PURE GROWTH

Pure Growth Fund

Application Guidelines

Contents

The PURE Growth Fund is generously supported by

Federal Ministry
Agriculture and Forestry, Climate
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List of Abbreviations

ABP – Agricultural Best Practice
CRM - customer relationship management
DD – due diligence
ES – evaluation score
ESG - environmental, social and governance
FAQs – frequently asked questions
GDPR - General Data Protection Regulation
GESI - Gender and Social Inclusion
HR – human resources
ICR – Impact Cost Ratio
IoT - Internet of Things
IV – impact value
ISO - International Organisation for Standardisation
KWh - kilowatt hour
MA – Market Access
NPS – Net Promoter Score
OR - operational readiness
PII – PURE Impact Index
PUE - Productive Use Equipment
PURE - Productive Use of Renewable Energy
REEEP - Renewable Energy and Energy Efficiency Partnership
R&M – Repair and Maintenance
SAIDI – System Average Interruption Duration Index
SAIFI - System Average Interruption Frequency Index
SDD - Solar Direct Drive
SLAs - service level agreements
SME – small and medium-sized enterprises
SV - Service Value
TV - Technology Value

Definition of Key Terms

Agricultural Best Practices: effective methods and techniques used in farming that aim to maximize productivity while minimizing negative environmental, economic and social impacts.

Agri-food value chain: the full range of activities and processes within the food sector; from the food being grown to reaching consumers.

Applicant: a for-profit company or a consortium led by a for-profit company that is applying for the PURE Growth Fund.

Awardee: refers to the selected Applicant that will receive Incentive Capital in accordance with pre-defined milestones.

co-financing: refers to capital contributions (as defined in Annex C) by the Applicant in addition to Incentive Capital provided by the PURE Growth Fund for the proposed project. Incentive Capital should leverage additional financial resources and thereby increase the total amount available for projects.

Consortium: a group of two or more companies and/or organisations that come together to collaborate on a common project to apply for the PURE Growth Fund by pooling resources, expertise or funding.

Consortium Member: a company or an organisation that is part of a Consortium, which is a group formed by multiple entities to collaborate on a common project for the PURE Growth Fund by multiple entities.

Impact Cost Ratio: refers to the ratio of donor funding to impact by the proposed project. It reflects how much benefit the proposed project creates for individuals, communities and the PURE market in relation to the requested Incentive Capital. The lower the Impact Cost Ratio the greater the value provided by the company.

implementation period: the period in which the project is executed, from contract signature until the end of the contract duration (about three years).

Incentive Capital: capital provided by the PURE Growth Fund that is non-recourse and non-dilutive and does not require repayment or equity consideration. The capital is disbursed via an initial payment and milestone-based tranches aligned with project progress.

milestones: reflect some of the key operational and strategic aspects for implementation of the business plan as well as the requirements to be fulfilled by the end of the implementation period.

Market Access services: activities and tools provided to help producers, especially small-scale or developing businesses, reach and compete in domestic or international markets.

operational readiness: refers to a company's capacity and preparedness to implement a proposed project, assessed based on submitted business plans, answered application questions, finances and other information.

PURE Impact Index (PII): the impact value of the basket of technology and services provided to facilitate uptake of technology and increased income for end-users. This represents the overall impact that Applicants are proposing through their project. This value must be reached by the end of the contract.

PURE Growth Tier: a categorisation of technological solutions of different sizes and outputs. The PURE Growth Tier weighs different technologies based on their capacity to generate benefits for participants in agri-food value chains.

reserve pot: a pool of money set aside for unexpected costs, emergencies or incentives for additional achievements.

Repair and Maintenance services: activities involved in restoring, servicing or preserving the proper functioning and condition of PURE technologies.

technical assistance: support provided by the REEEP team or third-party service providers to help selected companies to improve their skills, knowledge, systems or operations.

1. Introduction and Objectives

1.1. Overview of the PURE Growth Fund

The PURE Growth Fund is designed to support a private-sector led deployment of productive use of renewable energy (PURE) technologies within agri-food value chains. Its mission is to support the sustainable growth of PURE and agribusinesses, enabling them to expand operations, enhance profitability and build strong customer bases. The PURE Growth Fund aims to de-risk and increase the level of private investment (company's own and third-party investment) into impactful small and medium sized enterprises (SMEs) in the sector. As such, the PURE Growth Fund aims at promoting economic and social development, which should lead to a process of sustainable economic activity and economic growth, combined with structural and social change.

Through a particular focus on enhancing services for end-users (i.e. Repair and Maintenance, Market Access and Agricultural Best Practice support), the PURE Growth Fund not only enables the creation of sustainable customer bases but also supports customers and/or agribusinesses to increase their production output and efficiency, strengthens value chains and ultimately contributes to improved livelihoods.

The fund's emphasis on repair and maintenance ensures that deployed technologies remain operational and effective, maximising their benefits for all value chain participants. Additionally, the flexibility to incorporate Agricultural Best Practice support empowers end-users to fully leverage these technologies, optimising their integration and utility within various value chains. Furthermore, Market Access services enable value chain participants to secure competitive prices for their agricultural outputs, ensuring greater economic resilience and profitability. Applicants are encouraged to offer services that are specific to their technology type and are also attuned to the particular dynamics of the agri-food value chains that these technologies are situated inside.

The PURE Growth Fund builds on the award-winning approach by the Renewable Energy and Energy Efficiency Partnership (REEEP) in market development for clean energy in developing and emerging markets, taking a particular sector from commercial demonstration through to competitive deployment at scale. The PURE Growth Fund will apply this approach to productive uses of renewable energy in high potential agri-food value chains, responding to urgent needs and building on the opportunities offered by distributed renewable energy to improve productivity, efficiency and sustainability.

The programme will commence in Tanzania as the first pilot country whilst preparing the ground for a multi-country rollout. Tanzania has shown significant opportunities in the agri-food sector with agriculture being a crucial part of the Tanzanian economy – it contributes to 24.3% of the GDP[1] and comprises 55% of the total employment[2]. At the same time, the government has set targets and policies for increasing the growth of the sector and attracting investment which the PURE Growth Fund is supporting.

As part of this programme, REEEP invites interested private sector agribusinesses and technology providing companies to submit their application to the PURE Growth Fund, which is focused on incentivising PURE technologies deployed in agri-food value chains. Applicants are invited to carefully read these Application Guidelines.

[1] World Bank, 2023: https://data.worldbank.org/indicator/NV.AGR.TOTL.ZS?locations=TZ
[2] World Bank, 2023: https://data.worldbank.org/indicator/SL.AGR.EMPL.ZS?locations=TZ

1.2. Programme benefits for successful Applicants

The PURE Growth Fund drives the market development for PURE technologies in Tanzania through a range of measures aiming to establish sustainable business models and growth:

1) **Incentive Capital** is a non-recourse, non-dilutive form of finance that does not require repayment or equity consideration. In the PURE Growth Fund, Applicants are expected to utilise Incentive Capital to fuel their expansion of PURE technologies within a three-year period. As such, Applicants need to indicate their requested amount for Incentive Capital in the application form and will need to clearly describe the use of funds and plans for the implementation of PURE technologies. The Incentive Capital payments will be tied to a set of milestones that are relevant and achievable for the selected companies.

2) **Technical assistance** will be available for selected companies in addition to the Incentive Capital. The support will be based on needs and assessed regularly. The support will be provided by in-house experts from the REEEP team as well as selected third-party providers. Technical assistance will be provided in the form of services (i.e. on a non-cash basis). Focus areas include but are not limited to:
   - Finance facilitation
   - Business strategy
   - Marketing
   - Logistics and supply chain
   - Value chain management and agronomic optimisation
   - Environmental and social management systems
   - Gender mainstreaming
   - Compliance
   - Governance

Following REEEP's approach to market development, additional components to improve the enabling environment for PURE technologies may be implemented as part of the PURE Growth Fund with varying focus depending on strategic priorities:

- **Facilitation of a market learning effect through collection, aggregation and sharing of data** to potential financiers, policy makers and other market enablers, contributing to the reduction of risks and providing evidence for impact and market opportunities.
- **Structuring credit guarantees with local banks** to enable them to engage in financing of green projects and businesses, catalysing private finance for supported companies.
- **Targeted engagement of policy makers and other important market stakeholders** to support a coordinated improvement of market conditions through policy changes, as well as mobilisation of both international and local financial sectors.

1.3. Expected achievements by the end of the implementation period

The Applicant is expected to present a plan that involves deployment and operationalisation of PURE technologies as well as the development and refinement of business and customer-facing processes necessary to support this growth. These targets and goals define a pathway for growth and will be codified as milestones in a contract signed between REEEP and the Applicant. See section 6 for more information. The Incentive Capital provided to selected companies will be disbursed based on the

achievement of milestones; technical assistance support will help the selected companies to achieve these goals. The technology deployment together with the support services will be monitored as part of the fixed milestones, while additional components will be reflected as flexible milestones (see section 6.2.).

Incentive Capital is expected to be used towards the achievement of the following components by the end of the implementation period. First, the Incentive Capital should contribute towards technology deployment (i.e. number of units deployed/amount of technology services delivered):

- **Technology deployment**: The Applicant should deploy the proposed technologies within an agreed three-year schedule and ensure their sustainability and continuous functioning or use. The technology deployment targets will be contracted through fixed milestones that are established between REEEP and the Applicant. The milestones will be monitored on a regular basis.

