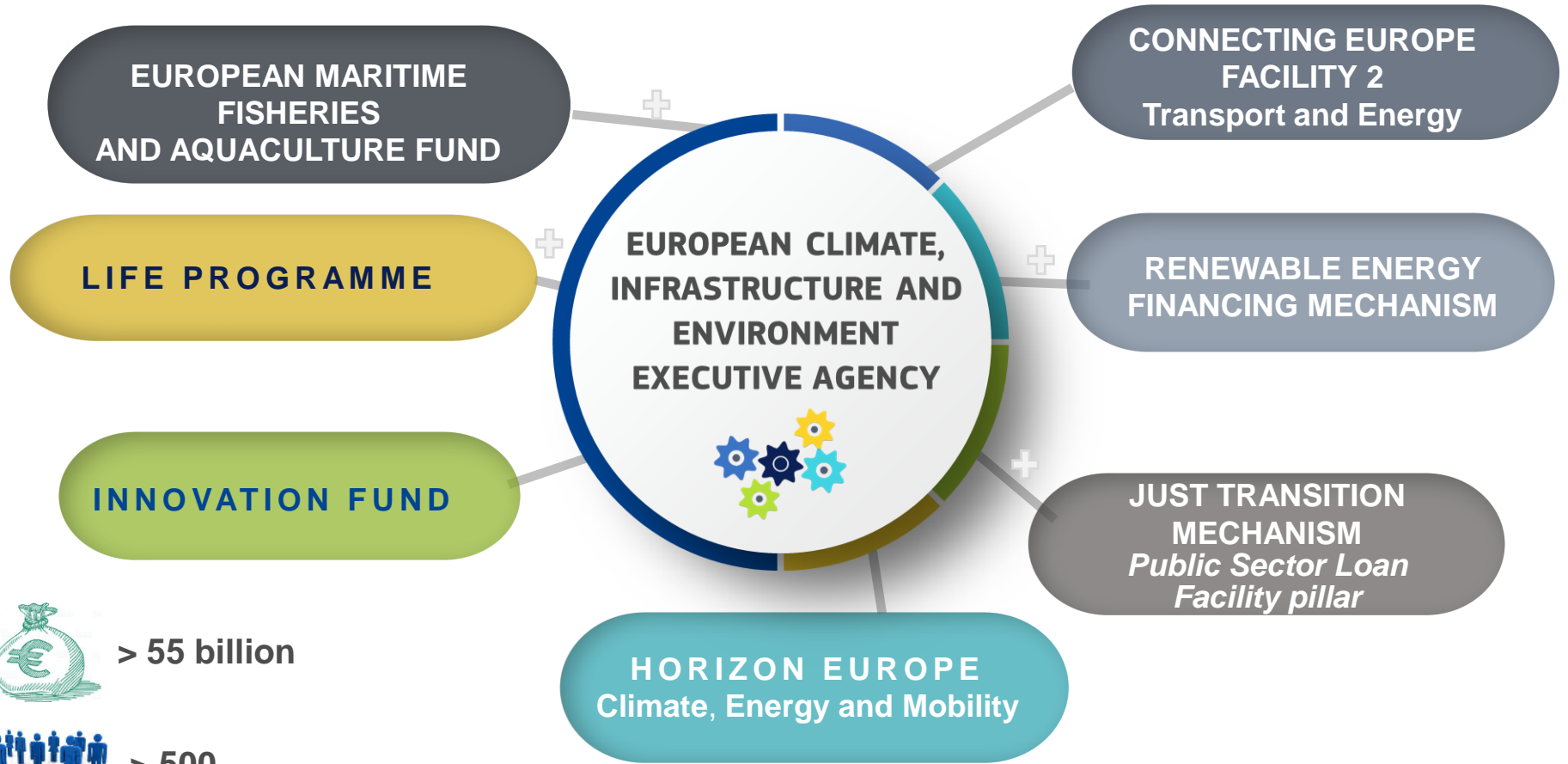
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Agenda

9.00-9.10	Welcome and objectives of the session
9.10-9.30	Keynote speech: Why Green Assist? Policy context and goals
9.30-10.15	About Green Assist: <ul style="list-style-type: none">- What is it exactly?- Types of advisory: Project Advisory & Enabling Advisory
10.15-10.30	Coffee break
10.30-11.15	Debate with Beneficiary & Expert
11.15-11.25	Promoting Green Assist to your networks
11.25-11.50	Q&A
11.50-12.00	Conclusions

CINEA implements EU programmes contributing to the EU Green Deal



 > 55 billion

 > 500

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Keynote speech: Policy context and goals

