

Smart Cities Marketplace



1st Info Session 2024

How to apply for the SCM matchmaking services

13 February 2024



Means, pace and scale of the transition



The **EU Green Deal** set the goal of making of Europe the first climate neutral continent by 2050

- Binding climate **targets**
- **Investments**
- Attention to ensure that the process benefits all parts of society and supports the citizens and territories most exposed to the costs of decarbonisation (**Just transition**)

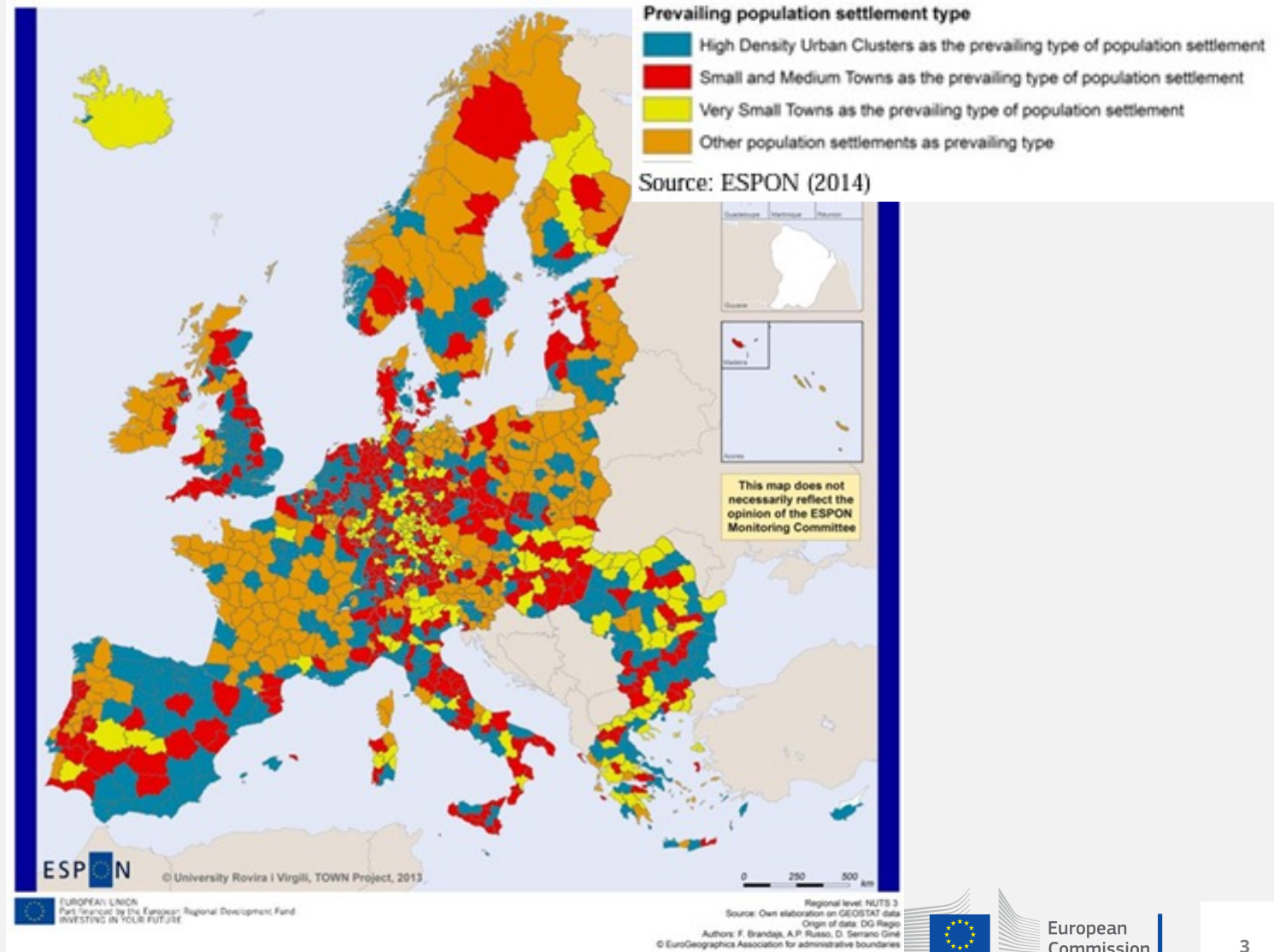
Companies and cities are adapting to reduce climate risk...

...but the **pace and scale of adaptation need to significantly increase.**

Focusing on cities makes sense



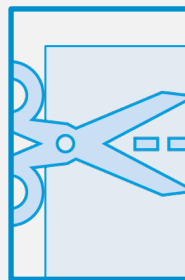
- **4%** of the EU's land area
- home to **75%** of EU citizens
 - **66%** of EU citizens reside in areas with < 500k inhab.
 - **43%** of EU citizens reside in areas between 5k and 50k inhab (ESPON, 2014).
- consume over **65%** of the world's energy and
- account for more than **70%** of global CO₂ emissions



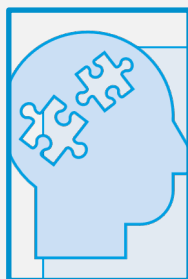
Main barriers to climate neutrality



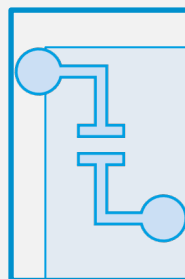
Lack of funding /
financing schemes



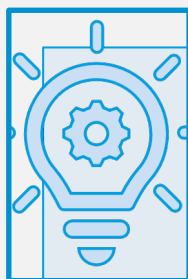
Fragmentation of
responsibilities



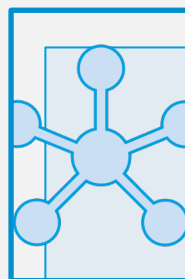
Lack of human resources
or skills



Disconnection strategy –
actions



Lack of knowledge about
the “right” solutions



Lack of cooperation with
private sector

Enabling cities to act means



- **‘Mobilising resources’** : own financial resources + access to external funding and financing.
- **‘Legal’**: decision-making power and competences / capacities in a multi-level government system.
- **‘Mobilising people’**: collaboration capacities (local players, and neighbouring municipalities fighting similar issues).
- **‘Punching above their weight’**: local leadership and agile local administrations.
- **‘Navigating under uncertainty’**: adaptation capacities related to knowledge and the willingness to change.

