

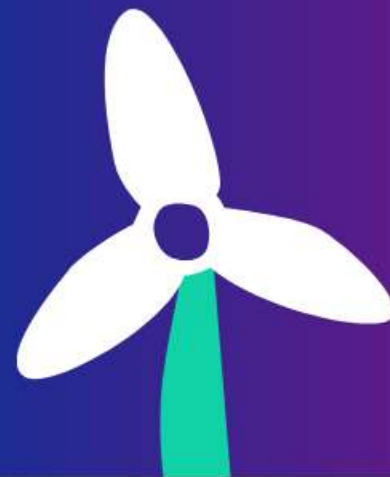


# EU CITY LAB

## on Funding the Energy Transition

20-21 November 2024

Bucharest (RO)



Register now at [urbact.eu/eu-city-labs](https://urbact.eu/eu-city-labs)

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# EU City Lab on Funding the Energy Transition

Bucharest, 20-21 November 2024



## Welcome!

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- **Camilla Chiappini**, Communication and Knowledge Officer, URBACT Secretariat
- **Reyhaneh Yeganeh**, Knowledge and Capitalisation Officer, EUI Secretariat
- **Octavian Aron**, Deputy General Director on behalf of **Ciprian Ciucu**, Mayor of Bucharest District 6

### Moderators:

- **Eddy Adams** (URBACT/EUI Expert)
  - **Donal O'Herlihy** (URBACT Expert)
-

## Why an EU City Lab on Energy Transition ?

### The European context....

-Russian's invasion to Ukraine = increase of energy prices in EU countries (amongst others)

-**REPowerEU plan:** EU to become independant from Russian fossil fuels by 2030

-**Green Deal:** EU to become climate-neutral by 2050

# Cohesion Policy 2021-2027

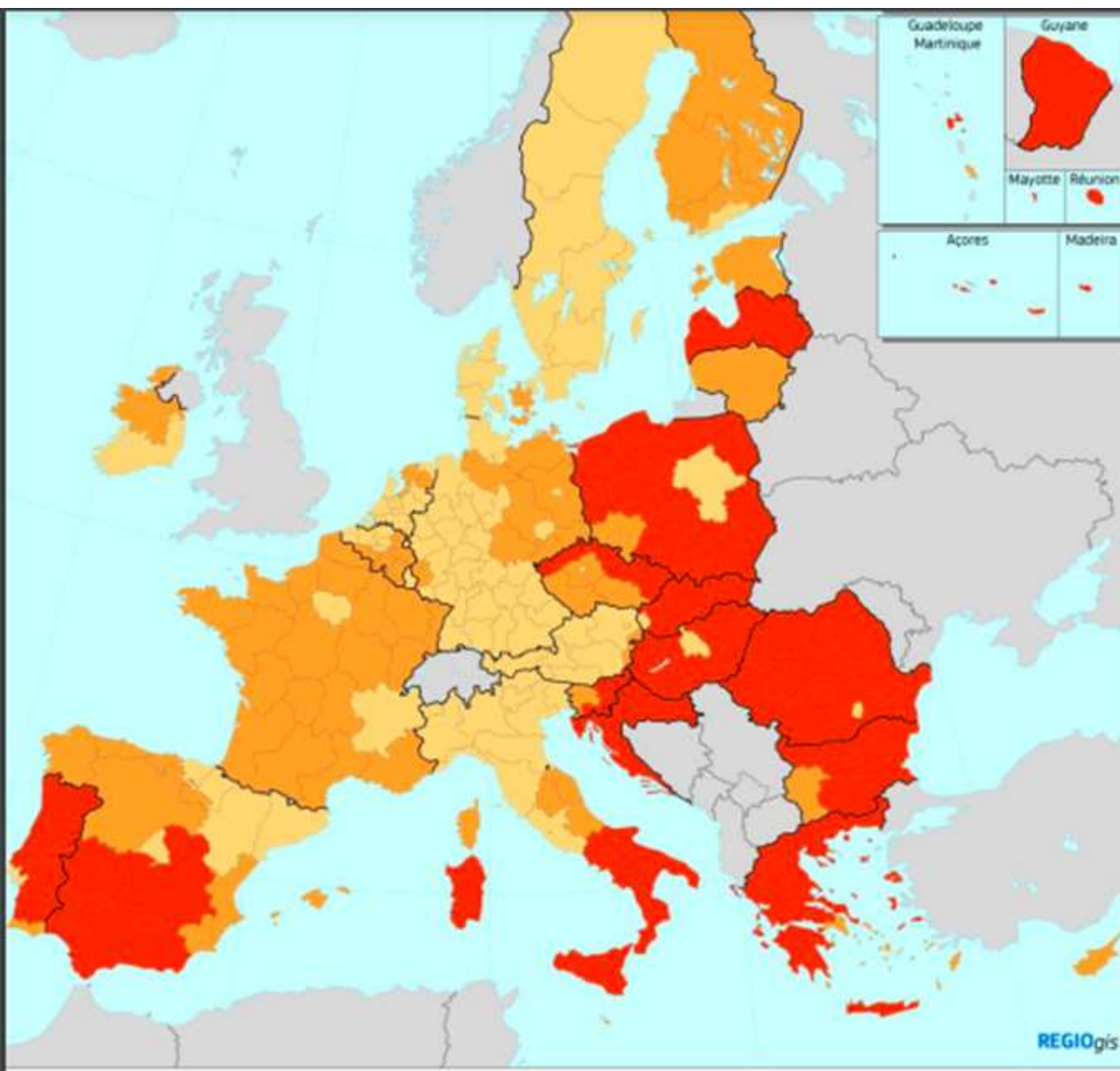
**1/3 of the EU budget (ERDF, CF, ESF +, JTF) to:**

- Reduce disparities between Europe's regions, strengthening economic, social and territorial cohesion
- Contribute to EU priorities, including the European Green Deal

## **5 Policy Objectives:**

1. A more competitive and smarter Europe
2. **A greener, low-carbon transitioning towards a net zero carbon economy and resilient Europe**
3. A more connected Europe
4. A more social and inclusive Europe
5. **A Europe closer to citizens**

**At least 30% of the ERDF and 37% of the CF dedicated to climate action.**



GDP/head (PPS) by NUTS2 region, average 2014-2015-2016

Index, EU-27 = 100

- < 75% (less developed regions)
- 75% - 100% (transition regions)
- >= 100% (more developed regions)

## **Policy objective 2: A greener, low-carbon Europe (including energy transition, the circular economy, climate adaptation and risk management)**

1. promoting energy efficiency measures and reducing greenhouse gas emissions;
2. promoting renewable energy;
3. developing smart energy systems, grids and storage outside TEN-E;
4. promoting climate change adaptation, risk prevention and disaster resilience;
5. promoting sustainable water management;
6. promoting the transition to a circular economy;
7. enhancing biodiversity, green infrastructure in the urban environment, and reducing pollution.

# Programming 2021-27 - Energy

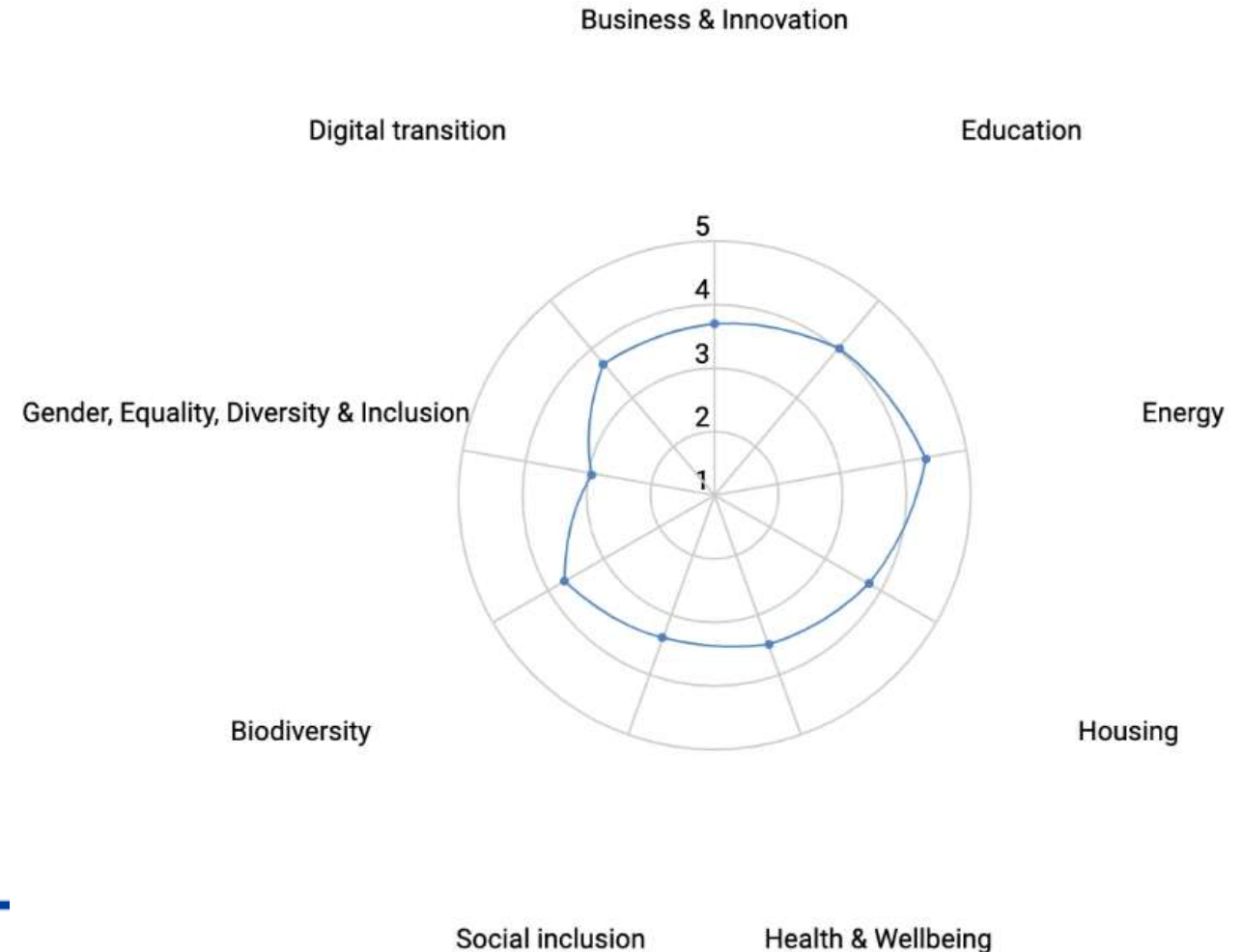
- Programmes to be aligned with EU medium (2030) and long term (2050) energy and climate objectives:
  - Implement 'Energy Efficiency first' principle – reducing demand before looking at supply!
  - Support to delivery of renovation wave = top priority (public buildings like hospitals, schools, universities... residential buildings)
  - Integrated approach (energy efficiency + RES) & energy system integration to be further supported
  - RD&I in renewables, renewable energy communities
  - Fossil fuel exclusion in 2021-27 cohesion policy with limited exemptions: support to gas not to become main funding envelope within ERDF/CF
- Concentrate funding on limited number of specific objectives to increase impact & leverage

## Why an EU City Lab on Energy Transition ?

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• **URBACT study (Oct2022) on capacity-building needs of cities in the field of Green transition:** a shift to new models that value the environment & prioritise resource-efficient & sustainable economies & people's wellbeing.

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## Why an EU City Lab on Energy Transition ?

