

P4G Eligibility Case Studies

The partnerships below are fictionalized versions of applications that were found to be ineligible for P4G funding. Organization names and project details are not those of actual partnership applicants. Please reference these case studies as examples for how P4G interprets its Eligibility Criteria (see [Guidelines on 2020 Call for Applications web page](#)).

Goal: Reduce the number of ineligible applications for P4G funding by presenting case studies of the most common reasons for ineligibility.

1. Primary reason for ineligibility: **Partnership is not in the Start-Up nor Scale-Up phase, it is still in the pilot phase.**

Partnership Title: Water Bubble Project

Overview: The Water Bubble Project, led by the University of Sustainable Earth, aims to accelerate production for next generation plastic-free packaging of water bottles. It will develop an edible water bubble to replace plastic packaging of traditional water bottles. These user-friendly bubbles are created by encasing a blob of drinking water within an edible membrane made from natural seaweed extract. Nothing goes to waste and the water pods will fully biodegrade in four to six years if left unconsumed. Functional prototypes have been produced and are ready to go to market for the first time. Funding will be used for product knowledge development, optimization of production technologies, and research on packaging design technology.

Is this partnership eligible to receive P4G funding?

No. This project is ready for piloting at a market level (pre-Start-Up), it has not sold any of the next generation of water bubbles. P4G does not fund projects in the pilot phase and does not fund product development in the private domain. In addition, a university or academic institution may not be the administrative partner of a P4G partnership. Note that P4G also does not fund at the concept or research phase either.

2. Primary reason for ineligibility: **Not Additional, a traditional business development project in a market that is already mature.**

Partnership Title: Partnership for sustainable eco-tourism

Overview: The project will bring tourism stakeholders together to establish a community recreation center for serving visitors to the southeast region of the country. The center will improve the surrounding environmental conditions by introducing low carbon building materials, constructing bio-gas plants, toilets, and a rainwater harvesting system, and promoting organic farming. These activities will support sustainable tourism development while creating clean energy, generating income, creating decent employment opportunities for women and disadvantaged people, and promoting indigenous cultural practices, handicrafts, festivals, etc. that might help to attract tourists to the community.

Is this partnership eligible to receive P4G funding?

No. P4G does not fund traditional business development projects nor projects that are not market-changing. Eco-tourism is a well-established and viable line of business. This project is focused on benefits in one location and does not seek to develop a new way of doing eco-tourism that could be scaled to other places to help reach the global Sustainable Development Goals by 2030.

3. Primary reasons for ineligibility: **Not Additional, a traditional business development project that is not market-transforming**

Partnership Title: Partnership for clean water and energy

Overview: A global water infrastructure company is partnering with a local water utility association to replace the non-functioning wastewater treatment facility in a secondary city in Latin America. The new facility will incorporate affordable and well-established water treatment technologies as well as bio-gas recovery systems for energy generation, making the facility both cost-effective and carbon neutral.

Is this partnership eligible to receive P4G funding?

No. P4G does not fund projects for traditional infrastructure technologies for which a proven market already exists. This approach (installing a new wastewater treatment plant) uses technology that already exists and is commercially viable. Additionally, P4G funds may not be used to directly fund equipment or infrastructure.

4. Primary reason for ineligibility: **Not Additional, a traditional social or environmental development project**

Partnership Title: The Cassava Club

Overview: A number of smallholder farmers have recently formed a microfinance cooperative to improve their cassava growing practices. This will enable them to invest in improved fertilizer and irrigation equipment and utilize enhanced cropping practices to diversify their food sources and increase their food security.

Is this partnership eligible to receive P4G funding?

No. P4G does not fund projects that are traditional, non-market-based development projects. Though this project might improve the livelihoods and practices of the smallholders in a manner that might use water and fertilizer more efficiently, these are areas of long-standing work by development agencies around the world.

5. Primary reason for ineligibility: **Not Additional, a traditional development project**

Partnership Title: Water Filtration Plants

Overview: This partnership will create water filtration plants that will convert non-potable water to drinking water for the first time in the targeted communities. The program will include the creation of a water cooperative, including extensive operator training and job creation, and a mechanism for

regulatory oversight for appropriate and affordable pricing. The project will be implemented in 45 communities benefitting over 20,000 people.

Is this partnership eligible to receive P4G funding?

No. P4G does not fund traditional development projects. Though this project is in the SDG 6 Water and Sanitation area, there are many well established development agency projects designed to address these same issues.

6. Primary reasons for ineligibility: No NGO partner, and not in an eligible P4G partner country

Partnership Title: EAT POULTRY

Overview: EAT POULTRY is an innovative, sustainable, integrated social agri-business enterprise engaged in chicken farming and meat processing. The main objective of EAT POULTRY is to improve the quality and quantity of chicken meat in Ghana and eventually worldwide, at a low cost, through a franchise model. The partnership will increase access to affordable food and eradicate Ghanaian poverty through the creation of sustainable job opportunities for women and young people.

Is this partnership eligible to receive P4G funding?

No. P4G does not fund partnerships that don't include both commercial and non-commercial (NGO) partners. This partnership lacks an NGO partner to receive funds. In addition, no partnership activities are proposed to take place in an eligible P4G partner country.

7. Primary reasons for ineligibility: No commercial partner, not market-based

Partnership Title: Grapefruit Reforestation

Overview: The Grapefruit Reforestation Partnership brings together a non-profit organization, the District Council and Agricultural Extension Services. Their goal is to reduce the high mortality and stunting rates for children under five years of age in Sub-Saharan Africa. The project will work with rural women to develop a 5,000-tree grapefruit community orchard using deforested land. This will produce 1.5 million grapefruits per season for the community's consumption and income, reducing hunger, malnutrition and extreme poverty.

Is this partnership eligible to receive P4G funding?

No. There is no commercial partner and P4G does not fund partnerships that don't include both commercial and non-commercial (NGO) partners.

Key Definitions

- **Innovation:** P4G defines innovative partnerships as those that demonstrate the ability to address barriers to private sector entrants that are not yet being addressed by the market, or partnerships that will improve other approaches for the same purpose.
- **Additional:** Ensure that your partnership is proposing work that is “additional” to what is already happening or what would naturally happen in the marketplace. For example, P4G funding should be “additional” to commercial business development (i.e. expansion of a core business offering), as well as being “additional” to international development (i.e. programming that bilateral and multilateral funders typically cover).
- **Market-driven:** Market-driven partnerships are driven by the business case. These are partnerships where commercial and non-commercial actors co-create, finance and implement new business models, technologies or products that contribute to sustainable development.
- **Market-generating:** Market-generating partnerships are not driven by immediate commercial prospects, but rather by a broader ambition and long-term commercial interest in transforming the market conditions and ultimately generating a market for more sustainable solutions. This type of partnerships aims to address system failures in the market and governance gaps, or to push innovative industry standards that can support the creation of viable markets for sustainable solutions.