



LARGE SCALE AGGREGATION OF SUSTAINABLE ENERGY ASSETS

Accelerating deal closure and market growth at scale while enabling the aggregation of sustainable energy projects as tradable securities.

WHAT IS LAUNCH?

LAUNCH accelerates deal closure and pipeline growth for Sustainable Energy Assets through standardised, **investor-grade Energy Performance Contracts**, standardised **risk assessment protocols** for investors, a **roadmap for project developers** towards accessing growth capital, and **market-tested value propositions for project developers' end-clients**. All material will be reviewed by the LAUNCH Investor Board, comprising 20 institutional investors and finance professionals from across Europe.



THE CONSORTIUM

The project consortium is composed by **Joule Assets Europe** (Italy), leading the consortium, research institution **TNO** (Netherlands), **BNP Paribas Fortis** (Belgium), **EnerSave Capital** (Luxembourg) and **New Energy Group** (Ireland). Additionally, twenty financial firms have agreed to join the LAUNCH Investor Board, which will play a key role in reviewing and testing project deliverables.

OUR VISION

Accelerate deal closure and market growth at scale while enabling the aggregation of Sustainable Energy Assets as tradable securities.

OUR MISSION

To develop THE framework of best-in-class, standardized tools that will launch Sustainable Energy Assets as tradable securities, and to deploy this framework in cooperation with project developers and investors.

WHY LAUNCH?



Today, European markets for Sustainable Energy Assets (SEA) are splintered over many project and contract types, small portfolios and numerous investor methods to assess project risks. Consequently, deal closure takes an average 12-18 months per project, and project aggregation remains the foremost challenge to equitable financing solutions. Energy Performance Contracts (EPCs) and risk assessment protocols must become standardised for project investors in order to encourage market growth in a manner which will launch the market for SEA as tradable securities.



Scaling up the market for Sustainable Energy Assets

JOB CREATION

Access to growth capital for project developers will enable them to scale up – hiring new sales and office personnel, installers and engineers.

PIPELINE GROWTH

Access to growth capital and market-tested value propositions will enable project developers to accelerate their marketing and sales and build their project portfolio on an aggressive timeline.

INVESTMENT

Investor-grade Energy Performance Contracts, standardised risk assessment protocols, and strong pipelines will enable aggregation of Sustainable Energy Assets for investors and swift deployment of project finance

The LAUNCH framework will enable large scale aggregation of sustainable energy assets for financiers and will support contractors in accelerating pipeline growth, through:

Standardised,
investor-grade
EPC contracts

Standardised
risk assessment
protocols

Roadmap for
project developers
to access growth
capital

Market-tested
value propositions
for developers'
end-clients

EUROPEAN OPPORTUNITY

Large-scale finance of SEA projects is necessary in order to reach **Europe's 2030 energy efficiency and carbon reduction targets**. The European Union (EU) must move beyond improved eco-standards for technologies for everything from household appliances to industrial processes and enable market growth of the full range of SEA projects. For example, while buildings are responsible for the largest share of European final energy consumption (40%) and represent enormous potentials for energy savings, current investment to improve their energy performance is too low to meet the energy and climate objectives set by the EU. Indeed, **building renovation rates must triple**, increasing from 1% a year today to 3% - and investment of an **additional €100bn/year is required until 2030**.



Project deployment at scale is not taking place and efforts on the part of governments have not fostered European-wide change. Market forces must be considered, and financial capital must be mobilised at a large scale. One challenge is the **average size and complexity of SEA projects**. Over 80% of the necessary renovations and technology upgrades require an investment of less than €500,000, which is far too small to attract either large project developers or investors. Projects therefore must be developed in a manner, which allows them to be aggregated and traded in bundles. Due diligence processing, risk analysis and Developer-End Client contracts must become standardised, in order to lay the groundwork required, to accelerate the development of Sustainable Energy Assets into tradable securities.