WHY is the EC Smart Cities Marketplace a resource for cities, city-led consortia, and investors?



■ IT INFORMS

- EU local communities – particularly from small and mid-sized cities ($\leq 100,000$ inhabitants) – on how to become climate-neutral, sustainable and inclusive

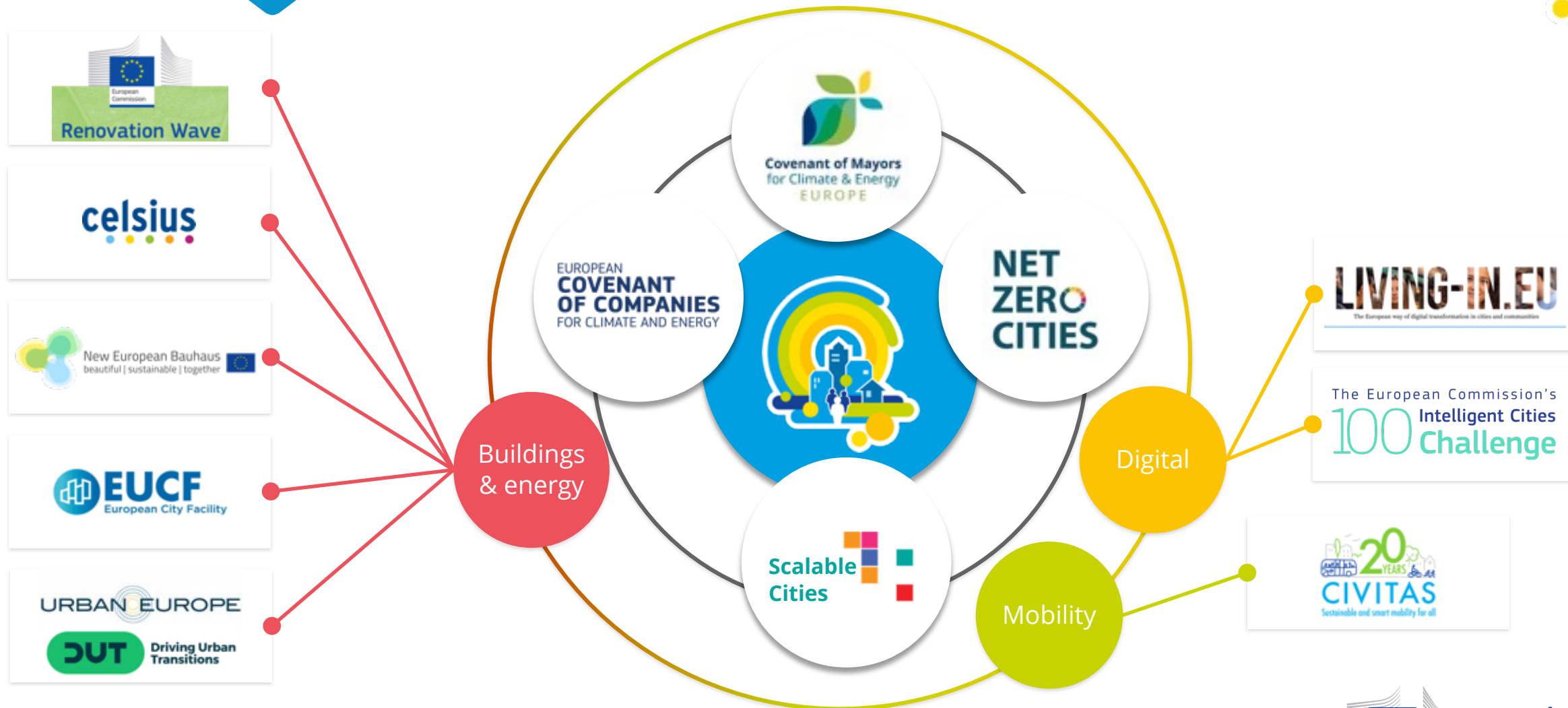
■ IT SUPPORTS AND ACCELERATES

- the identification and shaping of smart city projects to develop or invest into
- their replication and scale up

MAIN THEMATIC FOCUS

- Clean energy
- Sustainable mobility
- ICT solutions for climate neutrality

The Smart Cities Marketplace is **COMPLEMENTARY**



WHAT are its **KEY COMPONENTS** ?



A **repository** of
EU climate-
neutral and Smart
City projects



A **hub** for those
who wish to bring
climate-neutral
and smart city
solutions/projects
to the market



A **matchmaking**
process to enable
investment in
smart,
sustainable and
inclusive projects



A **forum** for
knowledge
exchange in
dedicated Focus
& Discussion
groups

...and an expanding **INVESTOR NETWORK**



AMBER
INFRASTRUCTURE GROUP

Aquila Capital 

 **ASPER**

arcus
INFRASTRUCTURE PARTNERS

 **CiviESCO**

eeef
EUROPEAN ENERGY
EFFICIENCY FUND


**FUNDING
FOR FUTURE**
Create Value With
Your Capital -

 **GLENMONT
PARTNERS**

GNE FINANCE
High Impact Investments


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www.greencrowd.energy


greenward
FINANCE

 **JOULE
ASSETS**

 **KYOTHERM**
hosting in clean energy

 **PIONEER**
POINT PARTNERS

 **PRIMEVEST**
Capital Partners

reenag

SCIF SMART CITY
INFRASTRUCTURE
FUND

 **Suma Capital**

...and expanding!