### •URBACT study (Oct2022) recommendations

Demystifying  
the green  
transition

Engagement  
& Facilitation  
for green  
transition

Integrated  
approach  
to green  
transition

Funding &  
budgeting  
for green  
transition

Technical  
expertise

**1st EU City Lab on Energy  
Communities in Villadecans,  
Spain, November 2023**

**2nd EU City Lab on Funding the  
Energy Transition,  
Bucharest, November 2024**



# Why in Bucharest ?

- One of the 116 URBACT Good Practices selected in October 2024!
- Focus on Energy Transition with different funding sources

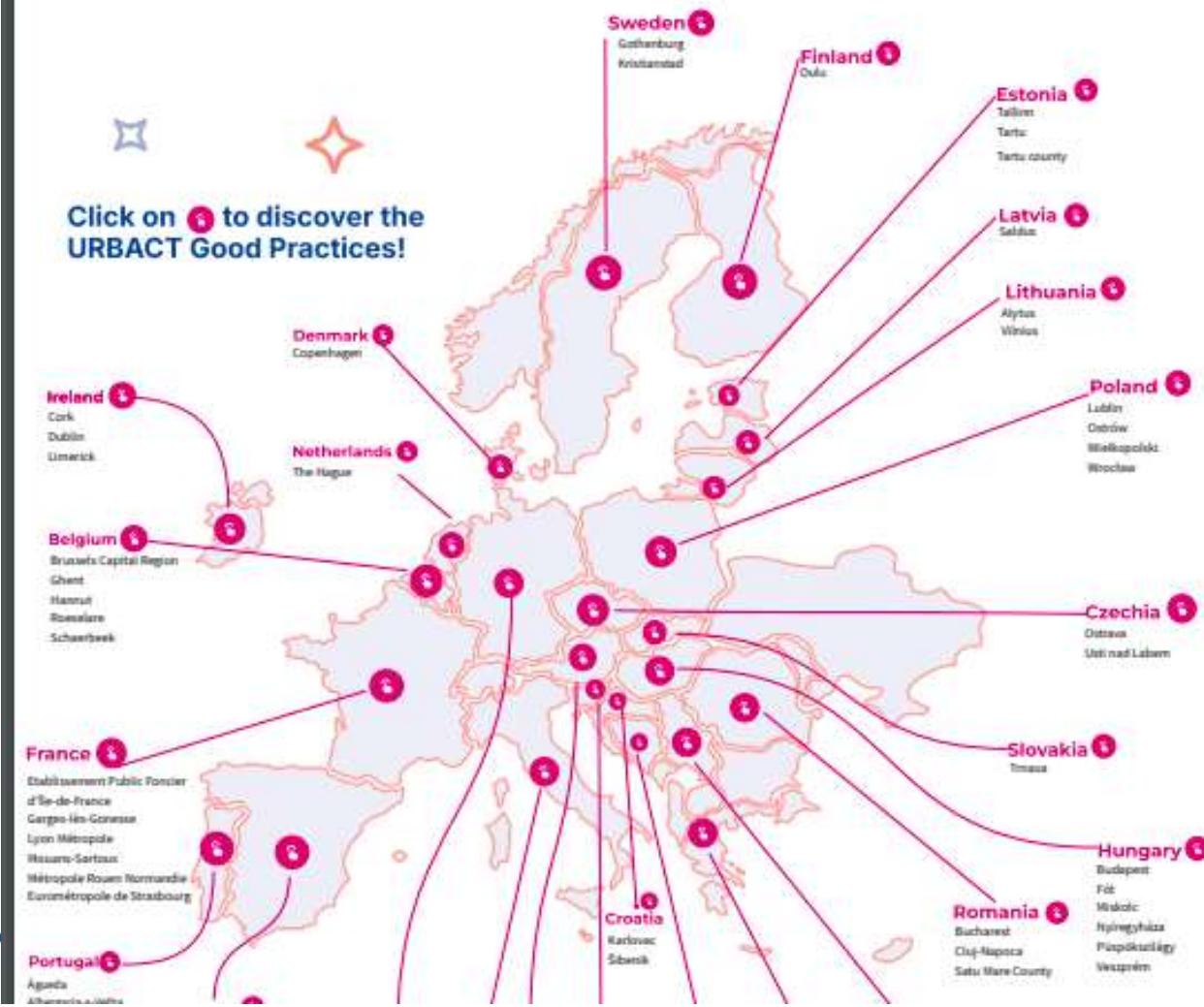
URBACT



Co-funded by the European Union Interreg

EUROPEAN URBAN INITIATIVE

An URBACT Good Practice is: impactful, participatory, integrated, relevant and easy to transfer to European cities



# A look at the program of discussions for the two days ahead

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## Day 1:


- Setting the scene – what's in the frame?
  - Over to you – what projects are you looking to finance
  - The Energy Finance landscape – Sylwia Slomiak
  - Coffee
  - Tools to navigate the funding landscape – Alokanda Nath
  - Accessing and applying these resources
  - Lunch
  - Panel session on bridging the funding gap
  - Spotlight on Bucharest's energy transition activities
  - Study visits
-

## Day 2

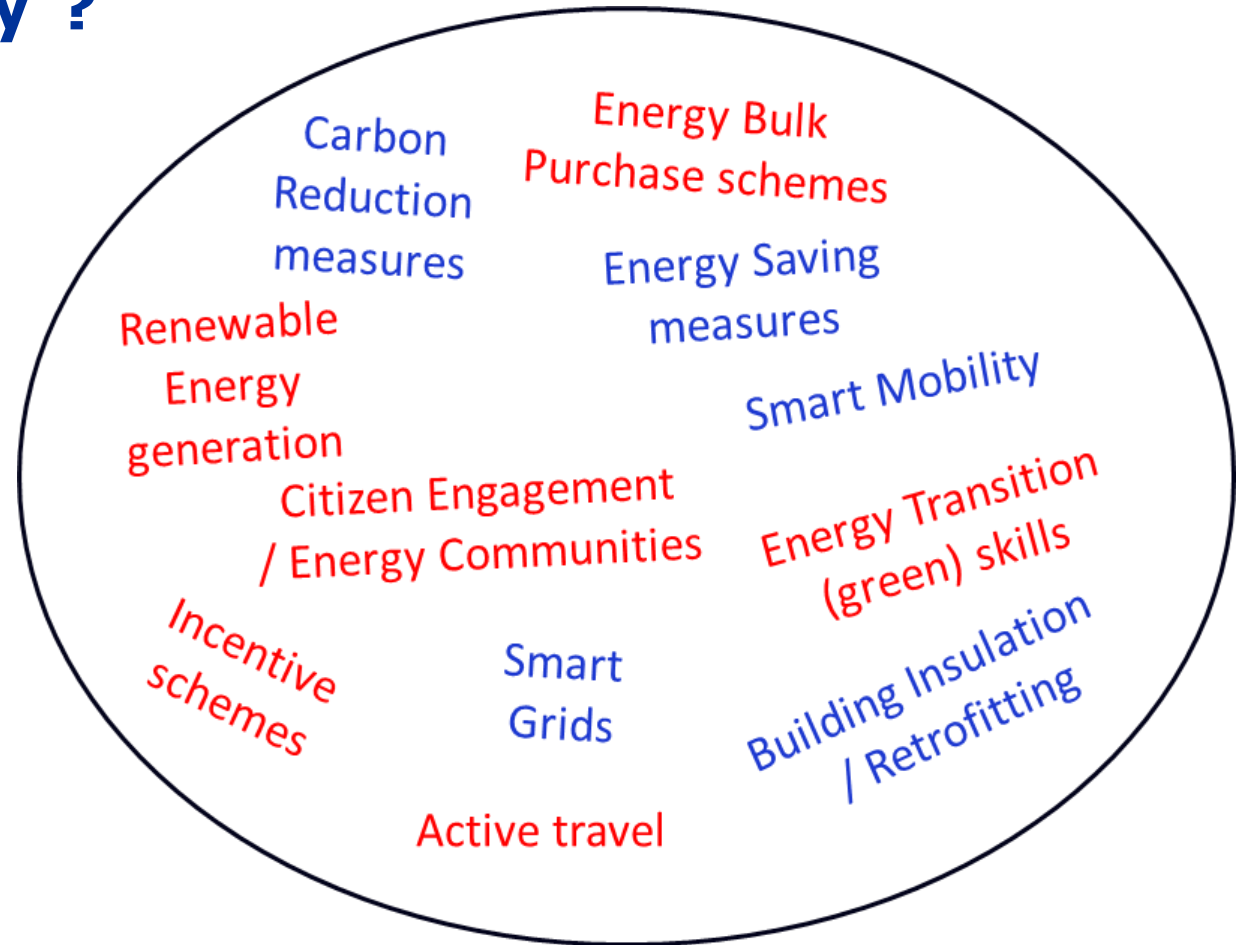
- Welcome back – day 1 review
- Next steps and wider opportunities – URBACT and EUI
- The URBACT energy funding template
- Applying the tool in practice
- Feedback and pitching our ideas
- Wrap up and close



# Energy projects: what's in the frame?

- **Eddy Adams** (URBACT/EUI Expert)
  - **Donal O'Herlihy** (URBACT Expert)
- 
-

## What is included in "Energy"?



# Interactive groupwork

Moderated by:

- **Donal O'Herlihy** (URBACT Expert)

# Your Projects

Want to understand what Energy projects you would like to fund

1. Use **1** sticky note per project idea – **Please put ideas on sticky notes!**
2. Put sticky notes on the Flip Chart sheet
3. Once everyone has some ideas, discuss and review them
4. Spend a few minutes looking at common themes
5. Leave the Flip Chart on the table

(We will come back to your ideas later)





# Keynotes



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# The Energy Funding Landscape

Sylvia Slomiak

Senior Climate Finance Advisor, Eurocities



20 November 2024, URBACT City Lab on Funding the Energy Transition,

# How do cities finance their energy transition?

**As subsidies are running out, cities need to start preparing to a new way of finding resources for their energy transition and climate action.**

# What do we mean by innovative financing instruments?



- **Citizen Finance** (crowdfunding and cooperatives)
- **Energy Performance Contracting** (EPC / ESCO)
- **Green Bonds**
- **Guarantee Funds**
- **Revolving Funds**
- **Internal Contracting**
- **Third Party Financing**
- **Soft Loans**
- **Blended finance / hybrid**

# What help is there?

- **European Investment Bank (EIB) – funding for project preparation and advisory support:** [ELENA](#) (European Local Energy Assistance for project preparation), [EIB InvestEU Advisory Hub](#) (supporting investment projects to become financing-ready), [EIAH](#), [ADAPT+ Platform](#), [EMBRACE](#), [Circular City Centre - C3](#).
- **European City Facility ([European City Facility – EUCF](#)):** grants for preparing investment concepts for Projects at an early planning stage (lump sums 60k Euro).
- **Technical Assistance – advisory and match-making:** e.g. [Project Development Assistance \(PDA\)](#), [Smart Cities Marketplace](#) (A platform combining advisory support, matchmaking, and resources to connect cities with investors and funding opportunities for smart city projects).
- [Fi-compass](#): advisory support on financing and resources such as materials and networking opportunities. Main aim: practical guidance and knowledge-sharing.
- [European Energy Efficiency Fund](#): funding for project preparation similar to the ELENA instrument.

# Investment concepts and investment plans

**3 Project 1**

Title of Project 1

**3.1 General information - Project 1**

**3.1.1 Location(s) of the project**  
The information provided in this section must correspond to that provided for the respective "Location(s) of the project" of the investment concept template. For "Project 1", for example, this 3.1.1.1 of the investment concept template.

Country: Please select the country where the investment project will be located.

Municipality/local authority: Please state the name of the municipality (or other authority) where the proposed project will be located.

**3.1.2 Project timeline**  
The information provided in this section must correspond to that provided for the respective "Project timeline" of the investment concept template. For "Project 1", for example, this 3.1.2 of the investment concept template.

Project start: MM/YYYY

Revenues and operating expenses start: MM/YYYY

Project termination: MM/YYYY

Project lifetime: years

**3.1.3 Main investment sector**  
Please select from the options below the main targeted sector by the proposed project. If other sectors different from the provided options, please specify below.

- Public buildings (incl. social rental and public housing)
- Private non-residential buildings
- Private residential buildings
- Building integrated renewables
- District heating and cooling networks
- Sustainable urban mobility

**3.1.4 Financial viability - Project 1**  
Please briefly describe the cost-benefit analysis conducted for the project, addressing how its financial viability has been assessed and demonstrate that the project can be completed within the approved budget and generate sufficient revenue to cover its costs in the long term. Please briefly discuss the financial indicators used in section 3.1.4.2 (Revenue, Payments, etc.). See 3.1.4.2 below.

**3.1.4.1 Return**  
Based on the information made on the EUCF Financial Model Tool, please summarize in the table below the financial metrics calculated for the proposed project.

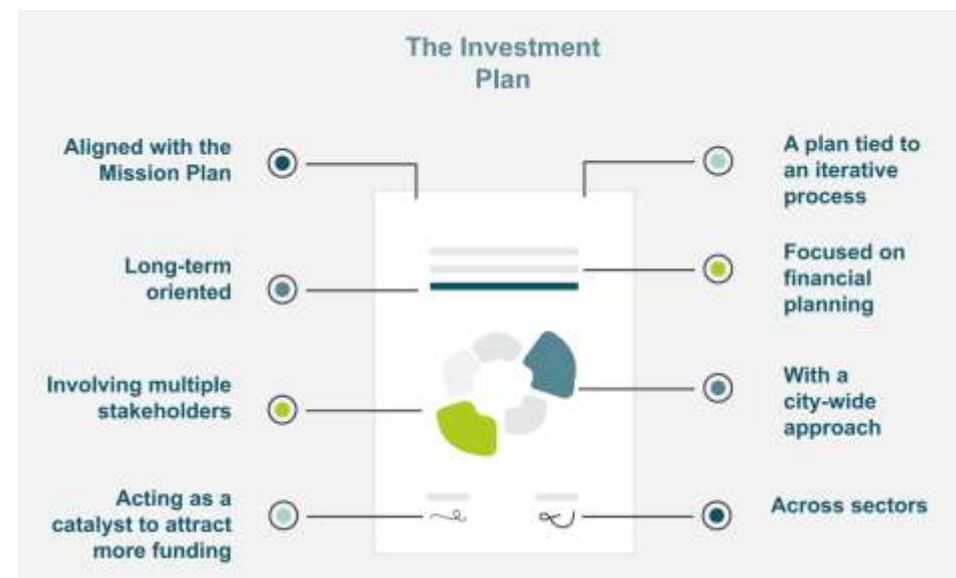
Please use the levels of the financial metrics and assumptions used below to present a result according to the EUCF Financial Model, unless indicated otherwise in the table below. Financial metrics that are not meaningful for the proposed project will not be included in the investment concept template.

The values of the metrics should be rounded to the number of the decimal places of the respective column in the investment concept template. For "Project 1", for example, this value is 0.00 of the investment concept template.

Equity Internal Rate of Return (IRR)	%	Investment
Project Internal Rate of Return (IRR)	%	Investment
Payback period	years	Investment
Net Present Value (NPV)	EUR	Investment

**3.1.4.2 Terms of investment opportunity**  
Please provide a brief description of the terms of the investment opportunity, including key elements such as assigned investment amount, the overall financing structure, the duration of the investment and expected return. See 3.1.4.2 below.

**3.1.4.3 Targeted investment schemes**  
Please select among the options below the main types of investment schemes (besides for financing the total investment necessary for the development and implementation of the investment project). More than one option can be selected.



[Template of the EUCF Investent Concept](#)  
[NetZeroCities Investment Plan Framework](#)



Are cities already changing the way they finance projects?

What are the main barriers and who needs to address them?

Is your city willing to use  
innovative financing  
instruments?



Yes but only if we receive more support to learn how to do this effectively

Yes - we are already doing it and we are optimistic

Yes but we need more internal buy-in within my organisation

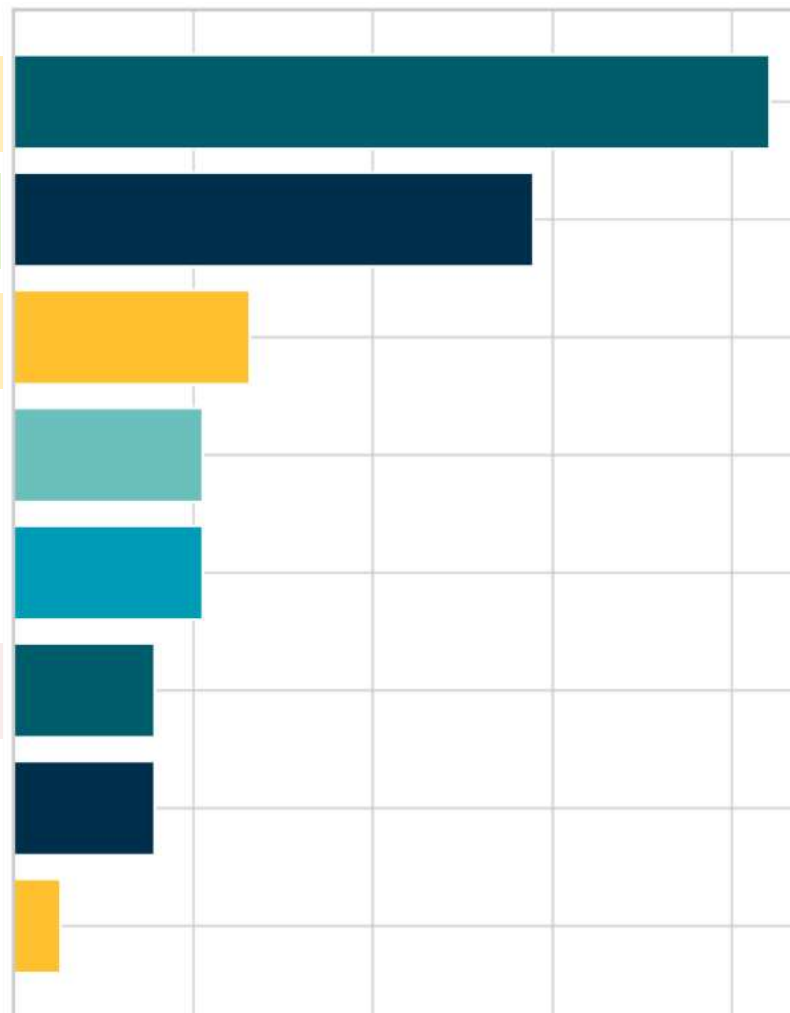
Other (please specify)

I am not sure

No - we lack adequate regulations in my country

No - it will be too difficult to change how we have worked so far

No - there is no need to change our approach

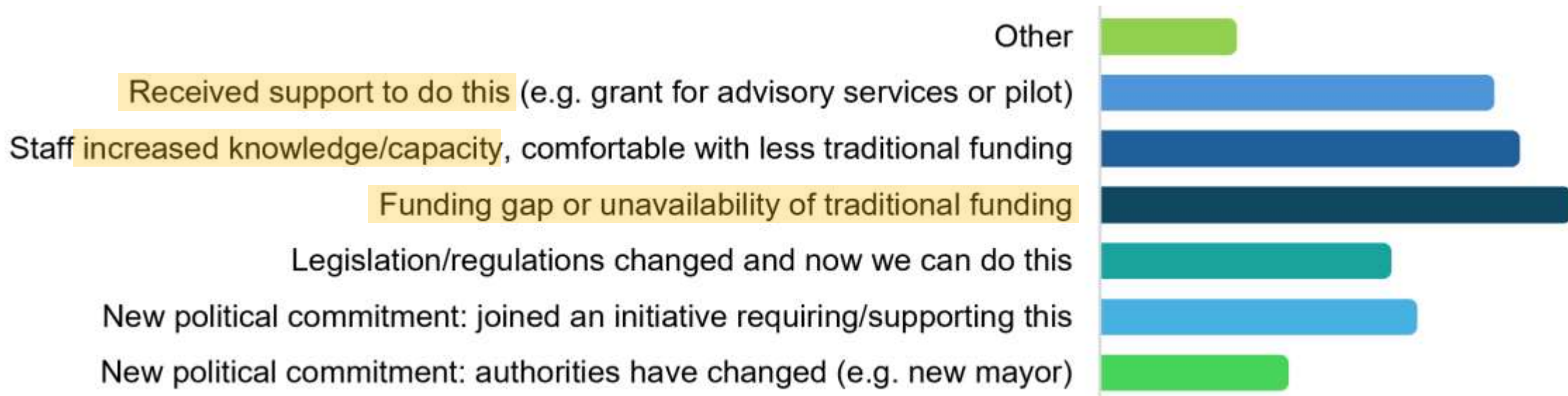


# Which financing instruments has your city already used?



Yes, we have used it many times	16%	3%	13%	5%	11%	13%	24%	3%
We have used it once or implemented a pilot project	18%	3%	18%	13%	16%	16%	13%	5%
Not yet, but we are currently preparing a project	21%	x	5%	3%	29%	18%	11%	x
No, because we don't have enough expertise or/and available staff	26%	47%	18%	32%	18%	13%	24%	37%
No, it is not possible to use it in my country	5%	13%	5%	18%	13%	3%	3%	11%
No, so far we have not been interested in this instrument	5%	21%	11%	13%	3%	3%	8%	18%
I don't know	8%	11%	21%	16%	8%	16%	13%	24%
	EPC/ESCO	Green Bonds	Revolving Funds	Crowdfunding	Energy Cooperatives	Project Development	Hybrid Instruments	Guarantee Funds

# What makes cities start using these less traditional financing options?

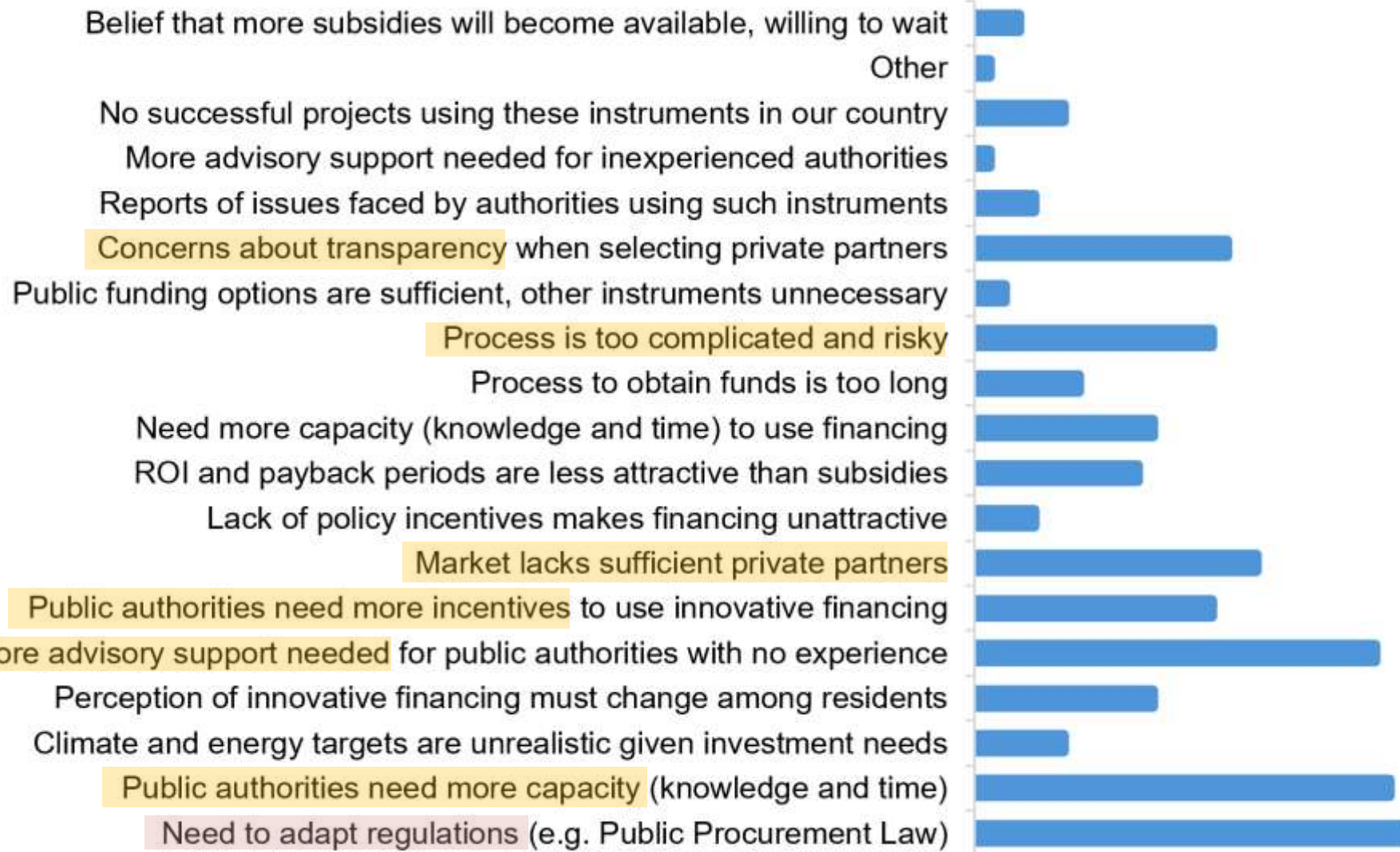


# What do cities think about what impacts access to innovative financing instruments?





SHARE YOUR OPINION



# Where can you learn more about other-than-subsidies financing options?



# Resources

## Innovative finance methods

### Energy performance contracting



Energy performance contracting

Energy performance contracting is a scheme where an energy service company manages all aspects of the project and guarantees energy savings. The company finances the improvements based on the savings they will generate in the future, meaning they only receive payment and a return on their investment once the energy savings are achieved.

One of the major advantages of energy performance contracting is that the investment risks are transferred to the company, which guarantees the energy performance. Typically, no upfront capital is required from the client, and the scheme can also include non-energy solutions, making it a flexible option for public and private projects alike.

An example of energy performance contracting in action is [Ljubljana's work](#) with the company Rasaita to make local schools more comfortable and energy efficient. Another example is Rotterdam's Green Buildings project in the Netherlands, which combines funding sources for public building improvements. These contracts are usually long-term, lasting between eight and 15 years, and the company is responsible for both the operation and maintenance of the energy-saving measures.

Read the cheat sheet [here](#).

### Internal contracting



Internal contracting

Internal contracting is a financing scheme where public authorities fund energy-saving measures using their own municipal budget. It operates as a self-sustaining mechanism. Cost savings from energy efficiency improvements are recorded in a separate account and reinvested into future projects. This system allows municipalities to offer zero-interest loans with no banking fees, making it a highly efficient way to use public funds, especially for authorities with budget constraints.

The key advantages of internal contracting include its ability to reinforce itself financially, as savings continuously support new projects. It also enables rapid implementation of energy-saving measures without needing external consultants, keeping expertise and control within the public authority. This makes it ideal for smaller projects that may not attract interest from energy service companies.

A notable example is the city of Stuttgart in Germany, which has been using internal contracting since 1995 to finance energy efficiency and renewable energy projects within the city budget. Another example is Albertville, France, which used this method to refurbish public lighting with LED bulbs and solar technologies, maintaining financial autonomy by operating outside the banking system.

Read the cheat sheet [here](#).

### Green bonds



Green bonds

Green bonds are a type of bond designed to finance or refinance projects that deliver environmental benefits. Like regular bonds, they offer a fixed return to investors, but the key distinction is that the funds raised must be used exclusively for green projects, such as those aimed at reducing carbon emissions or improving sustainability. These bonds can be issued by city governments, utility companies, corporations, managing green assets, states, or development banks.

The main advantages of green bonds include improved liquidity, their appeal to new investors, and the relatively limited need for public funding. They also enhance the credibility of an organization's sustainability strategy and can be applied across a range of projects. Green bonds are an attractive option for large-scale projects that have clear environmental and social impacts, while still offering reasonable financial returns.

A notable example is the city of Gothenburg in Sweden, which was the first in the world to issue green bonds aimed at funding climate change mitigation and environmental sustainability projects. Similarly, the Paris Climate Bond, issued in 2015, supports the city's ambitious climate action plan by financing projects aimed at climate mitigation.

Read the cheat sheet [here](#).

### Guarantee funds



Guarantee funds

Guarantee funds are loan guarantees provided to lenders which serve as buffers against first losses of non-payment by the borrowers.

Guarantee funds are commonly used to facilitate private investments in energy efficiency projects by sharing credit risks between financial institutions and guarantors. They allow commercial lenders or guarantee fund stepping in to absorb risks and cover losses.

Financial institutions provide loans, and the guarantor shares funds, reduce risks for financial institutions, and improve the large infrastructure projects and usually require additional p

An example is Bulgaria's Energy Efficiency and Renewables consulting company for energy efficiency projects.

Read the cheat sheet [here](#).

**What are Guarantee funds?**

Guarantee funds are one of the most commonly used financing tools to facilitate private investments in energy efficiency projects.

The financing scheme involves the participation of financial institutions and guarantors. Commercial lenders or guarantee funds absorb the credit risks of the projects, allowing them to provide loans to borrowers. The guarantor shares funds, reduce risks for financial institutions, and improve the large infrastructure projects and usually require additional p

How do Guarantee funds work?

Commercial lender provides loan to borrower. Guarantee fund provides guarantee to lender. Borrower repays the loan to the lender. If the borrower fails to repay, the guarantee fund covers the loss.

What are the advantages?

Guarantee funds provide a buffer against first losses of non-payment by the borrowers. They allow commercial lenders or guarantee fund stepping in to absorb risks and cover losses. Financial institutions provide loans, and the guarantor shares funds, reduce risks for financial institutions, and improve the large infrastructure projects and usually require additional p

**PROSPECT+**

**Targeted Sectors**

- Energy efficiency
- Renewable energy
- Energy storage
- Energy services
- Energy infrastructure

**Characteristics**

- Long-term
- Highly efficient
- Self-sustaining
- Low risk

**Example**

Stuttgart, Germany

Stuttgart has been using internal contracting since 1995 to finance energy efficiency and renewable energy projects within the city budget.



# More information and examples:



**Resources** 20 September 2024

## Innovative finance methods

When subsidies aren't enough for local governments to fund all their ambitions, there are several attractive alternatives that come in the form of innovative finance, from green bonds to crowdfunding. Below is a brief overview of each method we explored, explaining what the method is, how it works, as well as the advantages, targeted sectors, and an example for each.

**8 minute read** →



**Stories** 5 October 2022

## How cities are boosting their energy budgets

What if you could opt out of higher energy bills and help quell the climate crisis without spending a cent? In Valladolid, that's already the reality for a growing number of local people, and Valencia looks set to continue the trend.

**6 minute read** →



**News** 17 June 2024

## Brussels advances carbon neutrality with crowdlending

The Etterbeek municipality, in Brussels, aims to reach 100% carbon neutrality by 2050. However, the misalignment between this bold vision and the available budget prompts a search for new ways of financing.

**5 minute read** →



**Stories** 16 January 2024

## Bankers' view on city finance

Amid inflation and the cost-of-living crisis, cities face difficulties in making the investments they need in environmentally sustainable projects that will provide dividends in the future.

**5 minute read** →

<https://eurocities.eu/projects/prospect-2>

# Covenant of Mayors resources:



European Commission

EN

Covenant of Mayors - Europe

About | Local plans & actions | Community members | **Resources** | News & Events | MyCovenant

FAQs | **Funding opportunities** | Adaptation Resources  
Library | Communication tools | Energy Poverty  
Calls | Reporting | Earth Observation

Search

Tag: - Any -

Type of News: - Any -

8 November 2024 | Community News  
**Improving liveability in cities, together: SCEWC 2024 at a glance**  
The Covenant and many of its signatories were in Barcelona to discuss how cities and towns can accelerate the climate transition and achieve better living for all.

25 October 2024 | City Stories  
**District Heating: The essential base for a successful detox**  
Cities can detoxify their heating systems broadly with collective district

Search

Support for: All

Support to: All

Country: All

Sectors: All

Type of funding: All

Project size: All

Co-funding: All

Leverage factors: All

Shared management funds	European Funding Programmes	Technical assistance and advisory support	Financial Institutions instruments	Alternative Financing Schemes
Cohesion Fund	Connecting Europe Facility (CEF)	European Energy Efficiency Fund – Technical Assistance Facility (eef – TAF)	EIB – Municipal Framework Loans	Citizen Cooperatives
EAFRD - European Agricultural Fund for Rural Development	EU renewable energy financing mechanism	Just Transition Platform	InvestEU Fund	Energy Performance Contracting
EMFAF – European Maritime Fisheries and Aquaculture Fund	Horizon Europe	LIFE Technical Assistance Projects	Public Sector Loan Facility	Green municipal bonds
ERDF - European Regional Development Fund	Innovation Fund	InvestEU Advisory Hub		On-bill financing
ESF+	URBACT IV			Revolving loan funds
Just Transition Fund	LIFE			Soft loans, guarantees
	Territorial Cooperation			

## Support services

InvestEU Portal	EIAH - European Investment Advisory Hub	Financial Instruments Advisory (fi-compass)	European PPP Expertise Centre
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# Our Community of Practice and events



 PROSPECT+

**28 FEBRUARY 2024 (WEDNESDAY), 10:00-12:00 CET**

**CROWDFUNDING, MICROLOANS, INTRACTING  
AND ENERGY PERFORMANCE CONTRACTING**

  
KRIŠEVIĆ  
Samela Mihalčić Samić

  
ALBERTVILLE  
Sandrine Duchesny

  
SELMIČA OB DRAVI  
Vlasta Kirmelj



 PROSPECT+

**Interested in  
financing options  
for your city's or  
region's energy  
transformation?**

**See if you can join our Community  
of Practice and policy dialogue:**  
[h2020prospect.eu/community-practice](https://h2020prospect.eu/community-practice)





# Finance readiness: checklist and assessment

**6. Legal & Regulatory Analysis**

1. Have you assessed any existing national regulations or policies that may support the development of your project?  
It is important to understand which national policies or regulations are currently relevant to your project, including e.g. national or regulatory objectives for energy efficiency, research, innovation, social responsibility, the public environment, technical planning for sustainable energy systems, etc.

2. Have you assessed any challenging regulations or policies that could pose a risk or barrier for your project?  
It is important to understand which national policies or regulations might influence your project, such as e.g. long and burdensome planning processes, requirements for major investments, etc. (urban and landscape planning).

3. Have you checked if any legal requirements regarding your climate investment approach (financing scheme) exist?  
It is important to understand which legal requirements exist for applying your chosen financing scheme (e.g. an EPCO allowed in your country, which requirements need to be met for green bonds, etc.).

4. Have you checked for any laws or legal frameworks affecting your intended activities and measures? Both on local or national level?  
It is important to understand which laws or legal frameworks exist for implementing your investment measures (e.g. resources or equipment used must meet a certain standard).

5. Are you aware of any environmental or engineering standards existing that are applicable to your project?  
It is important to understand which environmental and engineering standards exist that are applicable to your project, e.g. when buildings are being constructed whether there are energy savings need to be achieved.

6. Do you have any further documents that might be relevant?  
An environmental impact assessment (EIA) or Strategic Environmental Assessment (SEA).

7. Have you identified a notification system you use when there are changes regarding your project/programme?  
It is important to understand which notification systems exist in the process of planning and carrying out measures for existing buildings within the development and implementation project/programme. In order to know the conditions of possible investors, it is important to understand and specify reporting the building through which controls exist and different between different parties will be addressed and decision-making authority, among the most common systems for this are: notification & information consultation and permit determination.

Buttons: Previous, Next

**PROSPECT+**  
Capacity building for cities and regions - from hearing to action!

### Finance Readiness Summary

Project Title: \_\_\_\_\_  
Type: \_\_\_\_\_  
Municipality/Local Authority: \_\_\_\_\_  
Urban Character: \_\_\_\_\_  
Planned Financing Instrument: \_\_\_\_\_  
Energy Performance Contracting (EPC): \_\_\_\_\_

Overall Feedback (in % of financial readiness):

**Overall feedback (in % of financial readiness)**  
This overall score is required. This will also result for the required information before you can complete your project financially ready. Please make sure to prepare the missing information for the sections that are still red or yellow. The more information you have prepared the higher the score will be to obtain financial advice for your project.

#### Feedback Per Section

Section	Score (%)
1. General Info & Background	100%
2. Funding Information	100%
3. Technical Information	100%
4. Scope of Proposal	100%
5. Energy Efficiency	22%
6. Financial Information	22%
7. Promoters & Stakeholders	22%
8. Legal & Regulatory Analysis	100%
9. Additional information for EPC financing	100%

Buttons: Back, Done, If you prefer...

# PROSPECT+ consultations on cities' attitudes to less traditional financing options



**Can your city's energy transformation happen without traditional subsidies?**

SHARE YOUR THOUGHTS.  
VOICE YOUR CITY'S NEEDS.



[www.h2020prospect.eu/policy-dialogue](http://www.h2020prospect.eu/policy-dialogue)



**JOIN NOW**

Have thoughts on reducing public authorities' reliance on subsidies? We're all ears!

Contribute your recommendations:

[bit.ly/JoinPolicyDialogue](http://bit.ly/JoinPolicyDialogue)

[www.h2020prospect.eu](http://www.h2020prospect.eu)







**Sylwia Slomiak**

Senior Climate Finance Advisor, Eurocities

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[www.eurocities.eu](http://www.eurocities.eu)



# Tools to navigate the energy funding landscape



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## Tools to navigate the energy funding landscape

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Speaker:

- **Alokananda Nath**, Frankfurt School of Finance and Management

Moderator:

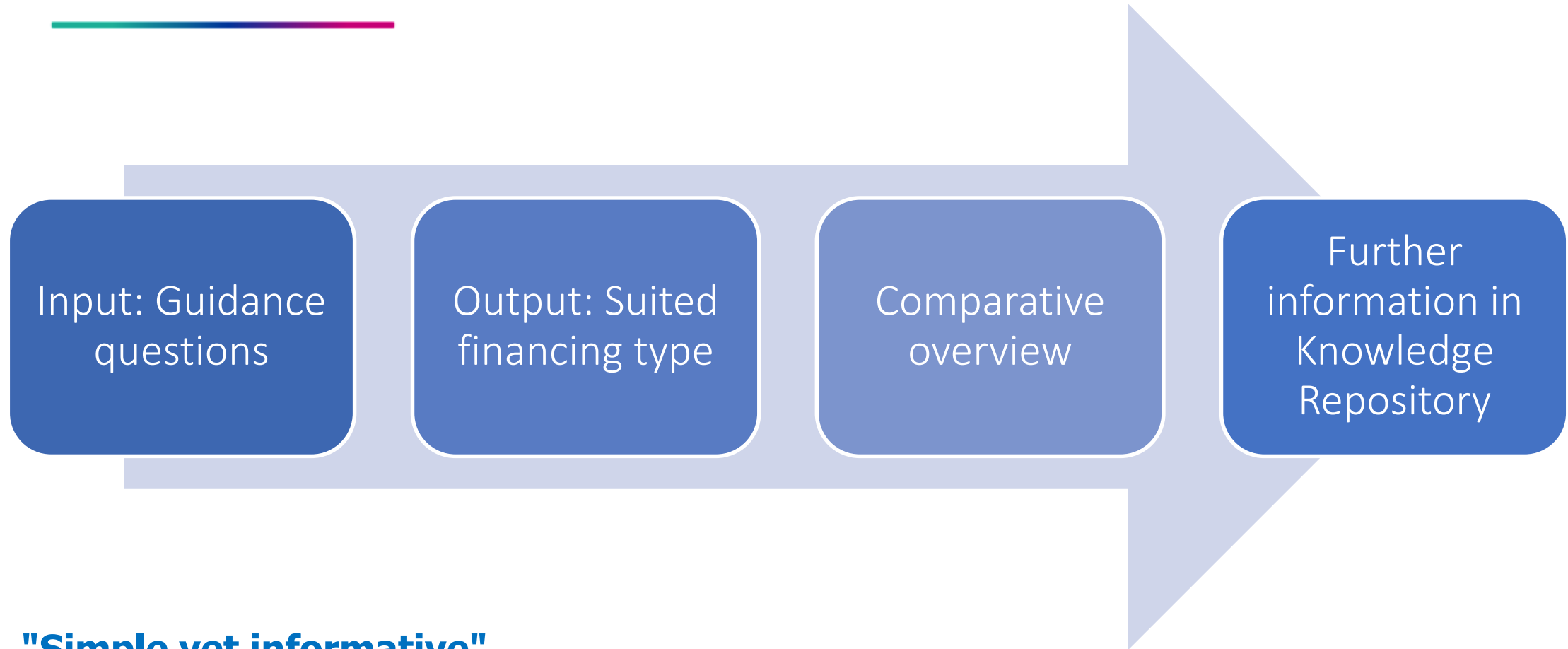
- **Eddy Adams**, Urban Innovation Expert

## Navigate the city finance landscape

The Finance Guidance Tool was developed to support the 112 Mission Cities during the preparation of their Climate City Contracts and Investment Plans. The tool provides an overview and guidance on the funding and financing options to the cities on the 5 sectors included under NetZeroCities. This is **not** a decision-making tool.

- I. Overview of existing financing instruments
- II. Funding programmes and opportunities
- III. Private sector capital opportunities
- IV. Exploration of innovative financing approaches
- V. City-focused initiatives in Europe

## An interactive Online Knowledge Tool



**"Simple yet informative"**

## An interactive Online Knowledge Tool

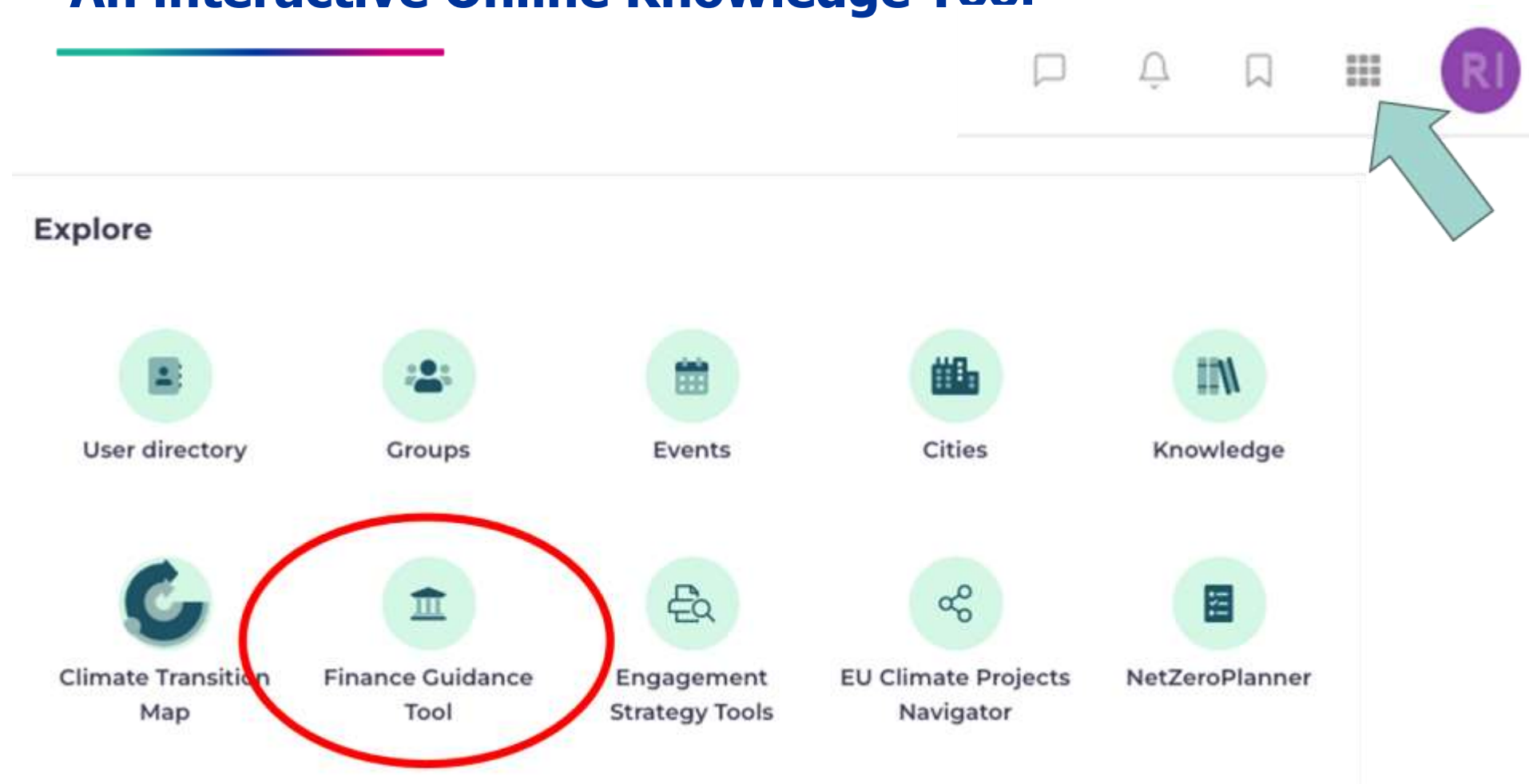


The screenshot shows the Net Zero Cities website interface. The top navigation bar includes 'About', 'News & Events', 'Resources', 'Cities', 'Capital Hub', and 'Enabling City Transformation'. The 'Resources' menu is open, highlighting 'Finance Guidance Tool'. The main content area features a large banner with the text 'Towards climate neutral European cities by 2030' and 'We help cities take climate action to reach climate neutrality by 2030'. A small URL bar at the bottom left of the screenshot shows 'https://netzerocities.app/financeGuidanceTool'.

<https://netzerocities.app/financeGuidanceTool>

- Open source
- Free to use
- Guidance on finance

# An interactive Online Knowledge Tool



<https://netzerocities.app/financeGuidanceTool>

# An interactive Online Knowledge Tool

## FINANCE GUIDANCE TOOL

This tool has been designed to help you find the right funding for your projects. It is based on a questionnaire that will help you define your financing needs and filter the types of funding that are appropriate.

Please select one or more sectors which apply for your project or portfolio



### Built Environment

Will the upcoming investments have an impact on the buildings sector? Will the investments drive a positive transformation of the buildings sector?



