



GREEN  
OUTCOMES  
FUND

THE GREEN OUTCOMES FUND  
READY FOR LAUNCH

# GREEN SME FINANCE: FINDING THE GAP



FUND MANAGERS



**High risk:**

- Early-stage, limited track record
- Founders from technical backgrounds
- Innovative, untested business model



**High cost:**

- Need for external technical experts
- Need for Business Development Support

GREEN BUSINESSES



**ENERGY EFFICIENCY**

- Energy savings realised from installing LED lights in place of energy consuming UV lights



**WASTE-TO-ENERGY**

- Generation of clean energy
- Reduction in waste to landfill



**CLEAN ENERGY GENERATION**

- Energy savings realised through households heating water using solar panels



**SUSTAINABLE AGRICULTURE**

- Generation of clean fuel from agricultural crop



# GREEN OUTCOMES FUND FOUNDING PARTNERS

## The World Bank Group

The objective of The World Bank Climate Technology Program (CTP) is to accelerate the growth of local green technology sectors that contribute to climate change mitigation and adaptation. **The CTP provides technical assistance and global insights to the Green Outcomes Fund.**



## WWF South Africa

WWF-SA is part of the Worldwide Fund for Nature (WWF) global network, working to stop the degradation of the Earth's natural environment and to build a future in which people live in harmony with nature. **WWF-SA brings deep insights of local and global climate change mitigation as well as a green impact investing to the Green Outcomes Fund.**

## GreenCape

GreenCape is a sector development agency supporting businesses operating within the green economy in South Africa. **GreenCape brings deep insights of the local green economy to the Green Outcomes Fund and will act as the M&E partner.**



## UCT GSB Bertha Centre

The UCT GSB Bertha Centre is the first academic centre in Africa dedicated to advancing social innovation and entrepreneurship, especially through innovative finance. **The Bertha Centre has led the development of the Green Outcomes Fund and will continue to act as a local knowledge partner.**





**FIRST OF ITS KIND:** The Green Outcomes Fund (GOF) **incentivises local South African fund managers to increase investment** in green SMEs by paying for outcomes, such as green job creation, climate mitigation, and improved water and waste management.

**GROWING THE GREEN IMPACT MARKET:** It creates demand for **verified, pre-agreed green outcomes** generated by SMEs. Simultaneously, it creates a common base for growing the South African green impact investing market.

