

# THE P4G APPROACH

## Pioneering Green Partnerships, Investing in Impact



**P4G**  
Partnering for Green  
Growth and the  
Global Goals 2030

# **OUR MISSION**

**P4G – PARTNERING FOR GREEN GROWTH AND THE GLOBAL GOALS 2030 – ACCELERATES PIONEERING MARKET-BASED PARTNERSHIPS TO BUILD SUSTAINABLE AND RESILIENT ECONOMIES.**

**WE INVEST IN IMPACT TO DELIVER INCLUSIVE AND TANGIBLE SOLUTIONS TO BUILD BACK BETTER AND GREENER TO MEET THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS AND THE PARIS CLIMATE AGREEMENT.**

**#PIONEERINGGREENPARTNERSHIPS  
#INVESTINGINIMPACT**

## TABLE OF CONTENTS

LEADING A GLOBAL TRANSFORMATION .....	4
P4G'S GLOBAL ECOSYSTEM .....	5
P4G'S PARTNERSHIPS TRANSFORMING THE WORLD .....	6
INVESTING IN IMPACT .....	8
THE P4G VENTURE CAPITAL APPROACH .....	10
THE P4G APPROACH IN ACTION .....	14
PIONEERING GREEN PARTNERSHIPS .....	18

# LEADING A GLOBAL TRANSFORMATION

P4G is about pioneering green partnerships and investing in impact.

We live in a world facing a series of global crises set within a continuing climate crisis. We must rise together to change the course of our future to be stronger and more inclusive, but to do so we need to accept this once-in-a-generation challenge to transform ourselves individually and collectively.

This is how we can achieve the transformation to Build Back Better and Greener.

P4G offers, through our global ecosystem, a unique collaborative venture capital approach through which we have systematically built a pipeline of more than 50 innovative partnerships that are bridging the gap between development and investment agendas.

We have developed an ecosystem of top-down political and business support with bottom-up market-based solutions to accelerate their joint transformative impact.

By bringing together influential leaders with a focus on impact through investment, we accelerate partnerships between governments, the private sector and civil society for resilient economic growth. In under two years since the first cohort of 2018 partnerships were announced, some of our partnerships are already achieving transformative impact.

These results, which we share in this brochure, showcase the effectiveness of our approach and the role we play as the missing middle connecting partnerships, governments and investors to unlock investment.

This is only the beginning of our collective ability to deliver as we continue to increase the speed and scale of our global impact.

We are grateful that so many dynamic collaborators and investors have already joined the P4G ecosystem. We are especially thankful to P4G's founder, the government of Denmark. We also thank our country partners Denmark and the Netherlands for promoting P4G's growth with their initial funding. We invite other like-minded doers to join us as we deliver impact in this decade of action.

With warm regards,



Ian de Cruz,  
Global Director, P4G



**"THIS IS ONLY THE BEGINNING OF OUR COLLECTIVE ABILITY TO DELIVER AS WE CONTINUE TO INCREASE THE SPEED AND SCALE OF OUR GLOBAL IMPACT."**



**P4G Country Partners**



**Organizational Partners**



**P4G'S GLOBAL ECOSYSTEM**

P4G mobilizes our highly engaged partners to realize the market-based solutions driven by our partnerships

A P4G partnership is a pioneering market-based, multi-stakeholder entity with transformative ambition. It has the potential to bring long-term and sustained systemic change through commercially viable solutions that deliver green economic growth.

These partnerships work in P4G's five focus SDG areas: food, water, energy, cities and circular economy – and comprise members of businesses and civil society organizations supported by governments.

We have built a unique ecosystem that connects the concrete on the ground work of its partnerships with the top-down influence of its partner network to catalyze transformative change and deliver tangible impact.

This multi-layer approach unites country partner priorities, civil society missions, businesses and partnerships to deliver a shared vision of a better future for all.



