



**GREEN FOR  
GROWTH FUND**  
TECHNICAL ASSISTANCE FACILITY

How does the  
GGF Technical Assistance Facility work?

**ENABLING**

How can GGF Technical Assistance  
grow my business?

How can it help me?

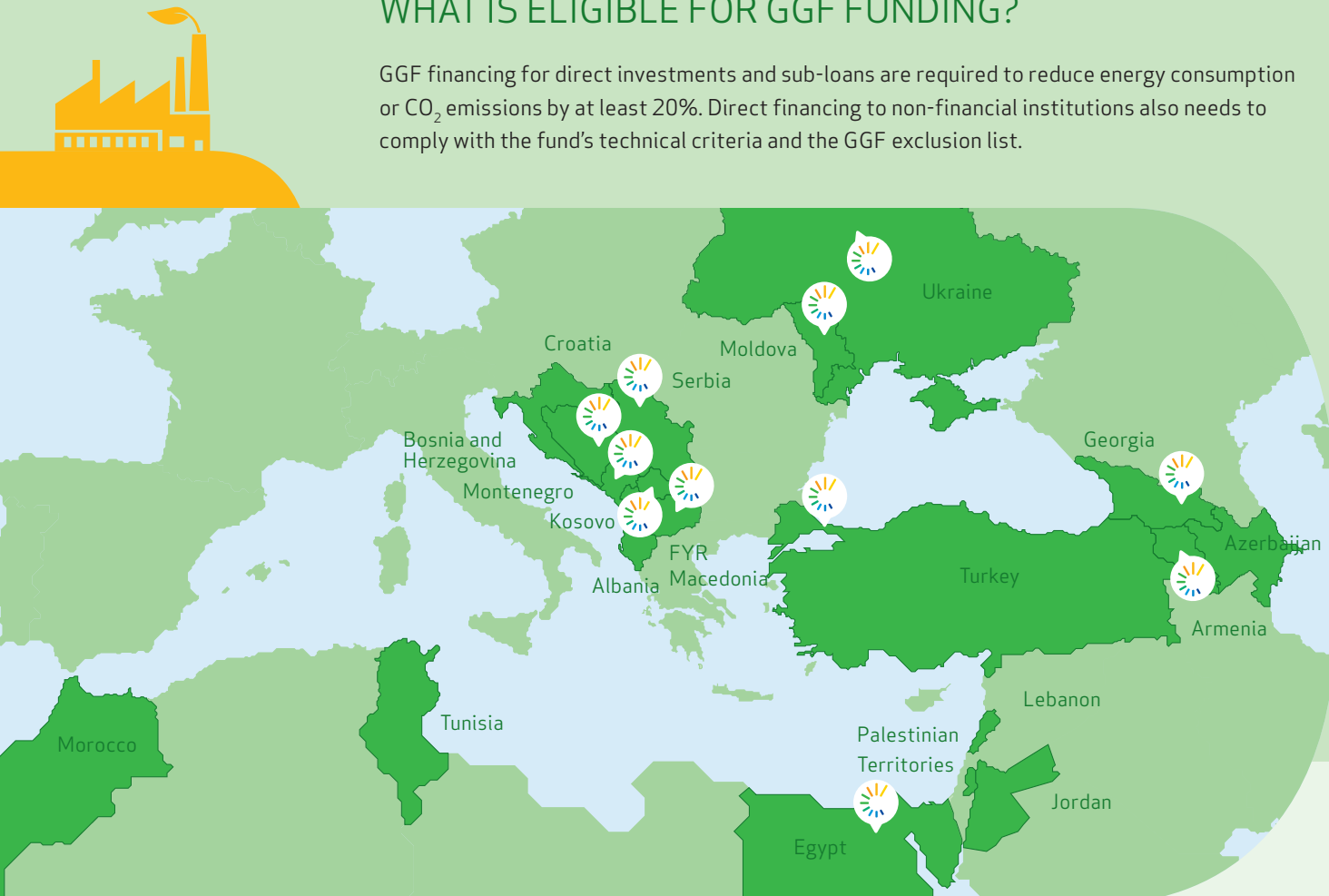
# THE GREEN FOR GROWTH FUND

The Green for Growth Fund (GGF) is the first specialized fund to promote energy efficiency (EE) and renewable energy (RE) in Southeast Europe, including Turkey, the European Neighbourhood Region–East, and in the Middle East and North Africa.

The GGF provides funding to financial and non-financial institutions to enhance their participation in the EE and RE sectors and also makes direct investments in renewable energy projects and other energy service providers.