### Green Infrastructure and nature based solutions

Will the investment fund infrastructure measures with a positive impact on CO2 reduction in their city/ municipality?



### Waste and circular Economy

Does the investment produce a discernible improvement in the city's waste management? Will the investment reduce the city's waste generation?



### Transportation

Does the investment relate to the passenger transportation sector or other transportation modes? Can significant savings be achieved because of the investment?



### Energy systems

Does the investment result in more sustainable energy generation? Does the transformation create any apparent savings in emissions due to the use of renewable energy?



# An interactive Online Knowledge Tool

## FINANCE GUIDANCE TOOL

This tool has been designed to help you find the right funding for your projects. It is based on a questionnaire that will help you define your financing needs and filter the types of funding that are appropriate.

Please select one or more sectors which apply for your project or portfolio



### Built Environment

Will the upcoming investments have an impact on the buildings sector? Will the investments drive a positive transformation of the buildings sector?



### Green Infrastructure and nature based solutions

Will the investment fund infrastructure measures with a positive impact on CO2 reduction in their city/ municipality?



### Waste and circular Economy

Does the investment produce a discernible improvement in the city's waste management? Will the investment reduce the city's waste generation?



### Transportation

Does the investment relate to the passenger transportation sector or other transportation modes? Can significant savings be achieved because of the investment?





### Energy systems


Does the investment result in more sustainable energy generation? Does the transformation create any apparent savings in emissions due to the use of renewable energy?


# An interactive Online Knowledge Tool


**Sector**

  
**Built Environment**

  
 Green Infrastructure and nature based solutions

  
 Waste and circular Economy

  
 Transportation

  
 Energy systems


✓ Select and complete the questions relevant to your financing project (multiple selection is possible).

The municipality has sufficient resources or can generate resources for full or partial financing

Grants are available from donors


Loans are available at concessional interest rates

**Please select one or more sectors which apply for your project or portfolio**




**Built Environment**

Will the upcoming investments have an impact on the buildings sector?  
Will the investments drive a positive transformation of the buildings sector?




**Green Infrastructure and nature based solutions**

Will the investment fund infrastructure measures with a positive impact on CO2 reduction in their city/ municipality?




**Waste and circular Economy**

Does the investment produce a discernible improvement in the city's waste management?  
Will the investment reduce the city's waste generation?



**Transportation**

Does the investment relate to the passenger transportation sector or other transportation modes? Can significant savings be achieved because of the investment?



**Energy systems**

Does the investment result in more sustainable energy generation? Does the transformation create any apparent savings in emissions due to the use of renewable energy?

# An interactive Online Knowledge Tool

There is a willingness from private contracting firms to execute the project

- The municipality would be interested in a simplified financing arrangement but with higher interest rates
- The municipality would be interested in a complex financing arrangement with lower interest rates

The project scale is large enough to interest private equity investors

- The regulatory framework permit private equity investment

The utilities can offer financing

- The municipality would be interested in an Energy Efficiency Obligation Scheme (EEOS)
- The municipality would be interested in an on-bill financing

### Energy Efficiency Obligation Scheme (EEOS)

<ol style="list-style-type: none"><li>Benefit from the pressure created by a EEOS on utilities to meet targets through financial penalties</li><li>Do not bear high upfront investment costs</li></ol>	<ol style="list-style-type: none"><li>Need a strong regulatory framework</li><li>Need strong governance</li></ol>	Possible in countries that have implemented EEOS
--	---	--

[Resource](#)

### On-bill financing

<ol style="list-style-type: none"><li>Repay investments through bills</li><li>Enjoy a relatively simple implementation process</li></ol>	May encounter challenges arising from a lack of experience because the model is rarely implemented in Europe	Small to medium-sized projects
--	--	--------------------------------

[Resource](#)

[Export my results to Excel](#) [Export my results to PDF](#)

[Back to knowledge](#)

## Energy Efficiency Obligation Scheme (EEOS)

The cost saving acquired by minimising the consumption of energy by a private entity in an Energy Efficiency Obligation Scheme (EEOS) are utilised to fund the investments of the municipality. EEOSs are legitimately enforceable control mechanisms. The entities are assigned duties of meeting certain energy-saving aims by investing in eligible end-use energy-efficiency measures. This is achieved by setting up a quantitative energy-saving target that various enterprises are needed to achieve and a control mechanism to verify, regulate, measure, administer and report the energy savings (RAP, 2012).

**Advantages:** For the model to achieve its target, it encourages utilities to gather dedicated finances, either as a special charge or as part of the charges of conducting the business. The collected finances are then utilised to implement energy efficiency measures. For example, utilities may compose and adopt utility programmes that ensure there is a provision of funding incentives to end-users, including municipalities. Another advantage is that municipalities will only incur partial upfront investment costs of energy efficiency project. This directly benefits from the pressure created by EEOS in utilities to achieve targets through penalties imposed on the project.

**Disadvantages:** The implementation of EEOS requires having a strong regulatory framework and strong governance that may prove challenging to some local governments. Further, the municipality does not have full control over the project.

**Projects that can be financed by this model:** Financing energy efficiency upgrades in countries that have implemented EEOS.

### Case studies:

1. [PRODESA - Energy efficiency in Greek municipal buildings](#)

### Further reading:

1. [Costs and Benefits of Energy Efficiency Obligation Schemes](#)
2. [Paving the way to recovery with utility-funded energy efficiency](#)

### References:

- RAP. 2012. "Best Practices in Designing and Implementing Energy Efficiency Obligation Schemes".  
Rosenow, Jan, and Edith Bayer. 2016. "Costs and Benefits of Energy Efficiency Obligation Schemes".

[Edit](#)[Unpublish](#)

### Authors

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Last update: March 21, 2023

### Tags

[Finance](#)[Funding](#)

## FILTER RESOURCES

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Tags

Social & Economy >Sustainable environment >Science & Technology >

## KNOWLEDGE REPOSITORY

energy finance



My resources

Pilot guide book

Quick reads

Transition team playbook

Communication playbook

335 Resources

Factsheet

**Blended finance for Energy Efficiency (EE)**

The built environment is responsible for ~40% of the EU's carbon emissions (European Commission, 2020). Significant investments are required to implement demand-side, passive, as well as infrastructure-level energy efficiency (EE) measures to reduce these emissions in line with the global temperature rise. While traditional financing is available for new commercial energy efficient buildings, financing additional investments for EE measures in new community buildings –such as ...

Citizen participation

Finance

+3



Document

**Ostersund: Green bonds to finance the green transition in energy-efficient ...**

Through a green bond scheme that began in 2017, Östersund has set up a framework for financing sustainable investments in renewable energy, mobility and energy-efficient housing. Energy efficiency improvements in housing in 2021 have led to 892 MWh/year of energy use avoided. Link <https://eu-mayors.ec.europa.eu/en/node/346>

Finance

Stakeholder engagement

+1



Document

**EBRD boosts green finance for serbian smes and cities**

Article

**Climate Finance Lab**



## Other resources that cities can use

Covenant of Mayors: [Funding opportunities](#)

Prospect+ : Project finance readiness tool

EU current funding: [Current funding](#)



# Thanks for your attention !

## Get in touch with us

---

Alokananda Nath

[a.nath@fs.de](mailto:a.nath@fs.de)

# Interactive groupwork

Moderated by:

- **Donal O'Herlihy** (URBACT Expert)



# Bridging the funding gap

Speakers:

- **Mihaela Florea** (Romanian UCP Team)
- **Sylwia Slomiak** (Eurocities/Prospect+)
- **Maria Elena Seemann** (City of Alba Iulia)
- **Reyhaneh Yeganeh** (EUI)

Moderated by:

- **Eddy Adams**



# Innovative Financing Schemes in UIA Cities; What lessons can be shared?





# Bucharest's innovative energy model

## Speakers:

- **DI Mircea Carlan**, General Director - Ministry of Energy
- **Codrut Papina**, Consultant URBASOFIA ltd
- **Octavian Aron**, Deputy General Director – Bucharest District 6

## Moderated by:

- **Eddy Adams**
- 
-



# Site visits



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# Welcome and Study Visit highlights review

Moderation:

- **Eddy Adams** (URBACT/EUI Expert)
- **Donal O'Herlihy** (URBACT Expert)



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# Next URBACT and EUI funding and networking opportunities



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# Upcoming opportunities from URBACT



**Call for URBACT Transfer Networks**

## Upcoming opportunities from URBACT



The graphic features the URBACT City Festival logo on the left, which includes the text 'URBACT CITY FESTIVAL' and '8-10 April 2025 - Wrocław, Poland'. To the right is a stylized logo consisting of a central circle with radiating lines, surrounded by four larger circles in red, yellow, green, and blue. The main image is a circular photograph of a historic European town square with colorful buildings and a fountain, set against a background of radiating colored bars.

Register now!

[urbact.eu/city-festival-2025](https://urbact.eu/city-festival-2025)

**We welcome:**  
**URBACT Good Practices cities**

**Members of ongoing  
URBACT Networks**

**Newcomers to the  
URBACT community**

**Registrations are open!**

**Stay tuned to  
[urbact.eu](https://urbact.eu)**



## Upcoming opportunities from URBACT

### URBACT Transfer Networks

- ➔ Cities **share** and **adapt** a successful **URBACT Good Practice** that has already been implemented in a Network's city.
- ➔ From **1 April to 30 June 2025**
- ➔ Launch at the **URBACT City Festival** → great opportunity to network and form a new TN!

Stay tuned to [urbact.eu/get-involved](https://urbact.eu/get-involved) !



# REGISTER NOW

[urbact.eu/city-festival-2025](https://urbact.eu/city-festival-2025)

**URBACT**  
CITY FESTIVAL  
8-10 April 2025 - Wrocław, Poland



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# 6th Cities Forum

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**SAVE THE DATE: 17 – 19 June 2025, Kraków, PL**

- **European Commission DG REGIO's major biennial event, organized by EUI**
- Join us for high level discussions and workshops with over 700 participants from:
  - Stakeholders implementing and promoting integrated and sustainable urban development strategies, including cities, regions, umbrella organisations and NGOs
  - High-level political representation from all levels of governments from all over Europe
  - Keynote sessions featuring a representative from the college of commissioners discussing the future of EU Cohesion Policy



# EUI Funding Opportunities

## EUI – Innovative Actions Transfer Partners

- See the 22 selected projects for second call for proposals on the **EUI website**

[https://www.urban-initiative.eu/calls-proposals/second-call-proposals-innovative-actions/selected-projects-eui-ia-2nd-call?check\\_logged\\_in=1](https://www.urban-initiative.eu/calls-proposals/second-call-proposals-innovative-actions/selected-projects-eui-ia-2nd-call?check_logged_in=1)

- Opportunities for **3 Transfer Partners** to learn from practice from funded Innovative Actions projects
- At least two of the four cities involved (1 MUA+ 3 Transfer Partners) are located in less developed or transition regions. The partnership includes cities of different sizes.
- **120,000 EUROS ERDF lumpsum for each partner city**
- Apply on the Urban Matchmaker:

<https://portico.urban-initiative.eu/urban-matchmaker>



# EUI Funding Opportunities

## EUI – City-t-City Exchanges

- **1 applicant city**
- 1, or 2 cities from a different EU Member States with expertise to help tackle the applicant city's operational challenge - 'the peer'
- Simple and short application form, quick implementation period, site visits, 2 - 5 days each
- **The call is ongoing – Apply when you need:** <https://www.urban-initiative.eu/capacity-building/city-to-city-exchanges/call>
- EUI **covers travel, accommodation, daily subsistence**, in addition to providing **expertise and technical support**. Up to **2 staff members from the peer cities get staff expenses covered**.