Kevin FLOWERS

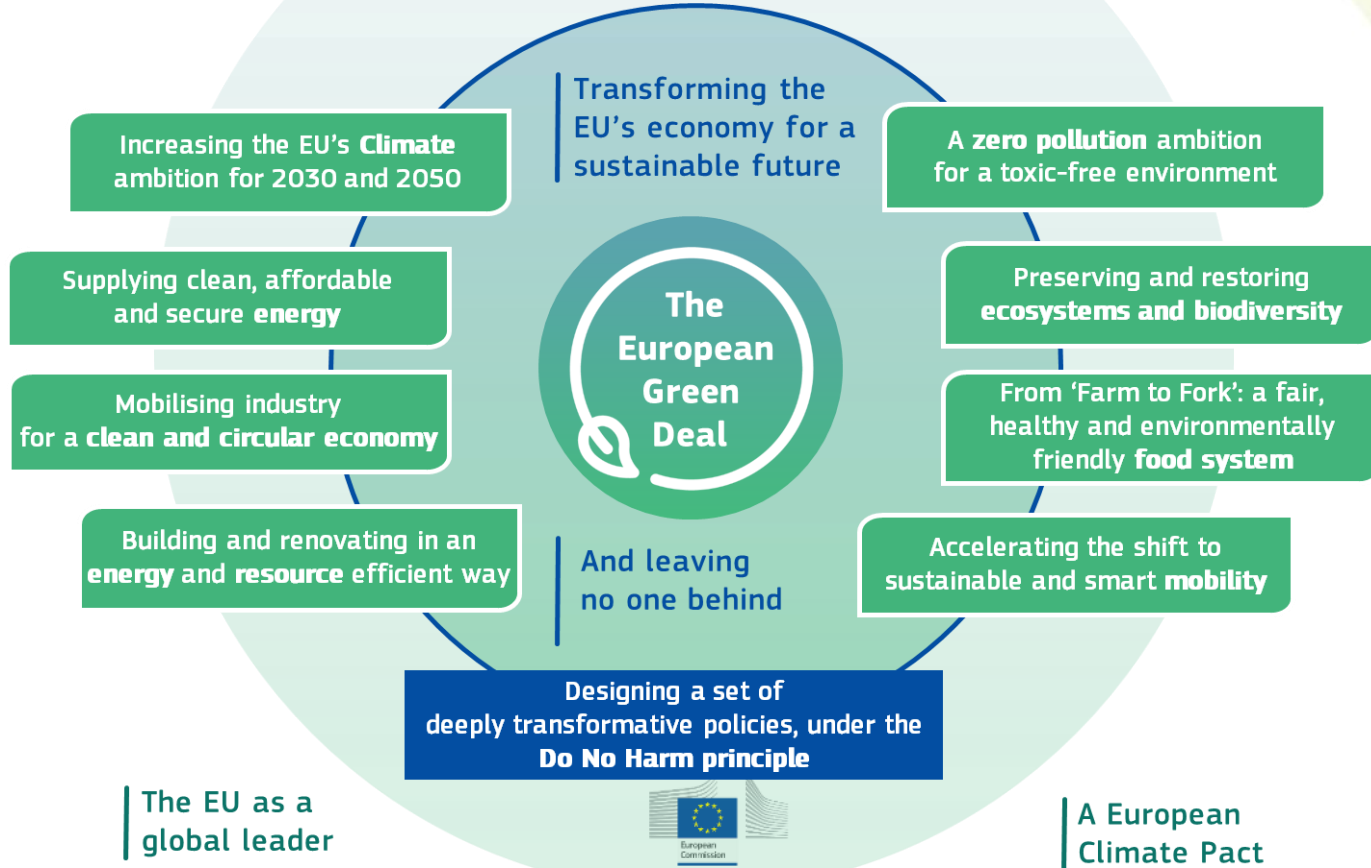
Deputy Head of Unit, DG ENV E1

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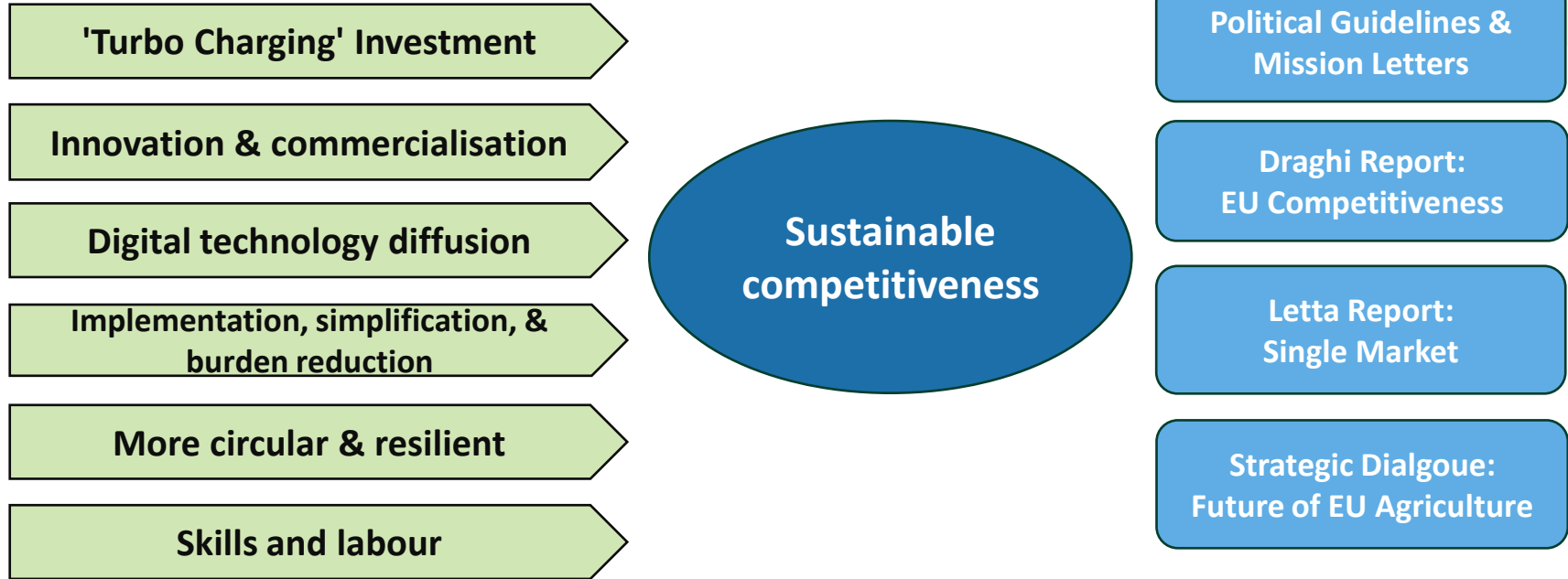
European Green Deal (EGD) - Environment Policy Priorities

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European Green Deal → EU Clean Industrial Deal

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New College and Mission Letters

- **Objectives of the EDG re-confirmed**, ever if not placed front and centre
- **Commissioner-Designate for Environment, Water Resilience and Competitive Circular Economy - Jessika Roswall :**
 - Enhanced focus on the **implementation** but, also working on **incentives, investments** and **simpler, more coherent** implementation
 - More '**working together**' between the different policy areas to find smart solutions e.g ***Circular Economy Act*** and ***Clean Industrial Deal*** – improved Single Market and demand for secondary materials and sustainable products
 - Need to put '**nature**' on the **balance sheet** – e.g. incentives for nature positive action and private financing
 - **Water Resilience strategy** – facilitate public and private investments in technology & infrastructure

Current EU Multiannual Financial Framework (MFF) 2021-27

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Multiannual Financial Framework (MFF)