Additionally, Applicants have the flexibility to commit funds towards improving support services:

- **Improvement of support services:** Applicants are encouraged to improve or maintain the level of services provided at the point of application over the three-year programme schedule. All Applicants are expected to provide Repair and Maintenance services and reach (or maintain) a score of "Standard" or above by the end of the implementation period.[3] Applicants are not required to provide Market Access services or Agricultural Best Practice services but are incentivised to do so. Agribusinesses or technology suppliers that are not providing these services themselves are encouraged to form a Consortium with service providers or chose providers that can offer appropriate services levels. For more details on the different service levels, please refer to Annex B.

A portion of the total capital for the project should be allocated to the improvement of governance and operational capacities as articulated below and reflected as flexible milestones. Applicants must specify the budget allocation for these additional components:

- **Fulfilling the 2x Criteria:** Companies are required to develop a gender policy and action plan that defines a clear pathway for Awardees to meet at least the 2x Criteria. The criteria can be individually selected for each company and its progress towards the 2x alignment will be regularly monitored and should be fulfilled by the conclusion of the implementation period.
- **Raising co-financing:** By the end of the implementation period, it is expected that companies are able to raise the co-financing they have committed to in their application. The requirements will be defined for each company individually and agreed on as part of the contract. A list of eligible co-financing is provided in Annex C.
- **Technological readiness:** At the end of the implementation period the companies are expected to have a certain degree of automation in their business operations. This involves the implementation of an Internet of Things (IoT) software and/or customer relationship management (CRM) systems that allow automated data collection through platforms such as Prospect[4], used in the PURE Growth Fund.
- **Environmental and Social Safeguarding Framework:** Supported companies will be required to develop a risk framework associated with the following categories:

[3] Companies will be asked to self-assess their service provision levels at the application stage, which will then be verified throughout the evaluation stage. The assessment should be based on the situation at the time of the application with a clear plan including cost previsions to reach the required Repair and Maintenance level.
[4] https://prospect.energy/

- Health, safety and security (including technology safety)
- Human resources and codes of conduct
- Consumer and data protection
- Environment, sustainability and waste management

The expectation is that companies can develop practical frameworks to understand their specific business and governance risks and develop appropriate mitigation methods. Technical assistance will be provided to help organisations articulate this in a demand-responsive manner.

2. Funding window and application process

2.1. About this funding window

The funding lot for "PURE Growth One" comprises initial funding of **up to EUR 2.5 million in total** and invites Applicants to compete under this window. Additional funds may become available. The funding window is open to all companies meeting the eligibility criteria for Applicants.

The fund supports companies in scaling up renewable energy solutions[5] that increase agricultural productivity, preserve value or enhance agricultural value addition and offer services that support and enhance the income-generation effects of these technologies. This funding window is focused on growth stage companies and targets individual awards of Incentive Capital of **EUR 250,000 to 1,000,000** over a three-year implementation period. Companies need to demonstrate the ability to absorb the requested funding and the capacity to raise co-financing.

Applicants must be registered in Tanzania at the time of contracting. While this funding window is open to all eligible companies that demonstrate the impactful implementation of renewable energy in agri-food value chains for productive use, the main focus of this funding window is on the following key pillars of functionality[6].

Overview of key pillars of functionality		
Sector	Description	Example technologies
Production	refers to the enhancement of agricultural output—either in terms of quantity or quality of crops or livestock—resulting from the application of renewable energy technologies. This can happen e.g. through improved irrigation or better climate control in greenhouses.	solar water pumps (and corresponding irrigation equipment), technologies used to distribute/direct pesticides, herbicides fungicides or fertilizers, egg incubation/hatcheries and fish farming/pisciculture

[5] This includes all renewable technologies with allowance for grid-tied backup systems. Please note that grid-tied energy is only allowed as a backup and should not be used as a main source.
[6] IRENA and FAO. 2021. Renewable energy for agri-food systems – Towards the Sustainable Development Goals and the Paris agreement. Abu Dhabi and Rome. https://doi.org/10.4060/cb7433en

Storage	use of renewable energy technologies to extend the shelf life and maintain the quality and safety of agricultural products after harvest. This includes but is not limited to processes such as cooling, drying, freezing or vacuum sealing.	Clean energy powered cold rooms/cooling halls, other solar fridges/freezers, ice machines for fish/seafood preservation, milk fridges/chillers and cold storage facilities (including for transport)
Processing	activities involved in agricultural value addition, including but not limited to transforming raw agricultural products into consumable food items or ingredients, where renewable energy sources are integrated into the energy supply used for these operations	solar-powered grain mills, solar driers, clean-energy powered coffee roasting and packaging machinery
Transportation	refers to the movement of agri-food value chain products and/or inputs to or from producers, markets, aggregation points etc. The transportation technologies eligible for PURE Growth funding must utilise clean energy sources to power the technologies in question.	e-motorcycles, e-boats, electric powered three-wheelers, electric trucks, electric tractors, battery/charging stations for e-transportation and vehicles fuelled by bio-fuels
Bio-energy	systems and/or technologies converting by-products of agri-food value chain activities (e.g. crop residues, animal waste) into usable energy	biogas digesters, biomass gasifiers, pellet boilers and manufacturing of products from agricultural byproducts

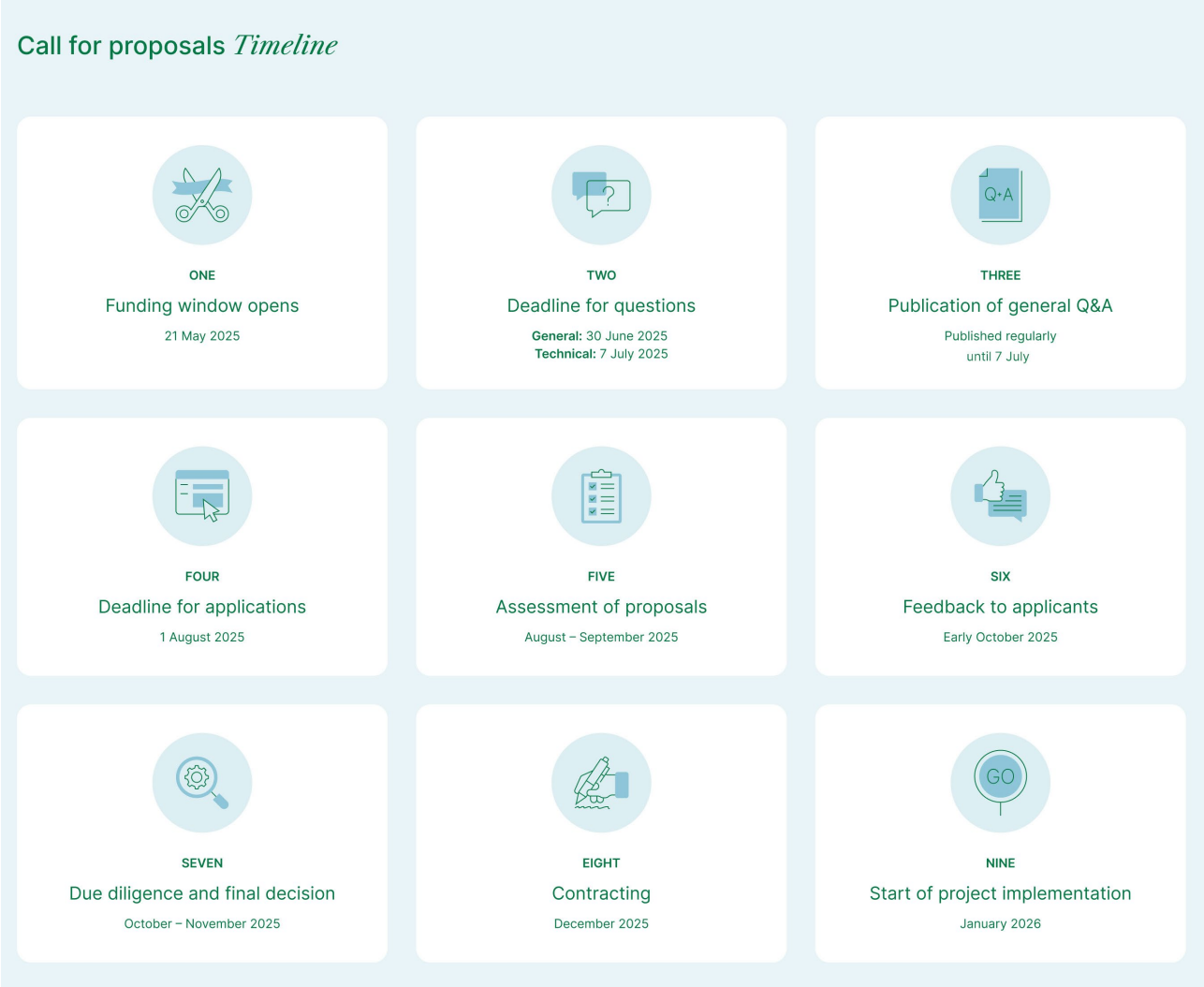
2.2. Timelines

The funding window for **"PURE Growth One" is open from 21 May until 1 August 2025**. Applications submitted after the deadline will not be considered. There will be the opportunity to submit your **general questions by 30 June 2025**. The questions can be submitted to pure@reeep.org, and should cover elements related to the application, guidelines and eligibility. The REEEP team will collect all questions and will make responses to all submitted questions publicly available in an anonymised form. The **publication of the responses will be latest by 7 July 2025** and the FAQs will be regularly updated on the REEEP website until then. Please consult the collected frequently asked questions (FAQs) on the website before submitting your questions.