JOIN OUR STAKEHOLDER NETWORK

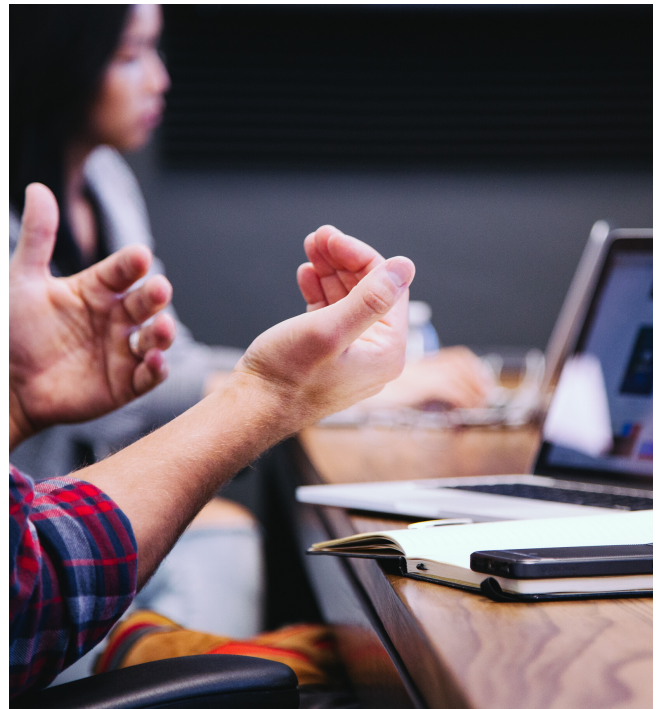


The project partners are establishing a community of investors and contractors who would like to be involved in the development of the LAUNCH tools.

Why join?

Participation will provide your company:

- Cutting edge knowledge of Energy Performance Contract development;
- Information concerning how to raise venture capital for your company;
- The opportunity to pilot in cooperation with financial funds



How to engage?

Join the LAUNCH Community of project developers and provide inputs that will shape LAUNCH deliverables:

- Engage with funds concerning your projects and company
- Participate and present at LAUNCH Webinars
- Participate and present at free Investor Days networking conferences
- Be a first mover and pilot the LAUNCH tools on real projects
- Gain visibility: have your logo, name and involvement publicized with in our marketing materials.

Requirements

Participation is free and there are no mandatory requirements for Stakeholder Group members.

You will have the opportunity to provide feedback and gain access to financeable energy performance customer contracts, investment information protocols, and customer engagement techniques, as is interesting to you and your team.

To sign up to our mailing list and learn more about the project visit our official website launch2020.eu and our Twitter account [@LAUNCH_2020](https://twitter.com/LAUNCH_2020)

OUR STAKEHOLDERS



If you cannot find your logo in our stakeholder group, remember to send it to us and we will include it in our communication material. If you don't want your logo included in this list, instead, let us know via email.

ABOUT THE PROJECT PARTNERS



Joule Assets Europe provides access to innovative financing solutions and strategic support for Sustainable Energy Assets, including energy efficiency, distributed renewables, and storage. Through the eQuad platform, Joule helps ESCOs, engineering firms, and construction companies across Europe access appropriate project investment.

Learn more on eu.jouleassets.com



TNO is a Dutch independent research organization, one of the major ones in Europe. Based on its expertise and research in technological, policy, business and social innovation, TNO connects people and knowledge in order to create innovations which strengthen the competition position of companies and societal welfare.

Learn more on www.tno.nl



BNP is a leading bank in Europe with an international presence, in 73 countries, with more than 196,000 employees, 149 000 of which are based in Europe. The Group guides all its clients in helping them realise their plans by offering them financing, investment, savings, and asset protection services.

Learn more on entreprises.bnpparibasfortis.be



EnerSaveCapital

EnerSave Capital is the General Partner of a non-regulated securitization and private equity vehicle under Luxembourg law dedicated to energy-saving measures. The core activity is focused on repackaging sustainability-focused cash flows into capital market products, and the placement thereof with mainly institutional clients.

Learn more on www.enersavecap.com



New Energy Group delivers sustained cost savings to clients through the deployment of the best available building technologies that reduce energy spend, minimize operational and maintenance costs and modernize your facility infrastructure. New Energy Group provides energy financing through its partner finance network.

Learn more on www.neg.ie



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