The EU's 7-year budget

€1.211 trillion



€806.9 billion

NextGenerationEU

COVID-19 recovery package

Recovery and Resilience Facility

€723.8 billion

⊕ **€338.0 billion grants**

● **€385.8 billion loans**

NextGenerationEU contribution to other programmes

EUR 83.1 billion

Note: All amounts are in current prices.

Current EU Multiannual Financial Framework (MFF) 2021-27

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- **2021-2027 EU budget** (Multi-annual Financial Framework (MFF)) over **€2.0 trillion**
- **Environmental allocations should reach over €280 billion** (14% of the overall budget) – approx €40 billion per year
- **Climate earmarking** and related tracking of 30% of the MFF and 37% of the NGEU
- **Biodiversity ambition** of 7,5% of MFF funding in 2024 and 10% 2026-2027
- **Natural Capital and Circular Economy initiative:** via InvestEU - unlock EUR 10 billion by 2030
- **Environmental investment needs** (including both public and private) much larger: € 340 billion per year
- **Blended finance:** project promoters - how to use grants together with other financing instruments

Annual investment gap of €114 billion (0.7% of the GDP)

- Water: €25.6 bn
- Biodiversity: €21.5 bn
- Pollution control and prevention: €40.7 bn
- Circular economy: €26 bn

Crowding-in private sector financing....