In order to assist Applicants in categorising their chosen technological and service solutions (outlined in Annex A and B), **a round of technical questions will be open until 7 July 2025** and can be directed to pure-technical@reeep.org. This email is designed for correspondence only on issues relating to technologies and services and their categorisation in PURE Growth Tier frameworks, REEEP will not answer non-technical questions sent to this address.

Responses to these questions will not be publicly posted and will be sent only to the Applicant directly. Applicants are invited to seek precision regarding assumptions used to create the Tiers, include product specifications to enable guidance on Tier categorisation, or otherwise provide information that could help the REEEP team assist the Applicant in categorising their chosen solutions effectively.

Following the submission of applications, a thorough review process will be conducted (see evaluation criteria below) and Applicants will receive feedback on their application by the beginning of October. Selected Applicants will move to the due diligence (DD) phase, taking place throughout October and November 2025. Upon successful completion of the DD, contract negotiations will start in December 2025 to be completed before the end of the year. Upfront payments will be issued in January 2026, which also marks the start of the implementation period. An overview of the different steps and timelines can be found below:



2.3. Submitting an application

Applications need to be submitted online through REEEP's Climate Invest portal under the following link: https://climate-invest.fluxx.io/apply/pure_registration. Submitting an application through the portal requires the following two steps:

Registration: Complete the fields of the online registration form and click "submit". Fields marked with an * are mandatory. The Applicant will subsequently receive an email with a link to create their password. If this email is not received, the spam folder should be checked. If it is not there, please contact registration@climate-invest.info. Passwords must contain upper- and lower-case letters as well as at least one number. The Applicant can then log in to Climate Invest using their email address and password.

Please note that the REEEP team needs to process registrations internally, which may take up to two days (e.g. in case a registration is submitted during non-working days). Once this is done the Applicant will receive an email confirming their registration and they can start completing their application.

Application submission: The online application form requests important summary details about the Applicant as well as the proposed project. The information provided here will be used for the evaluation of the Applicant's project in addition to the project documents submitted. Please ensure that the information provided in the form is consistent with the project proposal and other supporting materials. Details on the required documents will be provided in the section below.

While completing an application, always save the application before leaving the page (the system does not auto-save), so that it may be continued it later (it can be found under "Application Drafts"). Please do not forget to submit the completed proposal by clicking on the "submit" button. Only applications that have been submitted before the deadline can be evaluated.

2.4. Required application information and documents

Applicants will be asked to provide information about their company in the application form which includes the following elements:

- **General organisation information** (incl. legal form, organisational structure)
- **Information on the proposal** (incl. description of business model, operations, target customers, location)
- **Technology** (incl. its specifications, its application as well as its role in PURE)
- **Service levels** (incl. details on Repair and Maintenance, Market Access and Agricultural Best Practices)
- **Financial information** (incl. revenue track record, projections, co-financing ability)
- **Impact** (incl. information on beneficiaries, focus on gender and social inclusion)
- **Risk assessment and mitigation** (incl. potential market and technology risks)

Additionally, the following documents as a minimum:

- **Business plan / investor pitch** or equivalent
- **Financial model** (attached as Excel, with formulae visible)
- **A completed Impact Cost Ratio sheet** (attached as Excel, more information in Section 5)

Please note that the more information is provided at the application stage, the easier it will be for the evaluation team to assess the proposals. Applicants are therefore encouraged to submit documentation that they consider important for the success of their submission. We also encourage them to submit policies that they already have in place (e.g. gender policy, environmental and social

safeguards policy). Please note that if insufficient information is available, additional information as well as documentation may be requested by REEEP at any time.

During the DD phase, additional company and project information will be required. DD will include review of statutory legal and company documentation, financial records, governance, management, past performance, technology, business model, financial model, environmental and regulatory compliance among others. Documentation / information requirements for DD will be communicated at that time. Moreover, there are environmental and social safeguards that will be checked during the due diligence phase.

3. Eligibility criteria and minimum requirements

3.1. General eligibility

The fund supports companies that meet the following criteria:

- The Applicant is a **for-profit company** legally registered in their country of jurisdiction
- The Applicant has an **established legal entity in Tanzania,** or will have one set up before a contract is signed (the contract will only be signed with the Tanzanian entity)
- **Productive use technology is already at the core of the Applicant's business,** or will be sufficiently **additional to the Applicant's core business** / essential for the scale-up of the goals outlined in the application
- The Applicant is currently in a **growth stage of development** by demonstrating financial statements with a **minimum revenue of EUR 50,000 and a maximum revenue of EUR 10,000,000** from main operating activities in the last financial year (2024) or TZS equivalent[7]
- The Applicant demonstrates **co-financing in their business plan**
- The Applicant is **not involved in prohibited sectors** under this fund (see exclusion criteria below)
- The Applicant has **provided required application documents** (see above) in English

Entities that do not meet these eligibility criteria but could make an impactful contribution are welcome to form Consortium agreements for effective implementation and to maximize impact (please see Consortium Guidelines in section 4).

3.2. Exclusion criteria

Applications from participants who engage in the following sectors, value chains or activities will be considered ineligible:

- Tobacco
- Alcohol
- Hemp and cannabis
- Biofuels
- Fossil fuels (including hybrid electric/fossil fuel vehicles)[8]

[7] The basis will be the oanda exchange rate (avg) from 31 December 2024.
[8] While fossil fuel-powered technologies might be part of the operations of certain value chains, PURE Growth incentive capital cannot be utilised to buy these.

- Projects with negative environmental impact
- Human rights violations including forced labour, child labour, human trafficking or modern slavery and unsafe or exploitative working conditions
- Suspicions of associations to illicit funds, money laundering, politically exposed and or terrorist groups
- Involvement in corruption, bribery or fraud

Please note that no state-owned company, governmental entity, public agency or donor can function as an Applicant or Consortium Member.

3.3. Technology requirements

To ensure that funded PURE deployments deliver durable, high-impact results in agri-food value chains, proposed technologies must satisfy all of the following:

1. **Sector scope**
    a. Agri-food only: Technologies must be applied within agri-food value chains and correspond to the Key Pillars of Functionality table listed in section 2.1.
    b. Non-agri food excluded: Purely forestry applications (e.g. woodlot management) are not eligible for receiving assistance under the PURE Growth Fund.
2. **Proven commercial demonstration:**
    a. Demonstrated performance at scale in relevant settings.
    b. Pilot-only or lab-prototype systems are not eligible.
3. **Independent certification and testing**
    a. Any product which has received a Lighting Global or VeraSol certification will automatically be eligible for inclusion by an Applicant as part of their application to the PURE Growth Fund. Applicants should submit information on this certification at the time of application.
    b. Any product listed in any of the Global LEAP Awards Buyer's Guides will similarly be automatically eligible for inclusion. Applicants should submit the corresponding Global LEAP Awards Winner/Finalist certificate for each proposed product at the time of application.
    c. If the product type has been included in a past Global LEAP Award's Buyer's Guides but has not been included in such guides, Applicants are required to demonstrate conformity with the complete Global LEAP Awards list of finalists and winners, available on VeraSol's website (https://data.verasol.org/).
    d. For appliances not yet covered by the Global LEAP Awards, contracted companies will be required to arrange verification of key performance data by a VeraSol-accredited testing laboratory, following protocols or standards that provide acceptable methods for assessing performance over time. This testing should occur before the first release of Incentive Capital from the PURE Growth Fund. If laboratory testing is not feasible, REEEP may request that the contracted company organise alternative means of verification.
    e. Other recognized marks that will be considered on an individual basis
        i. CE marking (e.g. Directive 97/23/EC)
        ii. ISO 9001 / ISO 14001 quality or environmental management certification
        iii. Industry-specific standards (e.g. IEC for solar pumps, ASTM for biogas)
        iv. Any other recognized local and regional certification (e.g. ISO/IEC 17025).

To maximise impact, companies are encouraged to focus their proposals for Incentive Capital on a limited number of technology and/or product types. While there are no strict limits, Applicants should prioritise their most popular, highest-impact or most essential technologies for consideration. New or

alternative technologies could be qualified for deployment during contract implementation as long as they meet the requirements above. This is subject to prior approval by REEEP.

4. Consortium Guidelines

To ensure the effective implementation of funded projects and to maximise impact, Applicants may form Consortiums comprising multiple entities with complementary expertise. These guidelines outline the key requirements and expectations for Consortium participation. These guidelines are specifically applicable to implementation partners, the entities actively involved in project execution, such as project developers, financiers, technical experts and community engagement organisations. Suppliers, who primarily provide goods, equipment or materials without direct involvement in project management or execution, are not subject to these guidelines.

4.1. Applicant requirements

- Every Consortium must be led by a for-profit private sector entity that will act as the primary contractual counterparty with the PURE Growth Fund.
- The Applicant will be responsible for the submission of the funding application, overall project coordination, financial and technical reporting and ensuring compliance with the PURE Growth Fund's requirements.
- The Applicant will serve as the main point of contact for all programme communications and contract implementation.