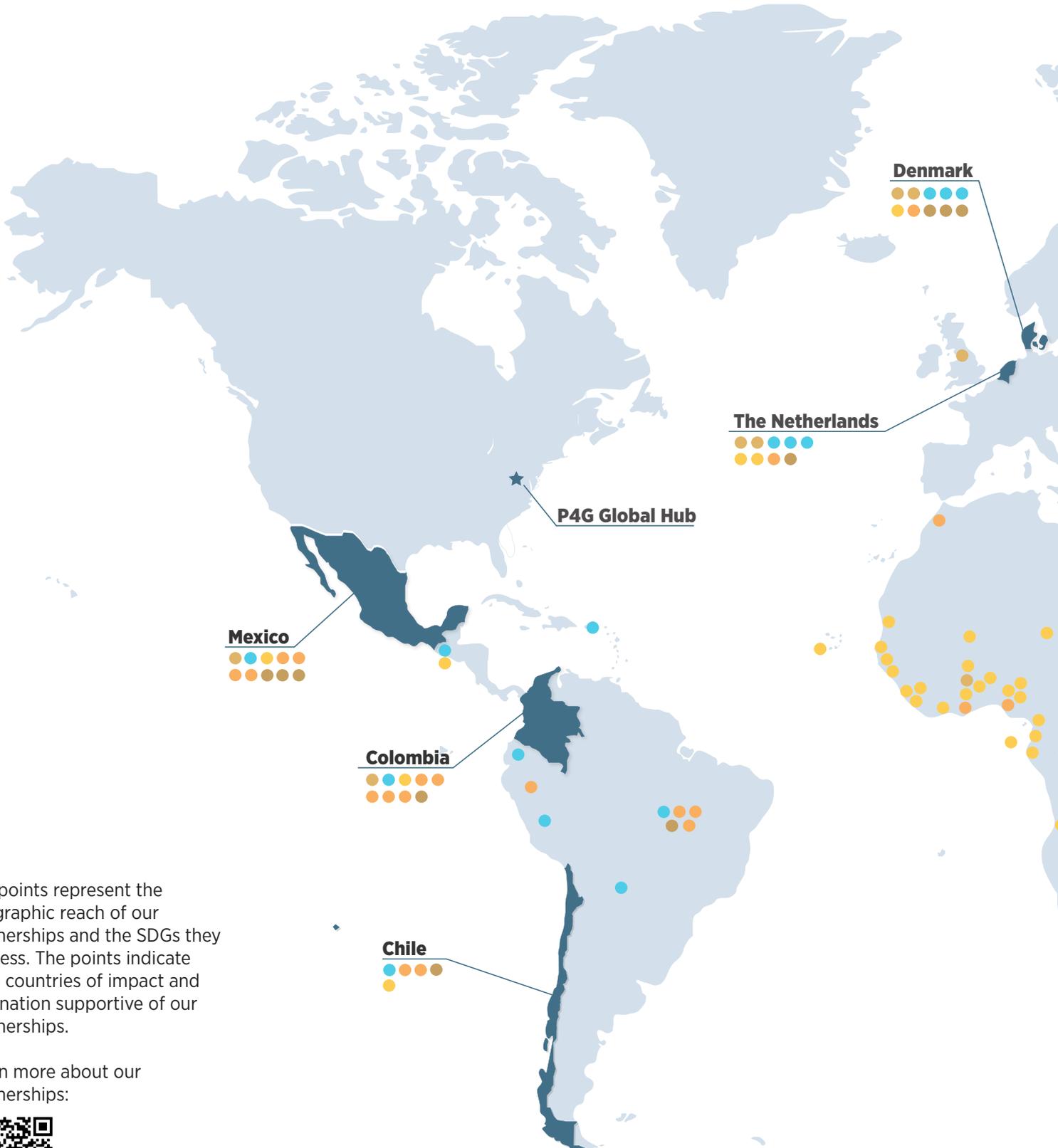
**140+ Business Partners including:**

**100+ Civil Society Partners including:**



# P4G'S PARTNERSHIPS TRANSFORMING THE WORLD

50+ PARTNERSHIPS. 58 COUNTRIES. 140+ BUSINESS PARTNERS. 100+ CIVIL SOCIETY PARTNERS. 5 SDGS



The points represent the geographic reach of our partnerships and the SDGs they address. The points indicate both countries of impact and origination supportive of our partnerships.

Learn more about our partnerships:



### SDG Focus Areas

**2** ZERO HUNGER



**6** CLEAN WATER AND SANITATION



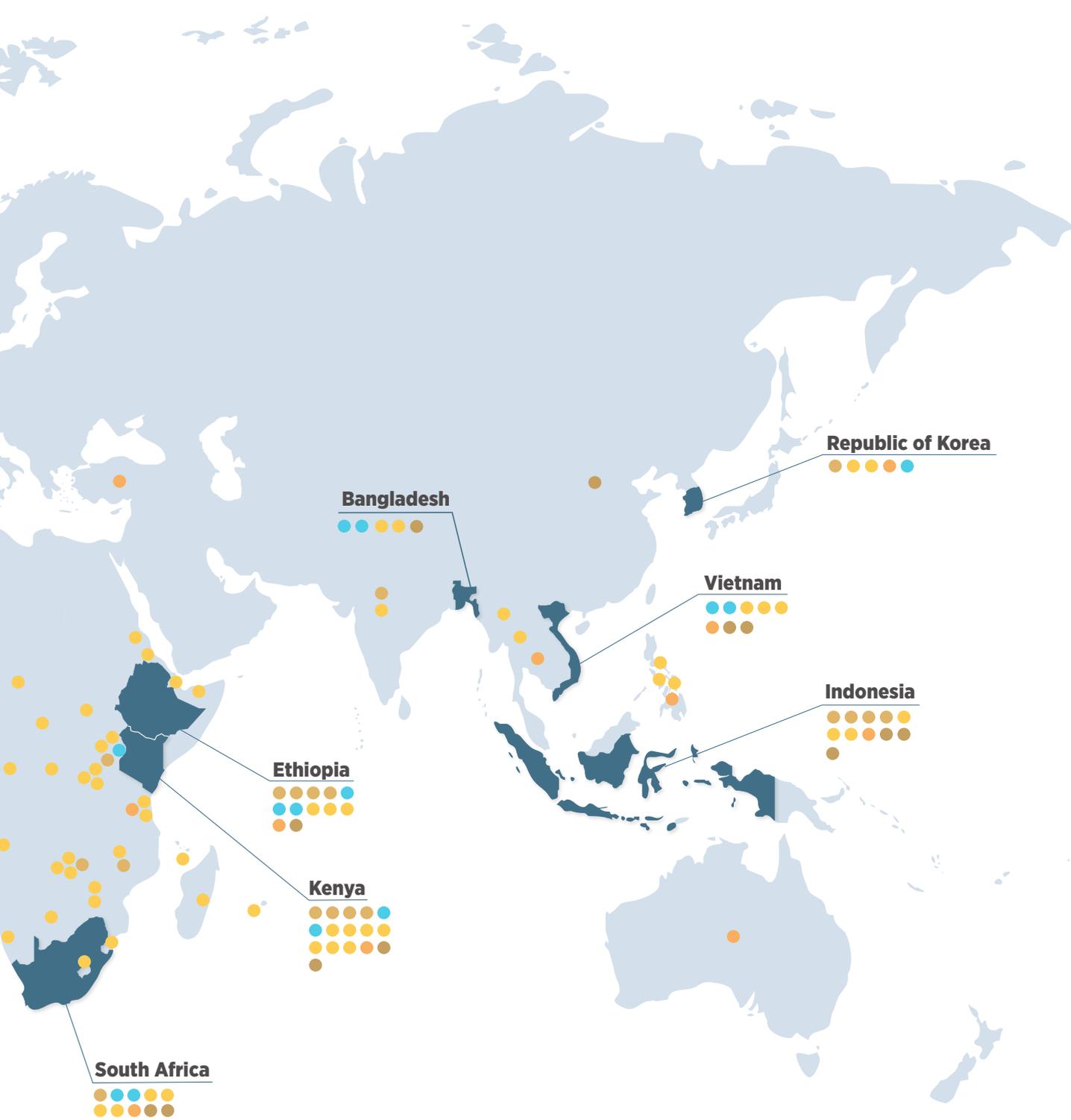
**7** AFFORDABLE AND CLEAN ENERGY



**11** SUSTAINABLE CITIES AND COMMUNITIES



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION

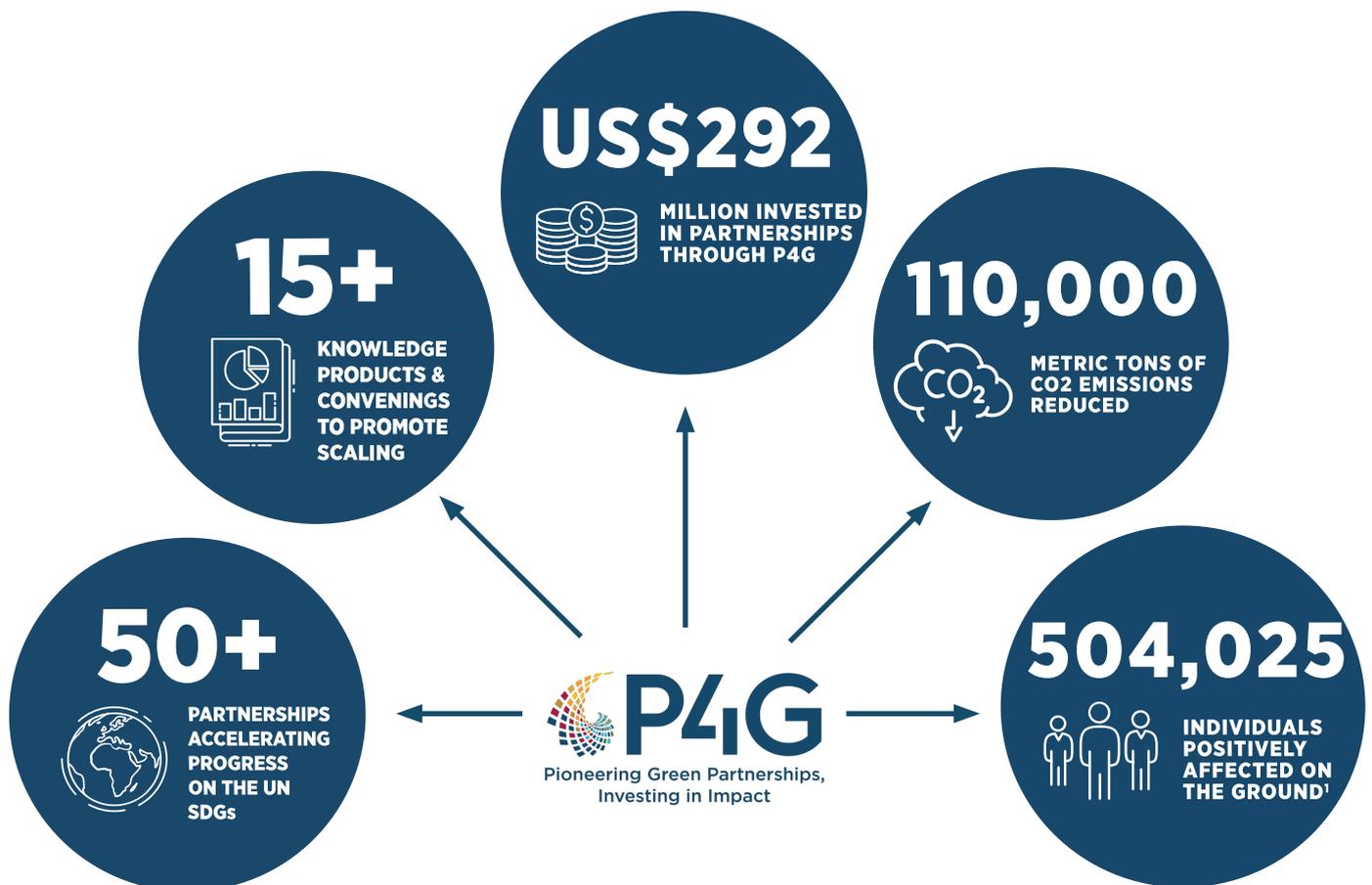


# INVESTING IN IMPACT

P4G delivers impact by co-creating innovative partnerships and helps mature our models into a business case for investment by institutional investors. We have systematically built a robust pipeline of partnerships since our launch in 2018.

These investments are critical to achieving transformative impact on the ground and making tangible progress on short-term COVID-19 recovery responses and longer-term implementation of the SDGs and climate action targets.

With our venture capital approach of investing in start-up and scale-up partnerships with market-based solutions, we bridge the gap between development and investment to become part of the global investment value chain.



<sup>1</sup>Includes, for example, jobs created, energy and water access improved, workshops and trainings conducted, etc.



