



# P4G Call for Partnerships: Application and Selection Process

Public Webinar: February 8, 2024



# Agenda

---



**Welcome**



**P4G Overview**



**Call for Partnerships criteria and process**



**Q&A**

# P4G Overview

# About P4G

P4G works with early-stage climate entrepreneurs and ventures in low and middle-income countries so that they can become investment ready, while also working with national level public-private platforms to improve the enabling market systems for climate transitions, both strategically aligned to each country's NDCs.

P4G focuses on climate mitigation or adaptation solutions with poverty reduction and gender equity goals in:

- Food loss and waste
- Climate smart agriculture
- Renewable energy
- Zero emissions transportation
- Water resilience



**MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK**



Ministry of Foreign Affairs of the  
Netherlands

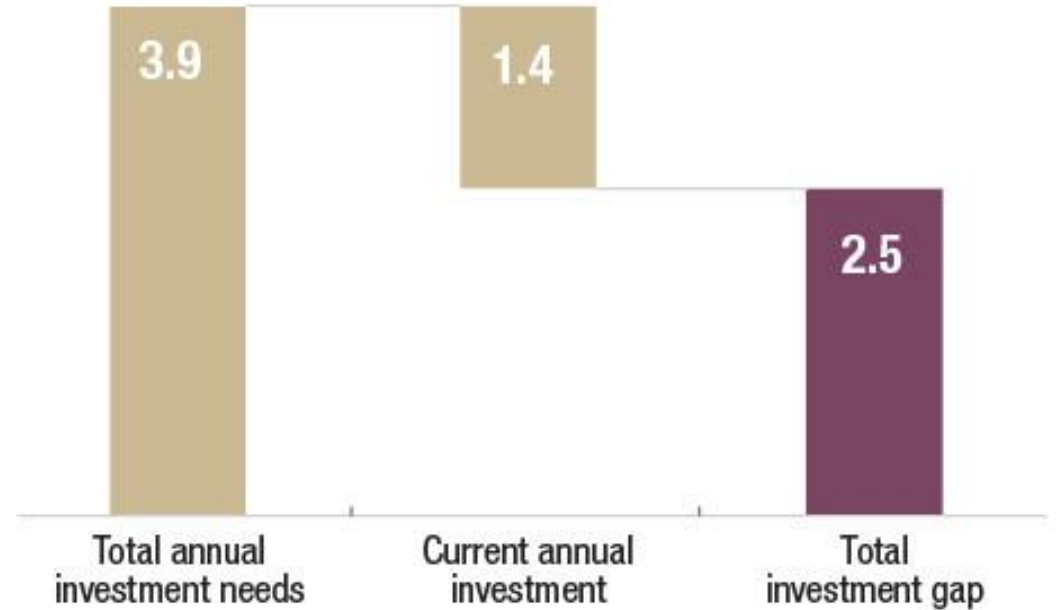


Ministry of Foreign Affairs  
Republic of Korea

# P4G Helps Bridge the Climate Finance Gap

- P4G builds a pipeline of locally-led, early-stage climate businesses that can attract finance, create jobs and contribute to poverty reduction.
- Each business must be partnered with a green nonprofit to ensure their environmental and social benefits are on track, to assist with related policy or regulatory work, and engage target communities.
- P4G's Vice Minister and CEO level National Platforms help inform and support key enabling policy or regulatory shifts.
- Knowledge is shared to further enable the flow of global climate finance to local climate businesses to realize national and global climate goals.