EGD advisory focus – environment policy support

1. Environment investment project pipeline

- Nature and ecosystem-based solutions
- Waste sector investments which contribute to a circular economy transition
- Water resource efficiency, water quality, water resilience/adaptation
- Pollution control and prevention (e.g. for air quality, safe chemicals, agriculture, etc.)

2. Mainstreaming and DNSH

- In particular, energy, transport, bio-economy, blue economy and broadband
- Upgrades or replacements of traditional infrastructure, corporate investments combining natural capital, circular economy and climate mitigation/adaptation solutions

3. Enabling

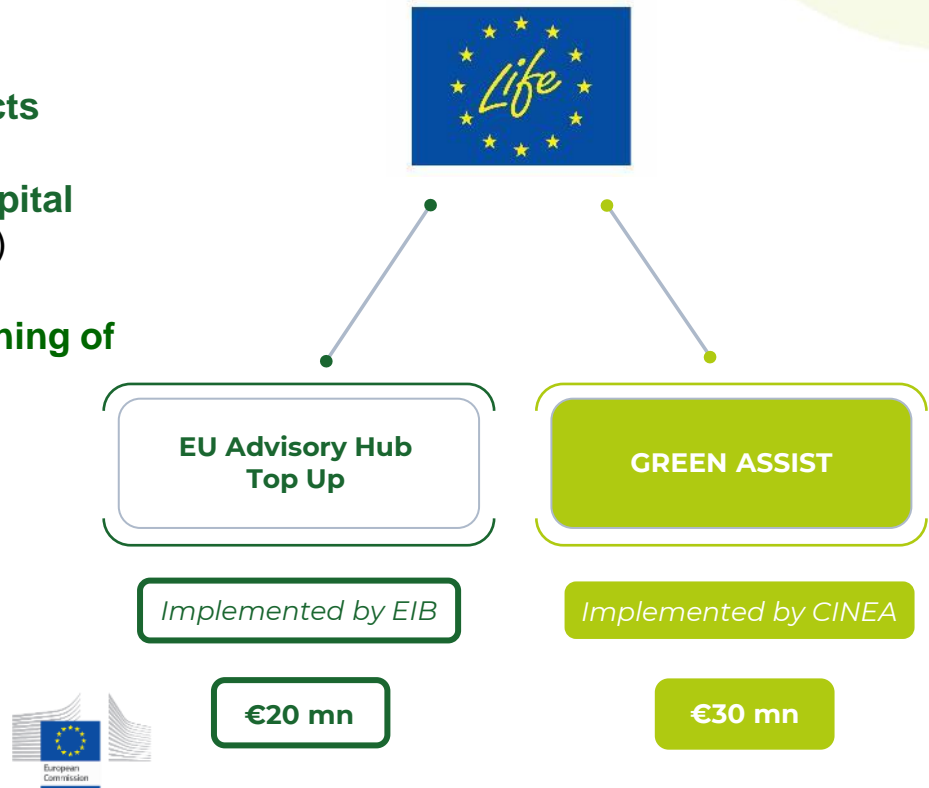
- Blended finance, sustainable finance (taxonomy, green bonds, corporate reporting, etc.)
- Training, capacity building, market development, studies, etc.