4.2. Consortium composition and membership criteria

- Consortium members may include both for-profit and non-profit entities.
- All consortium members must be legally registered entities in their respective jurisdictions.
- Governmental entities, public agencies, state-owned companies and public donors are not eligible as consortium members.
- The consortium should be complementary, ideally structured to leverage specialised expertise, avoiding redundancy in roles and responsibilities among members.
- Consortia could include partners that can contribute to key areas such as:
    - Finance and investment structuring
    - End-product market access
    - Agricultural Best Practices and productivity enhancement

4.3. Financial allocation and funding distribution

- The Applicant should play a crucial role towards project implementation and should not receive less funding than any single consortium member.
- The Applicant must ensure an equitable and transparent distribution of funds within the consortium, aligned with project deliverables and agreed-upon responsibilities.

4.4. Due diligence and compliance

- All Consortium Members will be subject to REEEP's due diligence process to assess their financial and operational capacity, governance structures and ability to fulfil their roles within the Consortium. The due diligence process will include a review of legal registration, financial records and past performance in similar initiatives.
- Consortia must establish a consortium agreement with transparent governance and decision-making structures to ensure effective collaboration, accountability and resource management. This includes clearly defined processes for budgeting, financial oversight and equitable allocation of resources among partners to support project success.

5. Evaluation Process

5.1. Assessment process

The PURE Growth Fund will assess the ability of Applicants to generate positive impact in agri-food value chain(s). To do this, REEEP will utilise a reverse-auction approach to allocate our pool of Incentive Capital. Accordingly, REEEP has published an open Call for Proposals addressed to all market participants meeting the eligibility criteria to submit an application for the PURE Growth Fund, as detailed in this document. Through this process, compliance with the principles of principles of economy, efficiency and effectiveness is met, ensuring that the Donor's funds are handled responsibly. REEEP will allocate Incentive Capital to those organisations who are judged to be able to realistically provide the most impact at a given level of resourcing.

REEEP reserves the right to reject applications or adjust the level of funding included in a potential Incentive Capital contract with the Applicant, at the following junctures:

- During the course of due diligence
- During the contract negotiation phase
- As part of the annual implementation status review (over- or underperformance)

The Applicant is under no obligation to accept this revised funding level and can opt to remove themselves from the selection process at that time.

5.2. Application assessment

Applications will first undergo an eligibility screening to ensure that all necessary components of the application are included, and that the Applicants and projects meet PURE Growth's minimum eligibility criteria (see section 3.1).

Applications that pass this eligibility screening will proceed to the application assessment. At this stage, the capacity of Applicants to execute against their operational readiness (OR) outlined as part of their application to the PURE Growth Fund, as well as the validity of the Applicant's claimed Impact Cost Ratio (ICR) will be assessed (more information in section 5.2).

5.2.1. Due diligence

The highest-ranked Applicants will advance to the due diligence phase. The lowest-ranked Applicants will be informed that they have not qualified to receive Incentive Capital. Some highly ranked

Applications may be placed on a reserve list. This does not function as a guarantee of future eligibility but does open the possibility that these applications could advance to the due diligence phase in case any of the higher ranked companies would fail to qualify.

Applicants who are placed on the reserve list will be notified accordingly and receive clear communication and updates on their status/next steps.

5.3. Assessment scoring

In the application assessment, REEEP will compare applications against each other by using an evaluation score that combines 1) an Impact Cost Ratio based on the firm's proposed PURE technologies and current service levels and 2) the operational readiness of the Applicant, as evaluated from submitted business plans, answered application questions, finances and other information.

The evaluation process is designed to ensure that selected projects deliver maximum impact per EUR of donor funding (as expressed by the ICR) and that Applicants demonstrate sufficient capacity to successfully implement their projects (as expressed by the OR). Please note that a lower Impact Cost Ratio is better as it refers to less funding required for higher impact (more value for money). For the operational readiness score and the evaluation score however, a higher score is considered as better. This is reflected in the formula below. Ultimately, applications are ranked against each other using an evaluation score, which is calculated as follows[9]:

$$ES = (ICR_{low}/ICR*100*0.40) + (OR/OR_{high}*100*0.60)^{10}$$

where:

ES: evaluation score

ICR: Impact Cost Ratio

ICR_{low} is the lowest of all evaluated Impact Cost Ratio scores

OR: operational readiness

OR_{high} is the highest of all evaluated operational readiness scores

5.3.1. Impact Cost Ratio

$$\textit{Impact Cost Ratio}\ (ICR) = \frac{\textit{total funding request}}{\textit{PURE Impact Index}} = \frac{\textbf{total funding request}}{\textbf{Technology Value} * (1 + \textbf{service value})}$$

Impact Cost Ratio (ICR): The ratio of donor funding to impact by the proposed project. It reflects how much benefit the proposed project creates for individuals, communities and the PURE market in relation

[9] In order to calculate the differing ICR values of competing applications against each other effectively (and benchmark against a real-world offering), the "score" an Applicant will receive for their submitted ICR will be calculated against the lowest (reasonable) ICR submitted by an Applicant for PURE Growth funding in that same window.

[10] This evaluation score is weighted as follows: 40% Impact Cost Ratio (consisting of 70% technology cost (TC), 30% Service Value (SV)), 60% operational readiness

to Incentive Capital requested. The lower the Impact Cost Ratio the greater the value. The value must be reached by the end of the contract.

Total funding request: the amount of Incentive Capital asked for by the Applicant during the three-year implementation period.

PURE Impact Index (PII): The impact value of the basket of technology and current services provided to facilitate uptake of technology and increased income for end-users. This represents the overall impact that Applicants are proposing through their project. This value must be reached by the end of the contract.

Technology Value (TV): Sum of the count of PURE technology units multiplied by corresponding weight for the applicable tier ($\sum$ technology $Tier_i * W_i$)

Each technology type has a corresponding tier that determines its weight. Please refer to Annex A and select the most relevant table to categorise your proposed technology accordingly.

Service Value (SV): Repair and Maintenance (R&M) score plus Market Access (MA) score plus Agricultural Best Practice score (ABP) (R&M + MA + ABP)

Each service category and level has a score. Please follow the instructions in the Annex B and use the tables provided to categorise your service levels accordingly.

The Applicants will be assessed on the basis of the current level of services provided. However, the Applicants should indicate their ambition on improving and/or maintaining the services during the project implementation which forms the basis for the contracting process and implementation commitments. **The Incentive Capital request and/or total project financing needs should reflect the cost of proposed improvement.** Hence the Impact Cost Ratio after being selected should stay either the same or improve depending on the current and proposed service levels.[11]

5.3.2. Operational readiness

The operational readiness score captures an Applicant's preparedness to implement the proposed project. The evaluation criteria below outline the key assessment categories and their corresponding

[11] To illustrate with an example, let us imagine Applicant A is interested in applying for the PURE Growth Fund. At the time of application, Applicant A does offers zero Repair and Maintenance (R&M) services, zero Market Access (MA) services, and zero Agricultural Best Practice (ABP) services. As such, their Impact Cost Ratio calculations are based entirely on the Technology Value they offer by proposing deployment of technology in exchange for Incentive Capital.

Even though Applicant A offers zero Repair and Maintenance, Market Access or Agricultural Best Practice services at the time of application, Applicant A may wish to improve in one (or more) of these fields throughout the lifespan of the PURE Growth Fund. Let us imagine that Applicant A is selected to receive PURE Incentive Capital and wishes to end PURE Growth implementation, 30 months after contract signature, with a High level of Repair and Maintenance services. Shifting their service offering from zero (at time of application) to High (30 months after signature) would improve their Impact Cost Ratio. Even if Applicant A was unable to reach a high level of Repair and Maintenance service delivery, but was able to reach a standard level, this increase in Service Value would also improve Applicant A's Impact Cost Ratio (though by a lesser amount).

As such, all Applicants are expected to either maintain their Impact Cost Ratio (by deploying all of their technologies within the agreed-upon contracted time limit in exchange for Incentive Capital) or improve their Impact Cost Ratio (by deploying all of their technologies within the agreed-upon contracted time limit in exchange for Incentive Capital while simultaneously offering more/better services to value chain participants). At minimum the Incentive Capital request and/or total project financing should incorporate reaching or maintaining the level Standard for Repair and Maintenance services; even if these are not yet provided.

weightings to ensure a fair and transparent review process. The total weights sum to 100%, with the category values as follows:

Technology (5%): This section evaluates the quality and reliability of the proposed technology and the extent to which local sourcing and assembly are incorporated. Assessing technology is crucial to ensure that the solutions are robust, reliable and contribute to local economic development. For the programme, investing in high-quality technology ensures long-term viability and effectiveness of the funded projects.

Economic impact of business (30%): This category examines the financial health of the business, projected revenue, risk management strategies and the ability to leverage additional financing. Evaluating the economic impact is essential to ensure the business's viability and its potential to grow sustainably with the support of the programme. For PURE, this ensures that the incentive capital will lead to a high return on investment both in terms of economic benefits and in terms of social and environmental impact.

Economic impact on market (20%): This section assesses the market demand for the product, its scalability, competitive edge and innovative aspects. Understanding the market impact helps in determining the proposed project's potential to address significant market needs and drive growth within the agri-food value chain. For the programme, supporting projects with strong market potential ensures widespread adoption and scalability, maximizing the impact of the Incentive Capital.

Social and environmental impact (20%): This category evaluates the project's impact with regards to Gender and Social Inclusion (GESI) on women and marginalised groups, local ownership, environmental benefits and sustainability practices. Assessing social and environmental impact ensures that the project contributes positively to the community and environment, aligning with broader sustainability and national goals. For the programme, this guarantees that the Incentive Capital is used to promote inclusive growth and environmental stewardship.