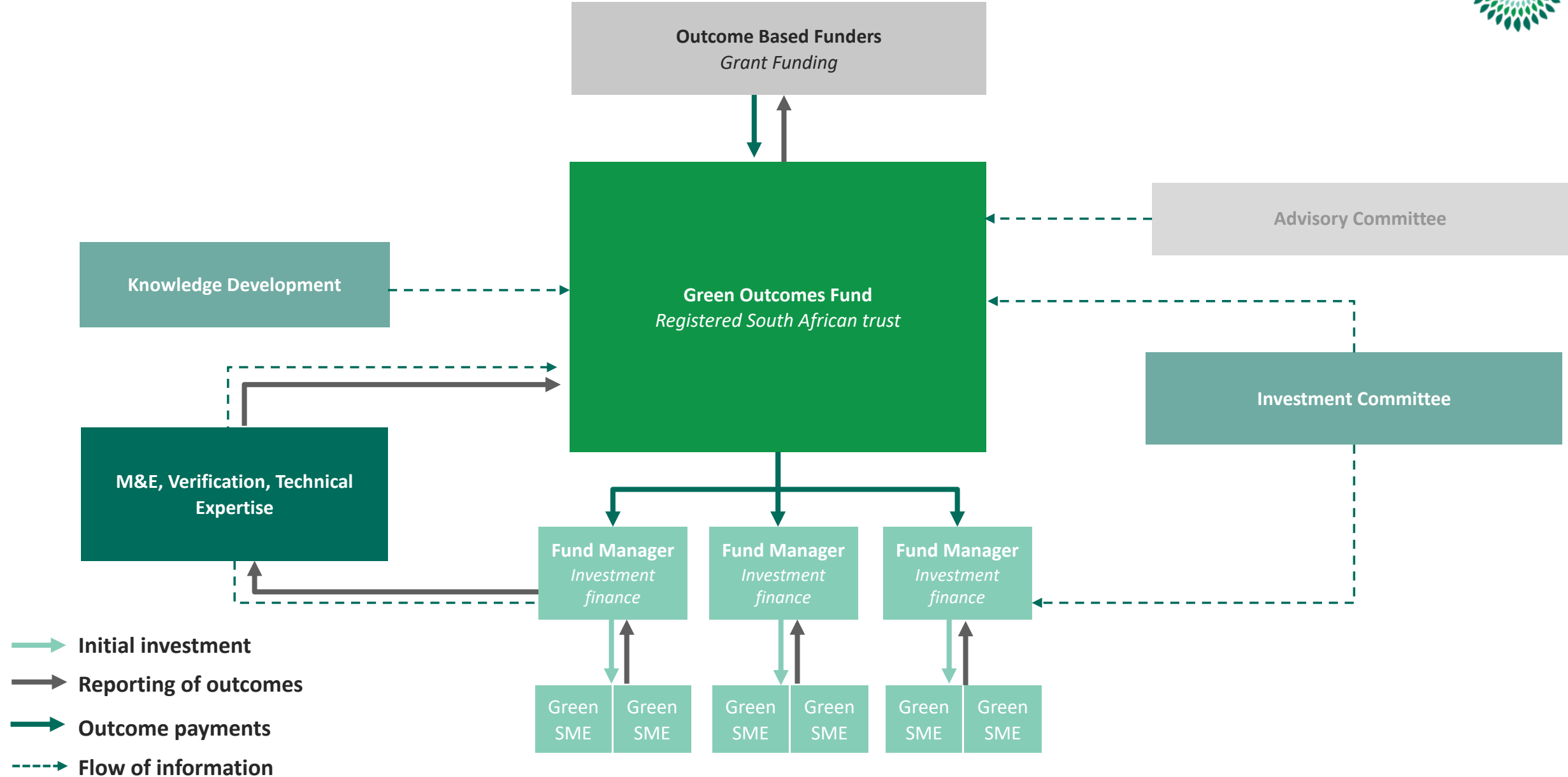


# HOW?



Investors need **incentives and support** to address the **risks and costs** associated with green SME investments

# Green Outcomes Fund Structure





# WHAT ARE GREEN OUTCOMES?

The GOF measures, verifies, and reports on 14 metrics across the sectors of clean energy, waste, water, and sustainable agriculture.

## ENERGY

- Access to clean energy connections (new)
- Access to energy connections (previously served by non-green energy)
- Energy generation: Clean energy generated
- Energy efficiency: Generic energy saved based on deemed savings values

## WATER

- Water use reduction
- Wastewater treated
- Water sourced from an alternative resource

## WASTE

- Waste to landfill avoided
- Avoided waste incinerated
- Waste recycled / reused
- Chemical recovery

## SUSTAINABLE AGRICULTURE

- CO<sub>2</sub>-eq sequestered

Green sector direct jobs created  
Green sector indirect jobs created



# USE OF OUTCOMES FUNDING

FLEXIBLE ENOUGH TO GENERATE KEY LESSONS



1

BUSINESS  
DEVELOPMENT  
SUPPORT



2

TECHNICAL  
ASSISTANCE



3

INVESTOR  
IN-HOUSE  
TECHNICAL  
EXPERTISE



4

ON-  
LENDING/  
INVESTING



5

SUBSIDIZED  
COST OF  
CAPITAL



6

INNOVATIVE  
PRICING  
MODELS



# CATALYTIC FUNDING

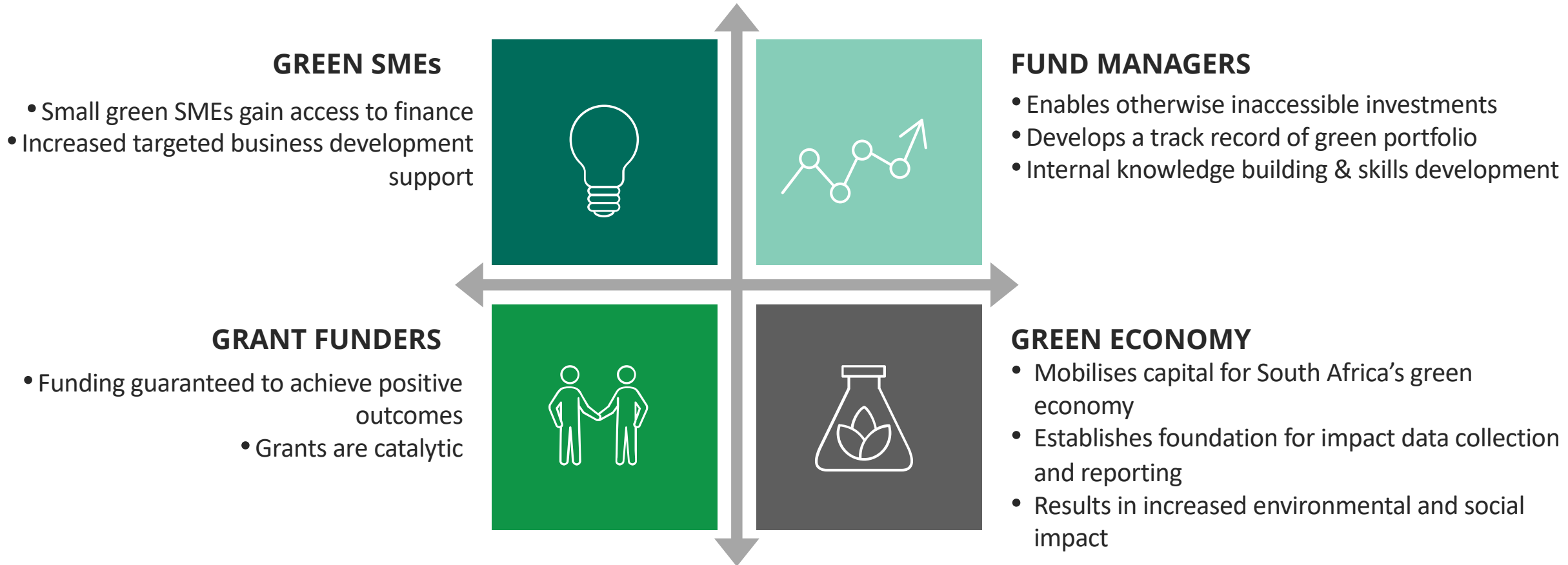


The GOF has raised R92.6m in grant funding for GOF, unlocking a total of R488.1M for green Small Green Businesses



# THE IMPORTANCE OF AN ECOSYSTEM APPROACH

Addressing market blockages from multiple angles





**THANK  
YOU**

**GET IN TOUCH**

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