**Estimated investment gap in key SDG sectors, 2015-30**  
Trillions of USD, annual average





# Climate Solutions Require Locally-Led Climate Businesses

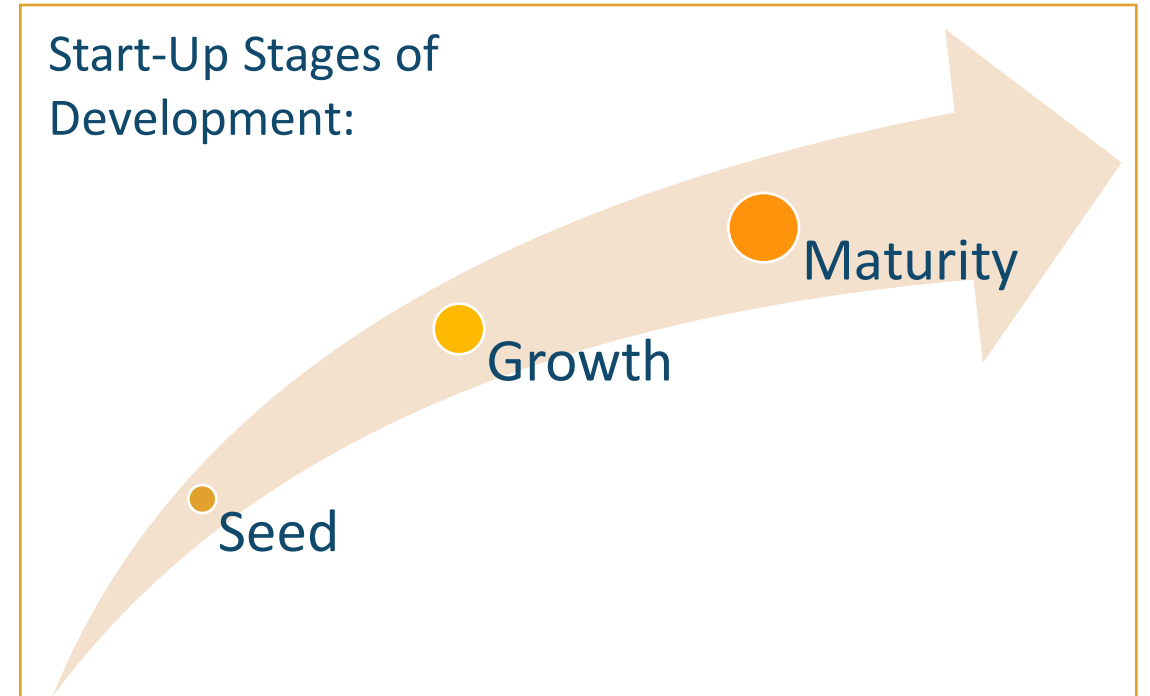
---

## Locally-led green businesses can:

- Solve climate resilience needs in their community and country
- Provide local jobs
- Scale their solutions to other countries
- Provide leap-frog innovations to climate challenges

## Small and medium enterprises:

- Are engines of the economy, responsible for employing some 70-80% of the population.
- Offer the potential for workforce efficiencies and localized insights that enhance project and business outcomes.



# P4G Design: Three key activities to address the challenge

---

## **1. Partnerships:**

Enabling locally-based green businesses to become investment ready

Grant funding and technical assistance to early-stage businesses to help them become investment ready so that they can implement innovative climate solutions in food, water and energy systems

## **2. National Platforms:**

Improving the in-country enabling systems for climate business investment & growth

P4G National Platforms include government and private sector industry associations to help improve the enabling market systems

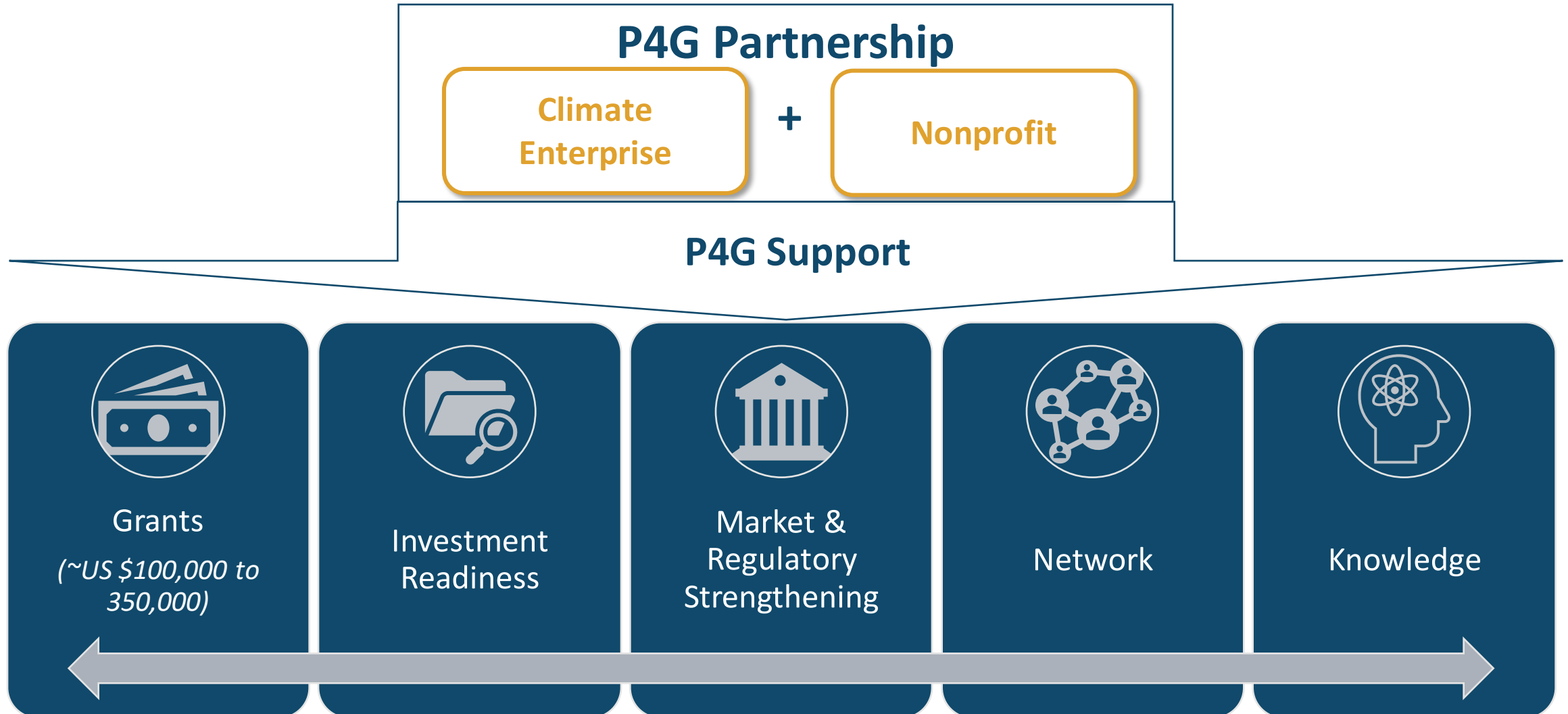
## **3. Knowledge Mobilization:**

related to climate business and enabling system needs

P4G Summits, case studies, partnerships learning & reports, global events and sector-specific workshops