WHAT type of support is provided?

- **ACCELERATE** the implementation of projects aiming at making your city climate neutral
- **BENEFIT** from free-of-charge (financial, technical and governance) assistance
- **RECEIVE** personalised project support according to your interests and availability
- **GAIN** facilitated access to funding and financing opportunities
- **JOIN** networking sessions with cities, technical providers, and other key players with interest in co-developing projects in the areas of clean energy, sustainable mobility and ICTs
- **MEET** with investors to pitch and improve a project, get feedback, and build relationships for future investments

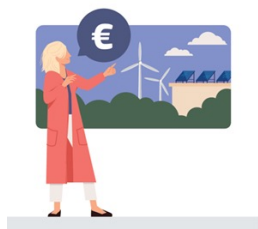


WHAT services are offered?



Matchmaking events

Online or in-person events where cities, consortia, and investors can learn about participating in projects that make cities smarter and more sustainable.



Financing masterclasses

Hands-on guidance on how to improve the maturity of a project idea focusing on aspects like value for money, affordability, and bankability



Thematic Webinars

Real examples of best practice, latest trends, guidance for developing, investing in, replicating, or scaling up projects



1-to-1 consultancy services (technical, financial, legal, engagement)

Tailored team of experts supporting a city or a city-led consortium in addressing the legal, technical, financial and governance-related gaps of a smart city project.



Peer-to-peer exchanges

Personalised meetings to enhance smart city and sustainable projects by enabling concrete learning from stakeholders that have already implemented similar activities.



Deal meetings with investors

Facilitated meeting between a city or consortium with interested investors to explore avenues for securing funds or financing for a mature project.

An example: **From National Strategy to Local Action** (POLAND – Hydrogen generation and use)



2030 Polish Hydrogen Strategy, includes...

by 2030:

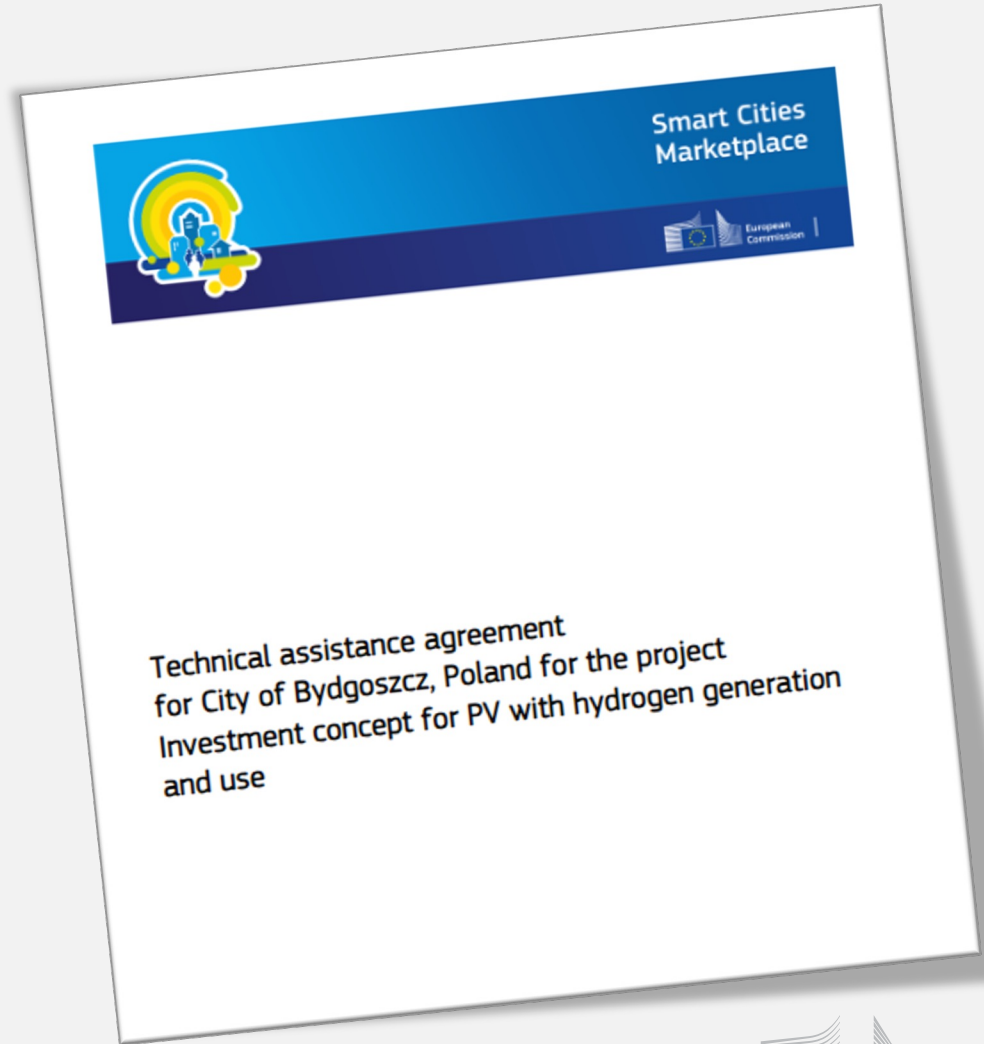
- 800-1,000 hydrogen buses
- Min. 32 hydrogen refueling stations in agglomerations and densely populated areas



Covenant of Mayors signatory > EU CF >> Smart Cities Marketplace >>> Investment



- **Bydgoszcz, POLAND:** 100.000-300.000 inhab.
- **GOAL:** Produce solar energy from 10 rooftop PV farms combined with hydrogen hydrolysis for one location to obtain "green hydrogen" as a low-cost energy carrier for public transportation (16 busses).
- **INVESTMENT VOLUME:** about €52M
- **ENERGY GENERATION:** 31GWh/y
- **TARGET EMISSION REDUCTION:** -21 678 tCO₂
- **CURRENT NEEDS:** identification of different technologies, advantages/disadvantages. + Best practices + financing options (European funding and loans) for implementation of the demonstration project



Some statistics...