Management and team capacity (25%): This section examines the team's ability to manage and scale the technology, their experience in the local market, digital infrastructure and preparedness for implementation. Evaluating management and team capacity is vital to ensure that the project is led by a capable team with the necessary skills and experience to achieve its objectives. For the programme, supporting in strong management teams ensures effective use of incentive capital and successful project execution.

The table below shows the evaluation categories and their respective weights.

Evaluation criteria		Weight (%)
1. Technology (5%)		
Technology quality	Quality and reliability of the technology	3%
Local supply chain	Extent to which there is local sourcing and assembly	2%
2. Economic impact of business (30%)		

Current financial status	Profitability, liquidity and solvency of business, low grant dependency	10%
Forecasted revenue	Expected IRR of forecasted revenue over the next 5 years and related assumptions	7.5%
Project risk	Risks identification and mitigation including technical feasibility, financial stability, market conditions, regulatory compliance, external factors	5%
Co-financing leverage	Potential to secure additional financing from private/public sources	5%
Additionality	How catalytic is the Incentive Capital to the growth and profitability of the business	2.5%
3. Economic impact on market (20%)		
Market demand, scalability and growth potential	Clear need for problem statement, with large enough total addressable market, clear demand for product or service.	10%
Competitive advantage	Differentiation from existing solutions, evidence of traction	5%
Innovation and market additionality	Added value, processes or business models	5%
4. Social and environmental impact (20%)		
Target market	Impact on women and marginalized groups (i.e. youth and smallholder farmers)	3%
Local participation	Tanzanian ownership, leadership and management	3%
Gender inclusivity	Women ownership, leadership and management	4%
Climate and environmental benefits	Contributions to carbon reduction, waste management and resource efficiency and overall increased resilience	5%

ESG policies and operational sustainability	Existence of policies, defined responsibilities, environmental risk mitigation procedures and monitoring	2%
Employment	Sustainable employment opportunities and enhancing skills	3%
5. Management and team capacity (25%)		
Operational capacity	Ability to deploy and manage technology at scale; track record	10%
Local experience	Familiarity with technologies and local market	5%
Digital readiness	Infrastructure, skills and scaling of digital solutions	5%
Project readiness	Licenses, market research and implementation preparedness	5%

6. Project Implementation

6.1. Contracting

A draft contract template will be made available in due course. Please note that changes of the template may occur for the final contract negotiations. Milestones for receiving Incentive Capital will be set out in the contract and will be individually adjusted for each company. However, please note that certain clauses in the contract template are mandatory legal provisions that are non-negotiable, which are considered to be accepted by the Applicants. REEEP retains the right to reject Applicants who were successful at the evaluation stage in case of unsuccessful contract negotiations.

Contract negotiations will be held with shortlisted companies that have successfully completed the due diligence review. Applicants that have not been selected for the initial round of due diligence but have been put on the reserve list might be invited to move into the due diligence and contracting phase if additional funding becomes available or shortlisted companies have not passed the due diligence / contracting phase.

Once the project has entered the implementation phase, adjustments to this contract will be confined to the bi-annual milestone reporting periods, subject to agreement between the parties. Any amendment requires a formal written agreement signed by both parties. Furthermore:

- In the event of lasting under-performance of contracted objectives, REEEP reserves the right to reduce the total level of Incentive Capital committed to the Awardees. REEEP will work together with the Applicant to set out new commitments and/or execution targets in

line with the reduced total level of Incentive Capital. For this purpose, REEEP may request the Applicant to provide further information, such as an updated business plan. If no agreement on the reduced commitments and/or execution targets can be reached, REEEP reserves the right to terminate the contract.

- In the event of over-performance of contracted objectives, REEEP reserves the right to increase the level of Incentive Capital committed to the Applicant in exchange for an increase in the Applicant's commitments and/or execution targets. Note that this would require the agreement of the Awardee, and potential submission of a brief updated business plan and is subject to availability of funding in the reserve pot.

6.2. Milestones

During contract formation, REEEP and the Applicant will define a set of milestones that are relevant and achievable for the selected companies. These milestones will be tied to payments of the Incentive Capital. There are three different types of milestones that will be negotiated as part of the contracting process:

- **Fixed milestones:** These milestones are related to achievements regarding the Impact Cost Ratio (see section 5) that need to be delivered and reported on a six-month basis. Bi-annual assessments determine the company's performance with regards to technology deployment as well as the impacts around customer services towards agreed-upon and payment related goals.

- **Flexible milestones:** These milestones are related to requirements that are expected to be achieved at the end of the implementation period, with more flexibility over the whole period. A timeframe for achieving these will be determined at the stage of contract negotiation and should be reported on as part of the bi-annual reporting. A more detailed description about these requirements can be found in section 1.3 "Expected achievements at the end of the implementation period". They include:
    - Commonly agreed workplan milestones for operationalisation of the business/project
    - Fulfilling the 2x Criteria and related implementation plan
    - Raising co-financing
    - Technological readiness, i.e. the company's ability to use digital operational soft- and hardware, such as IoT and CRM systems
    - Environmental and Social Safeguarding Framework

- **Additional achievements or emergency funding:** In addition to the funding available for Incentive Capital that will be disbursed upon achievement of milestones fixed milestones and flexible milestones, there is the opportunity to unlock additional funding from a "reserve pot", which holds up to 10% of the total funding lot (i.e. EUR 250,000). The pot can be unlocked if certain achievements have been completed or if a company encounters operational difficulties due to force majeure events. This additional funding will be subject to availability and needs to be requested by the Applicant and approved by REEEP in advance. REEEP will provide further information on how such funds can be requested in due course and retains the right to reject such requests. The additional funds will be added to the milestone workplan via a contract amendment and will be reported as part of the bi-annual deliverables accordingly. The additional achievement could include but are not limited to:

- *Sustainable operations and customer base:* Companies are able to establish a sustainable customer base that is able to pay for the technology provided and growing over time. This will be assessed through benchmarked repayment rates.
- *Overperformance with regards to the Impact Cost Ratio:* Companies are able to outperform the set targets for their Impact Cost Ratio and deploy more technologies and / or provide more services than initially agreed. This overperformance needs to be substantial to justify the additional funding and will be agreed upon on an individual basis.

Force majeure events could include but are not limited to:

- *Natural disasters:* such as earthquakes, floods, droughts, fires etc.
- *Human-caused events:* wars, civil unrest, terrorist attacks, military actions, government orders, trade restrictions etc.
- *Health emergencies:* epidemics and pandemics, disease outbreaks (e.g. Covid, Ebola) etc.
- *Any other circumstance beyond the reasonable control* of the Applicant which prevents or impedes the due performance of the contract

6.3. Reporting requirements and payment structure

Companies are expected to regularly report on their performance through REEEP's Climate Invest system as well as the data platform Prospect[12]. The following table provides an overview of expected deliverables and related timelines.

Deliverable	Description	Frequency
Automated data transfer to Prospect	The required data will be specified in the contract for selected companies. The data will be transferred automatically monthly through the Prospect platform.	Monthly
Regular project up-dates	Meetings with the REEEP team to discuss: - progress towards milestones and potential challenges - progress towards securing co-financing and other financial milestones - required technical assistance support	Quarterly
Milestone reports	Reporting on progress towards milestones including the Impact Cost Ratio, social and environmental impact data, financial data (i.e. balance sheet, P&L and cashflow statement) as well as additional pre-defined milestones incl. supporting documentation	Bi-annual, in connection to each milestone

[12] Companies are required to implement an IoT software that enables data collection through the Prospect platform.

Annual implementation status review	Assessment of possible needs to adjust milestones and related payments. Update of financial project assessment and projections on implementation – annual audited statements should be provided	Annually (submitted as part of the second milestone report of the year)

The Applicant will propose a payment schedule for the bi-annual disbursements of Incentive Capital reflecting the financing needs of the company while considering a reasonable proportionality of progress towards the proposed PURE Impact Index (PII) value and Impact Cost Ratio (ICR). The schedule will be negotiated in the due diligence and contracting phase and will be reflected in the final contract. Payments will be issued following the approval of bi-annual reports on the progress of the project implementation. The milestone related payments are pre-determined and agreed upon in advance, helping to align funding needs with project progress and performance. An example payment structure can be found in Annex D. REEEP reserves the right to reduce the amount of Incentive Capital set out for a milestone in the milestone table if a milestone is only partially / not achieved by the Awardee, using a fair and equitable way of calculating the deduction of payment. In case of a lasting under-performance of the Awardee, REEEP reserves the right to reduce the total level of Incentive Capital, as set out in section 6.1 above.

Applicants are requested to specify the amount of Incentive Capital they require to implement their proposed goals over three years of the implementation period under the “PURE Growth One” funding window as part of the application process. The final amount may be revised as part of the contract negotiations in case the assessment of the Applicant’s ability to absorb and attract co-finance would be a concern. The ICR would however need to stay the same; hence lower financing would be reflected in a proportional change in project implementation scale and/or value as reflected by the PURE Impact Index.

While the fixed milestones and minimum requirements make up a total of 100% of the payments, further payments can be made available through completing additional achievements or in case emergency funding is required. Please note that this depends on the availability of funding in the “reserve pot” and needs to be approved by REEEP in advance and will be disbursed based on performance or, in the case of force majeure events, equitably based on needs.