***“Reducing emissions in transportation is a top priority for Colombia as we plan our low carbon recovery post COVID-19 and work to meet our ambitious climate action targets. We see great value in P4G’s thought leadership in e-mobility and its multi-layered approach to achieving scalable and transformative change to accelerate a zero-emission transportation transition regionally, nationally and globally.”***

**Luis Alberto Rodriguez Ospino**  
General Director  
National Planning Department of Colombia

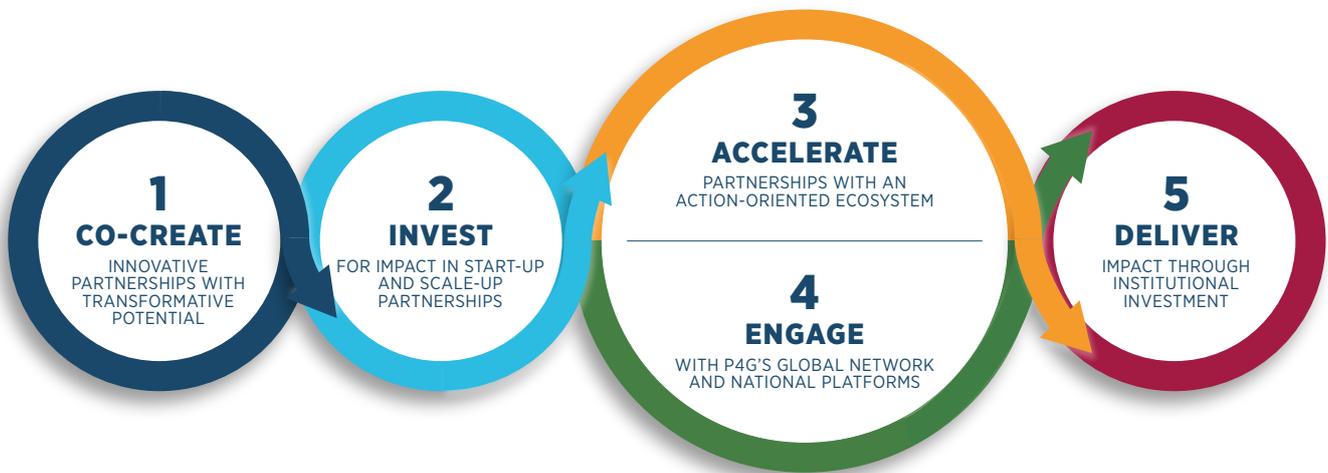
***“Denmark is pleased with the progress P4G has achieved since its launch in 2018. The organization today consists of 12 partner countries and 6 international organizations. P4G has firmly established its unique value-add for partnership-driven transformation around the world. The P4G business model of proving and scaling partnerships are pushing our global society closer to achieving the SDGs and long-term impact for a better world.”***

**Rasmus Prehn**  
Minister for Development Cooperation  
Ministry of Foreign Affairs of Denmark

# THE P4G VENTURE CAPITAL APPROACH

P4G's venture capital approach to accelerating market-based partnerships unlocks their full investment potential to deliver transformative impact at speed and scale through sustained co-creation and co-investment from our global eco-system. By acting as the missing middle and connecting

partnerships with relevant policymakers and investors, our unique approach unlocks investments that can deliver inclusive economic growth, action on climate change, and implement solutions related to our five targeted Sustainable Development Goals.



## CO-CREATE

### INNOVATIVE PARTNERSHIPS WITH TRANSFORMATIVE POTENTIAL

With each new partnership, we collaboratively define how the partnership can deliver transformative change. We co-create a viable and innovative business model that strengthens the partnership's vision and aligns with our global ecosystem's priorities.



## INVEST

### FOR IMPACT IN START-UP AND SCALE-UP PARTNERSHIPS

We provide partnerships with direct angel funding in the form of grants at the start-up and scale-up development stages.

At the start-up stage, this includes up to US\$100,000 in funding for each partnership to show its proof of concept.

At the scale-up stage, this includes up to US\$1,000,000 in funding for each partnership to actively build its growth, realize its model of change, establish the structure needed for its commercialization and replication, and make it ready for financing.



## ACCELERATE

### PARTNERSHIPS WITH AN ACTION-ORIENTED ECOSYSTEM

P4G provides an ecosystem to prepare our partnerships to become bankable investment propositions. This sustained engagement enables partnerships to unlock their full investment potential, scale or replicate, and deliver transformative impact.

#### **Acceleration and Advisory Support**

P4G provides strategic commercial and financial advice that sets up partnerships to achieve financially sustainable operations on their way to delivering market transformation. By matching partnerships with relevant technical and knowledge experts and commercial partners to fill existing gaps, we provide a comprehensive set of solutions to attract institutional investors' interest and investment in these partnerships.

In addition, we accelerate our partnerships' development by applying a range of services that include: acceleration workshops, high-level convenings, investors' pitch sessions, providing communications expertise, and a global platform.

#### **Integration of Partnership Portfolios for Collective Learning and Network Impact**

P4G provides knowledge sharing and network engagement opportunities that are intentionally curated to unlock synergies between portfolios of partnerships and the global ecosystem, and systematically harness their collective potential.

P4G Partnership Family Gatherings and P4G Communities of Learning (organized around our five SDGs) are two ways we bring the portfolio of over 50 partnerships together. Here we share best practices and progress on P4G and partnerships, identify synergies for collaboration within our SDG focus areas, and engage in discussions about how we can enhance the collective impact of our partnerships.





# ENGAGE

## WITH P4G'S GLOBAL NETWORK AND NATIONAL PLATFORMS

P4G has a network of 12 country partners representing an engaged and powerful alliance of governments committed to advancing both immediate short-term responses to COVID-19 and medium-to-long-term responses in implementing the SDGs and accomplishing their respective nationally determined contributions to the Paris Climate Agreement. Country partners support the creation of enabling policy environments and financial mechanisms to scale the impact of partnerships.

