



Since  
2001

# DRIVING INVESTMENT IN SUSTAINABLE ENERGY





ABOUT BASE

# SMART SOLUTIONS

*Business models and financing for sustainable energy*

BASE believes that smart business models and financing are crucial to making sustainable energy<sup>1</sup> competitive against conventional technologies and attractive for investors. We believe that most markets present viable sustainable energy business opportunities, which can be developed and scaled by responding to the market needs and conditions.

We develop innovative ideas and tailored market-driven solutions for public and private organisations to drive investment in sustainable energy and meet the challenge of climate change. With a strong global network of expert professionals and specialist organisations, we deliver effective solutions to each project.

BASE was established in 2001 as the Basel Agency for Sustainable Energy. We are a Swiss foundation and Collaborating Centre of the United Nations Environment Programme. We have been an initiator of sustainability and investment organisations including The Gold Standard, Global Infrastructure Basel, greenTEK ventures, SEFI and the SEF Alliance.

<sup>1</sup> sustainable energy = renewable energy + energy efficiency

# BASE COMBINES EXPERTISE IN TECHNOLOGY, FINANCE, MARKETS AND BUSINESS DEVELOPMENT



## OUR PROJECTS

### GREEN FINANCING STRATEGIES

#### *Supporting financial institutions*

Attractive sustainable investment opportunities exist. **Local financial institutions** play a key role in developing the market, but they often lack experience with green projects and integrating these projects into their business lines. BASE creates **smart strategies** for financial institutions containing **non-financial** and **financial mechanisms**. These country-specific strategies aim to create an enabling environment for green investment.

#### **BASE's green financing strategies can involve:**

- Identifying market and technology opportunities
- Structuring of credit lines, insurance, guarantees
- Developing incentives and marketing strategies
- Monitoring, reporting and verification
- Building alliances and engaging key actors

In Colombia, BASE developed a successful financing strategy to make **investments** in **hybrid** and **electric buses attractive** enough to displace investments in conventional diesel buses. In the first three months, **200 green buses** worth **US\$ 60 million** were **approved for financing**.

#### **Other green financing strategies for financial institutions include:**

- LED street lighting for municipalities
- Energy efficiency in the agroindustry sector
- Energy efficiency in the hotel and hospitals sector

## OUR PROJECTS



**Analysis of market-based solutions for rural electrification in Latin America.** We looked for innovative ways to strengthen, scale-up and replicate existing business models.



**Building specialised green private equity funds in key emerging markets.** We are starting with US\$ 100 million funds in Mexico and Southern Africa.



**Development of trainings, studies and tools on financing sustainable energy.** Highlights include online courses for financiers and insurance companies.

# WE FIND INNOVATIVE WAYS TO DIRECT FINANCE TOWARDS SUSTAINABLE ENERGY

## EMIGRANTS' MONEY TRANSFERS

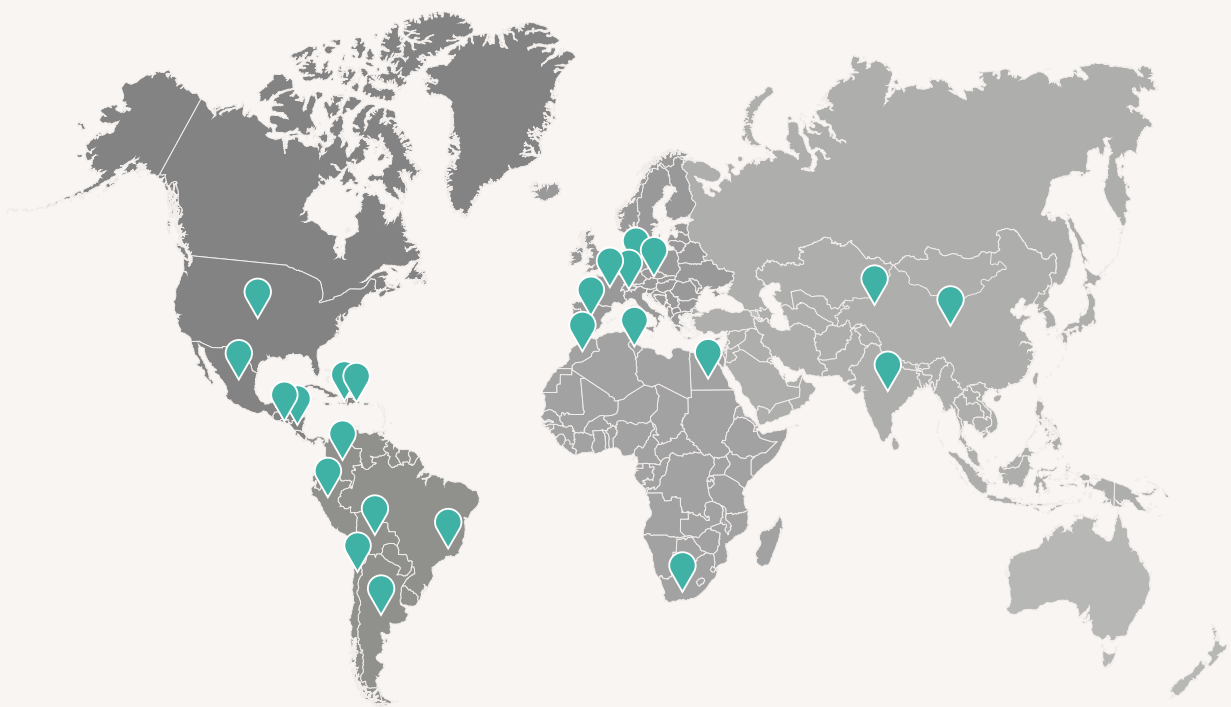
### *Financing sustainable energy through remittances*

Future climate change mitigation could cost developing countries US\$ 140-175 billion annually. Interestingly, emigrants transferred over **US\$ 400 billion in remittances to developing countries** in 2013. Often a large portion of these remittances is used to cover families' energy needs – the challenge is to ensure that this is invested in sustainable energy.

BASE and its partners develop business models that enable **emigrants** to **direct** part of their **remittances** towards **sustainable energy** products **for their families** back home. The market-driven models make use of existing business networks and do not require on-going subsidies.

This concept was piloted in **Haiti**. Over **6,000 renewable energy devices** were sold in the first year, **benefiting 25,000 people** and saving them US\$ 250,000 in energy costs. The concept is now being expanded to other remittance corridors.

*BASE has implemented projects in North and South America, Asia, Africa and Europe*



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