

# Scaling up the energy efficiency market



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# Scaling Sustainable Energy Assets (SEA)

## What is the problem?

- Splintered contractual nature of Sustainable Energy Assets
- Lack of required protections for investors i.e. step in rights
- Costly due diligence for diverse and small transactions
- Inability to bundle projects
- Not attractive to large scale investors

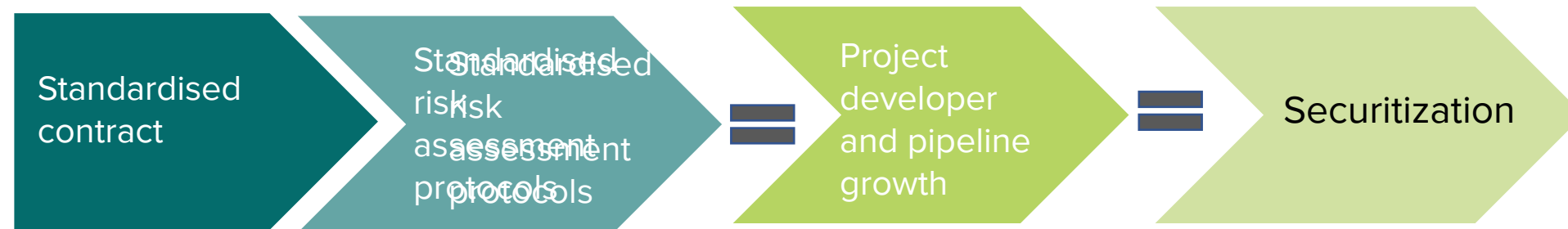


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 101033810.

# Our Solution

Aggregation of Sustainable Energy Assets as tradable securities, accelerated deal closure, and market growth at scale.

LAUNCH Framework for SEA securitization



□ Scalability

□ Accelerated deal closure

□ Market growth



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# LAUNCH standardized materials strengthen your value proposition



We identified how the use of these tested and standardized materials can result into **end client benefits**.

They can boost project developer Value Clusters. You need to make this specific for your customer groups.

In LAUNCH we developed **materials and** organized **activities for small to medium-sized project developers** in order to scale business and investments in Sustainable Energy Assets across Europe.

We focused on developing and piloting, and subsequently wide-spread use of:

- Standard EE as a Service Contract
- Standard risk assessment protocol (RAP)
- Off-balance sheet financing

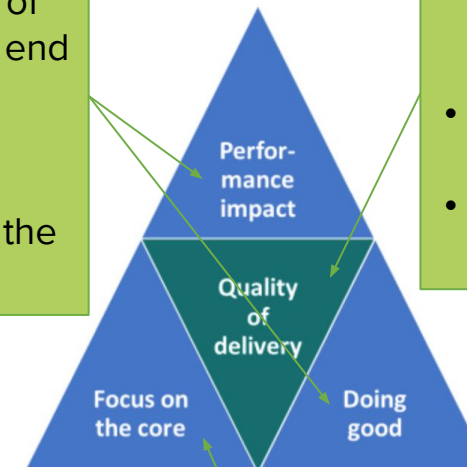
These standardized materials also provide value for end clients.

## Standard 'EE as a Service contract':

- Contracting for delivery of performance impact for end client
- International contract quality
- Doing good and well at the same time

## Standard RAP:

- Exhaustive list of risk-related checks saving time & effort
- International risk assessment quality
- Faster high-quality decision-making



## Off-balance sheet financing:

- Lower financial risk for end clients
- More capital available for core business projects
- Less budget-related decision-making discussions



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# LAUNCH Achievements

- ✓ LAUNCH was recognised as a flagship initiative in energy efficiency investments by the European Commission
- ✓ Added value to a EUR 150 million pipeline of project investments
- ✓ A further EUR 31 million of investments being processed for finance at the end of the project
- ✓ This included EUR 2.1 million in deals closed