Green Assist – targeted to support environment

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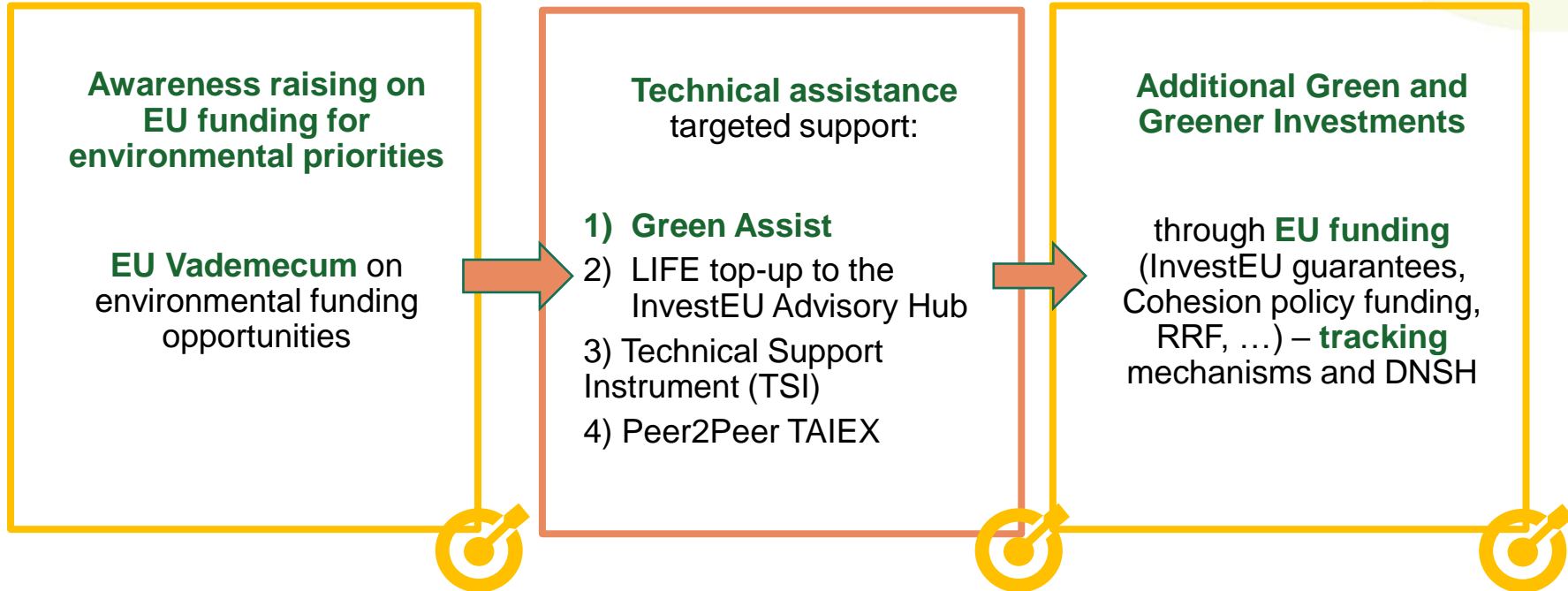
Green Assist is designed to:

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



Part of a broader suite of EU advisory support mechanisms

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Importance of regional & local authorities and actors

- Most EU environment policy is implemented at the regional/local level
- How best to magnify EU public funding by crowding in private financing
- Coordinating with other national/regional-level advisory actors e.g. National Promotional Banks
- Green Assist is targeted specifically to support this

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What is Green Assist? How is it different?

Gauthier CLAR

Senior Financial Engineering
Manager, CINEA

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Green Assist – An outline

WHAT

- **Advisory services** to prepare green/greener investment projects

WHY

- To build a **pipeline of green investment projects**

HOW

- **On demand, free and customised**
- By **specialised experts** or by **consultancies** specifically contracted for each request

WHO

- Available for **private and public beneficiaries** in the EU
- **Diversified sectors**

Green Assist – Activities & Sectors targeted

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

Principles applied to

Traditional Economic Sectors

Agriculture, Forestry, Fisheries
and Blue Economy

Industries – Infrastructure
Sustainable (chemical) processes

Transport - Finance

Two forms of advisory services

Project Advisory

(by experts from a 'Roster')

Typically 20-80 expert days over 3-6 months

Project preparation, development or implementation (e.g. business plan (CAPEX, OPEX, revenues validation), financial structuring, environmental due diligence, cost-benefit analysis, review of business model,...)

Blending and combined **use of funds**

Enabling Advisory

(by consultancies)

Typically over 6-12 months

Capacity building

Market development activities

Strengthening capacity for **investment-readiness**

Green Assist – what you can expect

Green Assist provides:

Easy application
and **lean process**

Professional support
and **objective matching**

Independent experts ensuring
credibility & interactivity

Continuous
support over
project steps

Neutral in respect
of financial partners

Free access to
'environmental'
professionals

Transparency
&
accountability

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Green Assist: Project Advisory

Kristina GYOSHEVA

Policy & Research Consultant,
Ecorys

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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



Do I know someone who has an investment project?



Does the project have an environmental objective?



Does the project promoter face technical or business challenges?

Engage your members

Newsletters

Spread the word!

Social media

Events

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	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	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	Public or private

Example of Project Advisory

Forestry, investment fund – currently being supported

Project description	Forestry investment fund. Seeks support in the development of a methodology for measuring their CO2 sequestration and biodiversity-positive impact . Fund with a non-financial core objective seeking for a positive environmental impact.
Thematic sector	Forestry, biodiversity
Country	France
Investment	€ 30 million
Services requested	<p>Project advisory, including:</p> <ul style="list-style-type: none"> • Development of the framework for forestry assets assessment (including key CO2 and biodiversity KPI to track). • Development of methodology for enhancing the carbon capture and biodiversity impact, its implementation and reporting • Carbon capture measurement framework for forestry projects • Enhanced carbon capture and biodiversity contribution assessment/action plans
Scope of advisory	1 expert, 77 working days (6 months)