Our global ecosystem also includes six international organizational partners committed to co-creating and advancing partnerships, and over 240 business and civil society partners spanning geographies, sectors and industries.

This includes senior leaders of international initiatives and organizations, national government representatives, and high-level business, investment and civil society leaders. These networks are nurtured by P4G through P4G Summits and Annual Meetings, Board Meetings and Network Gatherings.

### P4G National Platforms

Our country partners each establish a national platform to coordinate country-wide engagement with P4G and advance partnerships. These platforms reflect our inclusive and strategic approach by including government ministries at a senior level, national business organizations and leaders, and civil society organizations.

Country partners commit to:

- Engaging government officials within the country to amplify green growth
- Supporting the creation of enabling policy environments
- Curating new partnerships by matching stakeholders locally and globally
- Bringing resources, networks, initiatives and coalitions, and ideas to P4G partnerships
- Hosting national and/or regional meetings as appropriate
- Engaging with relevant P4G partnerships and assisting with the active involvement of national actors in the partnership

### Network Gatherings

P4G convenes representatives from our national platforms and organizational partners to discuss shared experiences and knowledge on effectively mobilizing national platforms to accelerate partnerships. These gatherings promote increased engagement from the network to progress partnerships and ensure ongoing partnership alignment with national priorities and international commitments.

### Global Recognition at High-Profile Events

P4G hosts high-level convenings to raise the profile and accelerate the impact of our partnerships' solutions. These global events attract the attention of relevant business, civil society and government leaders who are well-positioned to advance partnerships' missions.

The biennial P4G Summit convenes heads of state, CEOs and leaders of civil society organizations to provide a global platform that elevates partnership successes and impact to world leaders who can help form supportive frameworks and invest in partnerships. The upcoming 2021 P4G Korea Summit will mobilize the global community around achieving green growth through partnerships and will be a major moment in the leadup to COP26. The Summit will gather Heads of State, CEOs and leaders in civil society to accelerate collective action on the global SDGs.

Additional convenings include the P4G State-of-the-Art Partnership Awards. The State-of-the-Art Awards are presented annually to partnerships who have achieved measurable success based on innovation, impact and scalability.

### Showcasing and Knowledge Sharing

P4G develops and share partnerships publications to advance knowledge sharing between partnerships and highlight best practices that can be applied by different portfolios of partnerships. One such publication is the State of the Art Report, a biennial publication launching in 2020 to examine how multi-stakeholder partnerships maximize their effectiveness towards SDG action.



## DELIVER

### IMPACT THROUGH INSTITUTIONAL INVESTMENT

P4G works with our partnerships to prepare their business models for investment readiness and pitch high performing investment-ready partnerships to financial institutions to cultivate interest and unlock investment opportunities.

Through our impact-driven ecosystem and venture capital approach, we have successfully engaged financial institutions like the Investment Fund for Developing Countries (IFU) to invest in promising partnerships.

This approach has also resulted in 2 out of 5 scale-up partnerships from our 2018 cohort nearing financial close with a third partnership heading to setting up a financial mechanism.

Our venture capital approach creates tangible impact on the ground and supports meeting the UN Sustainable Development Goals and nationally determined contributions identified within the Paris Climate Agreement.

This approach creates the opportunities needed for our partnerships to replicate and scale their transformative models of impact. It helps them generate new markets and asset classes that crowd in large investments. It also sparks the development of global investment funds designed to deliver catalytic change.

Together, we will pioneer and implement the solutions needed to empower vibrant communities, produce green economic growth, and establish a healthy climate with impact that can be seen today and felt tomorrow by future generations.



***“Solutions-oriented multi-stakeholder partnerships can drive sustainable growth at a time when countries and businesses are looking for responsible ways to jumpstart their economies. P4G bridges the gap between governments and investors and unlocks the investment potential of these partnerships to enable them to deliver inclusive and transformative impact.”***

**Shinta Kamdani**  
Chief Executive Officer  
Sintesa Group

# THE P4G APPROACH IN ACTION

## AFRICA GREENCO

**Africa GreenCo (GreenCo) is a creditworthy renewable energy intermediary to support regional electricity market integration, reduce energy prices and expand renewable energy supply through new investments in Zambia, Namibia, Zimbabwe, South Africa and other members countries of the Southern African Power Pool (SAPP) before replicating the model in other regions of Africa.**

GreenCo's model addresses significant underinvestment and suboptimal finance and risk sharing mechanisms in the African renewable energy market and seeks to pave the way for a more liquid competitive electricity market that can harness the diverse resources of each region for the benefit of all.

GreenCo's core partners and stakeholders include the Government of the Republic of Zambia, SAAP, the Regional Electricity Regulators Association of Southern Africa (RERA), and the Association of Power Utilities of Africa (APUA).

### INVEST FOR IMPACT

P4G has provided two rounds of scale-up funding to GreenCo, directly investing a total of US\$1.6 million thus far.

### ACCELERATE

P4G helped mainstream Africa GreenCo's model by elevating its profile among world leaders at global events like the 2018 P4G Summit in Copenhagen and the UN General Assembly in 2019. P4G helped GreenCo gain cabinet-level approval in Zambia that resulted in numerous policy and regulatory changes for the local utility sector through hosting investment meetings and partnership acceleration workshops to promote GreenCo to potential investors and organizing high-level political engagements at global convenings.

Following GreenCo's entry into the P4G ecosystem as a scale-up partnership in 2018, P4G has also played a pivotal brokering role with investors including the Green Climate Fund, IFU and FMO (the Dutch Entrepreneurial Development Bank). P4G's commercial advisory inputs have catalyzed GreenCo's operations and deals, including leveraging an initial US\$90 million in investment and unlocking additional funds to help bring the partnership to financial close, as exemplified by the P4G facilitation of a US\$10 million IFU investment in the partnership.