## WHAT IS ELIGIBLE FOR GGF FUNDING?

GGF financing for direct investments and sub-loans are required to reduce energy consumption or CO<sub>2</sub> emissions by at least 20%. Direct financing to non-financial institutions also needs to comply with the fund's technical criteria and the GGF exclusion list.



# THE GGF TECHNICAL ASSISTANCE FACILITY



The GGF Technical Assistance Facility provides targeted technical assistance to support improvements in energy efficiency and the expansion of renewable energy delivery in parallel with the fund to create synergy with investments.

## THE FACILITY'S MAIN PRINCIPLES

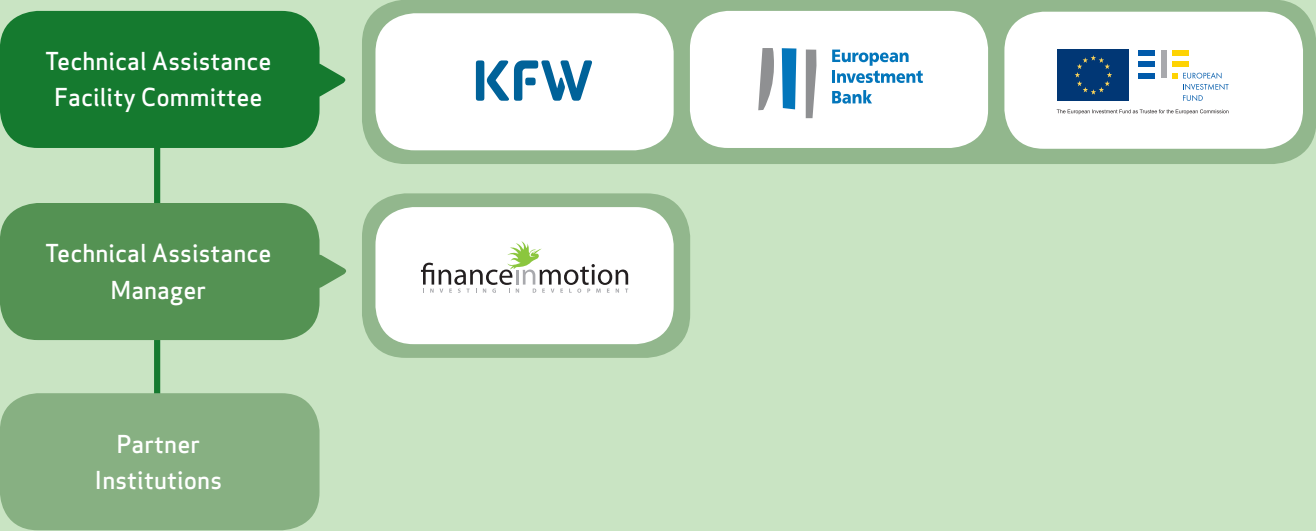
- ▶ Support the fund's mission and strategic direction
- ▶ Produce synergies with investments
- ▶ Offer demand-driven and tailor-made solutions to partners
- ▶ Ensure sound governance and transparent selection of service providers





## THE FUNDING AND STRUCTURE OF THE GGF TA FACILITY

The GGF TA Facility exists independently from the GGF, governed by a fiduciary agreement under Luxembourg law. Oversight is provided by the Technical Assistance Facility Committee, which represents the initiators of the fund and donors to the facility. This committee supervises both the approval of facility activities and the facility's management, a task performed by Finance in Motion, which advises the GGF.



The European Investment Bank and KfW Development Bank created the concept for the facility. To accomplish its activities, the facility benefits from contributions of institutional and private donors and, at the discretion of the GGF Board of Directors, a share of the GGF's income. This leveraging of public sources with private funding reflects the public-private approach of the GGF itself.

## WHAT DOES THE GGF TA FACILITY DO?

The GGF TA Facility plays a key role in supporting the fund's promotion of energy efficiency (EE) and renewable energy (RE) by providing targeted technical assistance to financial institutions and project developers in conjunction with GGF funding. The facility operates hand in hand with the GGF, complementing its investments with the following activities:

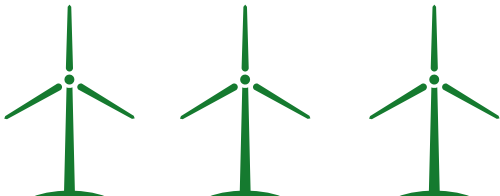
- Technical assistance to partners (financial/non-financial institutions and municipalities) and the fund's ultimate target group (small to large enterprises, corporates, and households)
- Support for the validation and monitoring of energy savings and CO<sub>2</sub> emissions reductions
- Strategic advice to the fund through research and analysis
- Increasing awareness and uptake of EE/RE solutions in the financial sector among the public



