

# Call for Project Ideas

Apply for up to EUR 2 million  
with your Green Cooling project idea

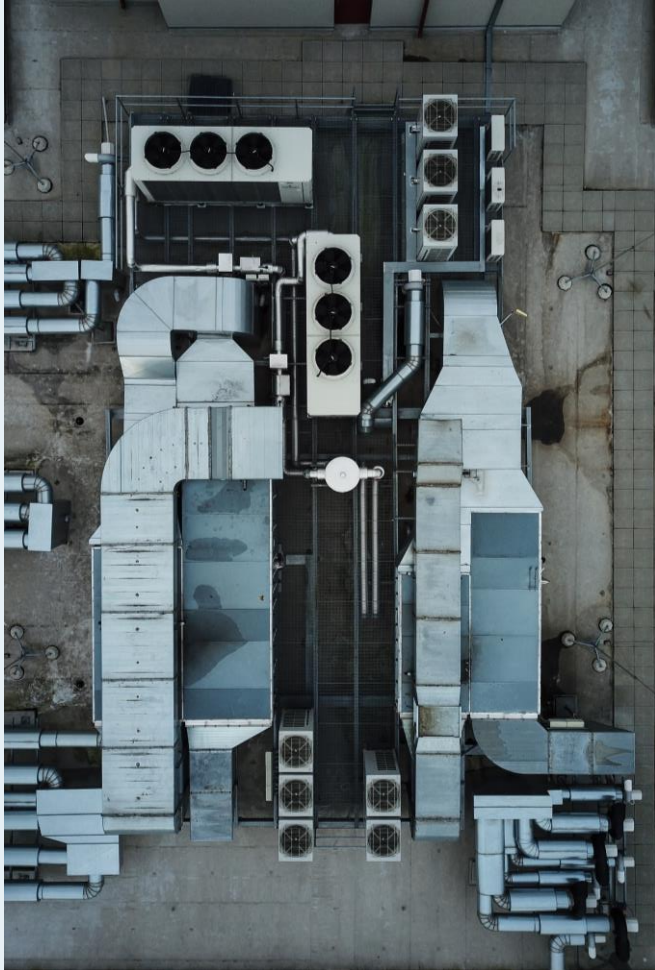
**giz**

Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



**develoPPP.de**





# Overview

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- Introduction to Proklima & develoPPP.de
- Introduction to Ideas Competition
- Why to apply
- How to apply
- Green Cooling Case Studies

# Introduction to GIZ Proklima and developPPP.de

Who are we and how do we work?

# Proklima

We work towards one goal: the transformation of the cooling sector – for the benefit of people, the environment, and our shared future.

We act locally, yet we achieve a global impact – our projects are dedicated to the dissemination of ozone- and climate-friendly cooling technologies in emerging and developing countries worldwide.

Proklima is a project cluster within the German development agency '[GIZ](#)'. Our efforts are funded by the German government.



[More information](#)



# Did you know?

More than

# 240

projects promoting integrated ozone and climate protection through the use of natural refrigerants and energy efficient cooling appliances have been implemented by Proklima since 1995.

# develoPPP.de

Similar to Proklima, develoPPP.de is part of GIZ.

It was set up 20 years ago to foster the involvement of the private sector in areas where business opportunities and development policy initiatives overlap.

To this end, the programme offers financial and technical support for companies that want to do business or have already begun operating in developing and emerging-market countries.



[More information](#)



Did you know?

2,000

development partnerships were realized through develoPPP.de with the private sector in more than 100 countries.



# How do

PROKLIMA &  
DEVELOPPP.DE GO  
HAND-IN-HAND?





# CALL FOR PROJECT IDEAS

You have a long-term business interest in a partnership with GIZ and in funding but would not implement the project yourself without support? Your project idea will contribute to the SDGs and does not simply constitute an investment in your actual core business?

Then you are in the right place: Four times a year, develoPPP.de hosts an ideas competition where interested parties can submit project proposals.

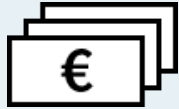
## **Relevant deadlines:**

31 March, 30 June, 30 September, 31 December

Projects typically cover a wide range of sectors and themes – from training local experts and piloting innovative technologies and demonstration units to protecting value chains and improving manufacturers' environmental and social standards.

- Proklima wants to specifically encourage actors in the cooling sector, such as manufacturers and end users of cooling equipment, to submit their project ideas, because the market is growing rapidly and simultaneously offers enormous opportunities for climate protection.

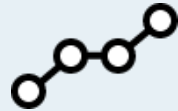
# WHY TO APPLY?



## Financial Support

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Match your own project investment with an equal amount, up to EUR 2 million to realize your project idea.