### ENGAGE

While GreenCo does currently not operate in countries with P4G national platforms, P4G has generated high-level interest for GreenCo through active engagement with government stakeholders in Zambia, Namibia, Zimbabwe and South Africa to deliver impact throughout the region.

### DELIVER

P4G's venture capital approach bridged the missing middle between development and investment and helped Africa GreenCo operationalize its business model with initial funding, and reach commercialization and investments at scale. GreenCo is actively expanding to other African countries and aims to support three gigawatts of new renewable energy generation capacity and mobilize US\$5.6 billion of renewable energy investment by 2030. GreenCo projects it will become commercially viable by 2021. GreenCo now has the potential to become a launch pad for innovations in other partnerships, such as energy storage, blockchain, off-grid, and local currency power purchase agreements.



Learn more about Africa GreenCo:





**“P4G has helped us take our business plan through to fruition, mobilizing the P4G network to gain traction with potential funders and cementing government support.**

**Having been a P4G partnership during two crucial years, we’ve experienced the ways in which their network and expertise can help accelerate an innovative, replicable, scalable business model towards full operations to benefit both economies and the environment.”**

**Ana Hajduka**  
Founder and CEO  
Africa GreenCo

**“P4G is an important initiative that brings together public and private partners sharing the ambition to transform the world by developing and implementing market-based solutions supporting the Sustainable Development Goals and the Paris Agreement.**

**By uniting our efforts, I am certain that we can bridge development and finance agendas and create a lasting positive impact.”**

**Torben Huss**  
Chief Executive Officer  
Investment Fund for Developing Countries (IFU)

## SUSTAINABLE SPECIAL ECONOMIC ZONES

**Sustainable Special Economic Zones (SSEZ) is a P4G Scale-Up Partnership that aims to transform special economic zones and industrial parks in Nigeria, Ethiopia and Kenya into hubs of sustainable business and inclusive community growth. SSEZ's partners include LADOL Free Zone, Made in Africa Initiative, NIRAS, SYSTEMIQ and its spin-off, Savo Project Developers.**

P4G, through its systematic co-investment with SSEZ, has demonstrated its effective partnership support and value in unlocking investments and enabling multi-stakeholder partnerships to create on the ground impact at scale.

### INVEST FOR IMPACT

P4G provided SSEZ with angel funding totaling \$1.2 million in 2018 and 2019, which helped SSEZ create an investable asset with a sustainable business model and led to the development of a new dedicated project development company, Savo Project Developers. Additionally, P4G's funding gave SSEZ the operational stability and stakeholder credibility needed to operationalize and attract additional funding and resources.

### ACCELERATE

P4G has elevated SSEZ to a global platform by showcasing it at the 2018 P4G Copenhagen Summit. As a result, the Industrial Park Corporation became an anchor supporter and connector within Ethiopia. SSEZ was also included in the 2020 State-of-the-Art Report and has been an active contributor at P4G Partnership Family Gatherings and Communities of Learning. It plays a critical integrative role with other P4G partnerships in agriculture, e-mobility and textiles.

In 2019, P4G led an SSEZ-focused investors meeting and acceleration workshop in NYC alongside the United National General Assembly. As a result, SSEZ was matched with the Private Infrastructure

Development Group (PIDG) which is interested in deployed blended finance to accelerate the necessary design work to replicate the development of SSEZs.

In 2020 SSEZ and P4G will produce an open source knowledge product describing their private sector driven approach and codifying the successful project development of SSEZ's functions in Nigeria leading to P4G's co-creation and co-investment in a potential development fund facility. This will increase the replication and scaling potential of SSEZ in country networks associated with P4G and GGGI.

### ENGAGE

P4G generated engagement between SSEZ and the Kenyan and Ethiopian national platforms, which resulted in the platforms committing to mainstreaming the value of sustainable principles in industrial parks and get the policy support needed to deliver impact on the ground. The Ethiopian government facilitated significant support and provided the opportunity for SSEZ to work in a government zone. In Kenya, the national platform provided advice to guide cooperation with the local business community and are looking to mainstream the SSEZ approach and learnings across other industrial parks.

### DELIVER

P4G's venture capital approach bridged the missing middle between development and investment and helped SSEZ operationalize and form a new, investment-ready asset. The partnership is nearing financial close with one park in Nigeria receiving financial commitment of \$60M as part of a total \$170M development plan and two additional zones underway in P4G country partners Ethiopia and Kenya (which has already completed the technical master plan).



Learn more about Special Sustainable Economic Zones:





***“P4G is entrepreneurial and flexible in how it supports partnerships and advances action-oriented solutions. Because of its early stage risk capital in the SSEZ partnership, co-creation process, and convening power, P4G was a catalyst.*”**

***“Kenya has a set of clear national priorities to strengthen food security, circular economy, and sustainable infrastructure. P4G’s co-creation and acceleration approach skillfully aligns with the national priorities for sustainable growth.*”**

***It allowed SSEZ to gain the traction we needed at a critical stage of our development to deliver transformative impact through the development of three zones in Nigeria, Kenya and Ethiopia and helped codify our approach with the intent to scale and replicate this approach in an accelerated manner.”***

***It delivers commercially viable solutions to position Kenya as a key player in the global supply chain by integrating green and circular models in the development of sustainable industrial parks across different sectors like textile and agriculture processing.”***

**Gail Klintworth**  
Chair and Co-founder  
Savo Project Developers

**Carole Karuga**  
Chief Executive Officer  
KEPSA

# **PIONEERING GREEN PARTNERSHIPS**

**P4G provides tangible solutions to build back better and greener through the development and delivery of concrete market-based partnerships within three focus areas:**

