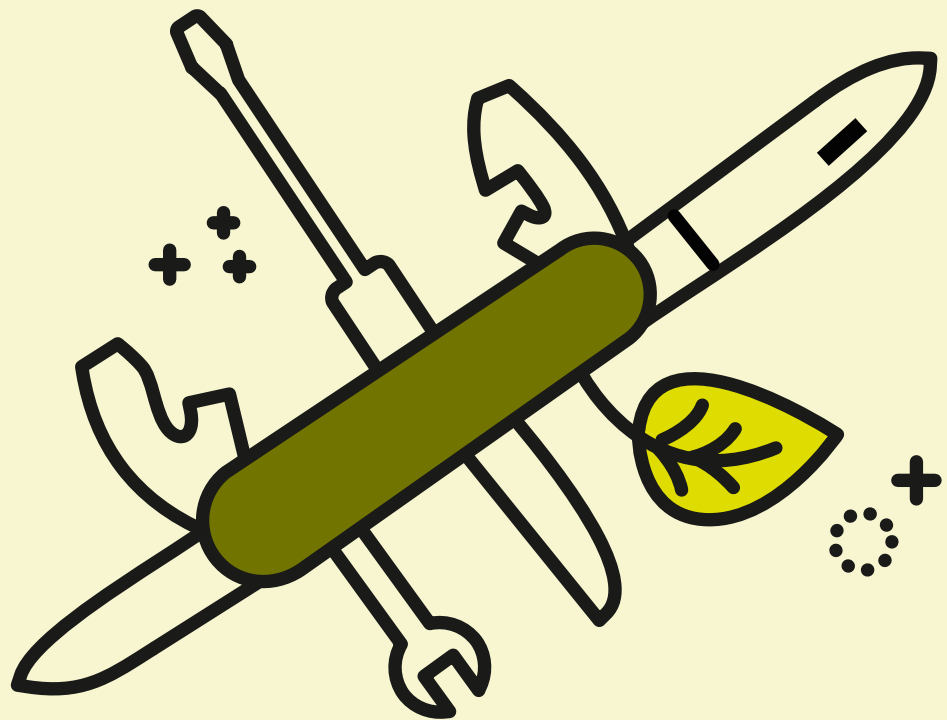


GREEN LENDING GL TOOLKIT USER GUIDE





GREEN LENDING TOOLKIT

The Green Lending (GL) Toolkit supports financial institutions to strategize, plan, and deploy green lending best practices with the overall goal to expand the GL portfolio.

The Toolkit contains a practical set of information guides, strategies, training courses, best practice templates and links to resources.

It has been designed to serve banks and financial institutions, both at the start of their green lending efforts, as well as during growth and expansion of green lending throughout the organization.

The Toolkit is modular and institutions can choose the tools that are relevant to their current needs.

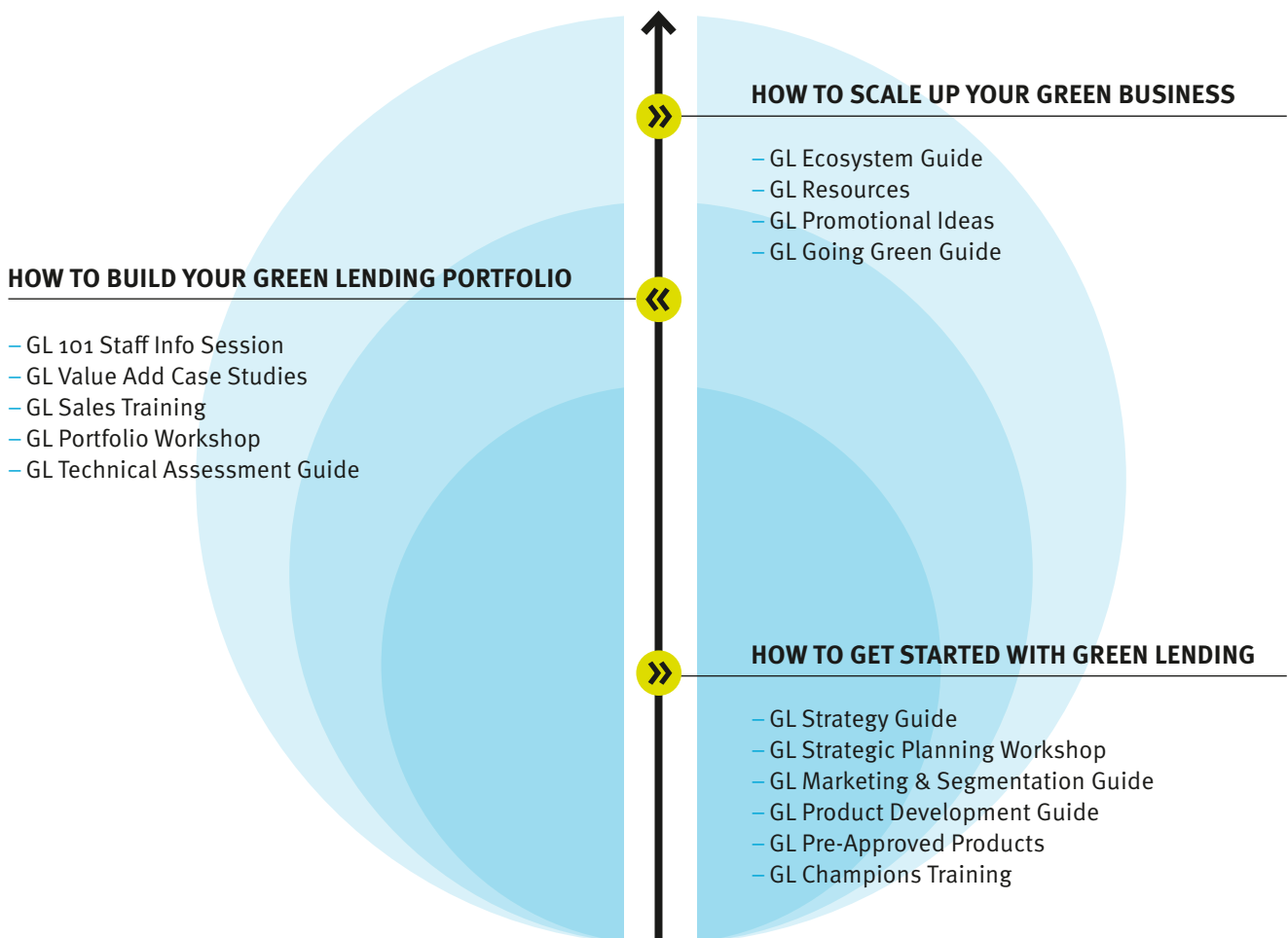
BUSINESS DEVELOPMENT	TRAINING & ENGAGEMENT	BRANDING & MARKETING	TECHNOLOGY
GL Strategy Guide	GL Strategy Workshop	GL Promotional Ideas	GL Video
GL Sales Training	GL 101 Info Session	GL Marketing & Segmentation Guide	GL Technical Assessment Guide
GL Value Add Case Studies	GL Portfolio Workshop	GL Ecosystem Guide	GL Product Development Guide
GL Resources	GL Champions Training	GL Going Green Guide	GL Pre Approved Products Guide

For More Information Please Contact GCPF Technical Assistance at: technical_assistance@gcpf.lu

HOW TO USE THE GREEN LENDING TOOLKIT

The Toolkit is modular – institutions can choose the tools that are relevant to their current needs. As a new institution to green lending, you can focus on tools that will establish your strategy, identify products

that deliver clear client benefits. As you grow your green lending portfolio, there are tool to help you expand your sales and marketing and your ecosystem.



THE ENORMOUS OPPORTUNITY IN GREEN LENDING

The potential for green lending is growing rapidly.

Clients of financial institutions are ready to invest in energy efficiency and renewable energy not because of climate change, but because it makes good business sense – financial institutions are also waking up to this business reality.

For financial institutions, a lack of know how is the greatest challenge: GCPF's Green Lending Toolkit is designed to support this challenge.

A well designed program can bring the enormous potential of green lending to staff and clients of financial institutions so that they are ready to exploit the burgeoning demand in energy efficiency and renewable energy.

TOOLKIT USER GUIDE

What is the GL Toolkit?

GCPF works with financial institutions in over 20 countries. Together, these institutions have disbursed over 50,000 green sub-loans since the fund's inception in 2009. The Toolkit is made up of best practice ideas, processes, templates and training materials so that your institution can benefit from the combined experience of GCPF's global network.

Emerging economies are where energy demand will grow the most over the coming decades, and financial institutions are eager to unlock the business opportunities that energy efficiency and renewable energy can bring to the growth of their portfolios.

These successes have been built in part, through well-defined and executed strategies in institutions where teams have leveraged best practices and understood how to position green lending to clients who face growing energy costs that eat into profits.

» *The Green Lending Toolkit is designed to support financial institutions in developing and improving their GL programs. This User Guide will help you identify the most useful tools for your needs.*

What do each of the tools provide?

TOOL	RESOURCES	USER	TIME-FRAME	GL BENEFIT
How to Get Started with Green Lending				
GL Strategy Guide	Reading Guide	Management	1 Hour	How to develop GL Strategy & Plan
GL Strategic Planning Workshop	Workshop Slides Learner Workbook Trainer Workbook	Facilitator Management	2 Days	Develop strategic vision and plan for GL Strategy through a facilitated 2-day workshop for leadership and management of the institution
GL Marketing & Segmentation Guide	Reading Guide	GL Manager and Team	1 Hour	How to assess and segment the market to identify product and client opportunities
GL Product Development Guide	Reading Guide	GL Manager and Team	1 Hour	Best practice guide on how to develop strong green lending products
GL Pre-Approved Products	Reading Guide	GL Manager and Team	1 Hour	How to develop a pre-approved products list for sales channels to speed up green lending approvals
GL Champions Training	Workshop Slides Learner Workbook Trainer Workbook	Green Champions and Trainers	2 Days	Create Green Champions who understand how to engage and motivate staff and deliver the activity based trainings in the Toolkit – a training of trainers workshop to build capacity across the institution
How to Build Your Green Lending Portfolio				
GL 101 Staff Info Session	Engagement Session Presentation Slides Handouts Trainer Handbook	Green Champions and Trainers All Staff	2 Hours	An institution wide engagement and motivation session for all staff to create awareness of green lending - delivered by Green Champions
GL Value Add Case Studies	Reading Resource	Green Champions Sales Staff	1 Hour	A set of client case studies that demonstrate the cost benefit of green lending projects to be used in awareness, sales, marketing and training
GL Sales Training	Workshop Slides Learner Workbook Trainer Workbook	Green Champions Sales Management Sales Staff	2 Hours	How to position and sell green lending products effectively
GL Portfolio Workshop	Workshop Slides Learner Workbook Trainer Workbook	Green Champions Sales Management Sales Staff	1 Day	Help front line sales staff analyse their own portfolios to identify client prospects for green lending products in a 1 day hands on workshop
GL Technical Assessment Guide	Reading Guide	Sales Staff	1 Hour	How to guide potential clients to access technical assessment to identify savings in energy and benefits of renewable energy
How to Scale Up Your Green Business				
GL Ecosystem Guide	Reading Guide	GL Manager and Team	1 Hour	How to build an ecosystem of experts, technology providers, industry and business groups to create new business opportunities
GL Resources	Links and Videos	All Staff	Various	A set of links to resources on the web and downloadable videos to educate staff and clients
GL Promotional Ideas	Reading Guide	GL Manager and Team	1 Hour	A set of promotional ideas to create awareness on the benefits of green lending products
GL Going Green Guide	Reading Guide	GL Manager Sustainability Manager	1 Hour	How to green your institution and lead by example to promote awareness of energy efficiency and renewable energy technologies
GL Video	Video	All Staff	5 Min	What is green lending and how does it help clients of the institution save on energy costs



Learner Workbook



Workshop Slides



Reading Guide



Trainer Workbook



Video