6.4. Monitoring and verification

This section sets out how different milestone components will be monitored and verified, with the main components being the count of technology deployed and the level of service provision. As the PURE Growth Fund supports various different technologies and business models, including energy service providers as well as agribusinesses, it is acknowledged that not all service categories and technology tiers may be applicable for every company. Applicants are therefore requested to select the categories that are most relevant to them. More details on the self-assessment regarding the technology tiers and service levels can be found in Annex A and B.

The categorisation will be verified during the evaluation and due diligence process. Throughout project implementation, companies are required to report against their technology performance and service provision as well as other pre-defined milestones as part of the bi-annual milestone reporting (see section above). REEEP will verify these claims as part of the bi-annual milestones as well as mid- and

end-term evaluations. For this purpose, REEEP requires the following documentation that includes but is not limited to:

For the bi-annual evaluation:

- Technology specific data in real-time through the Prospect data platform
- Proof of specific service levels through documentation such as (if applicable):
  - Audited financials, bank statements and customer payments
  - Assessment of legal documentation such as certifications and contracts
  - Access to operational systems (e.g. logs for Repair and Maintenance or extension services, HR documentation)
  - Access to CRM systems
  - Information materials (i.e. on Agricultural Best Practice, market information),
  - Digital inventory and receipts
  - Randomised customer service centre test calls
  - Independent NPS Report
  - Vehicle licences and logs

For the mid- and end-term evaluation:

- Customer surveys
- On-ground assessments

Moreover, REEEP will assess the sustainability of operations and the technology deployed through active customer payments (i.e. last payments should be no longer than 90 days ago) as well as the reliability of the technology systems (i.e. System Average Interruption Duration Index (SAIDI) and System Average Frequency Index (SAIFI)). These will be adapted with the Awardee based on factors such as seasonality and/or modalities of their particular business model at contracting. Only technologies that demonstrate sustainable operations will be counted towards the milestone achievement.

6.5. Use of funds

Disbursed funds under the Incentive Capital provision are expected to be utilised by organisations for covering expenses costs during this scale-up period that arise from the implementation of the suggested project under this funding window. All payments received by the Applicant in exchange for fulfilling the milestones (see above) shall therefore be used to meet the purpose of the PURE Growth Fund, which is in line with REEEP's statutory non-profit purposes under Austrian law.

Eligible costs include, but are not limited to:

- Inventory purchases, including repair materials and spare parts
- Personnel costs (including capacity building)
- Hiring of contractors
- Expenditures on hardware and software
- Business establishment and development expenses incl. market research
- Hardware and software costs
- Operating costs relating to expansion and/or densification of distribution networks
- Costs directly related to the marketing, sale and service of PURE technologies
- Payment of taxes related to project implementation and provision of services

Ineligible costs include, but are not limited to:

- Costs unrelated to the implementation of the proposed project
- Expenses already covered by other funding sources (double-dipping), sunk costs
- Political or lobbying activities

Consistent with international law, the funding shall not be used for payment to persons or entities or for any import of goods, if such payment or import is prohibited by a decision of the United Nations Security Council taken under the Chapter VII of the Charter of the United Nations. Persons or entities or suppliers offering goods and services covered by such prohibitions shall therefore not be eligible for the award of contracts financed with PURE Growth funding.

6.6. Conditions precedent and potential reductions

Payments will be subject to the fulfilment of milestones that are pre-defined in the contracts. The approval of the milestones and the associated payment will be based on the milestone report, which will be reviewed by REEEP. Please refer to section 6.4 for more details on monitoring and verification.

Please note that payments can only be made to companies that have an agreement in place that is signed by all parties and have provided satisfactory documentation that proves the achievement of the milestone. The terms of payments will be specified in the contracts.

Companies can count on regular payments on a six-month basis, provided that they perform against their specified targets. However, partial fulfilment of set-out milestones can lead to a reduction of the payments. The reduction of the amounts will be adequate to the non-fulfilment of the milestone and will be clearly communicated and documented. Companies need to indicate if they are unable to reach certain milestones and can request contract re-negotiations if necessary.

7. Miscellaneous

7.1. Reservations

- REEEP reserves the right to request additional information from Applicants at any stage of the application process.
- REEEP reserves the right to adjust and/or further re requirements, as well as any other guidance related to the “PURE Growth One” funding window. In the event of any changes, invited Applicants will be informed in a timely manner before the expiry of application deadlines.
- The Final Application Guidelines do not constitute an offer and access to “PURE Growth One” funding is always subject to funding made available by donors.

7.2. Complaints and reporting of misconduct

For complaints and reporting of misconduct, please reach out to REEEP with the following e-mail address: pure@reeep.org. Moreover, REEEP is in the process of establishing a whistleblower policy which will be made available on our website.

7.3. Personal data and confidentiality

When registering in REEEP's Climate Invest system, Applicants are required to read and agree to REEEP's Privacy and Cookie Statement, which outlines the personal data processed, deletion periods and who the data will be shared with. When re-entering the Climate Invest system to submit the application, the same Terms and Conditions will apply. REEEP processes any personal data received in accordance with this policy and complies with all requirements of applicable data protection laws, including as relevant the General Data Protection Regulation (GDPR). REEEP may revise and update its data protection policies at any time and commits to making the newest versions of its policies available to Applicants / contracted companies.

REEEP is dedicated to safeguarding the privacy and confidentiality of all personal and business information provided during the application process. In line with relevant legal requirements, any data submitted will be collected, stored and used exclusively for assessing applications and, if selected, supporting the Applicant's involvement in the PURE Growth Fund.

Applicants' information will be managed securely and will not be disclosed to third parties beyond this process unless legally obligated or with their explicit permission. REEEP will ensure suitable technical and organisational safeguards are implemented to protect this data from unauthorized access, disclosure or misuse.

By submitting an application, the Applicant confirms their understanding and acceptance of the data processing practices outlined here and in accordance with applicable data protection laws and policies (see above).

Annex A – Technology Value and PURE Tiers

In order to categorise technological solutions of different sizes and outputs, the PURE Growth Fund has created Tier frameworks that weigh different technologies based on their capacity to generate benefits for participants in agri-food value chains.

Applicants are requested to categorise the technological solutions they intend to utilise during the course of PURE Growth Fund implementation according to the methodology below. The ICR calculation tool should assist this process.

Programme-specific weights for several of the most commonly adopted PURE technologies are listed below. The weights are based on the specific output/performance of the technologies, and as such rely on assumptions. These assumptions are listed briefly below. For the definitions of the technology types, we will be adapting product categories defined in the AFSIA Productive Use Catalogue.[13]

Tier classification and submission

The technologies permitted to receive Incentive Capital under the PURE Growth Fund are not limited to the types listed below: Applicants are welcome to apply for PURE Growth Incentive Capital for other technology types. If an Applicant's chosen technological solution does not fit into the categories described below, the Applicant should categorise their chosen solution based on energy consumption,

[13] https://afsiasolar.com/wp-content/uploads/2023/05/PUE-Catalog-2023-final-1.pdf

using either the Solar Direct Drive methodology or the Energy Tier matrix outlined below. Given the differences in these methodologies and their applicability to different technology solutions, the Applicant should make a decision based on their best understanding. If an Applicant is submitting multiple technology types, each product should be individually categorised; where combinations of technology exist, please classify the highest-capacity component and explain.[14]

In order to assist Applicants in categorising their chosen technological solutions, a round of technical questions will be open until 7 July 2025. This will enable Applicants to receive clarification on how best to categorise their chosen technology/technologies inside the Tier framework. Responses to these questions **will not be publicly posted,** and as such Applicants are invited to seek precision regarding assumptions, include product specifications to enable guidance on Tier categorisation, or otherwise provide information that could help the REEEP team assist the Applicant in categorising their chosen solutions effectively. Technical questions can be directed to pure-technical@reeep.org. As this email is designed for correspondence only on issues relating to technologies and their categorisation in PURE Growth Tier frameworks, REEEP will not answer non-technical questions posed to this address.

The applicable weights are detailed below. Applications will be evaluated based on their ability to maximise the impact. REEEP reserves the right to validate and finalise weights during the evaluation and/or due diligence phase.

Due to the variability of technological function, it is difficult to categorise specific technology Tiers for dedicated market segments across all technologies (e.g. Tier A equals domestic use). Nonetheless, at a general level, Tiers A, B and C will likely be utilised by individual actors and/or small businesses, while Tier D+ is likely to be utilised by larger businesses or cooperatives.

Solar water pumps

For the purposes of PURE, a solar water pump system is defined as an electrical pump system in which the energy used to pump the water is provided by renewable sources, most often PV panels.

PURE Tier	A	B	C	D+	Any additional 1000l / hour
Minimum litres / hour pumped at peak irradiance	500	1000	2000	3000+	
Weight	3	5	7	9	
Additional weight					2

It is understood that the capacity of a solar water pump to move water will vary according to several factors:

- Solar irradiance
- Topographical layout of the farm itself

[14] For example, e-mobility solutions with integrated cold storage should use whichever Tier would rank their technology solution higher.

In order to categorise their chosen technologies for the purpose of PURE, Applicants should make the following assumptions:

- Assume the **average** level of elevation encountered in their organisation's real interactions with users/customers/stakeholders
    - If this level of elevation varies by technology type (i.e. Tier A pumps tend to operate as surface pumps with 6 metres of elevation and Tier D+ pumps tend to operate with 30 metres of head), that is acceptable. Applicants should note the assumptions they have made and explain why they have made them.
- Assume the L/hour (as noted above) would occur during **peak irradiation periods**
    - Given the variances of irradiance in Tanzania, it can be assume irradiance at the level of Dar es Salaam. Applicants are free to depart from this assumption, but must note the location they will be using for their assumption and the reasons for it.