130+

Bankable project
proposals
received

€ 668
million

Bankable project
proposals received

WHO can apply and HOW?



- **Cities and city-led consortia** from EU Member States
- **Businesses, SMEs, and project developers** encouraged to contact the relevant city administration(s) to see if a consortium can be formed
- **Investors**



SCAN ME NOW!



HOW to benefit ?



Fill in the application form.

The screenshot shows the European Commission logo and a search bar at the top. The main navigation bar includes 'Home', 'Projects and sites', 'Insights', 'Matchmaking', 'Community', 'Scalable cities', and 'News and events'. The breadcrumb trail is 'Home > Matchmaking > Call for Applications - Matchmaking Services'. The page title is 'Call for Applications - Matchmaking Services'. The main text describes the matchmaking services provided by the Smart Cities Marketplace, including a yellow button labeled 'Submit your concept note'. Below this, it states that interested cities can respond by providing information in an intake form. It also mentions that the call is open for six weeks and that applications will be assessed. A list of minimum requirements for eligibility is provided, including that applications must concern project concepts in EU Member States, applicants must represent a city or consortium, and projects must be in clean energy, sustainable mobility, or digital solutions. At the bottom, it notes that applicants can take advantage of Smart Cities Marketplace services and recommends consulting Solution Booklets.

European Commission

Log in Search

Smart Cities Marketplace

Home Projects and sites Insights Matchmaking Community Scalable cities News and events

Home > Matchmaking > Call for Applications - Matchmaking Services

Call for Applications - Matchmaking Services

The Smart Cities Marketplace provides regular matchmaking services to help cities and city consortia with their project proposals to achieve climate neutrality. On a regular basis calls for applications are published. These aim to help with identifying projects, or further shaping project ideas to become bankable through tailor-made technical assistance. Matchmaking services also aim to help investors to find smart city proposals. Projects with a high maturity level can be further supported through the deal meetings with the platform's **Investor Network**. The Smart Cities Marketplace's support is thus provided throughout the 'Explore', 'Shape' and 'Deal' stages of the respective projects.

[Submit your concept note](#)

Interested cities or city consortia can respond by providing as much information as possible in the intake form, available [here](#), with the details of their projects.

The call is open for six weeks after its launch after which applications will be assessed and a personalised follow-up will be assured regarding the matchmaking services that the Smart Cities Marketplace can provide you with. A response within the timeframe of the current call will ensure that your application is followed up promptly. The current call runs from 16 February until 31 March. However, the intake form is permanently available on the website, in case you would like to apply at a later stage (further calls will follow). If you need help with filling out the intake form, you may consult the [Guidance Document](#) (also see below) available, or contact the Smart Cities Marketplace via the [helpdesk](#).

To be eligible for the call, applications must comply with the following minimum requirements:

- Applications must concern project concepts to be situated in one of the EU Member States, or in a country being eligible under the [Horizon Europe programme](#)
- Applicants must represent a city or a consortium including at least one city that endorses the project. Small and mid-sized cities, meaning cities with less than 100.000 inhabitants are the main target group of the matchmaking, although larger cities are also welcome to apply.
- Applicants must have identified a project or technology suitable for intervention (i.e., in the area of clean energy, sustainable mobility and digital solutions), the geographical area in which the project is planned, the main target beneficiaries of the project, and the main stakeholders to be engaged.

Applicants can also take advantage of the Smart Cities Marketplace services, which provide support for developing project ideas. In order to prepare and/or improve the project to become eligible for an application, we recommend consulting the growing collection of Solution Booklets available on the Smart Cities Marketplace website [here](#).

European Commission

HOW CAN YOU APPLY?




- **Identify** yourselves
- Describe your **project idea**
- Indicate **geographical area of implementation and investment sector**
- Indicate **main stakeholders** involved and **target beneficiaries**
- **Link to strategic frameworks / initiatives**
- **Signed letter of commitment from city representative**
- **Self-assess the maturity level** of your project idea

HOW CAN YOU APPLY?



Online Project Maturity Level (PML) Self-assessment tool

- 6 PMLs
- Downloadable .xls
- NB: Remember to enable macros!



Smart Cities Marketplace

Project Maturity Level Self-Assessment Tool V5.0

European Commission

Please complete questions 1 through 12. Depending on your answers you may be asked another few questions to determine your final PML.

No	Question	Pick answer from drop-down
1	Problems and opportunities of the project have been analysed.	No
2	The target sector of the project has been identified (positive and clean energy, energy efficiency in buildings, renewables, ICT, mobility, other).	No
3	The geographical area in which the project is planned has been defined.	No
4	The main goals of the project have been defined.	No
5	The main target beneficiaries of the project have been identified.	No
6	Political and institutional ownership has been achieved (signed letter of commitment).	No
7	Stakeholders to be engaged have been identified.	No
8	Links to any relevant strategic frameworks have been identified (e.g. SEAP, SECAP, SUMP, or plan of similar ambition).	No
9	Links to other relevant initiatives/projects have been identified (e.g., Scalable Cities, EU CF, SCC, etc).	No
10	Capacities and resources to implement the project have been identified.	No
11	The timeline for the project investment has been defined.	No
12	The technical and space requirements of the selected technology are clear.	No

Based on your answers, we believe your project maturity level is: **PML 1**

HOW CAN YOU APPLY?



+ Add (if available):

- Investment details (funding, financing, business model)
- Estimated costs (CAPEX, OPEX) and revenues
- Economic viability
- Expected impacts
- Potential for replicability and / or scalability
- Risks and mitigation measures
- Investment roadmap (technical assistance required)

...and if you need **HELP** for your application?



Guidance document

Smart Cities Marketplace Call for applications



Why apply?

'Engage, Explore, Shape, and Deal'

The Smart Cities Marketplace offers matchmaking services for cities and city consortia who want to participate in the green transition in various stages of the project preparation. Likewise, matchmaking services aim to help investors find smart city proposals.

By responding to the call for applications and filling out the intake form available on the Smart Cities Marketplace website ('Engage'), cities and city-led consortia secure an opportunity to get tailored support. This support can vary from identifying potential project ideas in the area of choice ('Explore'), to providing targeted technical assistance to make their projects bankable ('Shape') and be matched with suitable investors ('Deal').

Who can apply?

The Smart Cities Marketplace matchmaking services are available for all EU cities and city consortia with a focus on small and mid-sized cities, meaning cities with less than 100.000 inhabitants, although also larger cities are welcome to apply.

Businesses, SMEs, and project developers who are interested in implementing projects at the city level are encouraged to contact the relevant city administration(s) to see if a consortium can be formed.

The matchmaking services are designed to support project concepts in the areas of clean energy, sustainable urban mobility and digital solutions, to accelerate their transition towards climate neutrality.

How to apply

When submitting an application, applicants will be asked to identify themselves, describe their project idea, indicate the geographical area where the project will be implemented, the main stakeholders involved and target beneficiaries. In addition, they will have to self-assess the maturity level of their project. Accurately assessing a project's maturity level is important to ensure that relevant matchmaking services can be provided. To determine the Project Maturity Level (PML) of your project, a user-friendly online self-assessment tool is available [here](#).

To be eligible the submitted applications should complete all the compulsory parts of the intake form. If needed, additional documents should be uploaded.

The intake form is available in all EU official languages. Please note that the working language of the Smart Cities Marketplace is English, therefore the assessment of applications received in other

1

Smart Cities Marketplace Call for applications

languages may require additional time. The Smart Cities Marketplace is not responsible for issues or misunderstandings arising from the quality of the translation.

Cities or city consortia are welcome to submit any questions they may have regarding the application process via [the helpdesk](#).

SELECTION CRITERIA AND ASSESSMENT PROCEDURE

The call for applications aims to identify those projects that would benefit most from an individualised approach. Applications that show a high maturity level (PML 6) corresponding to investment-grade status, as defined through the [Project Maturity Level self-assessment tool](#), could be evaluated to benefit from a fast-track procedure and immediately join the 'Deal' activities.

The assessment will mainly check eligibility and project maturity. Besides that, there might be specific reasons why an application is not accepted, e.g., incorrect self-assessment of the PML, lack of sufficient data in the intake form, etc. The applicant will be informed by the matchmaking team about the project's shortcomings and be re-directed to ensure that a potential follow-up application can be accepted and will also be provided with alternative solutions, such as attending the variety of activities offered to help cities and city consortia further develop their project ideas.

Eligibility

In case of missing documents or information, the matchmaking team contacts the applicant by email, asking for more information within 10 working days. If after that period the information is still incomplete or missing, the application is considered ineligible, and the applicant is informed accordingly and invited to reapply.

Project maturity

The project maturity is assessed based on six possible levels. Depending on the PML resulting from the self-assessment made by the applicant, as verified by the matchmaking team, applications are processed as described below.

PML	The outcome of the assessment
< 1	The applicant is informed about the gaps in the project concept and guided to the 'Explore' phase. The applicant is invited to resubmit once the project maturity level has increased, to follow the next steps of the matchmaking services.
1-2	The applicant is informed about the opportunities to benefit from selected matchmaking services, which do not yet include 1-to-1 consultancy services.
3-5	The applicant is informed about the opportunities to benefit from all the relevant matchmaking services, including applying for the 1-to-1 consultancy services.
6	The application is invited to the fast track to the deal meetings.

More details about the PML are provided under the description of the application process.

APPLICATION PROCESS

The application form is available on the Smart Cities Marketplace website [here](#).

Which information has to be provided in the application form?

The application is done through an online intake form, which applicants are invited to fill out to the extent possible. The intake form covers the following items:

- Organisation information

2

Smart Cities Marketplace Call for applications

- Contact person
- Project description
- Investment sector targeted
- Project Maturity level
- Investment details
- Estimated costs and revenues
- Economic viability
- Impact
- Potential for replicability and / or upscaling
- Risk and mitigation measures
- Investment roadmap.

The relevant parts of the intake form are displayed online depending on the self-assessed project maturity level (PML), as determined through the [online PML self-assessment tool](#). It is therefore recommended to use the tool when requested in the intake form, in order to have the PML information available when needed for completing the application.

How should the project maturity level (PML) be self-assessed?

The PML is divided into six levels, ranging from an identified project that is suitable for intervention but is still in need of support to further develop the project idea, to a project that is clearly and thoroughly documented to be considered mature and documented clearly and thoroughly to be fruitfully assessed by interested investors. To help applicants better understand and self-assess the level of maturity of their project concept, the Smart Cities Marketplace has developed a simple online [self-assessment tool](#).

Figure 2 Project Maturity Level (PML)

Project Maturity Level	
PROJECT MATURITY LEVEL (PML) Please select the level that you think is more adequate considering the maturity of your project. (The high scores self-assessment tool being described)	<input type="checkbox"/> PML 1 – Potential project identified (project or technology apparently suitable for intervention) <input type="checkbox"/> PML 2 – Project potential quantified (via audit, study, benchmarking, etc) <input type="checkbox"/> PML 3 – Project investment estimated, and suitable business models identified <input type="checkbox"/> PML 4 – Technical project and business case developed <input type="checkbox"/> PML 5 – Investment ready (business case and tender model confirmed) <input type="checkbox"/> PML 6 – Investment offer or tendering requirements created (ready to sign or launch tender)

Why do you need to add investment details?

The matchmaking aims to meet the requirements of the project and helps to gain an understanding of the envisaged project size and the depth of the preparation to better assess the type of support needed and already investigate potential matches with investors. In the 'Deal' phase, the investment details provide investors with insights into the possible performance, operations, cash flow, and overall conditions, and ensures that they can make informed decisions about their investments.

How should impact be calculated?


The impacts of the project must be assessed by the applicants, e.g., in terms of energy savings, avoided emissions, energy production, jobs created, etc.

3

...and if you need **HELP** for your application?



Helpdesk

 Log in English Search

Smart Cities Marketplace

Home Projects and sites Insights Matchmaking Community Scalable cities News and events

Home > Helpdesk

Helpdesk

Submit your query to the Smart Cities Marketplace below. To ensure correct routing, please select the topic that best describes your request and we will get back to you within the next days.

Your Name *

Your email address *

Topic *

Choose

Subject *

Message *

...and if you need **HELP** for your application?



Solution Booklets

The screenshot shows the 'Smart Cities Marketplace' website. At the top, there is a navigation bar with the European Commission logo, a language dropdown set to 'English', and a search box. Below the navigation bar, the 'Solutions' section is highlighted. It includes a breadcrumb trail: 'Home > Insights > Solutions'. There are two dropdown menus for 'Publication date' and 'Solution type', both currently set to 'Choose'. The main content area contains an introductory paragraph about the solutions, followed by a paragraph about the Smart City Guidance Package. At the bottom, three solution booklet cards are displayed: 'E-Bus', 'Building Envelope Retrofit', and 'Urban Freight Logistics'.

A grid of 12 solution booklet cards, each with a representative image, a title, and a short description:

- Solution Booklet Why Circular Cities?**: A circular economy is an economic system that decouples economic growth from the consumption of finite natural resources. In a...
- Smart Cities Guidance Package Summary**: This document aims to help fast-tracking financially viable smart climate-neutral urban projects in an integrated and inclusive way. It provides...
- Solution Booklet Batteries and PV**: The overall goal of the transition in the electricity system is to increase the share of renewable energy sources in...
- Solution Booklet Building Integrated PV**: Solar panels based on PV technology are well-known, easily applied and scalable to the energy needs, at least within the...
- Solution Booklet Citizen Engagement**: Cities around the world are looking for ways to address the true needs of their citizens, with a deep level...
- Solution Booklet District Heating and Cooling**: Half of the energy consumed in Europe is used for heating and cooling, and 75% of this energy is still...
- Solution Booklet Electric Vehicles & the Grid**: Electric Vehicles (EVs) have been actively promoted on the European market since nearly a decade. The first Tesla appeared on...
- Solution Booklet Energy Communities**: Energy Communities are a new cooperation concept in the energy market, introduced by the EU Clean Energy Package. They provide...
- Solution Booklet From Idea To Implementation**: This solution booklet provides a roadmap on how to go from a smart and sustainable city project idea to implementation...
- Solution Booklet E-Bus**: This solution booklet presents electric buses' replication potential and barriers from a technical, financial, social and governance perspective. Desk research...
- Solution Booklet Building Envelope Retrofit**: This booklet focuses specifically on envelope retrofit and considers it from a technical, financial, social and governance perspective. Implementation barriers...
- Solution Booklet Urban Freight Logistics**: The overall goal of urban freight logistics is to provide better and more customised last-time logistic services for citizens, fostering...

Q&A Session



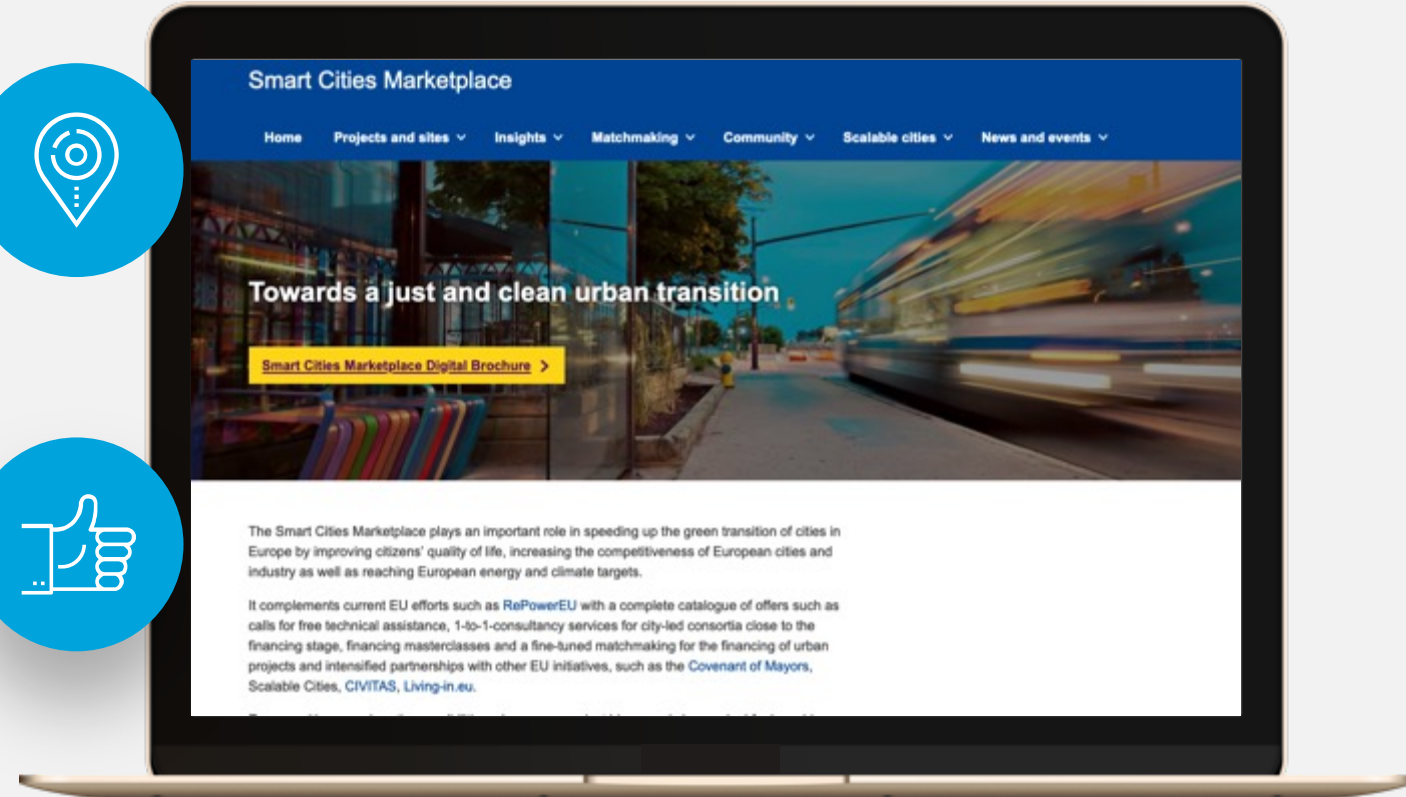
OUR KNOWLEDGE HUB – THE WEBSITE



Find use cases from more than 80 successful **European climate-neutral and Smart City projects** implemented in both small and medium-sized towns and in metropolitan areas such as London, Barcelona and Vienna.



Explore the data - many projects have reported their core data into our **Self-Reporting Tool**, to be picked up and developed into bankable solutions.