# Activity 1: P4G Partnerships

Providing grants and technical assistance for investment readiness

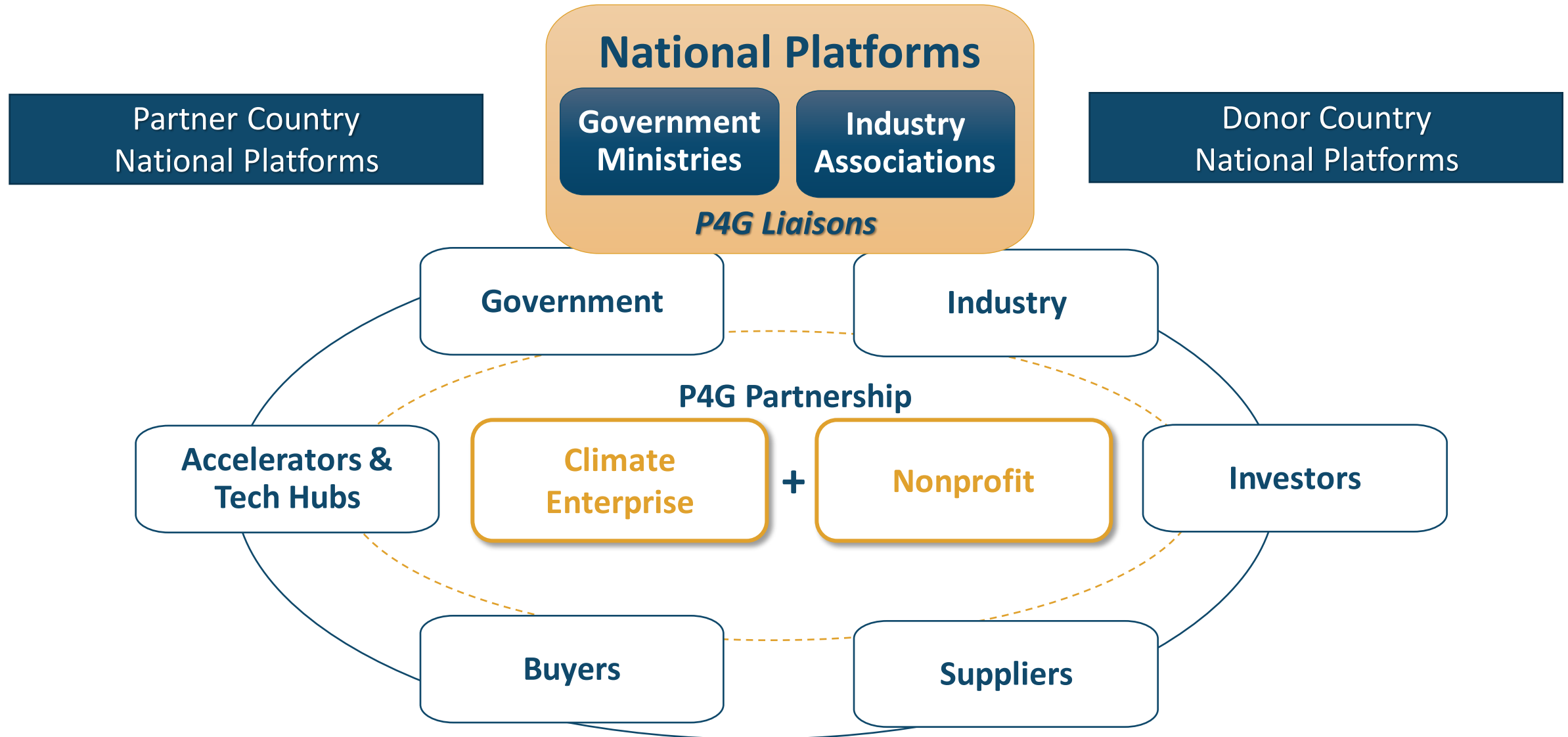


*Applications accepted continuously. Funding decisions made on a 6 monthly basis.*



