

# GREEN ASSIST



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

The European Green Deal acknowledges the need to promote investment in the green economy in order to become climate neutral. It also recognises the need to strengthen technical assistance to build a pipeline for green investment projects with high impact. In this context, GREEN ASSIST aims to provide technical and financial expertise to green investment projects in a broad range of sectors.

### What is GREEN ASSIST?

GREEN ASSIST is an advisory initiative managed by the European Climate Infrastructure and Environment Executive Agency (CINEA), coordinated by DG ENVIRONMENT, and delivered under InvestEU with funding from the LIFE programme. It aims to provide **free, on-demand and customised** advisory services for project promoters who develop green investment projects in environmental and non-environmental sectors.

## GREEN ASSIST

1

**Supports project promoters to overcome the challenges of investing in sustainability**

2

**Strengthens the viability of projects to develop green investments**

3

**Enhances the sustainability/ green dimension of investment projects**

## How is GREEN ASSIST different?

GREEN ASSIST is different from other Technical Assistance because it offers:

- the largest pool of **green investment-focused experts**;
- a broad range of **sectorial, thematic and investment** expertise for free;
- the ability to **serve all EU geographies** and **green investment sectors**;
- the ability to **support projects** that are bankable or require public support;
- advisory services that reflect the sole opinion of an **expert**, not an institution;
- advisory services that are **not directed to support a specific request for financing** and can be used as you see fit, notably in the context of discussions with lenders, investors or stakeholders.

## Who can apply for GREEN ASSIST?

You can apply to GREEN ASSIST if you are developing a project (of any size and scope) that:

- 1** aims to help the environment, but is facing **technical challenges** (for example, an idea to improve energy efficiency);
- 2** aims to help the environment, but is facing **business challenges** (for example, review of business models, cashflow analysis and identification of funding sources);
- 3** has a business case, but is aiming to **improve its environmental impact**.

Your project should be led by a specific person representing a **project promoter** or **public or private investment team**, or an **InvestEU implementing or advisory partner**.

Furthermore, it should address one or more of the following **themes**:

- |   |  |
|---|--|
|  Natural capital and biodiversity              |  Environmental remediation (of air, water and soil) |
|  Climate change adaptation and natural hazards |  Greening non-environmental sectors                 |
|  Climate mitigation                            |  Circular economy                                   |
|  Sustainable spatial design                    |  |

## What are the benefits of applying for GREEN ASSIST?

Working with GREEN ASSIST supports your project to:



**GROW:** Get rapid advisory support tailored to your specific needs.



**SUSTAIN:** Seize investment opportunities across a range of sectors.



**TRANSFORM:** Connect with hand-picked experts and state of the art know-how to scale-up.



**CONNECT:** Exchange knowledge with top experts from across Europe.

GREEN ASSIST puts at your disposal a large pool of hand-picked experts from across Europe, covering all of Europe's geographic and green investment areas. This ensures that they can deliver advisory support that is **tailored to your specific needs**.



GREEN ASSIST will match you with the right experts to help you:

- 1.** Introduce environmental and sustainability components to your investment project;
- 2.** Attract funding for your investment project;
- 3.** Structure financial products to address green finance demand;
- 4.** Develop partnership models for delivering your investment project;
- 5.** Identify market solutions and business models to unlock environmental benefits;
- 6.** Assess the impact of your investment project.

## Your journey with GREEN ASSIST



## How do I apply for GREEN ASSIST?

Apply now:



Find out more:

