



# IMPROVING ACCESS TO TRANSITION FINANCE TO ACCELERATE GREEN BUILDING TAKE UP

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## OBJECTIVES:

1. Establish the crucial role of CEFIA in helping accelerate financing and investments in green building
2. Present the outputs and outcomes of the transition finance work with pilot FIs
3. Document the challenges and lessons learned in project implementation



## TOPICS

1. CEFIA and ADFIAP Partnership
2. Work with FIs
3. Challenges and Lessons Learned

**91** MEMBERS  
**40** COUNTRIES

**FOUNDED 1976**  
**6<sup>th</sup> ADB Conference for DFIs**

**FOUNDING  
MEMBER**



**NGO**



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**Associations Make  
a Better World  
Award 2008**

**CSR** Works



**Asia's Best  
Sustainability  
Report 2015**



**To advance sustainable development by  
incorporating EESG principles in financing  
projects and programs**

## Financing decarbonization of the building sector

### OBJECTIVES

- Achieve Asean-wide collaboration on cleaner energy finance
- Identify and address challenges in financing green building and low-carbon technology
- Enhance access to finance to transform the green building market



<b>PHASE 1</b> <b>2020-2021</b>	<b>PHASE 2</b> <b>2021-22</b>	<b>PHASE 3</b> <b>2022-23</b>	<b>PHASE 4</b> <b>2023-24</b>	<b>PHASE 5</b> <b>2024-25</b>
<ul style="list-style-type: none"><li>• FI Study on Green Finance 2020</li><li>• CEFIA Forum 2021</li></ul>	<ul style="list-style-type: none"><li>• Transition Finance Study</li><li>• Awareness Videos: GB, TF</li><li>• Webinar</li><li>• 2022 CEFIA Forum</li></ul>	<ul style="list-style-type: none"><li>• Transition Finance Lab</li><li>• FI Diagnostics (PUNB, SME Bank and DBP)</li><li>• 2023 Study on ESCOs Malaysia</li><li>• 2023 CEFIA Forum</li></ul>	<ul style="list-style-type: none"><li>• DBP pilot implementation; capacity building, program development, marketing plan</li><li>• 2024 CEFIA Forum</li></ul>	<ul style="list-style-type: none"><li>• DBP Pilot implementation</li><li>• market engagement</li><li>• client transaction</li><li>• BPMB Diagnostics</li><li>• 2024 CEFIA Forum</li><li>• 2025 CEFIA Forum</li></ul>

# STEPS

**Baseline  
Assessment  
and  
Diagnostics**

**Program  
Development**

**Strategic  
Marketing  
and Client  
Engagement**

**Monitoring  
and  
Verification**

**Reporting  
Impact and  
Learnings**

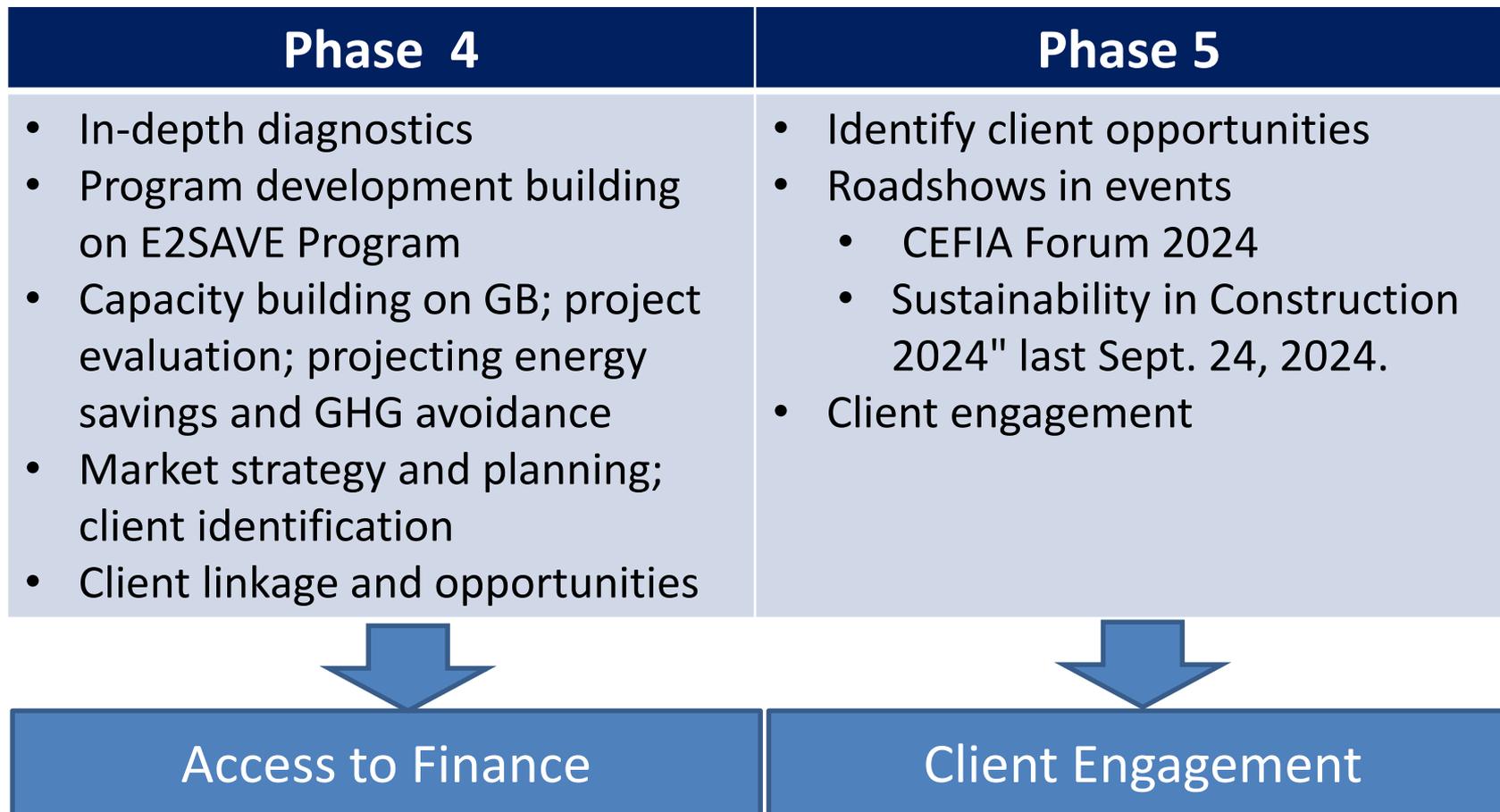
Baseline  
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Program  
Development



## *Expected Outcomes*

- Development and implementation of a GB Financing Program
- Generate interests of owners and developers leading to financing transactions for GB/ZEB



Readiness  
Assessment

Review of  
Documents

Diagnostics  
Report

- Marketing is not a priority
- Unavailability of funds to launch roadshows and marketing activities
- Need to enhance marketing skills
- Change of leadership

- More time to design a GB
- Need for advocacy marketing
- Data privacy and confidentiality
- Limited project period

- Advocacy Marketing to inform the target clients of the business case for GB/EEZ
- Market Development: helping create a pipeline of projects for the FIs

**Supply = Demand**

*Thank You!*