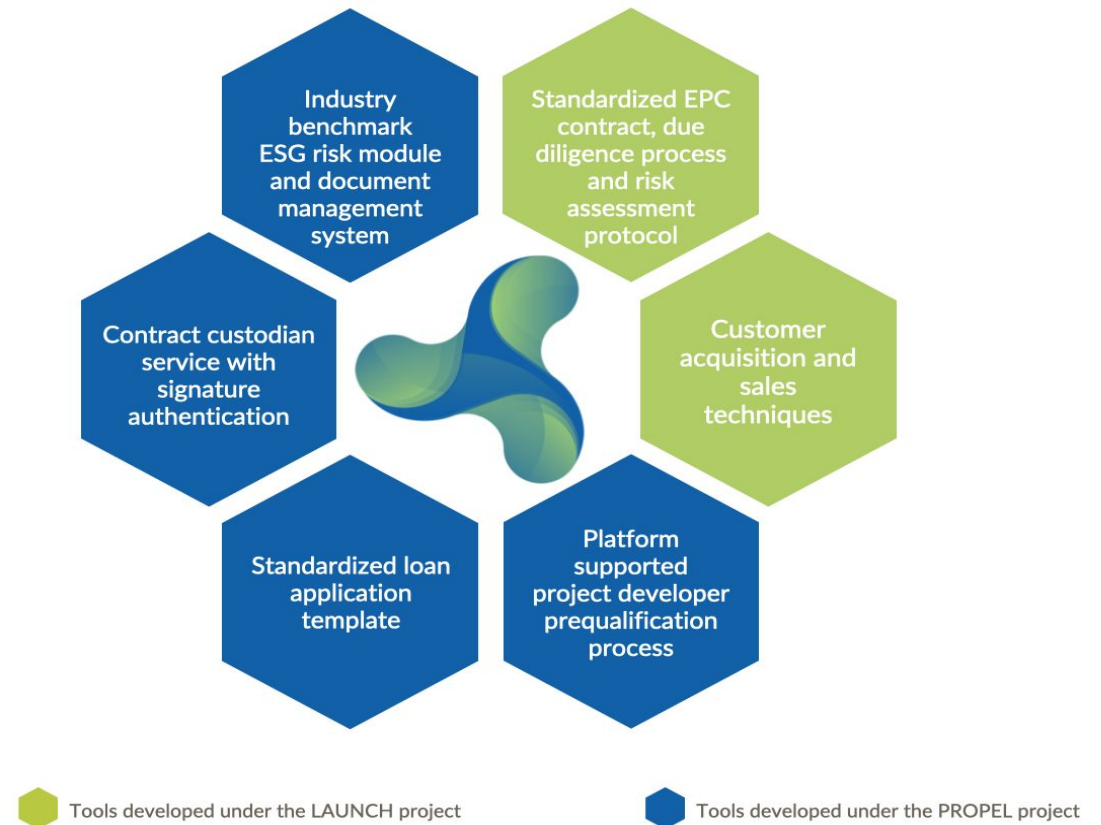


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# PROPEL



- PROPEL aims to facilitate the financing of energy efficiency initiatives by developing an end-to-end package of tools for both project developers and investors.
- These tools will be integrated in an online platform and tested with market players to validate their usability in real-life projects.



# PROPEL AND SEFA



SEFA is a not-for-profit industry group that represents the voices of Europe's sustainable energy sector.

Our aim is to advance the uptake and scale of energy efficiency and sustainable energy initiatives in the built environment. We enable our members to seamlessly deploy sustainable energy initiatives by:



- Being a holistic resource centre providing all critical collateral
  - Market, Policy and Technical insight
  - Project finance collateral to fast-track your deal closure
  - Sales and marketing material to speed up the engagement process



- Clearing pathways to successful deal closure
  - Access to equitable project finance
  - Project pipeline prequalification



- Connecting and enabling key actors
  - Investor matchmaking within our ecosystem
  - Industry representation at events with policymakers





# Lets make it happen

## SEFA Onboarding Timeline

### Member Engagement

#### Founding Partners

Bring onboard  
from May 2022

#### Finance Partners & Sponsors

Bring onboard  
from May 2022

#### SEFA Launch

Official public  
launch of the  
association during  
autumn of 2022 with  
start of activities by  
January

#### Members

Strategic member  
engagement from  
May 2022

Strategic membership  
drive from Jan 2023







# Thank you!

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