Cold storage – positive

For the purposes of PURE, cold storage – positive technologies are defined as those which use renewable energy to reduce temperatures below the ambient (but above 0°C) so as to better preserve products of agri-food value chains.

PURE Tier	A	B	C	D+	Every additional 1000l / m³
Minimum capacity (in litres)	30l	125l	300l	At or above 2000l or 2m³	
Indicative maximum Temperature[15]	8°C	8°C	8°C	18°C	
Weight	3	5	7	9	
Additional Weight					4

If a chosen technology combines compartments/sections of different temperatures (e.g. a fridge/freezer with one compartment above 0°C and another compartment held at -6°C), please categorise it according to whichever of the two compartments would give a higher score (do not add scores).

Cold storage – negative

[15] Cold storage - positive solutions in Tiers A to C should be able to meet or exceed the standards set in the Global LEAP Off- and Weak-Grid Refrigerator Test Method (https://verasol.org/wp-content/uploads/import/Global-LEAP-Awards-Refrigerator-Test-Method-Version-3-July-2021.pdf) during their operation. Those Applicants wishing to engage with large solutions in Tier D+ should be able to provide information on the ability of their chosen technology to reduce and retain temperatures below ambient as noted in the table above.

For the purposes of PURE, cold storage – negative technologies are defined as those which use renewable energy to reduce temperatures below 0°C so as to better preserve certain products of agri-food value chains.

PURE Tier	A	B	C	D+	Every additional 300l / 0.3 m³
Minimum capacity (in litres)	20l	50l	125l	300l +	
Indicative maximum temperature[16]	-6°C	-6°C	-6°C	0°C	
Weight	3	5	7	9	
Additional weight					3

If a chosen technology combines compartments/sections of different temperatures (e.g. a fridge/freezer with one compartment above 0°C and another compartment held at -6°C), please categorise it according to whichever of the two compartments would give a higher score (do not add/combine scores).

Solar dryers

PURE Tier	A	B	C	D+	Every additional 10m² drying area
Minimum panel wattage powering ventilation	15	35	50	100	
Minimum peak temperature achieved in 24-hour cycle	45°C	45°C	45°C	45°C	
Maximum cycle time to desired moisture level	72 hours	72 hours	72 hours	72 hours	
Minimum drying area (m²)	1m²	5m²	15m²	40m²	
Weight	3	5	7	9	
Additional weight					1

[16] Cold storage - negative solutions in Tiers A to C should be able to meet or exceed the standards set in the Global LEAP Off- and Weak-Grid Refrigerator Test Method (https://verasol.org/wp-content/uploads/import/Global-LEAP-Awards-Refrigerator-Test-Method-Version-3-July-2021.pdf) for One Star compartments. Those Applicants wishing to engage with large solutions in Tier D+ should be able to provide information on the ability of their chosen technology to reduce and retain temperatures at or below 0°C as noted in the table above.

Solar drying solutions that utilise a different methodology of calculating throughput (such as kilograms of produce) should attempt to conform to the methodology above as best as possible.

Grain mills

For the purposes of PURE, grain mills are defined as those technologies which utilise renewable energy sources to process a variety of grains.

PURE Tier	B	C	D+	Every additional 10kg / hour
Minimum processing rate of maize on 1.2mm screen[17]	15 / hour	30 / hour	50+kg / hour	
Weight	5	7	9	
Additional weight				1

Husker

For the purposes of PURE, huskers are defined as those technologies which utilise renewable energy sources to remove the husk/hull from a variety of grains (including, but not limited, to rice).

PURE Tier	C	D+	Every additional 20kg / hour
Minimum processing rate of paddy rice[18]	50 – 100kg / hour	100+kg / hour	
Weight	7	9	
Additional weight			1

E-mobility

For the purposes of PURE, e-mobility technologies are defined as those that utilise electricity (provided by renewable energy sources) to transport agri-food value chain products.

PURE Tier	C	D+	Every additional 10km above	every additional 50kg above the

[17] While eligibility is not confined to mills that are designed and/or used to process maize, the maize processing rate at the noted screen size will be used to compare mills of varying size and power.
[18] While eligibility is not confined to huskers that are designed and/or used to husk/hull rice, the rice processing rate will be used to compare huskers of varying size and power.

			minimum range[19]	minimum payload[20]
Minimum range on full charge[21]	50km	50km		
Minimum payload[22]	120kg	250kg		
Weight	7	9		
Additional weight			1	2

For e-mobility solutions, additional weight can come from both range (in excess of 50 km) and payload (above the Tier minimums).

Bioenergy

For the purposes of PURE, bioenergy technologies are those that convert agricultural waste and/or byproducts into usable energy.

PURE Tier	A	B	C	D+	Every additional 1000-watt hour / day
Minimum watt hours generated per day	2000	3400	5000	6000+	
Weight	3	5	7	9	1

To calculate or convert bioenergy into kWh, use the calorific values of the output material and conversion rates specific to your bio-energy application. If your organisation does not currently have a methodology for measurement, the compendium listed here can be used for calculations.[23]

Biomass combustion, bioethanol production, biomethanol production, biodiesel production and algae-based biofuel production are all ineligible for PURE Growth Funding.

Other technology types

[19] E-mobility vehicles in both Tier C and Tier D+ are eligible for additional weight if their minimum range is above 50 kilometres.
[20] E-mobility vehicles in Tier C, which meet minimum range requirements, are eligible for additional weight for all payloads between 121kg and 249kg. E-mobility vehicles in Tier D+ are eligible for additional weight for all payloads in excess of 250kg.
[21] This figure should reflect real world conditions as much as feasible.
[22] The amount of weight the vehicle can safely bear. Calculated by the Gross Vehicle Weight rating (BVWR) minus the kerbweight. This figure should include the weight of the driver/operator.
[23] U.S. Department of Energy. Alternative Fuels Data Center: Fuel Properties Comparison. Available at: https://afdc.energy.gov/fuels/properties

For the technologies that cannot be quantified using the schema listed above, Applicants should categorise their technologies based on energy utilisation, using one of the two methodologies listed below:

- **Solar Direct Drive (SDD) methodology**
  When a PUE device runs mainly in SDD mode, use the system's installed solar peak-power capacity as the proxy. The table below maps peak power to the appropriate Tier.

Peak power [WP]	Tier	Weight
Wp ≥ 15	A	3
Wp ≥ 250	B	5
Wp ≥ 500	C	7
Wp ≥ 2000	D+	9+[24]

- **Battery-powered PURE equipment**
  If a PUE device depends on integrated battery storage to operate through the day, classify it by the battery's rated capacity in watt-hours (Wh).

PURE Tier	A	B	C	D+	Every additional 500 watt hour / day
Minimum watt hours utilised per day	50	1000	2000	4000	
Weight	3	5	7	9	1

To ensure that submitted technologies are reaching the highest reasonable standards of efficiency, evaluators will, in the evaluation and due diligence processes, assess how closely the solution's power requirements align with its generation capacity. It is understood that power needs for the same technology might vary significantly depending on factors outside of the control of Applicants (including the needs of the customer, the topography of the region, the ambient temperature of the region, etc.), and such considerations will be accounted for in the event of any such analysis.

Example calculations

An example below will attempt to illustrate how Applicants' offers will be calculated, to provide more transparency and communicate the mechanics of the Tiers and weights. Note that Applicants will not

[24] Solar direct drive technologies above 2000WP will be assessed on a case-by-case basis.

need to calculate these offers personally, as the ICR Calculation Tool will do these calculations automatically.

Let us assume Applicant A wishes to deploy the following basket of technologies:

- 700 solar water pumps, with an ability to pump 1200l / hour at peak irradiance
  - These are categorised as PURE Tier B, with a weight of 5
- 4 large freezer rooms (categorised as cold storage – negative) which are 3m^3 / 3000l in size, and maintain a temperature at -2°C
  - These are categorised as PURE Tier D+, and the total weight (base weight plus additional weight) is calculated as 9 + 18 = 27[25]
- 250 grain millers, which can process 32kg / hour of maize on 1.2mm screen
  - These are categorised as Tier C, with a weight of 7
- 300 battery-powered fungicide sprayers with a maximum daily watt hour utilisation of 190 watt hours
  - These are categorised as Tier A according to the methodology outlined above in battery-powered PURE equipment

The Technology Value for Applicant A's proposed deployment would be calculated as follows:

Technology type	**Technology capacity**	**PURE Tier**	**Weight** ***(plus additional weight)***	**Number of units**	**Technology value per type**
Solar water pump	1200l / hour	B	5	700	3000
Cold storage - negative	3000l	D+	27	4	108
Grain miller	32kg / hour	C	7	250	1750
Fungicide sprayers	190 watt hour/day	A	3	300	900
Technology value					**5,758**

[25] Calculated as the total capacity of the "cold storage – negative technology" (3000l) minus the minimum capacity for Tier D+ (300l) multiplied by the premium for every 300l above the base weight (2).
3000l (total capacity of chosen technology) -300l (minimum capacity for Tier D+) = 2700l (additional capacity for chosen technology)
2700l / 300l = 9 (count of every additional 300l of capacity)
9 * 2 (additional weight per 300l of capacity) = 18 (additional weight)

Annex B - Service Levels

To ensure that funded PURE technology deployments deliver reliable, high-quality energy services and sustainable customer outcomes, the PURE Growth Fund requires Applicants to demonstrate increasingly rigorous service-level commitments across **3 core categories**:

- **Maintenance and Repair Services (R&M)**
- **Market Access Services (MA)**
- **Agricultural Best Practices Services (ABP)**

Services outlined in the service levels may be provided either internally or through third-party partners. When utilising third-party partners, legally binding service contracts with corresponding service level agreements (SLAs) must be in place.

recognizing the importance of service delivery, each of these categories will follow an ascending scale—**Basic, Standard and High**—with each level associated with progressively stronger performance, enhanced risk-mitigation measures, and increased value for value chain participants.