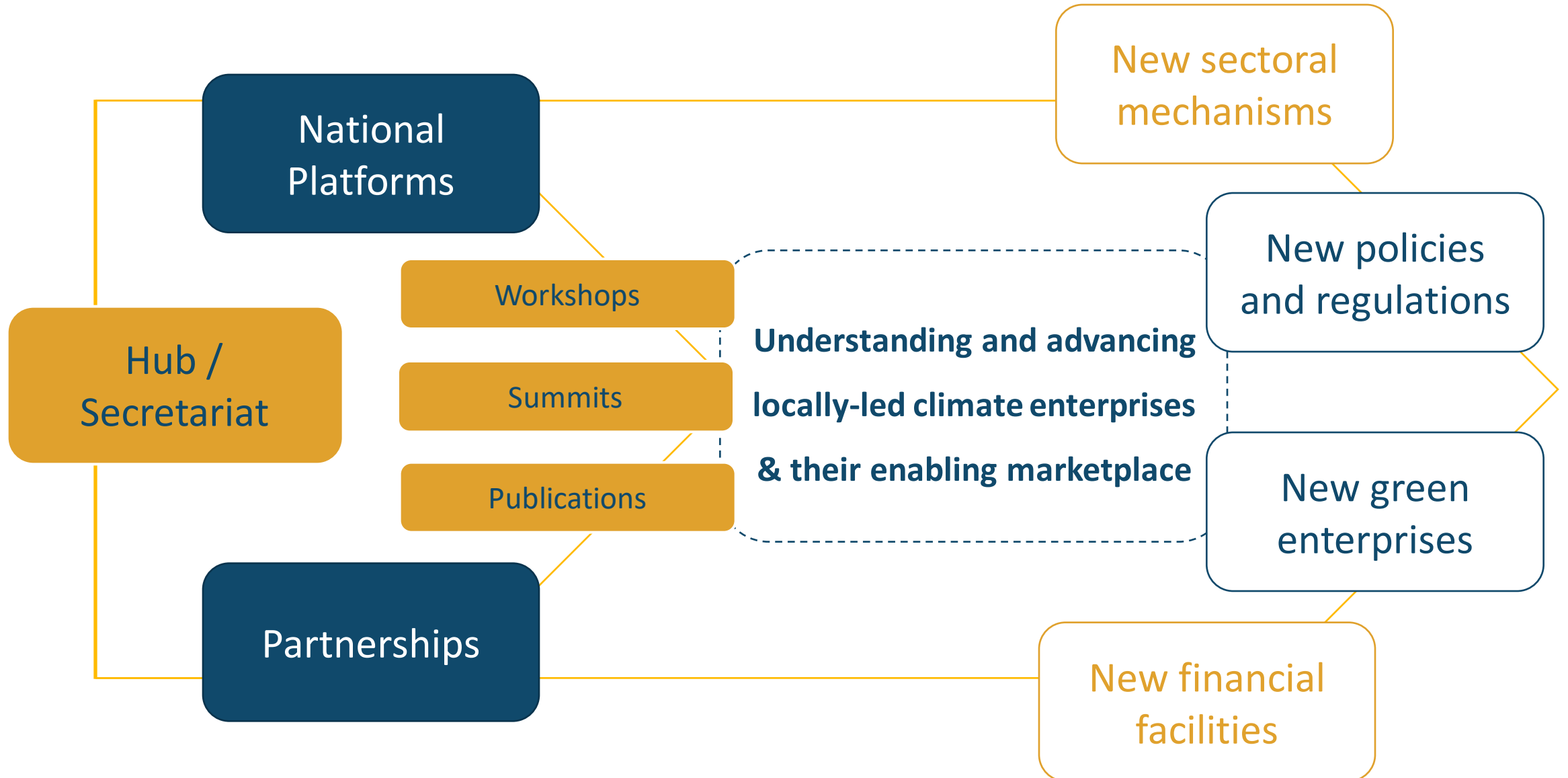
# Activity 2: National Platforms

Creating networks and improving the enabling marketplace



*Applications accepted continuously. Funding decisions made on a 6 monthly basis.*

# Activity 3: P4G Knowledge Mobilization



# Examples of P4G Partnerships

## Digital Food Rescue



**About:** Automate the food rescue process in Colombia and Mexico and connect the food industry with food banks to reduce food waste and combat hunger.

**Impact:** Shown that managing food waste, connecting the supply and demand of food surpluses, and providing data can fight hunger and reduce pollution and emissions from the food industry.



## Digitizing Energy



**About:** Transform the energy grid by working with the public utility to integrate customer energy assets in Indonesia and Vietnam.

**Impact:** Village Energy has signed an MOU with PLN, the state-owned electric utility in Indonesia to support implementation of the pilot program.



## African Bamboo



**About:** Uses native and sustainably grown bamboo in Ethiopia and Kenya to replace unsustainable building materials.

**Impact:** Promotes the restoration of degraded lands, water conservation and biodiversity through an investable approach.



