

**GREEN
ASSIST**



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

Guidance for applicants to Green Assist advisory services

April 2023, Version 1



Answering
tomorrow's
challenges
today

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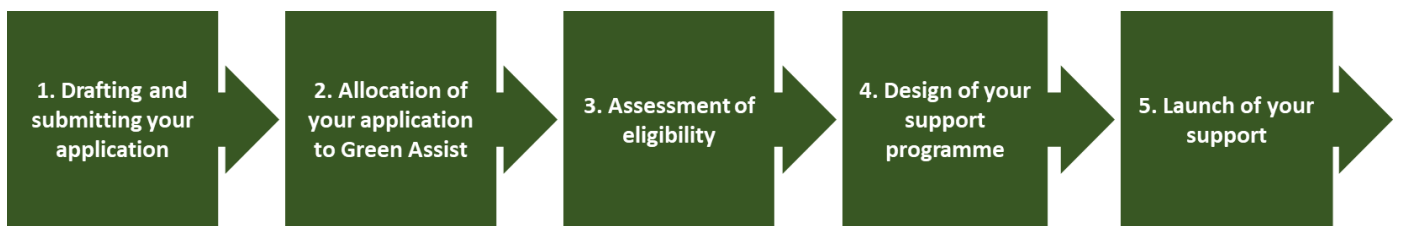
Purpose and content of this document

This guidance document **complements the information presented on the [website](#)** and particularly the FAQs with hands-on tips to enhance the chances of successful applications.

If you have any questions or doubts on the application process, do not hesitate to contact us: Projects-GreenAssist@ecorys.com

You have identified Green Assist as the best support programme for your project and you wish to get our support as soon as possible? In the following sections we talk you through the core steps from the moment of having identified your project needs relevant for Green Assist support to the launch of Green Assist advisory support. These are:

Figure 1 From a project need to Green Assist support



Source: Ecorys

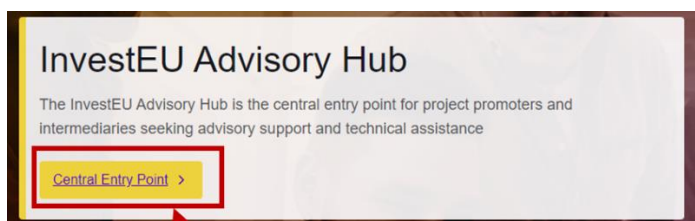
1. Drafting and submitting your application

Before starting the application process, you are expected to review carefully the eligibility criteria and FAQs as specified on the Green Assist [website](#). Moreover, while completing an application form can be technically done in less than 5 minutes, we highly encourage you to first review the steps and prepare your inputs carefully to maximise your chances of being selected.

Step 1: Start the application

Go on the website of the [InvestEU Advisory Hub](#) and start your application by clicking on the 'Central Entry Point' button:

Figure 2 Starting an application by accessing the Central Entry Point of the InvestEU Advisory Hub



Click here

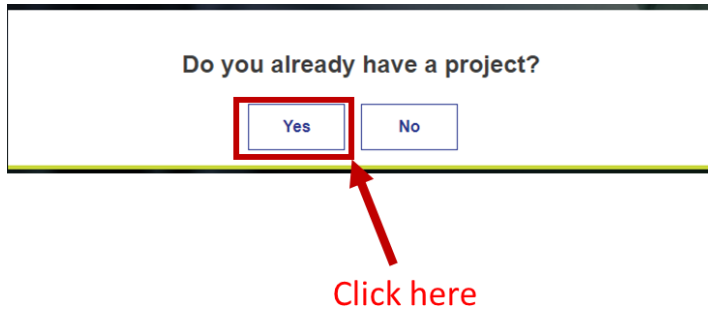
Source: https://investeu.europa.eu/what-investeu-programme/investeu-advisory-hub_en

Step 2: Declare you have a project

Green Assist provides two main types of advisory services: Advisory Services in support of a “Project” (i.e. a tangible investment – whether or not precisely identified in terms of capital expenditure/ location) and other Advisory Services not related to a given tangible investment, such as transversal studies or capacity building. As this guidance document only advises on the first type of Advisory Support, it is assumed you will select ‘yes’.