## Strategy Advise

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Joint strategy development and implementation at local level



## Local Experts

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Experts with regional know-how and technical expertise



## Networking Opportunities

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Established contacts to local governments and networks

# HOW TO APPLY?



[More information](#)

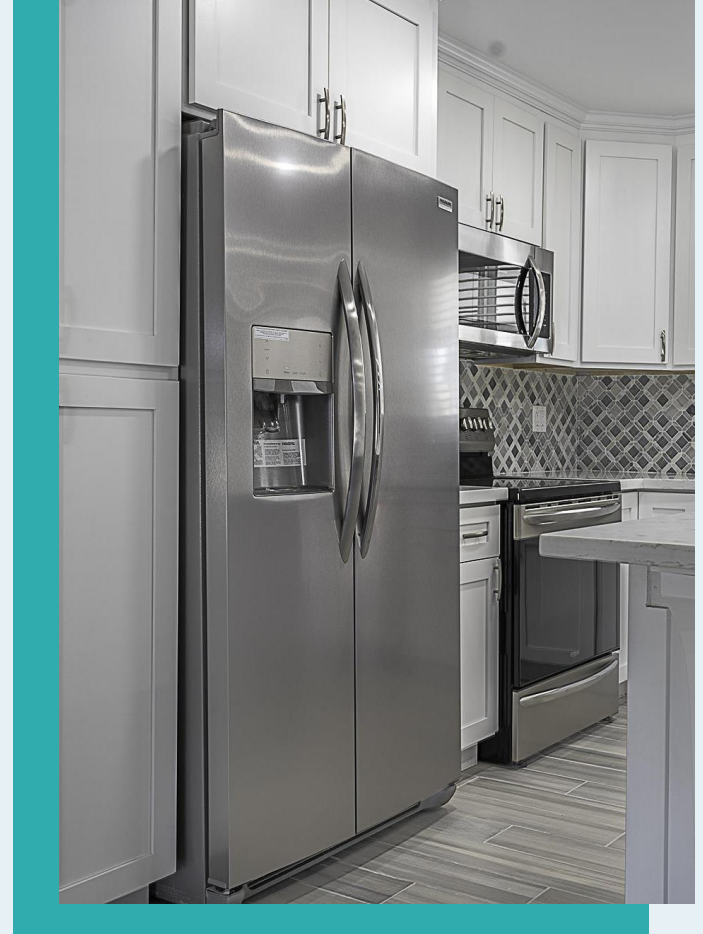
What could a  
Green Cooling  
project look like?



Case Study 1

# Compressors for Green refrigerators in Pakistan

Producer's Perspective



# STARTING POSITION

You manufacture compressors using the natural refrigerant R600a (isobutane). It is ozone- and environmentally-friendly, can be purchased more cheaply and also offers superior energy efficiency, reflected in more-affordable running costs.

The compressors are typically installed in household refrigerators. As a supplier, you try to make contact with refrigerator manufacturers in Pakistan because you want to create a sales market for Green Cooling solutions there.

By building new and intensifying existing business relationships and trust in the region, you are hoping to consolidate your leading market position and build up strategic partnerships that promise future business opportunities and competitive advantages.

Capacity building and technical assistance of local manufacturers are intended to generate more local demand for R600a compressors.

In addition, you contribute to the SDGs by supporting the market acceleration of climate-friendly refrigerators, training of technicians and transferring knowledge.

# Challenges

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Possible missing political  
willingness

Lack of capital of local  
partner companies

# GIZ offers

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Enabling framework conditions for a  
quick market transformation towards  
Green Cooling technologies

Training and capacity building of  
service technicians

Financial support

Case Study 2

# Climate-friendly cooling in the hotel industry

End-user's Perspective





# STARTING POSITION

You manage a hotel and want to reduce energy costs and emissions. You also want to meet the increased eco awareness of your guests with the design of your hotel. That's why you decide to convert your refrigeration and air conditioning systems to Green Cooling.

Refrigeration and air conditioning in hotels often make up more than 50% of the total energy consumption. In many cases, this corresponds to half of the hotel's carbon footprint, and the single fastest-growing cost point of typical hotel operations in zones with high ambient temperatures.

However, you are not quite sure which is the best technology and where you can get it from. Also the initially high investment costs are an obstacle.

## **You are looking for someone who...**

- helps you in analysing the climate and energy impact as well as costs of your cooling equipment.
- supports your investment in climate-friendly cooling solutions.
- identifies Green Cooling technology options.
- mainstreams your sustainable cooling approach to encourage wider application.

# Challenges

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Understanding the climate impact of your cooling equipment

Identifying and applying Green Cooling solutions

Mainstreaming your efforts to let others learn from it

# GIZ offers

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Technical assistance in identifying and applying Green Cooling applications

Building capacity to operate Green Cooling systems

Work on results to advance country's cooling policies and regulations

# More information needed?



[www.develoPPP.de](http://www.develoPPP.de)

[www.green-cooling-initiative.org](http://www.green-cooling-initiative.org)



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