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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 Request for advisory services:

1. Select your **advisory support needs** (e.g., project identification, planning, financial structuring, etc.)
2. Select the project's **sector** (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 requests

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

In the project description summarise 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

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

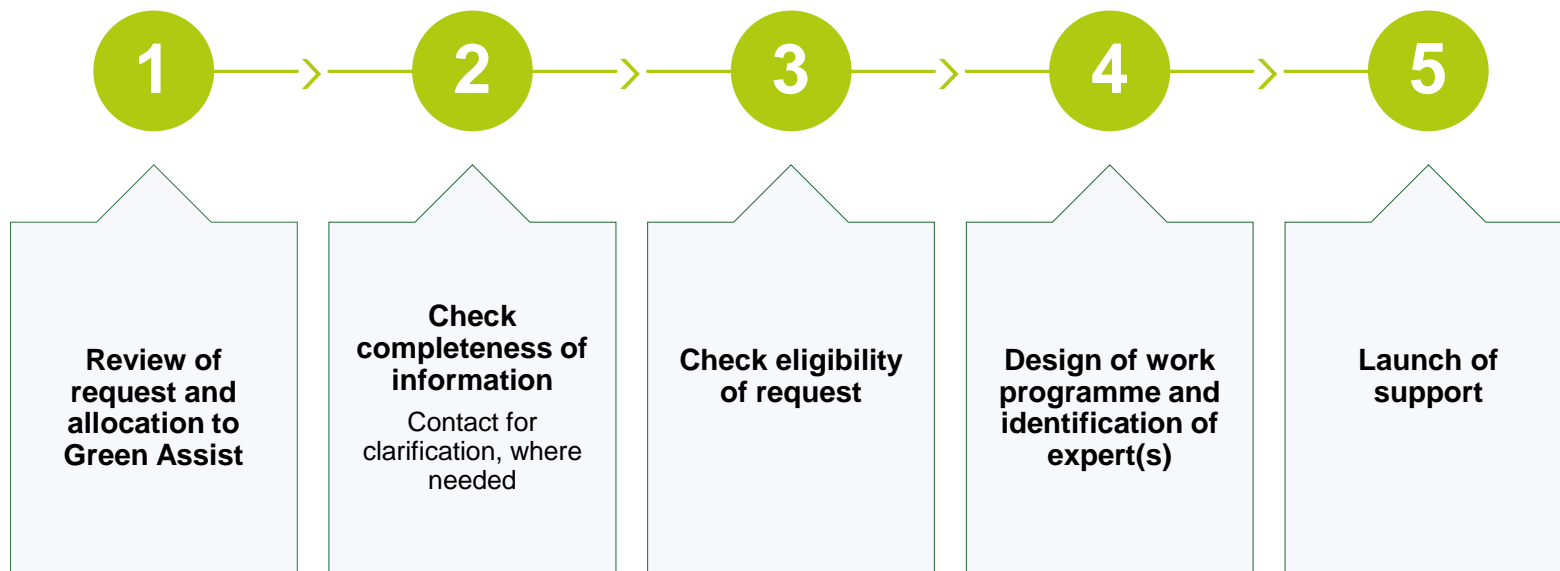
Please note that IEU AH provides advisory support, not funding.

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...

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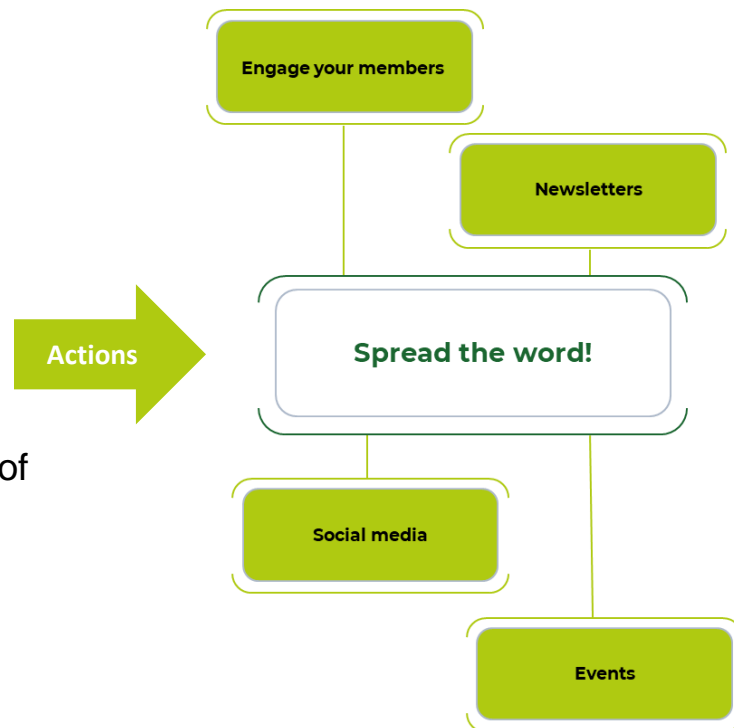
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What happens after submission of the requests?