Declare that you have a project for which you seek support by selecting ‘yes’.

Figure 3 Declare you have a project



Do you already have a project?

Yes No

Click here

Source: https://webgate.ec.europa.eu/InvestEU_AH/wizard

Step 3: Specify your support needs

You will be asked to define the type of support you need. First, make sure you are able to see all the options you can choose from. To do this, please click on the arrow buttons on the right-hand side (see figure below) to unhide sub-categories. Then choose the most specific needs description applicable to your project.

NOTE:

- *the system does not allow you to tick a category AND a sub-category, e.g. ‘Project Advisory’ AND ‘Project identification/generation’. If a sub-category applies to your project, please select the sub-category **only**.*
- *Even though most of the categories may apply to your project or needs, ticking all the boxes may sidetrack your request to an Advisory Initiative different from Green Assist. Therefore, only pick the fields of needs mostly needed and mostly relevant for Green Assist. Please also note that you will always have the possibility to customise your request to your greening objectives in future discussion.*

Figure 4 Specify the type of support your project needs

What type of support is needed? 8%

Please select the most suitable option(s)

Project Advisory

Project identification/generation

Advice in relation to sector strategic investment planning (incl. conducting related market studies)

Advice in identification of investment opportunities, development of a pipeline of projects, development of project concepts

Provide opinions on project proposals

Click here to show specifics

Tick most specific possible options

Source: https://webgate.ec.europa.eu/InvestEU_AH/wizard

Step 4: Declare overall location of your project

Then specify where your investment will be based. Please remember that Green Assist supports projects mainly based in the EU-27 or third countries associated with the LIFE programme. For more information check the [FAQs](#).

Figure 5 Select the location of your project

Where is your project/proposal? 17%

Only based within the European Union (EU)

Partially based within the EU (cross-border)

Is your project only outside the EU?
The InvestEU Advisory Hub does not support projects that are entirely outside the EU.

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Source: https://webgate.ec.europa.eu/InvestEU_AH/wizard

Step 5: Specify location of your project

Then further specify the country(ies) where your project is based.

Figure 6 Specify location of your project

Select the country(ies) of your project/proposal: 25%

Please select more than one country, if your project/proposal is cross-border or a multi-country

Select all EU countries

Austria	Belgium	Bulgaria	Croatia
Cyprus	Czechia	Denmark	Estonia
Finland	France	Germany	Greece
Hungary	Ireland	Italy	Latvia
Lithuania	Luxembourg	Malta	Netherlands
Poland	Portugal	Romania	Slovakia
Slovenia	Spain	Sweden	

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Source: https://webgate.ec.europa.eu/InvestEU_AH/wizard

Step 6: Specify the areas most relevant to your project

You will then be asked to specify the areas most relevant to your project. To maximise the chances that your request is directed to Green Assist your application should either fall into areas of environmental benefits such as **environment** or **sustainable bioeconomy** or later on specify and highlight a concrete greening objective.

Figure 7 Specify the areas most relevant to your project

Select the areas most relevant to your project/proposal 33%

Energy	Mobility	Environment	Digital connectivity infrastructure
Research, development and innovation	Digital technologies and services	SMEs and small mid-caps	Cultural, creative sectors and media
Tourism	Industrial Site Rehabilitation	Sustainable bioeconomy	Social investments
Defence industry	Space	Seas and Oceans	

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Source: https://webgate.ec.europa.eu/InvestEU_AH/wizard

Step 7: Describe your need for advisory support

As a next step, you will be asked to describe your need for advisory support. The box to be filled will be **crucial for making your application a success** and for securing rapid support. We therefore expect applicants to make maximum use of the allowed 2000 characters. It is crucial to provide assessors with as much clarity on your project as possible, as well as with your support needs and how Green Assist is expected to help you address those. We expect you to at least:

- ▶ Briefly summarise the objectives and scope of your project.
- ▶ Briefly explain why the project management team is capable and dedicated to conduct the project.
- ▶ Demonstrate how the project itself or the desired Green Assist expert support represents an environmental benefit.