**To find a peer city, visit the Urban Matchmaker:**

<https://portico.urban-initiative.eu/urban-matchmaker>

# portico

.URBAN-INITIATIVE.EU

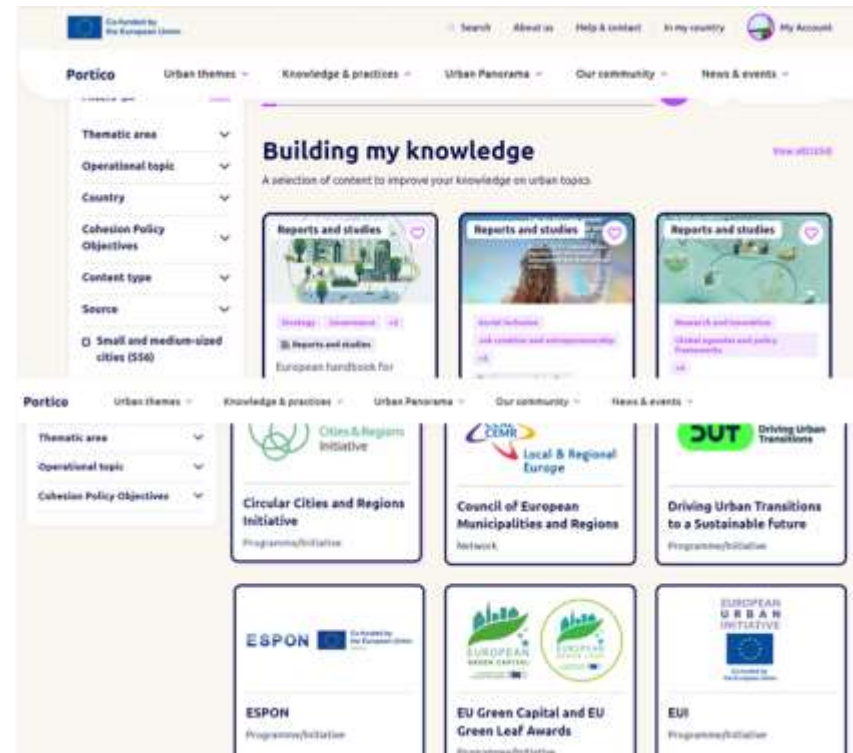


- Learn from many EU-level organizations working to deliver SUD knowledge on [Portico's Knowledge Hub](#)

More than 140 resources regarding 'energy transition'...

- Learn about EU programmes working on SUD related topics and how they can help you on the [Urban Panorama](#)

View all the open calls: <https://portico.urban-initiative.eu/urban-panorama/call-for-proposals>





# portico

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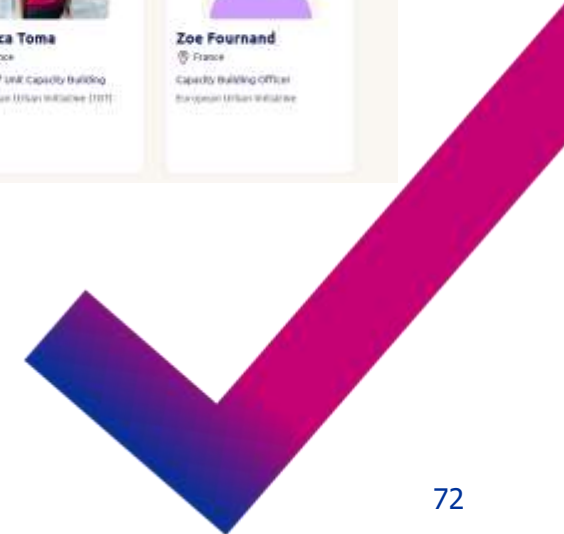
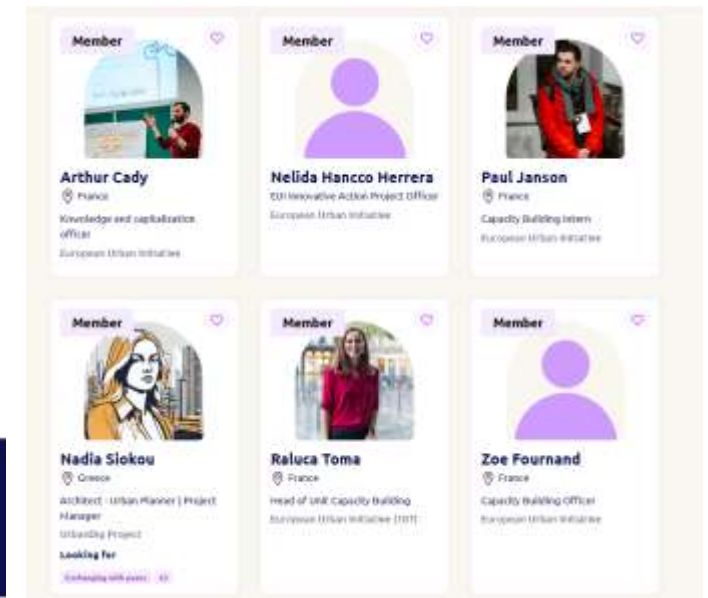
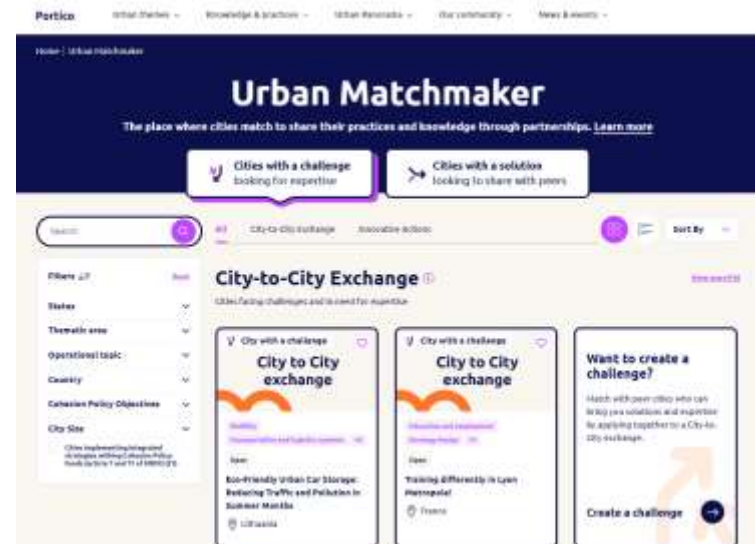


- **Connect with urban practitioners and policymakers everywhere in Europe on Portico's Community space!**

Over 1700 interested in energy transition, and over 70 members from Romania...

- **Visit the Urban Matchmaker to find cities interested in partnership for a City-to-City Exchange and Transfer Partners**

More than 30 challenges and solutions from cities



# The URBACT Energy Funding template/tool

by:

- **Donal O'Herlihy** (URBACT Expert)



# Purpose: Translate Theory into Practice

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We have a template and want to use today to:

- Provide you with an opportunity to use it to
- “Assemble” potential providers of funds
- Think about balance of funds
- Present to the Panel & get feedback

Ultimately, we will develop an outline “Pitch”



Getty Images/Kalleho Seisa

# EU Funding

## Capital

- Physical assets
- Equipment
- Infrastructure
  - Building Expansion
  - Building Refurbishment
  - Site Services (physical)
- Maybe Start-up costs
- Maybe Maintenance (usually not)



## Revenue

- General operational costs
  - Usually Maintenance
  - Heating & Lighting (Building)
- Personnel
- Utilities
- Professional Services (Legal, Accounting)
- Insurance & security

# EU Funding Sources

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Fund	Link	Aim	Budget
LIFE-Clean Energy Transition	<a href="https://cinea.ec.europa.eu/programmes/life/clean-energy-transition_en">https://cinea.ec.europa.eu/programmes/life/clean-energy-transition_en</a>	Supports: EU Green Deal; Energy Union; EU long term 2050 decarbonisation goals	
Modernisation Fund	<a href="https://climate.ec.europa.eu/eu-action/eu-funding-climate-action/modernisation-fund_en">https://climate.ec.europa.eu/eu-action/eu-funding-climate-action/modernisation-fund_en</a>	For modernisation of energy systems and improvement of efficiency in specific member states: Bulgaria, Czechia; Estonia; Greece; Croatia; Latvia; Lithuania; Hungary; Poland; Portugal; Romania; Slovenia; and Slovakia	Funded by EU Emissions Trading System
Renewable Energy Financing Mechanism	<a href="https://energy.ec.europa.eu/topics/renewable-energy/financing/eu-renewable-energy-financing-mechanism_en">https://energy.ec.europa.eu/topics/renewable-energy/financing/eu-renewable-energy-financing-mechanism_en</a>	Enable EU countries to work more closely together on the uptake and promotion of renewable energy  Grants cover either the installation of a renewable production facility (investment support) or the actual production of renewable energy (operating support)	
ELEANA	<a href="https://www.eib.org/en/products/advisory-services/elena/index">https://www.eib.org/en/products/advisory-services/elena/index</a>	ELENA provides technical assistance for energy efficiency and renewable energy investments targeting buildings and innovative urban transport. It provides grants for project development & assistance to public and private organisations	€0.132bn total €120 million already disbursed
EUI Innovative Actions	<a href="http://www.urban-initiative.eu">www.urban-initiative.eu</a>	Supports cities with Capacity Building; innovative measures; knowledge transfer and exchange; empower sustainable development	
European Investment Bank	<a href="https://www.eib.org/en/">https://www.eib.org/en/</a>	Mainly Loans, but other support too (see below)	
Cohesion Fund	<a href="https://ec.europa.eu/regional_policy/funding/cohesion-fund_en">https://ec.europa.eu/regional_policy/funding/cohesion-fund_en</a>	Reduce economic & social disparity between states Promote sustainable development. The Cohesion Fund provides support to Member States with a gross national income (GNI) per capita below 90% EU-27 average to strengthen the economic, social and territorial cohesion of the EU	
Connecting Europe Facility	<a href="https://cinea.ec.europa.eu/programmes/connecting-europe-facility_en">https://cinea.ec.europa.eu/programmes/connecting-europe-facility_en</a>	Boosts Energy, Transport and Digital infrastructure Supports cross country infrastructure	€43.2 billion (2021-27) Energy €8.7 bn Transport €30.6 bn

# EU Funding Sources

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Fund	Link	Aim	Budget
European Fund for Strategic Investments (EIB + European Investment Fund)	<a href="https://www.consilium.europa.eu/en/policies/investment-plan/strategic-investments-fund/">https://www.consilium.europa.eu/en/policies/investment-plan/strategic-investments-fund/</a>	Attracts investment for strategically important projects including: Energy Efficiency; renewable Energy; Power Grids; & Interconnectors	
European Regional Development Fund	<a href="https://ec.europa.eu/regional_policy/funding/erdf_en">https://ec.europa.eu/regional_policy/funding/erdf_en</a>	Reduce economic and social disparity between regions. Aims to increase: regional competitiveness; green, low-carbon, and resilience; connectivity; locally-led development & sustainable urban development	€200 billion 2021-27
Just Transition Mechanism	<a href="https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal/finance-and-green-deal/just-transition-mechanism_en#:~:text=Who%20will%20benefit?-,Introduction,chance%20to%20become%20a%20reality.">https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal/finance-and-green-deal/just-transition-mechanism_en#:~:text=Who%20will%20benefit?-,Introduction,chance%20to%20become%20a%20reality.</a>	Tailored support to the most vulnerable and coal-intensive regions in the transition to a greener economy: Three pillars: 1) JT Fund (€20bn) 2) InvestEU ((€10-15bn) 3) Public Sector Loans (€1.3bn grants + €6bn loans) through EIB	€55 billion 2021-27
JTM - Just Transition Fund (part of JT Mechanism)	<a href="https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal/finance-and-green-deal/just-transition-mechanism/just-transition-funding-sources_en">https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal/finance-and-green-deal/just-transition-mechanism/just-transition-funding-sources_en</a>	Tailored support to the most vulnerable and coal-intensive regions in the transition to a greener economy:	€20bn grants through Fund
JTM - InvestEU Programme	<a href="https://investeu.europa.eu/index_en">https://investeu.europa.eu/index_en</a>	EU budget guarantee of €26.2 billion that backs the investment of implementing partners such as the European Investment Bank (EIB) Group and other financial institutions.	~€25bn
JTM - EIB Public Sector Loan	<a href="https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal/finance-and-green-deal/just-transition-mechanism_en#:~:text=Who%20will%20benefit?-,Introduction,chance%20to%20become%20a%20reality.">https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal/finance-and-green-deal/just-transition-mechanism_en#:~:text=Who%20will%20benefit?-,Introduction,chance%20to%20become%20a%20reality.</a>		~€15 bn in loans