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 technical or business needs
4. In the requests, we expect to see:
 - the expected environmental benefits of the project or the advisory service and
 - a clear formulation of the support needs



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Green Assist: Enabling Advisory

Krzysztof DZIĘCIELAK

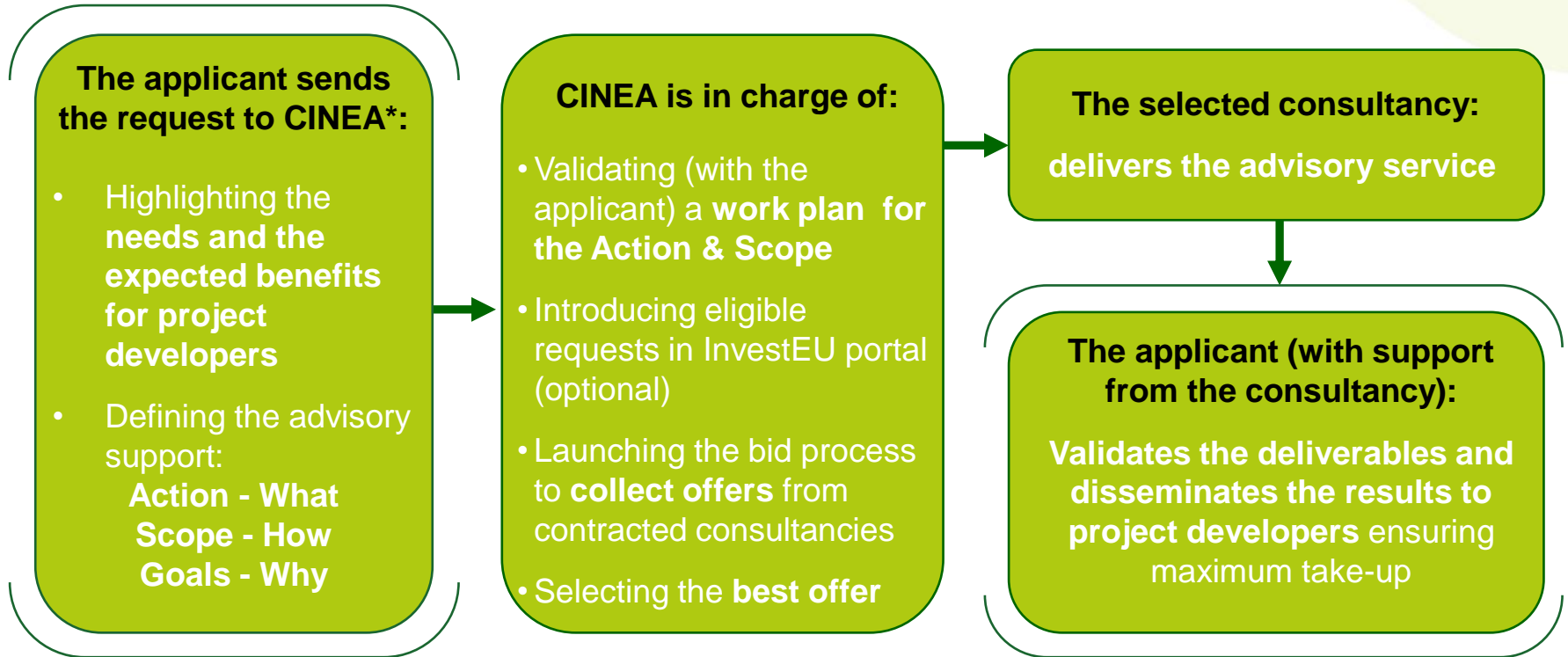
Financial Engineering Adviser, CINEA

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Your journey with Green Assist - **Enabling Advisory**

Framework contract with Deloitte, E&Y, PwC and Ricardo.