Describe the concrete support needs (technical or business) your project. In this box, it is recommended to make a reference to Green Assist if you have specifically identified Green Assist as a possible provider of advisory services tailored to your needs, then justify why you seek Green Assist support to address these needs. (Please remember that, to ensure effectiveness and most concrete assistance, Green Assist's typical advisory support targets a period – e.g. of 3-6 months¹– proportionate to the project decision making process).

Figure 8 Specification of your need for advisory support

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.

2000

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Source: https://webgate.ec.europa.eu/InvestEU_AH/wizard

Step 8: Specify the estimated investment volume

Please specify the expected overall investment volume of your project.

Figure 9 Specify the estimated investment volume

What is the estimated project cost (in EUR)?

58%

Please type here your answer €

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Source: https://webgate.ec.europa.eu/InvestEU_AH/wizard

Step 9: Provide clarity on overall project maturity

¹ Number of work days during this period will reflect actual needs

To better position your project and its support needs, further clarity on the overall project maturity will be needed. No minimum maturity level is required for Green Assist. However, clarity is important to define the potential added value and to design tailored support.

Figure 10 Define the general maturity level of your project

What is the stage of your project?

67%

Policy - study and policy work	Identification	Development	Investment ready
Implementation	Other		

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Source: https://webgate.ec.europa.eu/InvestEU_AH/wizard

Step 10: Specify the project maturity

To better understand your project maturity, you will then be asked to specify which actions of project development have already been completed. When doing so, please ensure consistency between the support needs (see step 3). Logically, the support needed should not appear (unless otherwise explained in step 7) as an “action” already completed.

Figure 11 Specify your project maturity level

Which of the following action(s) have already been taken/completed?

75%

Business plan	Market & demand analysis	Consultation of National Operational Programmes...	Consultation of available technical assistance ...
Investment costs estimate	Funding & financing strategy	Grant applications	Cost-benefit-analysis
Environmental, construction and operating perm...	Feasibility study	Environmental Impact Assessment / Social Impact...	Land acquisition
Operation contracts	Procurement strategy	Detailed design	Tendering-documents
Prototype of 'proof of concept'	Other Action Step		

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Source: https://webgate.ec.europa.eu/InvestEU_AH/wizard

Step 11: Declare other EU funding applications

You will then be asked to declare whether your project has already applied for other EU funding schemes. It is important for Green Assist to not duplicate other support.

Figure 12 Declare other EU funding applications

Did you already apply for other EU funding schemes to support your project?

Yes No

83%

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Source: https://webgate.ec.europa.eu/InvestEU_AH/wizard

Step 12: Log into your EU account

To be able to submit your application, you will have to log into your EU account. If you do not have an account, click on 'create an account' or sign in with another one of your accounts.

Figure 13 Sign into your EU account to submit your application

Sign in to continue

Welcome back

(External)

[Sign in with a different e-mail address?](#)

Password

[Lost your password?](#)

Choose your verification method

Password
Authenticate to EU Login with only your password.