# EU Funding Sources

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Fund	Link	Aim	Budget
Recovery & Resilience Facility	<a href="https://energy.ec.europa.eu/topics/funding-and-financing/recovery-and-resilience-facility-clean-energy_en">https://energy.ec.europa.eu/topics/funding-and-financing/recovery-and-resilience-facility-clean-energy_en</a>	Recover from COVID impacts through: - resilience & green transition - address European Semester Framework challenges	
Innovation Fund	<a href="https://cinea.ec.europa.eu/programmes/innovation-fund_en">https://cinea.ec.europa.eu/programmes/innovation-fund_en</a>	€40 billion (2020-2030). Funds companies and public bodies to invest in cutting edge low-carbon and net-zero technologies	



# Funding Applications

## Proposal

- What are you trying to do?
- Who will benefit?
- What are other people doing in the same space (if anything)?
- What is unique about your project?
- How much € do you need and for what?
- If your project is delivered, what difference will it make?

## Providers

Their interest in

- Your topic
- Your location
- Your beneficiaries
- Your activity

## Priorities

The Providers

- What are they trying to achieve
- Who are they looking to support
- How are they looking to support them

## Process

- Fixed or open call
- On-line, remote?

# Funding template

by:

- **Donal O'Herlihy** (URBACT Expert)

# Template



<b>1 What will you create</b>	<ul style="list-style-type: none"> <li>• What are you trying to deliver.</li> <li>• Is funding required only for employing people or</li> <li>• Will you need to purchase equipment and/or construct or refit buildings</li> </ul>	<b>2 Who will benefit</b>	
<b>3 Why is your project needed</b>		<b>4 Project duration (how many years funding)?</b>	3 5 10 15 20 25
<b>5 Is anyone else doing something similar for the beneficiaries or issue?</b>		<b>6 How is your proposal unique?</b>	
<b>7 Will you create a physical asset?</b>	What will you create/build?	How much will it cost to build (€)	How long will it take to build (months)?
<b>8 Will you buy equipment</b>	What will you buy?	How much will it cost to buy?	How long will it last?      Cost to maintain (p.a.)
<b>9 Operational start date for your project?</b>	Start Date – Month/year	<b>10 How much will cost to operate (p.a.) €</b>	People costs (€).      Non-people operating costs (€)



# Template

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<b>1 What will you create</b>	<ul style="list-style-type: none"> <li>• What are you trying to deliver.</li> <li>• Is funding required only for employing people or</li> <li>• Will you need to purchase equipment and/or construct or refit buildings</li> </ul>	<b>2 Who will benefit</b>	When your proposal becomes operational <ul style="list-style-type: none"> <li>• who will benefit and</li> <li>• what will you do for them?</li> </ul> If addressing "an issue" how will it address the issue?
<b>3 Why is your project needed</b>		<b>4 Project duration (how many years funding)?</b>	3 5 10 15 20 25
<b>5 Is anyone else doing something similar for the beneficiaries or issue?</b>		<b>6 How is your proposal unique?</b>	
<b>7 Will you create a physical asset?</b>	What will you create/build?	How much will it cost to build (€)	How long will it take to build (months)?
<b>8 Will you buy equipment</b>	What will you buy?	How much will it cost to buy?	How long will it last?      Cost to maintain (p.a.)
<b>9 Operational start date for your project?</b>	Start Date – Month/year	<b>10 How much will cost to operate (p.a.) €</b>	People costs (€).      Non-people operating costs (€)

# Template

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<b>1 What will you create</b>	<ul style="list-style-type: none"> <li>• What are you trying to deliver.</li> <li>• Is funding required only for employing people or</li> <li>• Will you need to purchase equipment and/or construct or refit buildings</li> </ul>	<b>2 Who will benefit</b>	<p>When your proposal becomes operational</p> <ul style="list-style-type: none"> <li>• who will benefit and</li> <li>• what will you do for them?</li> </ul> <p>If addressing "an issue" how will it address the issue?</p>
<b>3 Why is your project needed</b>	<ul style="list-style-type: none"> <li>• What need are you addressing</li> <li>• And how do you know this need exists amongst this group – have you researched it?.</li> </ul>	<b>4 Project duration (how many years funding)?</b>	<p>3 5 10 15 20 25</p>
<b>5 Is anyone else doing something similar for the beneficiaries or issue?</b>		<b>6 How is your proposal unique?</b>	
<b>7 Will you create a physical asset?</b>	<p>What will you create/build?</p>	<p>How much will it cost to build (€)</p>	<p>How long will it take to build (months)?</p>
<b>8 Will you buy equipment</b>	<p>What will you buy?</p>	<p>How much will it cost to buy?</p>	<p>How long will it last?      Cost to maintain (p.a.)</p>
<b>9 Operational start date for your project?</b>	<p>Start Date – Month/year</p>	<b>10 How much will cost to operate (p.a.) €</b>	<p>People costs (€).      Non-people operating costs (€)</p>


# Template

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I N I T I A T I V E

<b>1 What will you create</b>	<ul style="list-style-type: none"> <li>• What are you trying to deliver.</li> <li>• Is funding required only for employing people or</li> <li>• Will you need to purchase equipment and/or construct or refit buildings</li> </ul>	<b>2 Who will benefit</b>	When your proposal becomes operational <ul style="list-style-type: none"> <li>• who will benefit and</li> <li>• what will you do for them?</li> </ul> If addressing "an issue" how will it address the issue?
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# Template

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# Template (additions, but not today)

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11 Risk & Mitigation		12 How much carbon will you save over 5, 10, 20 years	
13 What happens when funding ends?			







# Pitch Development

by:

- **Donal O'Herlihy** (URBACT Expert)

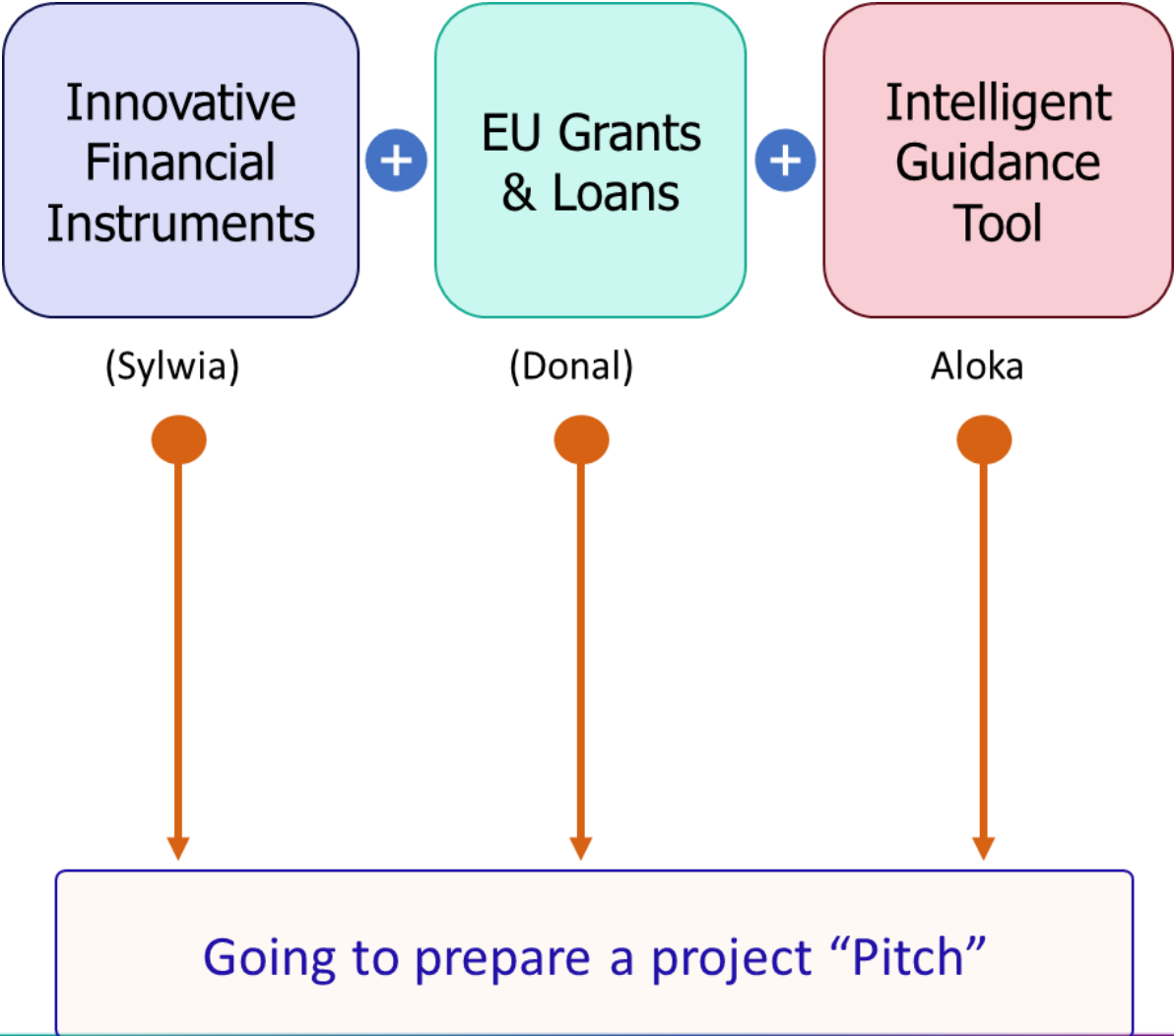
# Pitch Development

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Innovative  
Financial  
Instruments

(Sylwia)

EU Grants  
& Loans

(Donal)

Intelligent  
Guidance  
Tool

Aloka

Going to prepare a project "Pitch"


# Template

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# Interactive groupwork

Moderated by:

- **Donal O'Herlihy** (URBACT Expert)

# Pitch Development

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Please form into groups

Goal is to work in groups to develop a “Pitch” for funders

Choose a topic that is of interest or relevant for you

Focus on your funding requirements

1. What are you trying to do?
2. What benefit will it deliver and for whom?
3. What do you need the money for?
4. How much money do you need in total?

◆ **Capital**

◆ **Revenue**

5. Why should the funder choose you?

Nominate a “Pitcher”  
to present your idea  
for **5 minutes** max  
to the Panel

# Applying the tool

## Feedback, review and looking ahead

Moderated by:

- **Eddy Adams** (URBACT/EUI Expert)

## We'd like to learn and improve these EU City labs!

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Please connect on wooclap:



- 1 Go to [wooclap.com](https://wooclap.com)
- 2 Enter the event code in the top banner

Event code  
**ENERGYFUNDS**

 Enable answers by SMS



**Thank you for having been with us!**