# P4G Results to Date

## Activity 1: Partnerships

> 1,000  
Applications  
evaluated

75  
Partnerships  
awarded

40 green businesses  
accelerated  
15 have received  
investment thus far

US \$90 million  
investment leveraged



## Activity 2: National Platforms

9 National  
Platforms  
Created

20 NP  
workshops

35 public sector  
commitments

US \$25 million  
Mitigation Action  
Facility for e-mobility  
in Kenya

Over 1,000 jobs  
generated



## Activity 3: Knowledge

2  
State of the Art  
Reports

10 internal  
assessments,  
reviews and reports

50 Hub and  
partnership knowledge  
products

Over 1 million  
individuals positively  
affected

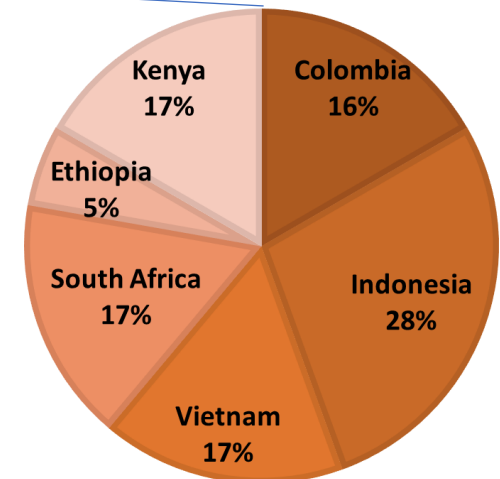
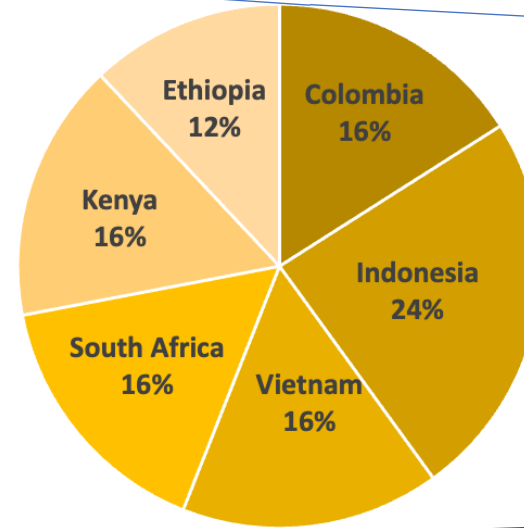
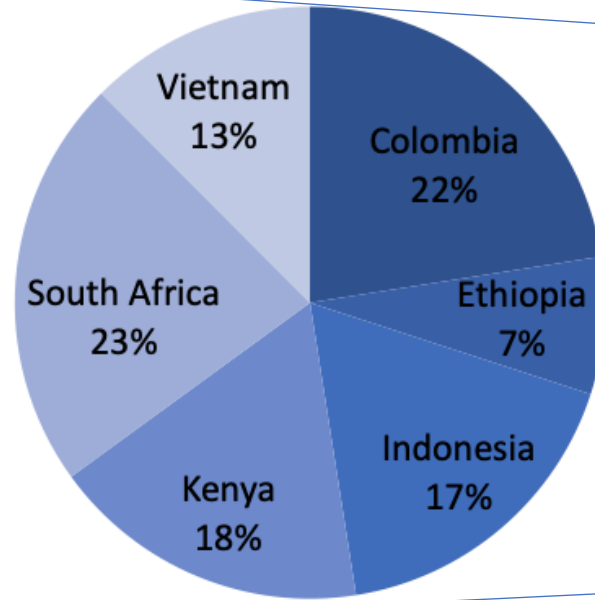
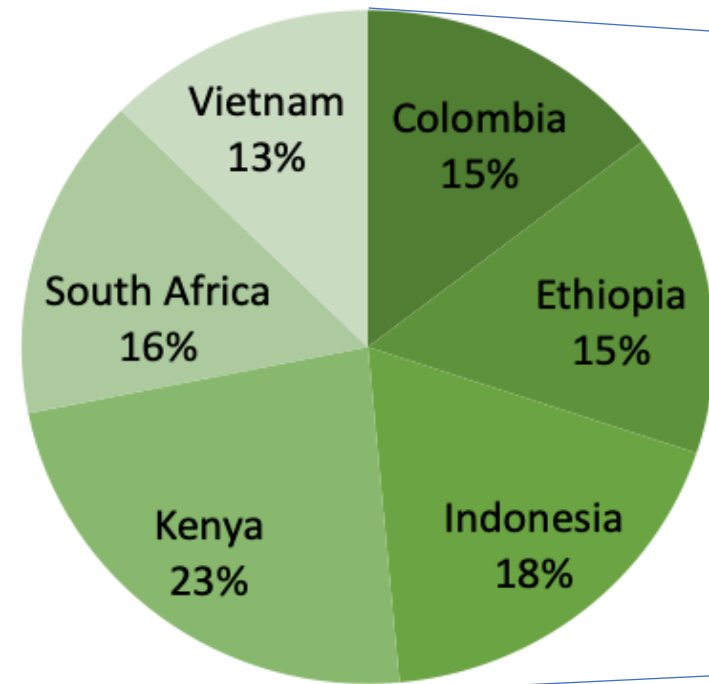
# Round 1 Call for Partnerships Results