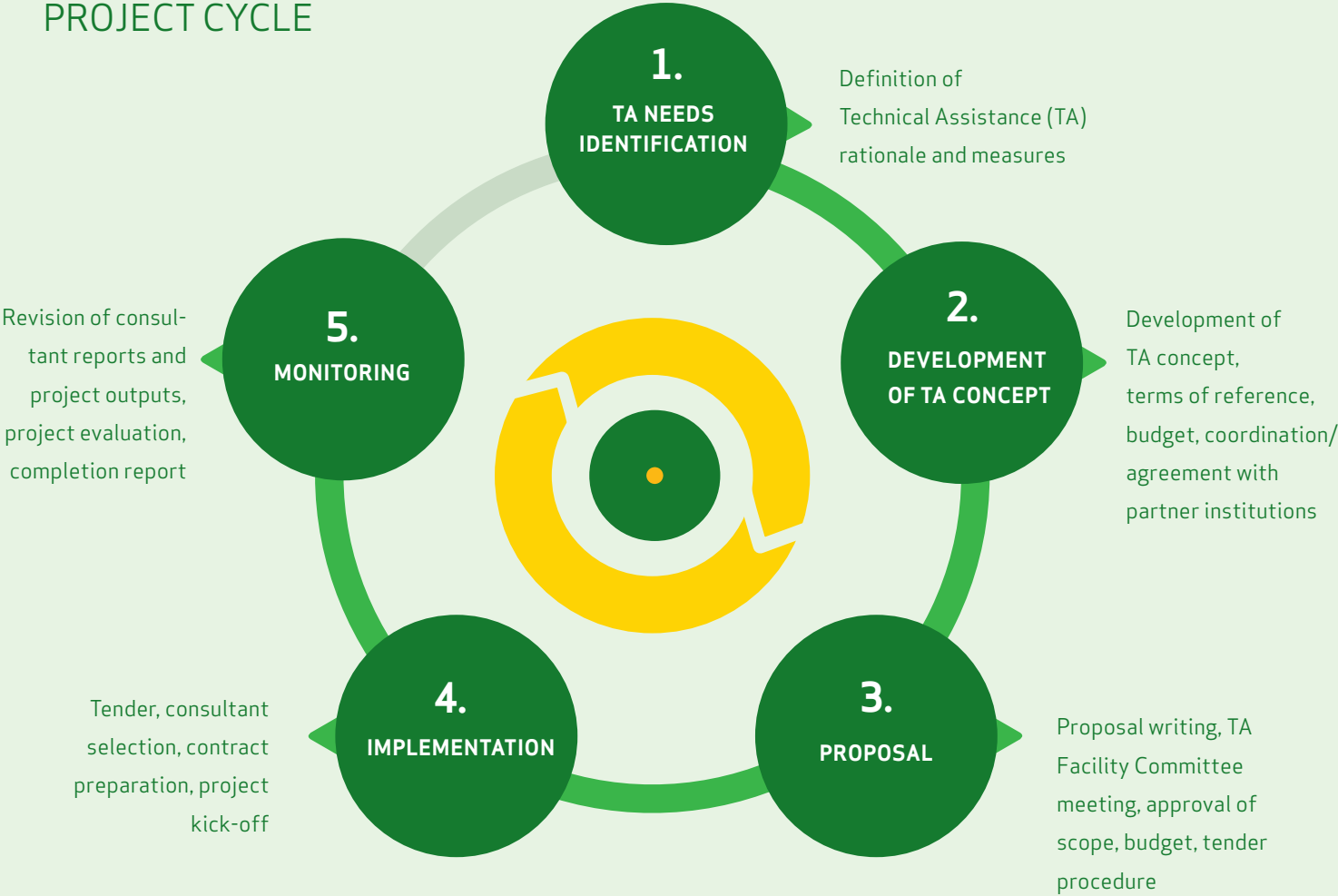
## WHO RECEIVES TECHNICAL ASSISTANCE?

The facility supports

- Financial Institutions
- RE and EE project developers
- Key sector players



THE FACILITY’S  
PROJECT CYCLE



PROJECTS IN FOCUS

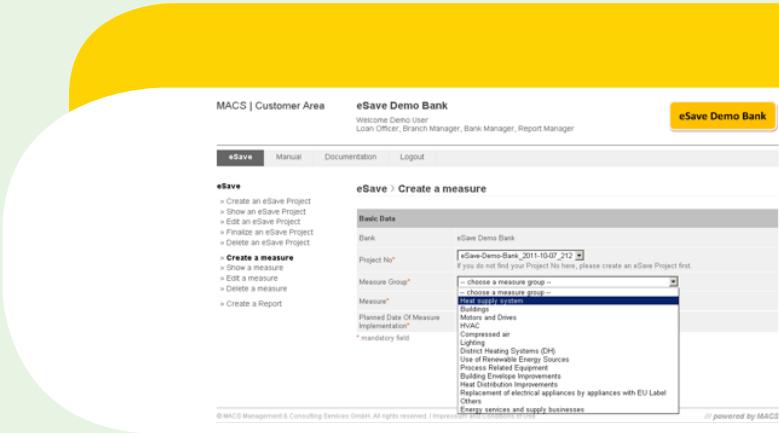
Technical assistance ranges from early stage support of energy efficiency (EE) or renewable energy (RE) investments to enhancing the long-term capacities of the GGF’s partners by improving their marketing, monitoring and reporting tools and processes.