- **Innovatively leveraging financial instruments**
- **Financing sustainable infrastructure**
- **Reimagining demand and supply chains**

**Our partnerships bring investment into developing countries where local actors have taken the lead as transformational change agents.**

***“Multi-stakeholder partnerships play a pivotal role in helping countries build back better and greener. The 2021 P4G Korea Summit can be a stepping-stone to COP26 where we can collectively apply P4G’s approach to cooperation by translating high level commitments into solutions underpinned by concrete climate action and SDG achievements.”***

**Yeon-Chul Yoo**

Ambassador for Climate Change  
Ministry of Foreign Affairs of the Republic of Korea

***“Global cooperation not competition is key to a country’s economic, social and environmental recovery. We value P4G’s support to drive greater collaboration among countries, on issues such as climate change and transitions to net zero emissions in shipping and transportation. We are proud to be a partner of such a global action alliance.”***

**Børge Brende**

President  
World Economic Forum

## INNOVATIVELY LEVERAGING FINANCIAL INSTRUMENTS

### Energise Africa

**Energise Africa is a joint venture between Ethex and Lendahand, two of Europe's leading online impact investing platforms, that enables individuals to invest directly in businesses that supply solar home systems to low-income families across Africa to provide universal access to affordable clean energy.**

With its innovative finance and investing models, Energise Africa offers affordable, low-risk investment opportunities (with mitigated risk through the use of guarantees and first loss investment\*), thereby growing its investor community by more than 50% during its initial 2018-2019 contract period with P4G.

P4G has given the partnership new momentum as it provided start-up funding and advisory services that helped it go from a secured US\$3.7 million in investments and 25,000 powered households in 2018, to mobilizing US\$19+ million and impacting 452,000 households, thereby reducing annual CO2 emissions by 100,000 tons by 2020.

In 2020, P4G awarded Energise Africa with scale-up funding to propel the partnership to achieve greater impact. P4G will offer acceleration services in key areas, such as collaboration with its government network in Kenya, to provide a steady pipeline of projects; facilitation with an expanded base of strategic investment partners like IFU, DANIDA, IFC; and, an elevated brand awareness through communications and high-profile global convenings like the 2021 P4G Summit and COP26 to increase its retail investment base.

As a result, the partnership is projected to reach US\$100 million in investments, 3.5 million powered households, and 840,000 tons in annual CO2 reductions between 2020-2022.

\* *Terms and conditions apply.*

Learn more about Energise Africa:



### IIX Women's Livelihood Bond Series™

**The Women's Livelihood Bond™ Series (WLB) is a series of innovative securities pioneered by Impact Investment Exchange (IIX) to mobilize capital for women's empowerment.**

The WLB Series are the world's first impact investing and gender lens investing securities listed on a stock exchange. They pool together high-impact women-focused enterprises to create a multi-country, multi-stakeholder portfolio that is sold to private sector investors and listed on a stock exchange. The instruments will unlock large-scale private capital to support 3 million underserved women in transitioning from subsistence to sustainable livelihoods.

As a P4G State-of-the Art Partnership, the WLB Series has swiftly demonstrated the replicability and scalability of its model. Currently, IIX is scaling the proven WLB Series and working to advance COVID-resilient and gender empowered green economic growth in Indonesia and Africa. Prior, IIX successfully closed an US \$8.5 and \$12 million issuance.

P4G identified the potential of the WLB Series when it won the 2019 State-of-the-Art Partnership of the Year Award for advancing 12 of the 17 Sustainable Development Goals, including SDG 5 (gender equality), SDG 13 (climate resilience), and SDG 17 (partnerships), and co-created with the partnership to develop a strong model for scaling and replicating in additional P4G partner countries. P4G awarded the partnership scale-up funding in 2020, and will provide a wide range of acceleration and advisory services including collaboration with key policymakers to replicate the Bond series in Indonesia and explore the feasibility for its inclusion in other partner countries like Kenya and South Africa, to deliver a new standard for financing to empower underserved women.

Learn more about the WLB Series:



## FINANCING SUSTAINABLE INFRASTRUCTURE

### ZEBRA

**The Zero Emission Bus Rapid-deployment Accelerator (ZEBRA) aims to achieve a full transition to zero emission buses in Latin America with the support of C40 Cities and the International Council on Clean Transportation as its leading partners. ZEBRA secures commitments from major manufacturers and finance institutions to invest in the electric vehicle market and enhance the regional electric bus supply.**

Prior to the establishment of ZEBRA, there were only 104 e-buses in operation in Latin America, with investments in the market limited to about US\$30 million.

In 2018, P4G provided scale-up funding to establish the ZEBRA partnership. P4G accelerated a successful project-based approach in key Latin American cities - Santiago, Mexico City, São Paulo and Medellín - to identify and remove the last barriers for a market transition to occur. The ZEBRA Partnership attracted city authorities, bus manufacturers, operators, financiers and utilities to support the transition, and secured commitments of US\$424.5 million to date raising the region e-bus deployments to 460 between 2018-2020.

In 2020, P4G awarded ZEBRA with a second round of scale-up funding to deepen its work in Latin America by establishing procurement pipelines in these four major cities and support additional opportunities in the region. With active P4G involvement, the partnership will develop an investment fund in Colombia to bring about significant change in the country's massive transportation system and support the achievement of the country's ambitious climate policies. With P4G's multi-level approach to national and regional engagement to scale financial solutions across Brazil, Chile, Colombia and Mexico, the impact potential for the 2020-2022 period is projected to reach US\$1.6 billion in investment value and 3,600 e-buses procured in ZEBRA's core and catalytic cities.

