

## **TAP LATIN-AMERICAN PITCH EVENT**

**Date:** ICLEI World Congress: 28 May 2021

**Organizers:** ICLEI World Secretariat, ICLEI South America Secretariat, ICLEI Mexico, Central America & Caribbean Secretariat

### **ABOUT THE TRANSFORMATIVE ACTIONS PROGRAM**

First launched in 2015 the Transformative Actions Program (TAP) led by ICLEI, and supported by its 14 partners [1] aims to catalyze and improve capital flows to cities, towns, and regions through strengthening their capacity to access climate finance and attract investment.

Projects are submitted through annual calls, and then screened by ICLEI World Secretariat. Those that show high transformative potential become part of the project pipeline and are invited to marketplaces to pitch their concepts to financial institutions, Project Preparation Facility Providers and private investors.

Acknowledging that local and regional governments need support for project preparation, TAP offers capacity building services, such as webinars, peer exchange workshops, access to tools and knowledge products to all applicants with the goal to enable them to develop robust low carbon and climate resilient local projects.

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[1]TAP partners as of September 2020 are: 1. bettervest, 2. UN-Habitat, 3. GIZ/FELICITY, 4. GIZ/CoM SSAIII, 5. Global Infrastructure Basel (GIB) Foundation, 6. Global Fund for Cities Development (FMDV), 7. European Investment Bank (EIB), 8. R20 Regions of Climate Action (R20), 9. Sustainable Infrastructure Foundation (SIF), 10. C40 Cities Climate Leadership Group (C40), 11. Cities Alliance, 12. UN Capital Development Fund (UNCDF), 13. 100% RE Platform, 14. United Cities and Local Governments (UCLG)

## ABOUT THE EVENT


One of the main bottlenecks identified why local governments continue to be unable to access climate finance is the limited knowledge about the needs and requirements of funders. Furthermore, they rarely have the opportunity to engage with them directly. In a similar way, financial institutions and investors encounter difficulties in identifying bankable projects from sub-national governments and have limited exposure to the wide range of projects that cities have.

This event supported by [GIZ / FELICITY](#), with a focus on the Latin American and Caribbean region, aims to (i) contribute to a better understanding of financing opportunities (ii) give tips and tricks of project pitching, as well as (iii) enable the space for selected projects to test their pitch and concept.

After the presentations, eight (8) TAP project developers divided in two (2) groups (in each group four (4)) will have the opportunity to make their pitch using a standard template, and get recommendations from the group and a jury consisting of financial partner/institution representatives.

Interpretation will be offered in EN – ES – PT.

## AGENDA

	Discussion Item	Presenter/Facilitator
16:00 – 16:30 CEST 08:00 – 08:30 Honduras 11:00 – 11.30 Brazil	<b>Opening session</b>	
8'	<b>Introduction and moderation</b> <ul style="list-style-type: none"> <li>Goals and expected outcomes of the event</li> </ul>	Maryke van Staden, Director of carbonn Climate Center, ICLEI World Secretariat
8'	<b>Welcome speech.</b> The welcome speech will address: <ul style="list-style-type: none"> <li>Its importance and connection to other initiatives (LUCI/Gap Fund)</li> </ul>	Mara Eichinger, Project Manager of the FELICITY team
8'	<b>Keynote speech</b>	Rodrigo de Oliveira Perpetuo, Executive Secretary ICLEI South America Secretariat
16:30 – 17.30 CEST 08:30 – 09:30 Honduras	<b>Funding sources and financial schemes for urban Development</b>	

## 11:30 – 12.30 Brazil

*One of the challenges is that local and regional governments need a better understanding of the technical assistance and funding opportunities, as well as the climate finance architecture. These sessions will give an overview of existing and upcoming international, national financing sources. Speakers will bring practical examples explaining how cities can access these opportunities.*

5'

### Introduction and moderation

Edgar Villaseñor Franco,  
Regional Director ICLEI  
Mexico, Central America  
& Caribbean Secretariat

40'

### Call for action (max. 8 mins each) by:

- Giulia Macagno, EIB,  
and Augustin Maria,  
WB, Gap Fund
- Andrej Frizler, GLZ,  
C40 CFF
- David Albertani,  
R20, SnCF
- José Antonio  
Urteaga, IDB,  
IRENA-IDB Alliance  
to drive the energy  
transition in Latin  
America
- Serge Allou, UCLG,  
IMIF

We kindly ask the speakers to stick to the 8 minutes allocated to allow for adequate time for discussion with the audience. The presentations should focus on:

- Concrete solutions, instruments and facilities offered for urban climate project-preparation
- Conditions, eligibility criteria
- Application procedure and deadline
- Main gaps and shortcomings observed when cities are applying and how to address them
- Good examples

10'

### Q&A session

Members of the audience will be invited to address their questions to the speakers

**17:30 - 17:40 CEST**  
**9:30-9:40 Honduras**  
**12:30-12:40 Brazil**

**Coffee break**

**17:40 – 20:20 CEST**  
**09:40 – 12:20 Honduras**  
**12:40 – 15:20 Brazil**

### **Project pitching**

*This session gives the opportunity for cities to test their project idea. Through these presentations, cities will learn the gaps and weaknesses of their project and have a better understanding of the criteria and expectations of the financial partners, empowering them to revise and strengthen their proposal. Prior to the event using a pitch template each city will get a tailored preparation supported by ICLEI.*

5'

**Introduction and moderation**

Eszter Mogyorósy, Head  
of Innovative Finance,  
ICLEI World Secretariat

7'

**Presentation: Tricks and tips. The presentation should focus on:**

- Key elements and considerations
- DOs and DON'Ts
- Practical advice

Carla Marino, Officer,  
ICLEI World Secretariat

*Split into 2 groups each city will have 5-7 minutes to pitch its project to a jury composed of IFI and national institute representatives and get customized recommendations (feedback 8 mins/project).*

**17:55 - 19:05 CEST**  
**9:55-11:05 Honduras**  
**12:55- 14:05 Brazil**

**Project pitching group 1 (early stage projects)**

Justine Audrain, FMDV

Jury: Giulia Macagno, EIB  
Augustin Maria, WB  
Mara Eichinger, GIZ FELICITY  
Pablo Lopez, CAF

- Integral Management of Water Resources, Puerto Cortés, Honduras
- Green zone, Comayagua, Honduras
- Implementation of Nature-based Solutions in Medellín, Colombia
- Development of a Metropolitan Platform for the Management of Renewable Energies, Buenos Aires, Argentina

19:10 - 20:20 CEST  
11:10- 12:20 Honduras  
14:10 - 15:20 Brazil

**Project pitching group 2  
(feasibility/pre-implementation projects)**

Rodrigo Corradi, ICLEI  
SAMS

**Jury:**

David Albertani, R20  
Serge Allou, UCLG/IMIF  
Andrej Frizler, GIZ CFF  
José Antonio Urteaga, IDB

- Management and conservation of strategic environmental areas in the Cuenca canton for the conservation of water and soil resources, Cuenca, Azuay, Ecuador
- Improvement of the urban solid waste, Municipalities of the province of Cartago, Costa Rica
- Revitalization of sidewalks in central Sorocaba with a view to creating sustainable space, Sorocaba, Brazil
- "I planted your food" as part of the Women for Climate initiative, Teresina, Brazil

20:20 – 20:30 CEST

12:20 – 12:30 Honduras

15:20 – 15:30 Brazil

**Wrap up and closing remarks**

10'

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Bella Tonkonogy,  
(LUCI/CCFLA Secretariat)