Frequently Asked Questions
P4G Call for Partnerships

We encourage you to review the full P4G Guidelines for complete information about the eligibility criteria and selection process. The guidelines explore in detail many of the frequently asked questions. This document serves as a supplemental resource based on questions received at P4G webinars and discussions.

As a reminder, P4G applications are now open for partnerships working on climate mitigation or adaptation solutions in the areas of food, energy, and water. Partnerships must comprise at least one early-stage private sector business and one non-governmental organization implementing in one of P4G's ODA-eligible partner countries: Colombia, Ethiopia, Kenya, South Africa, Indonesia, and Vietnam.

1. What types of activities or services qualify under the different P4G eligible sectors?

Your partnership's services or products provided must be directly impacting the areas of climate smart agriculture, food loss and waste, water resilience, zero emissions mobility or renewable energy.

For example: Food loss refers to the decrease in edible food mass at the production, post-harvest, and processing stages of the food chain. Food waste refers to the discard of edible foods at the retail and consumer levels.[1]

For further information, kindly review the EU taxonomy for sustainable activities.

2. How can I get an NGO to partner?

All partnerships must comprise at least one early-stage climate business partner and a lead civil society/ NGO administrative partner. Additional partners can be included as needed to help realize the business proposition. If you are in the partnership formulation stage and require additional partners, please contact your National Platform Liasion.

3. I have a portfolio of projects and enterprises; can I apply as one partnership?

In this stage P4G is focused on getting a relatively small number of early-stage climate enterprises (15-20 per round) ready for investment. We encourage you to think about which of your business models and micro small enterprises (MSEs) in the given sector are seen as the most competitive, investment ready and accomplish the ten eligibility criteria of P4G. In your analysis, consider which partnership P4G can most effectively accelerate.

If required by the business model, there could be multiple MSEs participating as additional partners as part of the value chain. However, there should be one climate business partner taking the lead role for each partnership.

[1] FAO

4. Can one NGO apply multiple times as the prime grantee, but in different locations or with 2 or more different early-stage businesses as partners?

Yes, that is possible as long as the NGO shows the capability to manage multiple projects, considering location and context, and meets the requirements of P4G's eligibility criteria. Remember that P4G selection is a highly competitive process; therefore, we encourage you to focus your energy and application effort on those partnerships that are ready and fully aligned with the ten eligibility criteria.

5. How can I develop the Theory of Change for my partnership?

A theory of change is a method that explains how a given intervention, or set of interventions, is expected to lead to specific development change in the short, medium, and long term to achieve the intended impact, drawing on a causal analysis based on available evidence. It can be represented in a visual diagram, as a narrative, or both.

We highly encourage applicants to work with the NGO/Civil society administrative partner to develop a learning approach fully aligned with the P4G Theory of Change, which is included in the P4G Guidelines as an appendix.

6. Which is the investment stage of my business model required to be eligible to P4G?

As indicated in the guidelines, the early-stage climate business partner must demonstrate that it is in either a seed or a post-seed financing stage, meaning it has already developed a product or service, established a customer base, and is on the path to commercialize or raise capital.

At the seed stage, the startup typically has a promising idea including a minimal viable product (MVP), a small team and a compelling business plan. Seed funding can come from various sources, including angel investors, individual investors, crowdfunding platforms and venture capital firms – all of which can be considered cost-share alongside P4G's seed funding.

As the startup progresses and demonstrates positive traction, it may seek additional rounds of funding, in order to grow into the complete addressable market identified. **Once a startup has accomplished a Series A funding round, P4G will generally consider them as a graduate and no longer needing grant-based seed capital support.**