Example of Enabling Advisory

Close-to-Market (C2M) support services

Project description	The close-to-market (C2M) support services cater exclusively to LIFE-funded projects and they include a range of tailored (optional) activities aimed at assisting beneficiaries in their journey towards commercialisation. Expected to support 800 beneficiaries over 4 years.
Thematic sector	Environment
Country	Several countries
Investment	€ 1,9 million
Services requested	<p>Enabling advisory, including:</p> <ul style="list-style-type: none"> • Group and bilateral business coaching or mentoring • Assistance with financial projections • Project mapping and matchmaking/networking events • Business deliverables reviews • Facilitating connections with potential investors and commercial partners • Support with promotion of LIFE projects' positive results
Scope of advisory	Each LIFE C2M project is in principle eligible for up to 3 working days of support

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Debate with:

Beneficiary: Hugo DELAHAYE

Expert: Lighea SPEZIALE

Moderated by:

Marc VANDERHAEGEN

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Promoting Green Assist: Leveraging Communication Resources

Sara GAYARRE

Communication Adviser, CINEA

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Communication Resources

Material Available

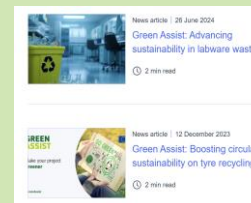
[Infosheet for Beneficiaries](#)



[Communication Toolkit](#)



[Web Articles](#)



Repository of projects

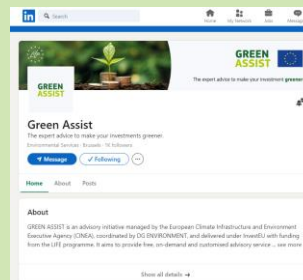


Channels & Social Media

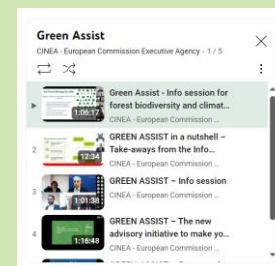
[Webpage](#)



[LinkedIn](#)



[YouTube](#)



Events



How to promote Green Assist to your networks

VISUAL IDENTITY

- Use the toolkit to ensure **consistent and visually appealing communication** across platforms.

MESSAGES

- Provide **clear and concise information** in easily distributable formats, targeted to your audience.

MATERIAL & CHANNELS

- Embed **videos** in presentations, share content on **social media**, distribute **infosheets** at events, include items in **newsletters**.

WEBINARS

- On ad hoc basis, short **webinars for a particular audience** can be organised.

FEEDBACK

- Let us know **what you need** and in which format.

Send us your feedback to strengthen our cooperation!

slido

Join at
slido.com
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Q&A session

Moderated by:
Marc VANDERHAEGEN

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Final conclusions

Marc VANDERHAEGEN
Head of Unit, CINEA

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Contacts

For more information about the types of advisory services or to submit a Request for Advisory Services, you can [contact us](mailto:cinea-green-assist@ec.europa.eu) at:

cinea-green-assist@ec.europa.eu



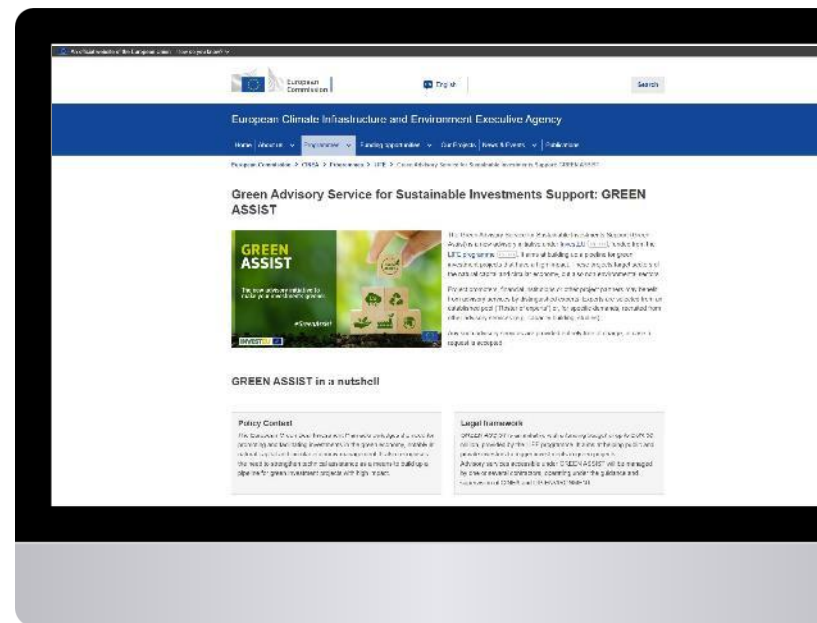
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Thank you