VERIFYING AND MONITORING  
REDUCTIONS IN ENERGY USE  
AND CO<sub>2</sub> EMISSIONS

The GGF supplies its partners with the eSave online tool for monitoring and reporting the energy savings and CO<sub>2</sub> emissions reductions of fund investments. The tool, developed by GGF’s Technical Advisor, MACS, is customized to the specific needs of individual partners and available in local languages.

More complex measures that eSave cannot verify require energy assessments to confirm energy savings and CO<sub>2</sub> emissions reductions. Through the GGF Technical Assistance Facility, fund partners have access to energy assessments conducted by energy consultants. The facility works with a trusted pool of consultants in the countries it operates.

In addition, the facility provides energy assessments for the identification of eligible EE measures applying a holistic approach.



The energy verification for a greenhouse renovation and improved irrigation and ventilation system confirmed high energy saving of the investment of approx. 70%.





A Halkbank AD Skopje loan officer explains energy saving benefits to a client with the help of a GGF booklet.

## ESTABLISHING EE/RE LENDING AT FINANCIAL INSTITUTIONS

The GGF Technical Assistance Facility supports financial institutions developing their energy efficiency (EE) and renewable energy (RE) lending and creating an EE/RE lending and marketing strategy. These activities include:

- Creating EE/RE lending policies and procedures, including hands-on support for implementation
- Designing specific retail, SME and corporate loan products
- Training for loan officers and the sales force (classes and on-the-job)
- Establishing partnerships with suppliers of EE/RE equipment and technology
- EE/RE finance promotion, including the development of marketing materials
- Organizing workshops for clients and various public awareness events

## CAPACITY BUILDING FOR INVESTMENTS IN RE

Partners investing in renewable energy (RE) projects receive GGF support to meet the fund's environmental and social (E&S) standards. Technical assistance in this area includes:

- Gap analyses of an institution's existing E&S procedures
- Establishing and implementing new or enhanced E&S procedures, including customized training sessions and joint project site visits
- RE lending and project finance workshops, with modules on the regulatory frameworks of specific countries, the technical aspects of projects, project cash flow, and risk management

When the GGF invests directly in a project, the GGF Technical Assistance Facility (GGF TAF) provides the project developer with the support needed to fill capacity gaps, including:

- The establishment of E&S action and monitoring plans
- E&S studies or impact assessments
- Technical Assistance to sponsors for project finance-related capacity building



The Lengarica small-scale hydro-power project, which received technical assistance through the GGF TAF, meets the energy demand of about 3,000 households.



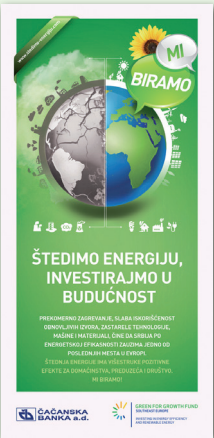
## RAISING AWARENESS AND ENABLING MARKETS

Due to their early stages of development, the majority of energy efficiency (EE) and renewable energy (RE) EE/RE markets in the regions the GGF serves lack the desired awareness of the benefits and opportunities of EE/RE investments. Here, technical assistance includes:

- Development of educational material for the target groups of the fund
- Sponsorship and organization of sector workshops, trade shows or conferences
- Sponsorship and organization of public events featuring successful projects particularly noteworthy to the fund and to the further development of the EE/RE sector



This *Green Leasing* leaflet is available from ACBA Leasing in Armenia, a partner institution of the GGF. The fund's technical assistance facility assisted the company in the production of videos, posters and other marketing materials for promoting energy efficiency and renewable energy finance in the country.



This booklet for raising awareness comes from Čačanska Banka a.d. in Serbia. Its title, *Štedimo energiju – investirajmo u budućnost* (Save Energy – Invest in the Future) is also the name of the campaign supported by the fund's technical assistance facility for showing people in Serbia the benefits of energy efficiency and renewable energy.

## CONTACTS

[www.ggf.lu/technical-assistance/](http://www.ggf.lu/technical-assistance/)

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