Sign in

Sign in to continue

Enter your e-mail address or unique identifier

[Create an account](#) **Next >**

Or

[Sign in with your eID](#)

[Sign in with Facebook](#)

[Sign in with Twitter](#)

[Sign in with Google](#)

Step 13: Provide contact information

As a final step you will be asked to provide contact and identification information to allow for follow up on your application as well as to declare your consent on terms and conditions of support and data treatment. The contact information provided should be the one of the single project coordinator, as defined in the [FAQ](#)

Figure 14 Provide identification information and consent

Contact details

Please fill the contact form

<p>First Name *</p> <input type="text"/>	<p>Contact Organization Name *</p> <input type="text"/>
<p>Last Name *</p> <input type="text"/>	<p>Registration Number / National ID Number</p> <input type="text"/>
<p>E-mail Address *</p> <input type="text"/>	<p>Please provide either the Registration Number or the VAT Number</p> <p>VAT Number</p> <input type="text"/>
<p>Phone Number *</p> <input type="text"/> <p>This field is required</p>	<p>Please provide either the Registration Number or the VAT Number</p> <p>Your position in the organisation *</p> <input type="text"/>
<p>Website</p> <input type="text"/>	<p>Address of the organisation *</p> <input type="text" value="Nr, Street, Postal Code, City"/>
<p>Business Partner</p> <input type="text"/>	<p>Country *</p> <input type="text" value="Please select"/>

Have you already requested advisory support from the European Commission or an Advisory Partner? *

Yes No

How did you find out about the Hub? *

I have read and accept the [Terms and Conditions](#) and the [Privacy Statement](#)

I give my consent for the processing of my personal data according to the [EU Data Protection Regulation](#).

Submit

Source: https://webgate.ec.europa.eu/InvestEU_AH/wizard

2. Allocation of your application to Green Assist

After submission, your application will be pre-screened by the European Commission and then, if deemed admissible, allocated to the adequate advisory support service for further assessment. If not deemed admissible, the application will be re-allocated (i.e. directed to another Advisory Initiative, for assessment). In case of the latter, you will be formally informed by the Central Entry Point of the Advisory Hub directly.

3. Assessment of eligibility

If your application passes the allocation and pre-screening phase, it may be allocated to the assessment team of Green Assist. The team then verifies the eligibility of the application by validating that it is relevant to Green Assist thematic areas/sectors, is best fit to be supported by Green Assist, and that the added value of Green Assist advisory services justifies the requested support. As part of this process, you may be contacted by the assessment team with written clarification questions, and later for an interview. Nevertheless, Green Assist may not pursue assessment of request that are inactive (where applicant has failed to reply to questions within reasonable business practices). Inactive requests may be re-allocated as previously mentioned (see 2 above). It is therefore

important, that already at the stage of lodging a request, adequate staff is available and empowered to timely address clarifications, when relevant.

4. Design of your support programme

Applications that are assessed to be eligible, enter the phase of design of tailored support programme. The assessment team based on the application and the interview designs an overall draft work programme (milestones, timing, scope & nature of expert's support and/or deliverables, roles and responsibilities, etc.), identifies and proposes the best suited expert(s), and then reverts back for finalisation and agreement by the applicant (afterwards a "beneficiary") and the selected expert(s) of the concrete work programme.

5. Launch of your support

As a condition to launch the support:

- ▶ all parties will need to sign and agree the concrete final support programme;
- ▶ the applicant will need to sign a beneficiary charter (draft template available on the Green Assist website);
- ▶ the expert(s) need to have signed their contract(s);

The ambition of the assessment process is to move from application to launch in a time frame of four weeks. The exact duration depends on the quality and completeness of the applications and the availability of applicants and experts for interviews and alignments.

Staying informed or in need of help?

To stay updated on Green Assist, we recommend you to check the [Green Assist website](#) and particularly the dedicated [section for beneficiaries](#). We also recommend you to follow our Green Assist LinkedIn [page](#).

For specific questions feel free to contact our beneficiary helpdesk: Projects-GreenAssist@ecorys.com

ⁱ Request for advisory are allocated to a given advisory initiative (incl. Green Assist) to match the request (based on the characteristics) to the initiative most suitable in terms of sectors, or most appropriate to deliver the requested services. In this context, this preference, while being non-binding, may facilitate the allocation to green Assist.