

# THE PATH TO FINANCE: HOW TO PITCH CLIMATE PROJECTS

TAP ASIA-AFRICA PITCH EVENT

*Key takeaways and recommendations*



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**Organizers:** ICLEI World Secretariat, ICLEI Africa Secretariat, ICLEI Southeast Asia Secretariat and South Asia Secretariat

## INTRODUCTION

The present brief report intends to summarize the main recommendations and suggestions issued by the jury members during the pitch session that took place at the [Daring Cities 2021](#) Cornerstone II event: [The path to finance: How to pitch climate projects - TAP Asia-Africa pitch event](#).

It is important to mention that this information might be useful for other project professionals from different regions, representing a valuable exchange of knowledge and experiences for a successful pitch (complementary to the already published [Brasilia case study](#) “[Successful local government fundraising and project pitching](#)”).

## KEY QUESTIONS TO BE ADDRESSED

Pitching a project is more than a project presentation. The brief description should be framed within the problem to be addressed, highlighting the importance and relevance of the project.

In addition to this, the jury also pointed out fundamental questions (see figure 1 “Questions to be addressed during the pitch”) that should not be left out in a good pitch:



Figure 1. Questions to be addressed during the pitch

## SPECIFIC RECOMMENDATIONS

The general message of the pitch must be concrete and straightforward, and it has to come to the point in terms of sources and sought capital. In this regard, the type of support requested (e.g., technical assistance, financing) should be made clear according to the current stage of the project.

Moreover, it should include detailed information in terms of i) rational, ii) ambition; iii) commitment; and iv) financial indicators (see figure 2 “Main elements to be included in the presentation”), so that potential investors/project preparation facility providers understand how they could support the project.



Figure 2. Main elements to be included in the presentation



## Rational

- Explain why the project is critical and needs support.
- Describe the current limitations.

## Ambition

- Ensure that the project concept is holistic, integrating as far as possible elements such as NbS.
- Highlight the adaptation impacts of mitigation projects and the mitigation impacts of adaptation projects.
- Present the available technical studies.
- Justify the technology proposed for the project and whether it is already tested.
- Quantify the expected capacity of the planned infrastructure.
- Include and quantify the co-benefits of the project by highlighting the social aspects and added value of the project.
- Indicate the potential risks (socio and environmental risks).

## Commitment

- Demonstrate ownership and endorsement/support by the city government.
- Provide information on community engagement.
- Show alignment with local and national urban development plans. If possible, demonstrate the interaction with the national government.
- Mention the ownership of the property on which the project will be developed.

## Finance

- Detail the financial indicators: present the business plan, project cost breakdown.
- Justify the financing instrument chosen and mention if other options were considered.
- Flag if the project can access international finance.
- Mention the intention to attract private investment or if the private sector is already involved.
- Mention the type of financial flows expected to maintain and operate the project.

Full event program and recording of the main room discussion are available here:

[Watch recording](#)