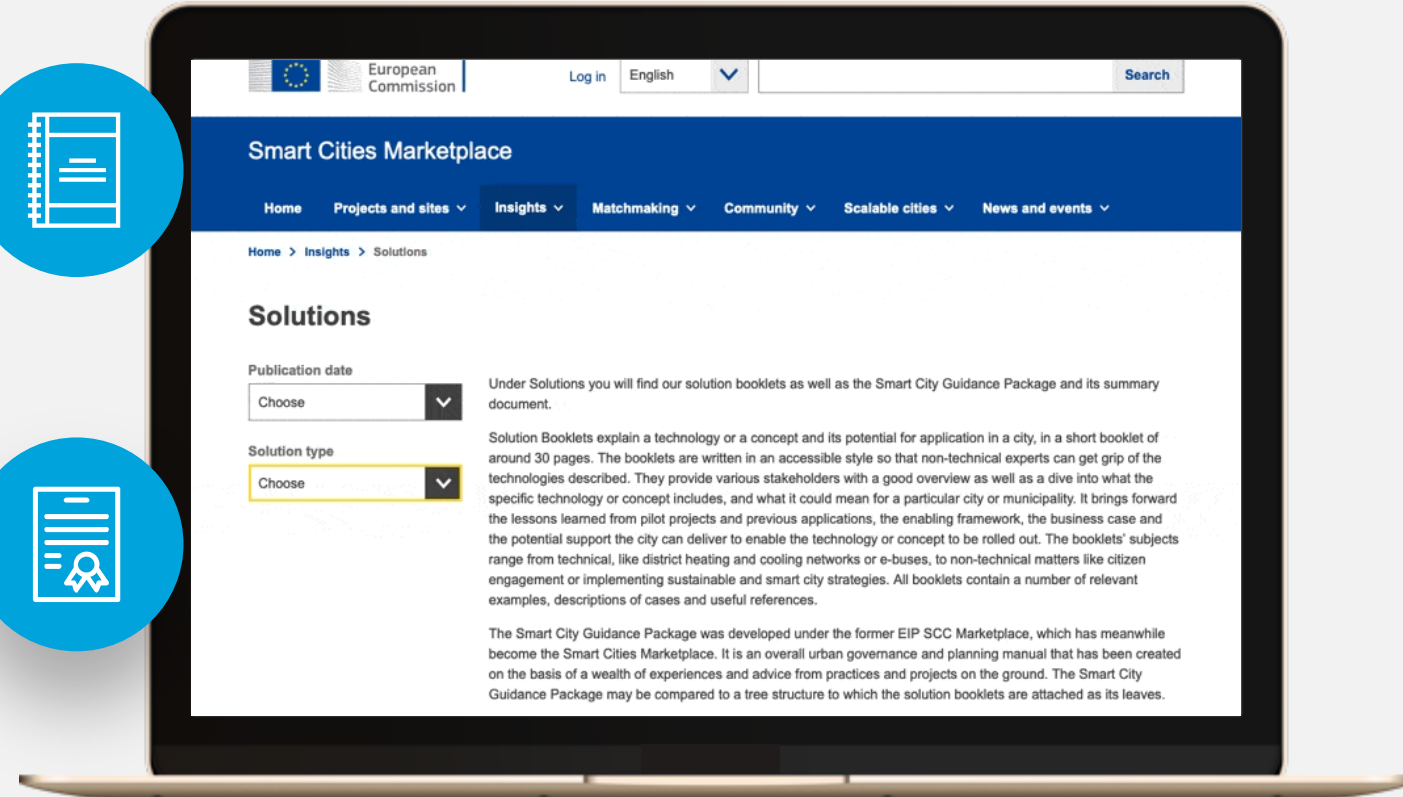


OUR KNOWLEDGE HUB – THE WEBSITE



Solution booklets range from technical, like district heating and cooling networks or e-buses, to non-technical matters like citizen engagement or implementing sustainable and smart city strategies.

Policy papers are based on extensive analysis of climate-neutral and smart city projects and relevant literature, important policy challenges have been identified and investigated.



OUR KNOWLEDGE HUB – THE WEBSITE



Watch out!

The Smart Cities Marketplace will soon have a **fully integrated Wiki**, which is going to be based on the Smart City Guidance Package's structure.

The new Wiki will serve as the all new and central knowledge management structure - **easy to use, flexible, future proof and growing over time** with the help of the vast knowledge of the Smart Cities Marketplace's wider community.

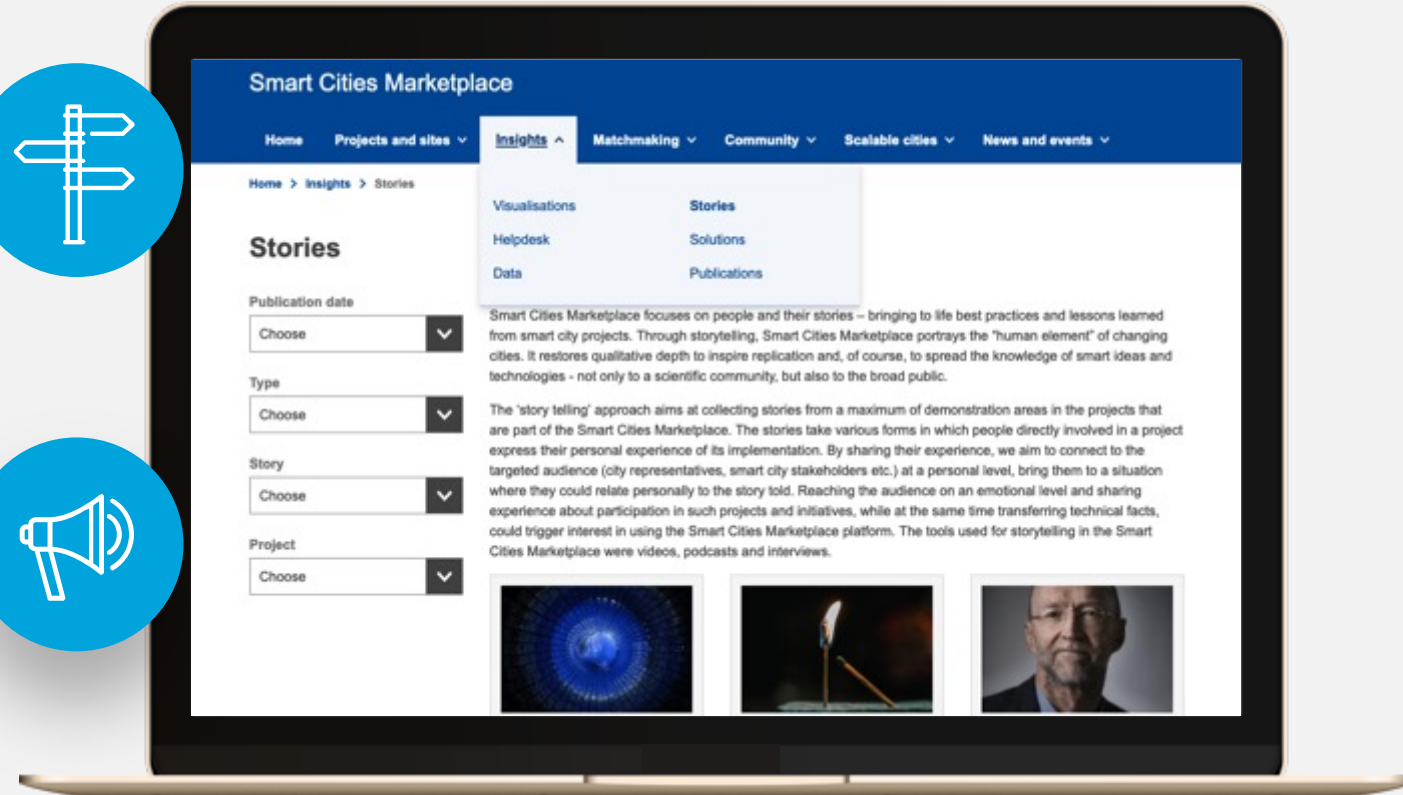


OUR KNOWLEDGE HUB – THE WEBSITE



Welcome to the [Smart City Guidance Package](#) - a full roadmap help fast-track financially viable urban projects in an integrated and inclusive way.

It is the story that counts! Listen to people that are part of climate-neutral and smart city projects, telling their stories in [videos](#) and [podcasts](#).



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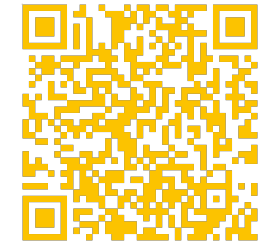
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