

P4G: A Platform Strengthening Climate Entrepreneurship and Accelerating Country Climate Transitions



About P4G

P4G helps early-stage climate startups in emerging markets and developing economies (EMDEs) become investment ready and partners them with national level public-private platforms to help navigate the marketplace. Through this approach, P4G strengthens market systems for climate entrepreneurs and accelerates just and resilient country economic transitions.

P4G's members are committed to advancing breakthrough solutions to achieve the Sustainable Development Goals and Paris Agreement commitments and are focused on poverty reduction and gender equity goals in climate-smart agriculture, clean energy and water resilience sectors.

Hosted by World Resources Institute and funded by Denmark, the Netherlands and the Republic of Korea, P4G accelerates partnerships in Colombia, Ethiopia, Indonesia, Kenya, South Africa and Vietnam.



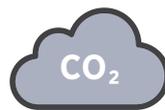
P4G Impact



OVER \$42M
directly mobilized to
119 climate startup
partnerships



MORE THAN
\$526 MILLION
in total sectoral
investments **realized by**
P4G startups



11.6 MILLION
METRIC TONS
CO₂e emissions
avoided or mitigated



OVER 3 MILLION
individuals positively
affected and **over**
14,000 jobs created
across member
countries



87% OF PARTNERSHIPS
complying with **Gender**
2X criteria

The P4G Approach



Partnering to enable investment readiness: P4G's climate startups are EMDE-domiciled micro-small-medium enterprises (MSMEs) who are nearing commercial readiness and conducting their market proofs. They must be partnered with at least one nonprofit and can include additional technical specialists to help with Environmental-Social-Governance proofs, customer understanding and outreach, and analyzing legal and regulatory challenges or other barriers. Together, they apply for P4G grant funding, technical assistance and network support to help the business become investment ready. The P4G team provides technical assistance that includes due diligence and gap analysis of the business model, stakeholder events, business matchmaking sessions and communications.



Enabling market systems through country led improvements: P4G's multistakeholder National Platforms work alongside our startup partnerships to better understand the marketplace based on real-world insights, and provide connections with relevant authorities who can support the enabling policy or regulatory improvement. Established in all P4G country partners, National Platforms comprise public sector leaders and the leading trade and industrial associations.



Mobilizing knowledge to accelerate just transitions: Analysis and insights into our climate startup market proofs provide essential learnings to inform both domestic and global public policy makers who are seeking to incentivize investment in that sector across their economy. Through communications, knowledge products, publications, in-country events and biennial P4G Summits, we reach key stakeholders in the public and private sector who can help accelerate our partnerships. We share our learning so others can replicate the success of our early-stage businesses.

The P4G Summit

The P4G Summit is a global moment to showcase P4G startup partnerships and National Platforms, facilitate a learning exchange on solutions for in-country transitions, and engage high-level stakeholders who can use P4G's approach to enable green growth. The 2018 Copenhagen Summit and 2021 Seoul Summit united world leaders and heads of international organizations to progress bold climate action to meet global commitments. The 2023 P4G Bogota Summit accelerated the deployment of climate finance in EMDE countries to advance a just transition to a net zero future. The 2025 Vietnam Summit will share insights and advance strategies that support climate entrepreneurship.

Contact us

P4Gpartnerships.org



@P4Gpartnerships

Examples of P4G Partnerships



African Bamboo

A deep tech Ethiopian-Dutch startup pioneering fiber-based construction materials.



WasteX

A climate-tech startup offering an end-to-end integrated biochar solution to agricultural producers and farms in Indonesia and other Asian countries.



Residua Biocircular

A Colombian startup using Black Soldier Fly Larvae to convert organic waste into high-protein animal feed and biofertilizer.



Alternō

A Vietnamese startup using sand-based thermal battery technology to store thermal energy at 300–600°C for agricultural and industrial applications.



BasiGo

An e-mobility startup focused on transforming Kenya's public transport system through increased e-bus use and production.