Learn more about ZEBRA:



### Getting to Zero Coalition

**The Getting to Zero Coalition is a multi-stakeholder, multi-country effort to accelerate the shift to zero emissions shipping by getting commercially viable deep sea zero emission vessels powered by zero emission fuels into operation by 2030. The P4G-Getting to Zero partnership is led by the Global Maritime Forum and includes P4G organizational partners, World Economic Forum and the World Resources Institute, as engaged partners in this endeavor together with the implementing partners University College London, International Association of Ports and Harbors, Environmental Defense Fund and Friends of Ocean Action.**

The Getting to Zero Coalition unites more than 150 stakeholders, from across the maritime industry as well as financial institutions, and is recognized as the essential vehicle for rapidly scaling a shift to commercially viable zero emission vessels, fuels and infrastructure to achieve the net-zero goal.

The coalition is endorsed by 14 governments including P4G country partners like Chile, Denmark, The Netherlands and the Republic of Korea. The partnership will focus its efforts in Indonesia, Mexico and South Africa to identify investment opportunities to build a globally sustainable shipping supply chain.

P4G will connect the partnership to its diverse and influential network of policymakers, mobilize its national platforms and the private sector to engage key stakeholders in the partnership's focus countries to identify concrete and sustainable business opportunities that can be a national blueprint for reducing emissions in shipping in emerging economies.

Learn more about the Getting to Zero Coalition:



## REIMAGINING DEMAND AND SUPPLY CHAINS

### FLAWLESS

**Halving Food Loss and Waste by Leveraging Economic Systems (FLAWLESS) is a partnership led by WRAP, with support from other NGOs plus Leanpath, Citibank, and Pick n Pay, that will test and demonstrate a commercial financial model to monetize savings from food loss and waste reduction. The partnership will focus on deploying these models in Indonesia, Mexico and South Africa, where the current size of the market is an estimated US \$85 billion. The partnership has significant potential to alleviate the economic disruption faced by the food and hospitality sector because of COVID-19.**

FLAWLESS is a 2020 Scale-Up Partnership that demonstrates the full range of P4G's venture capital approach. WRAP, the lead partner in the partnership, won the State-of-the-Art Partnership of the Year Award in 2018 for its innovative venture to reduce food loss and waste in the UK: Courtauld Commitment 2025. Following this achievement, it successfully submitted and secured P4G start-up funding in 2019 to focus on food loss and waste in Mexico through the *Comprometido con la Comida* partnership.

As a result of the learnings from a 2018 Indonesian partnership on food loss and waste, the 2019 Mexican partnership and P4G's unique position as a leading accelerator in this sector with a focus on market transformation, we helped co-create FLAWLESS. P4G will leverage its experience, network, communications capabilities and financial mobilization capacity to help FLAWLESS achieve its goals.

The 2020 Scale-Up Partnership aligns with the national priorities of several country partners including Indonesia, South Africa and Mexico and aims to help these countries mobilize millions in private investment and create sustainable and resilient models that can be replicated in new markets.

Learn more about FLAWLESS:



### Circular Fashion Partnership

**The Circular Fashion Partnership, led by the Global Fashion Agenda and Reverse Resources, collaborates with textile and garment manufacturers, recyclers and major fashion brands to accelerate the transition to a circular fashion industry. The partnership aims to re-integrate fashion waste into supply chains to increase recycled material usage and associated revenues.**

By accelerating the transition to circular fashion business models, the Circular Fashion Partnership mitigates the extensive natural resource depletion and CO2 emissions caused by fashion production and waste, with initial efforts focused in Bangladesh.

The partnership has mobilized 12.5% of the global fashion market to commit to targets and timelines in line with circular business models and is accelerating industry commitments and actions with P4G scale-up investment. COVID-19 has led to the cancellation of over US \$2.8 billion worth of orders that translates into excess stock and lost wages. The partnership will work across the different layers of the industry to improve resilience; co-create a new and inclusive infrastructure; and, identify investment and regulatory criteria that will support a long-term scalable transition.

In Bangladesh, the partnership is catalyzing the textile fiber recycling market and expects to generate a tenfold increase in the value of waste materials, with overall impact projected to reach a 15% reduction in carbon, water footprint and waste-to-landfill, as well as a 20% increase in 100%-recycled material clothing products by participating brands.

The partnership first joined the P4G family in 2018 as a circular economy sector winner of the State-of-the-Art Award. Through the process of co-creation and ensuring alignment with P4G country partners' national priorities, the partnership received scale-up funding in 2020. P4G is progressing the partnership's engagement efforts by mobilizing the resources of its political network to help the partnership introduce new investment into the recycling business in Bangladesh. It also aims to deliver a proven model that can be replicated in countries in Indonesia and Vietnam to strengthen the garment industry there and improve the livelihoods of workers in this sector.

Learn more about the Circular Fashion Partnership:



Follow P4G and our partnerships:

LinkedIn: P4G Partnerships

Twitter: @P4Gpartnerships

Facebook: @P4Gpartnerships

Subscribe to our newsletter at:

[www.P4Gpartnerships.org](http://www.P4Gpartnerships.org)

Contact us at:

[info@p4gpartnerships.org](mailto:info@p4gpartnerships.org)

Learn more about P4G here:



Copyright © P4G Partnering for Green Growth and the Global Goals 2030

The photos in the document have been provided by P4G partnerships and affiliated photographers.

P4G is hosted by the World Resources Institute.

Thank you to our country funders: Denmark and the Netherlands.



**UDENRIGSMINISTERIET**  
*Ministry of Foreign Affairs of Denmark*



Ministry of Foreign Affairs of the  
Netherlands

All rights reserved.

