

# **Gauthier CLAR**

## **CINEA**

**GREEN ASSIST**

# GREEN ASSIST

The expert advice to make  
your investment **greener**

EMD BREST  
24 & 25 May 2023

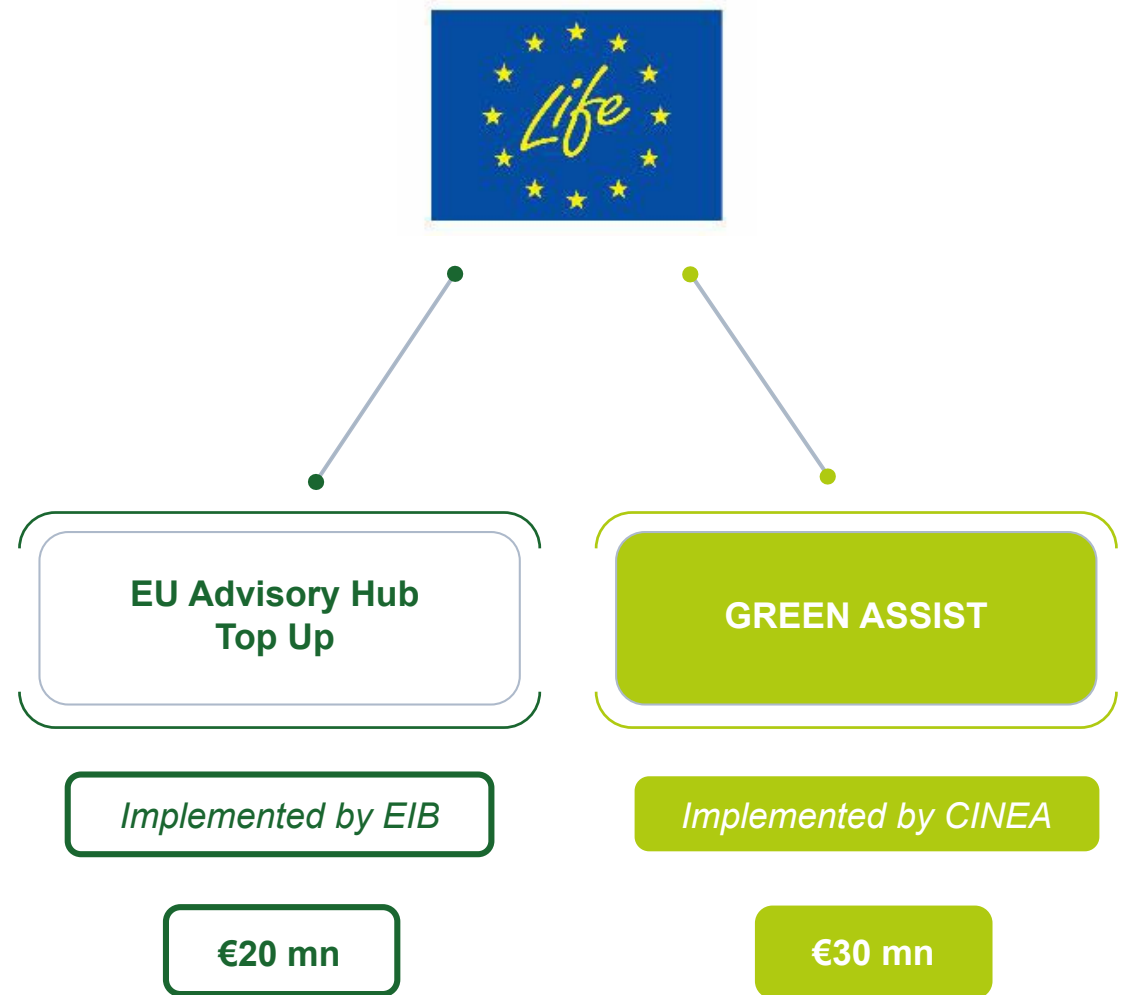
**#GreenAssist**



# Green Assist – targeted to support environment

Green Assist is an ADVISORY INITIATIVE 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/ implementable projects**