**99** Submitted concept notes

**42** Eligible concept notes

**24** Top ranked invited to submit full proposal

**18** Approved by IGC for award\*

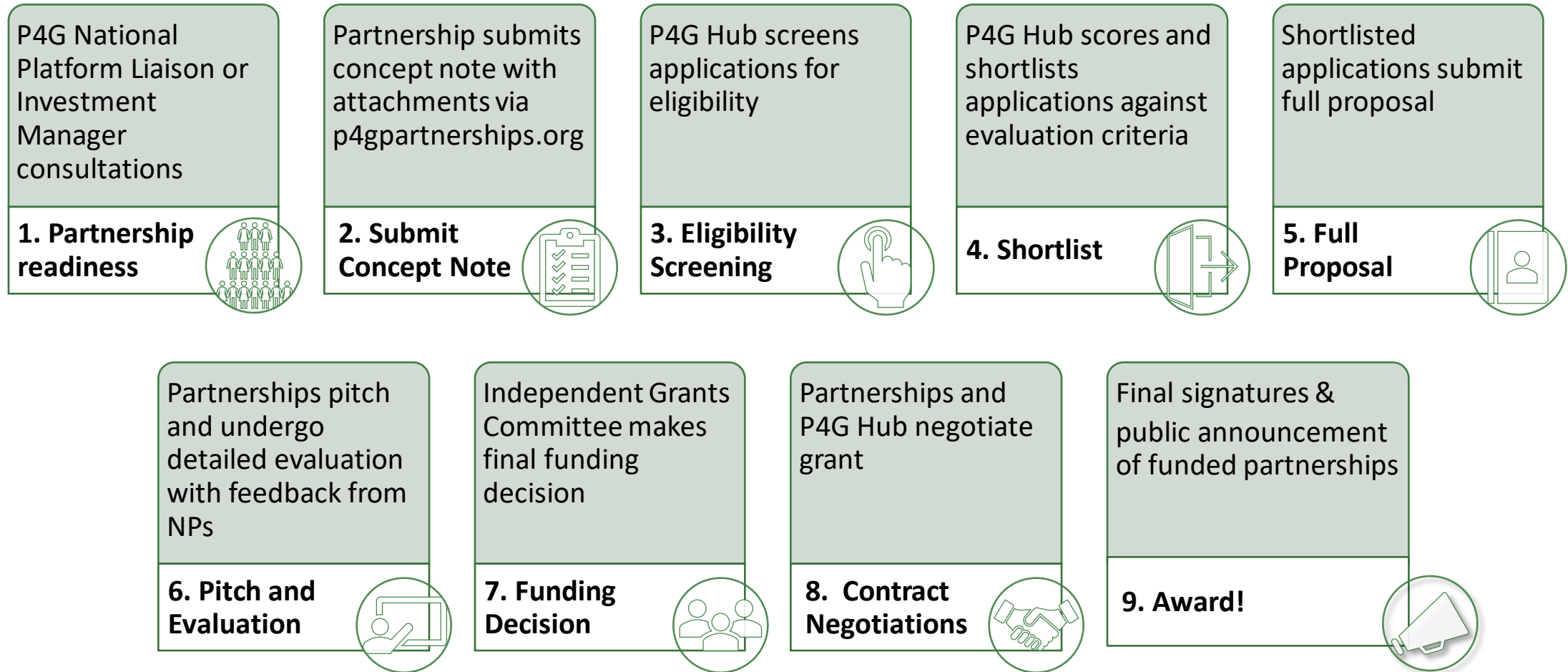


*\*subject to final negotiations*

# Call for Partnerships



# Application and Selection Process



***All applications must be submitted in English.***

***Prior partnerships must reapply.***

# Eligibility Criteria

---

- 1. Partnership composition:** Must have one early-stage climate business and one nonprofit administrative partner, plus additional partners as needed.
- 2. Experience and track record:** Key staff must have appropriate skills and expertise in areas relevant to the partnership, including i.e.: country, sectoral, policy & regulatory, business & financial, social & environmental, and grant management.
- 3. Sector and countries:** Activities must be implemented in P4G's ODA-eligible partner countries and focus sub-sectors including climate smart agriculture, food loss and waste, water resilience, zero emissions mobility and renewable energy.
- 4. Investability:** Be at the seed or post-seed financing stage with a robust business plan and a defined path to commercialization or capital raise.
- 5. Enabling market environment:** Possess a clear understanding of policy, legal/regulatory frameworks in the country of implementation.
- 6. Additionality:** Climate business solution is innovative and substantially improved when compared to the state of the art in that industry and in the relevant country of operation.
- 7. Impact:** Show climate, economic growth, poverty reduction, gender and development impact.
- 8. Activities and budget:** Theory of change overview, aligned and mandatory activities, and budget line items.
- 9. Responsible business conduct:** Not have activities that are in P4G's exclusion list and must either demonstrate their ESG plan or include a plan to develop one.
- 10. Organizational assessment:** The two lead institutions demonstrate the ability to meet organizational requirements.

# Business Partner Requirements

---

**Early-stage climate businesses** are the focus of P4G partnerships and must:

- Be in the **seed or early post-seed stage** of their commercial growth. They have a **proven technology** and are beyond the concept stage and are well on their journey to raise capital.
- Be registered in a P4G country of implementation or have the intention to register, and working in an eligible sector with related climate and poverty reduction goals.
- Have a pre-existing and clear **business plan** and **financial pro forma**, and an **executive team** with relevant expertise. Partnerships should have been formed for the purpose of launching the climate business, and *should not be created for the sole purpose of securing P4G funding*.
- Be **innovative and additional** with products, services or processes which are new or substantially improved compared to the state of the art in its industry and in the relevant country of operation based primarily on the business, financial and IOT/API innovations.
- As early-stage startups they will be either a **small- or micro- enterprise**, with small enterprises employing fewer than 50 persons, and micro enterprises employing fewer than 10 persons.

# Lead Administrative Partner Requirements

## Requirements:

- Registered in-country<sup>1</sup> and/or partnered with a nonprofit who is registered in-country.
- Grants management experience: Administrative partner will be the primary recipient of grant funding<sup>2</sup> to all other budgeted partners who will be sub-recipients.

## Roles: *Multiple nonprofits can partner together based on needs.*

- **Capacity building** of early-stage businesses such as **Accelerators** and **Incubators** to assist the business partner in becoming investment ready, including business strengthening and training and other related services.
- **Enabling systems support** for the business partner's investment readiness work, particularly as related to needed shifts in the relevant policy/regulatory/permitting schemes.
- **Monitoring, evaluation and learning (MEL)**, including the responsibility to measure impact.
- **In-country relationships** including:
  - **Community** relationships and the associated understanding of the social, economic and environmental conditions of the target beneficiaries;
  - Network relationships in-country with **government** and/or **private sector**<sup>3</sup>
- **Knowledge Product** to capture and share learnings related to the partnership and sector

# Additional Partners

---

Different early-stage businesses require different partnership skillsets based on their specific needs and must explain this in the full proposal, these can include for example:

**Nonprofit** – i.e., additional specialty needs for communities, policy, academia, accelerators/incubators, etc.

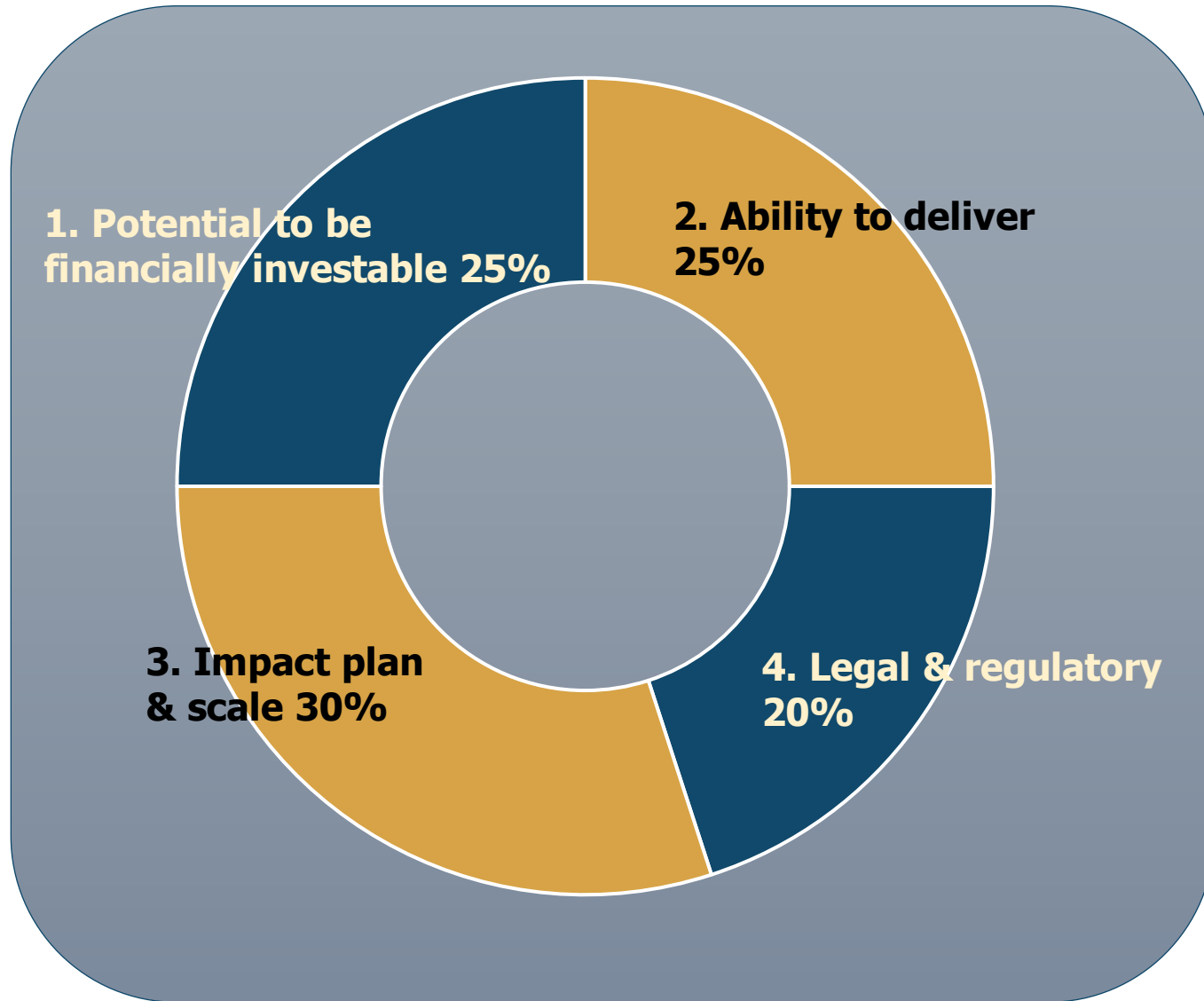
**Commercial** – i.e., sub-consultants for business, financial, legal needs

**Corporate** – i.e., suppliers or off-takers

**Government, Associations** or others – i.e., for market testing phase, for regulatory or permitting requirements/TA, etc.

# Evaluation Criteria and Weightage

---



Each criteria will be scored between 0 – 10

Only applications with an overall grade of 7 will move to the full proposal including pitch

