

GREEN ASSIST



The expert advice to make your investment **greener**

What is GREEN ASSIST?

GREEN ASSIST is an advisory initiative managed by the European Commission with funding from the LIFE programme. It aims to provide **free, on-demand and customised** advisory services to green investment projects in a broad range of sectors.

GREEN ASSIST

1

Supports project promoters to overcome the challenges of investing in sustainability

2

Strengthens the viability of projects to develop green investments

3

Enhances the sustainability/green dimension of investment projects

Who can apply for GREEN ASSIST?

You can apply to GREEN ASSIST if you are developing a project (of any size and scope) that:

1

aims to help the environment, but is facing **technical challenges** (for example, an idea to improve energy efficiency);

2

aims to help the environment, but is facing **business challenges** (for example, review of business models, cashflow analysis and identification of funding sources);

3

has a business case, but is aiming to **improve its environmental impact**.

Your project should be led by a specific person representing a **project promoter** or **public or private investment team**, or an **InvestEU implementing or advisory partner**.

Furthermore, it should address one or more of the following **themes**:

-  Natural capital and biodiversity
-  Climate change adaptation and natural hazards
-  Climate mitigation
-  Sustainable spatial design
-  Environmental remediation (of air, water and soil)
-  Greening non-environmental sectors
-  Circular economy

What are the benefits of applying for GREEN ASSIST?

Working with GREEN ASSIST supports your project to:

-  **GROW:** Get rapid advisory support tailored to your specific needs.
-  **SUSTAIN:** Seize investment opportunities across a range of sectors.
-  **TRANSFORM:** Connect with hand-picked experts and state of the art know-how to scale-up.
-  **CONNECT:** Exchange knowledge with top experts from across Europe.

GREEN ASSIST puts at your disposal a large pool of hand-picked experts from across Europe, covering all of Europe's geographic and green investment areas. This ensures that they can deliver advisory support that is **tailored to your specific needs**.



GREEN ASSIST will match you with the right experts to help you to: add environmental & sustainability components to your project; attract funding; structure financial products to address green finance demand; develop partnership models; find market solutions; and assess the impact of your investment project.

How do I apply for GREEN ASSIST?

Apply now:



Find out more:



#GreenAssist

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