# 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** beneficiaries

**Diversified sectors**

## HOW

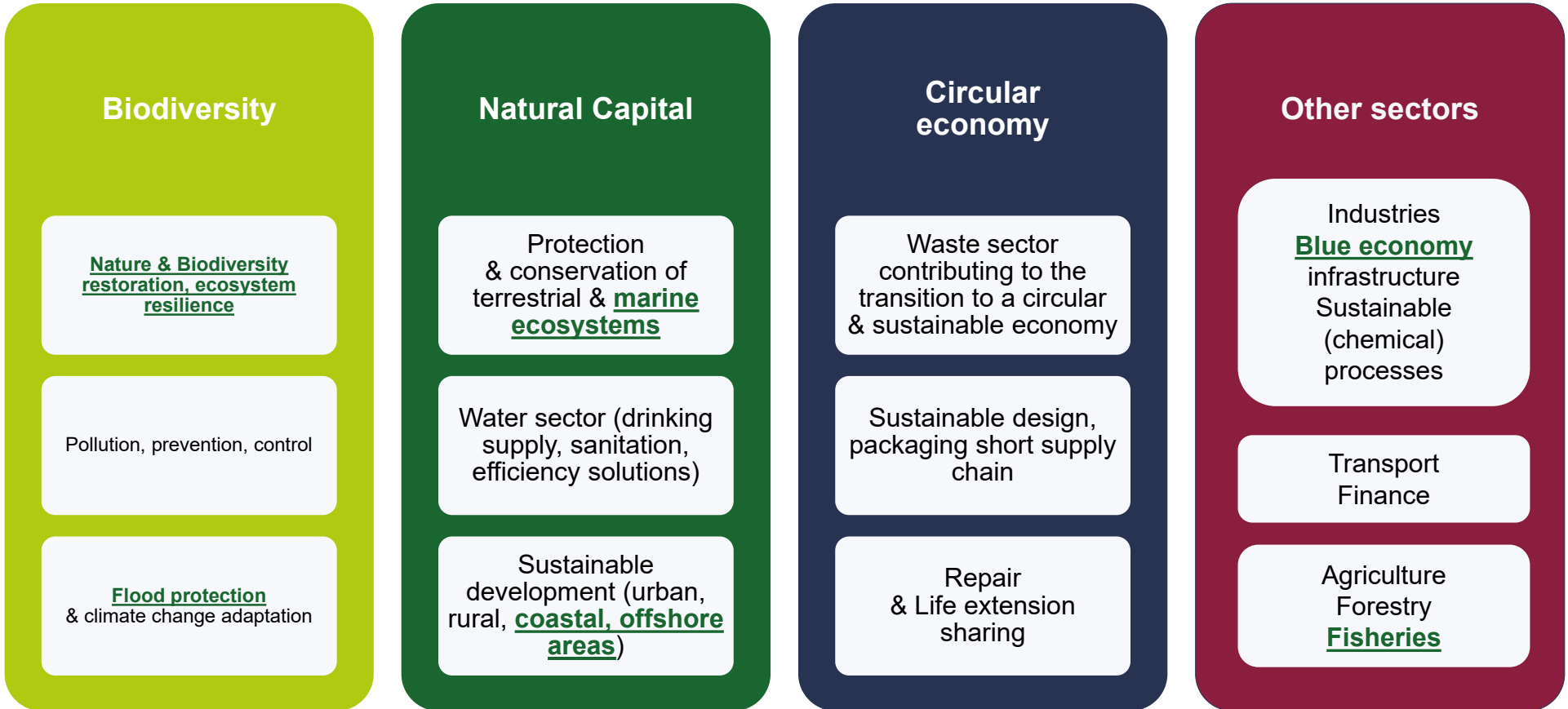
**On demand, free and individually tailored**

By **specialised experts** (from a 'Roster')

**Specifically contracted** for each request



# Green Assist – Sectors and industries



# Project Advisory (by experts from a 'Roster')

## Project preparation, development or implementation

- e.g. environmental due diligence, cost-benefit environmental analysis, evaluation of externalities,,
- **review of business model**, business plan (CAPEX, OPEX, revenues validation),
- financial structuring,
- Blending and combined **use of funds**
- Supply chain assessment, etc.)

# Key elements of Green Assist

## Green Assist provides:

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

# Are you eligible?

When **applying for Green Assist support** think about:

1. Does the investment project itself or the desired Green Assist expert support to the project represent an **environmental benefit**?
2. Are the investment and the project coordinator predominantly **located in the EU-27 or LIFE participating countries\***?
3. Is the project in an **investment area/sector supported by Green Assist**?
4. Does the applicant express the investment project objectives and a **clear vision and milestones** for the project?
5. Does the applicant **confirm its capacity to mobilise a committed team** to interface with the expert along the project cycle, is not at risk of default in the short to medium term (demonstrates project management skills and commitment ?)
6. Does the applicant express a **clear need for expert support**?

If 'yes' to all, Green Assist is for you!



InvestEU portal, follow guidance & wizard

*\*Currently Iceland, Ukraine, Moldova*



# GREEN ASSIST



Project? Questions?  
Visit our CINEA Stand

More information?  
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