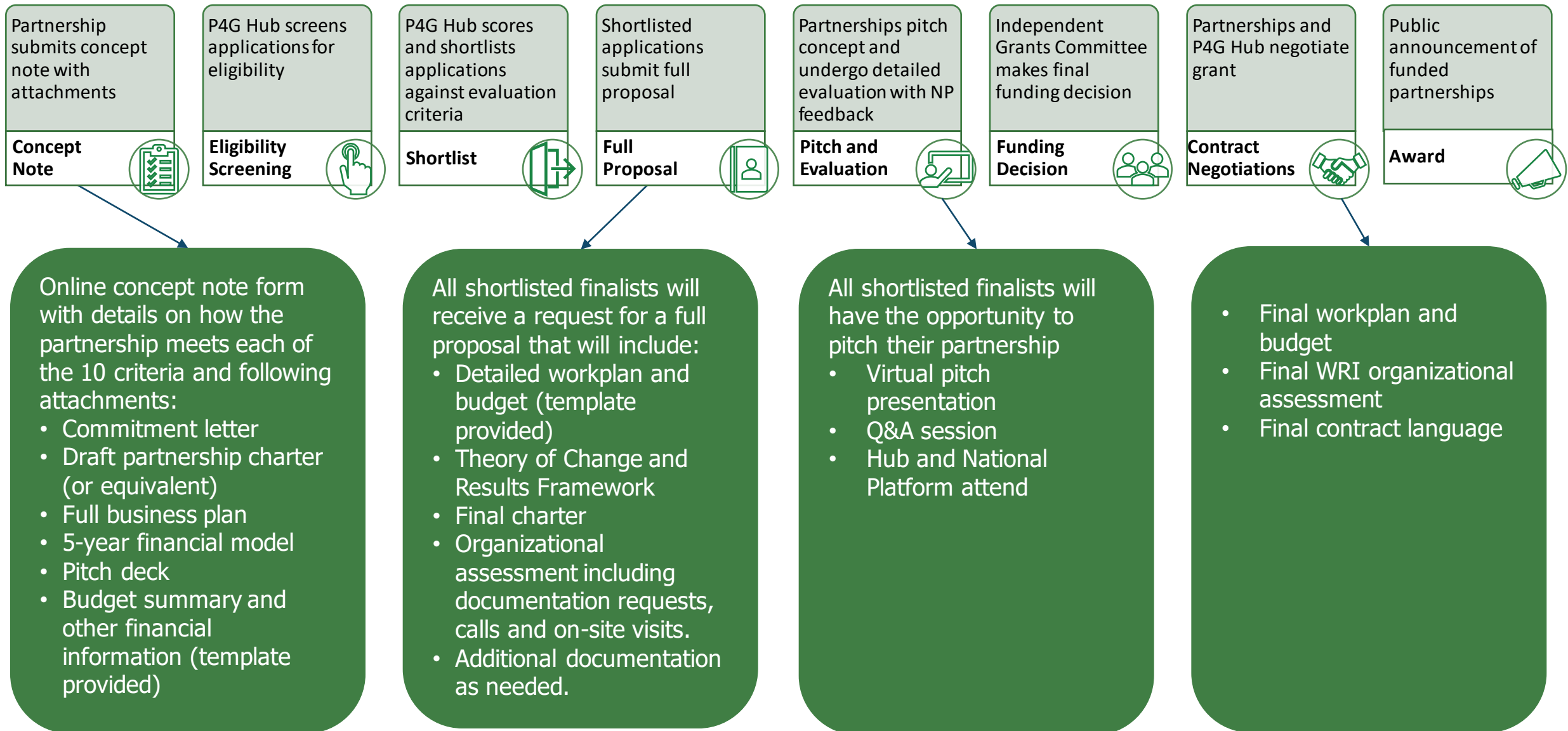


# Round 2: Timeline

---

- **March 8, 2024:** Deadline for applications to be considered
- **April 1:** Shortlisted applicants will be invited to submit a full proposal
- **April 30:** Shortlisted applicants submit full proposal
- **May 2-17:** Pitch meetings with shortlisted partnerships
- **June:** P4G Hub submits investment analysis to Independent Grants Committee
- **June:** Independent Grants Committee makes funding decision
- **June:** Selected partnerships notified and grant negotiations begin
- **September:** Public announcement and partnership implementation begins

# Required Materials



# Budget and Workplan Requirements

---

## Cost share

- At least **30% cost share** of the total P4G project budget in the form of either grants, operating capital or another monetary match that is **not in-kind**.

## Budget

- Outline **activities** and line items that will **enhance the investment readiness** of the business model and improve the financial case. Non-eligible expenses include large-scale equipment, vehicles, buildings and infrastructure.

# Budget Mandatory Activities

---

## Mandatory activities with tied outputs and budget line items

- **Enabling system work:** Policy or regulatory work associated with the businesses model to reduce entry barriers and improve market efficiencies.
- **Knowledge product:** Case study, short paper or similar regarding partnership's lessons learned and success around investability, legal/regulatory environment and impact.
- **ESG:** If required, set amount of budget to develop a partnership ESG strategy or improve one during the implementation of the project.

## Activities procured and funded by P4G

Mandatory activities for every partnership with services separately procured from a third party by P4G.

- **Investor due diligence and gap assessment:** This analysis could generate changes in the activities considered in the budget but will not modify the P4G awarded amount.
- **Audit** for the full implementation of the project using a P4G-selected independent auditor.

# P4G Partnership Support

## **Catalytic grant funding**

- Non-returnable grants of US \$350,000 on average

## **Technical Assistance**

- Investment due diligence and gap analysis of partnership business models
- Political & regulatory engagements with National Platform networks in-country and WRI's global network
- Business matchmaking sessions
- Acceleration and pitch sessions at national and global events
- Introduction to impact investors such as DFIs and others focused on early-stage entrepreneurs

## **Knowledge Mobilization**

- Partnerships' lessons learned and successes on regulatory, business and financial models
- International exposure through publications and media outreach on learnings and successes
- National and global events

# Questions? Contact Us!

---



If you have questions, please email our Partnerships Manager Patricia Mijares directly at [patricia.mijares.5@p4gpartnerships.org](mailto:patricia.mijares.5@p4gpartnerships.org)



# Q&A



Subscribe to our newsletter  
[p4gpartnerships.org](https://p4gpartnerships.org)

Follow us on



@p4gpartnerships