Service Value = Repair and Maintenance (R&M) score plus Market Access (MA) score plus Agricultural Best Practice score (ABP) (R&M + MA+ ABP)

To calculate Service Value, Applicants should self-assess their level of service in each category Repair and Maintenance (R&M), Market Access (MA) score and Agricultural Best Practice score (ABP) using the tables below. Each level has a corresponding score highlighted at the bottom of the table. Whilst Applicants are required to offer Repair and Maintenance, **they are not required to offer Market Access and Agricultural Best Practice**, however, they are encouraged and incentivised to do so. Applicants should select the highest level (column) in the tables below that they can confidently justify, supported by documented evidence. The relevance of service level categories varies across different business models. For instance, an energy service provider may offer services directly to PURE end-users, whereas an agribusiness might incorporate these services as part of its internal operations. Consequently, Applicants should select only the service categories that align with their business model and omit those that are not applicable. We acknowledge that not all categories will fit every business model, so Applicants should focus on those most relevant to their operations. To qualify for a specific level, Applicants must meet at least 50% of the criteria or requirements outlined for that level. For avoidance of doubt:

- For Repair and Maintenance an Applicant will need to meet **5 out of 9** (5/9) categories to meet a specific level
- For Market Access an Applicant will need to meet **3 out of 5** (3/5) categories to meet a specific level
- For Agricultural Best Practice an Applicant will need to meet **2 out of 4** (2/4) categories to meet a specific level

The levels follow an ascending scale, where achieving a higher level indicates that the Applicant surpasses the requirements of all preceding levels. REEEP will verify all service-level claims at due diligence. Where evidence falls short or plans for implementation appear unrealistic, REEEP may reclassify services at a lower level, which will affect the PURE Impact Index and subsequently the competitiveness of the proposed project. Applicants are therefore encouraged to select a service

they can realistically achieve. During project implementation, service levels will be monitored through various means – for more details, please refer to section 6.4.

Applicants should reflect both the current level of service provision which is used as a basis for the assessment; as well as the proposed improvements and/or maintenance of related levels during project implementation. The PURE Impact Index (PII) during the implementation is expected to stay the same or improve during the implementation (to be reflected in the contract) – hence related costs should be reflected in the total project capital needs and Incentive Capital request (as applicable).

Repair and Maintenance				
Categories	**Basic**	**Standard**	**High**	**Guidance and notes**
End-user PUE appliance warranty	12 months	24 months	36 months or more	Longer warranties reduce end-user risk and signal product durability.
Scheduled maintenance	N/A	N/A	Yes	Proactive upkeep to prevent failures. Would likely apply to Tiers D+.
Repair centre / agent network	≥ 1 countrywide	> 1 countrywide	≥ 1 in every active province	Broad networks shorten downtime and improve customer trust. The classification of an agent network will be adapted based on technology and business model at contracting.
Reliability (SAIFI)(failures per year on average)	12	6	3	Lower values indicate fewer interruptions. Measured on average across all units of technologies deployed as part of the programme. These will adapted based on technology, seasonality and business model at contracting.
Reliability (SAIDI (availability for use on average as %)	80%	90%	≥ 95 %	Higher availability ensures continuous and greater service. Measured on average across all units of technologies deployed as part of the programme. These will adapted based on technology, seasonality and business model at contracting.
After-sales / maintenance cash reserve as a % of sales	1.5%	3%	≥ 5 %	Larger financial buffer for repairs and parts sustains long-term operations.
Digital maintenance monitoring	N/A	Yes	Yes	Digital systems (e.g. IoT/CRM) for real-time oversight.
Active customer support line	N/A	Yes	Yes	Ensures users can report issues and access help when needed.

Net Promoter Score (NPS)	≥ 6	≥ 7	≥ 8	Demonstrated end-user satisfaction and advocacy.
Repair and Maintenance score	0.0375	0.075	0.15	

Market Access				
Categories	**Basic**	**Standard**	**High**	**Guidance and notes**
Market information	Value chain-specific market trend information	Value chain-specific market trend information	Geographicall y specific information on buyers, pricing and trends in value chain	Dissemination of and/or access to critical and timely agricultural market-related data, including prices, buyer contacts, quality standards, relevant policies, taxes, duties, tariffs, weather, subsidies and technological updates. This information needs to be communicated through **digital channels** such as websites, apps and SMS if being disseminated.
Market linkages	Introductions to and/or outreach to off-takers	MoU with off-takers	Signed off-taker agreement	Facilitation of and/or demonstrated connections between producers and buyers, such as agribusinesses, processors, exporters or supermarkets, ensuring contracts at or above market rates. It encompasses building reliable partnerships, streamlining supply chains and fostering equitable trade relationships to enhance market access and profitability.
Produce aggregation	≥ 1 countrywide	> 1 countrywide	≥ 1 in every active province	Organisation and consolidation of agricultural products through collection centres or cooperatives. This approach improves market access, reduces transaction costs and strengthens bargaining power for producers.
Logistics	N/A	Yes	Yes	Coordination and management of transportation and storage solutions to reduce post-harvest losses and enhance access to distant markets. It includes optimising supply chains to ensure timely and efficient delivery of goods while preserving quality.
Certification and	N/A	N/A	Yes	Demonstrating evidence for certifications like organic, Fairtrade or Global G.A.P; providing traceability systems or

compliance support				barcoding; and assisting with regulatory compliance for exports.
Market Access Score	0.025	0.05	0.1	

Agricultural Best Practice				
Categories	**Basic**	**Standard**	**High**	**Guidance and notes**
Provision on agronomic information	High level	Market specific	Farm specific	Delivering and or access to information to optimise agricultural practices and productivity. It may include advice on pest and disease management, agronomy and sustainable agricultural and labour practices. Examples of key areas are crop selection, land preparation, crop planning, water and soil fertility management, farm hygiene, post-harvest handling and storage, marketing practices and environmental sustainability. This information needs to be communicated through **digital channels** such as websites, apps and SMS if being disseminated.
Provision of on farm extension support services	At least annually	More than once a year	On demand, according to needs / requests	Delivering and or access to hands-on assistance and advisory services directly on farms to enhance productivity and practices, including, but not limited to, personalized guidance on crop and livestock management, implementing sustainable techniques, timing and adopting innovative technologies tailored to specific farm needs.
Provision of inputs	N/A	Yes	Yes	Supplying and or access to essential agricultural inputs such as seeds, fertilizers, pesticides, tools and equipment.
Agri-finance and insurance	Introductions to and/or outreach to providers	MoU with providers	Signed agreement with providers	Delivering or access to finance and insurance for agricultural operations. These services may include credit for purchasing inputs, investing in

				supporting infrastructure or managing cash flow throughout the crop cycle, as well as insurance products designed to protect farmers against risks like crop failure, natural disasters or market fluctuations.
Agricultural Best Practice score	0.0125	0.025	0.05	

Annex C – Eligible Co-financing

For the purposes of this financing round, eligible co-financing contributions are limited to:

- Cash and cash equivalents
- Current assets (including new inventory of the type deployed in the PURE Growth Fund)
- Supplier financing
- Accounts receivable (subtracting likely write-offs and subject to reasonable recuperation of outstanding credit)
- Equity investment (including quasi-equity instruments such as convertibles and guaranteed preference shares etc)
- Senior and junior debt (loans or lines of credit (to be used for the project)

The following types of co-financing are not eligible:

- Fixed assets
- Previously deployed inventory
- Historical investments—including capital expenditures already incurred
- In-kind contributions (either staff time, utilisation of equipment or facilities etc)

Applicants are encouraged to clearly document and substantiate all qualifying sources of co-financing in their submission.

Annex D – Example Payment Structure

Milestone	Payment amount	Reporting and payment timeline
Contract signature	EUR 160,000	Upon contract signature
Fixed milestone: Impact Cost Ratio + potential pre-defined flexible milestones	EUR 100,000	At 6 months (of implementation)
Fixed: Impact Cost Ratio + potential pre-defined flexible milestones incl. e.g. Environmental and Social Safeguarding Framework	EUR 110,000	At 12 months

Fixed: Impact Cost Ratio + potential pre-defined flexible milestones incl. implementation gender action plan towards fulfilling 2x Criteria	EUR 115,000	At 18 months
Fixed: Impact Cost Ratio + potential pre-defined flexible milestones + additional achievement: establishing a sustainable customer base	EUR 110,000	At 24 months
Fixed: Impact Cost Ratio + potential pre-defined flexible milestones incl. e.g. meeting co-financing requirements	EUR 115,000	At 30 months
Fixed: Impact Cost Ratio confirming sustainability of operation	EUR 100,000	At 36 months of implementation

This example shows a company receiving Incentive Capital of EUR 800,000. An additional EUR 10,000 has been paid out due to an additional achievement milestone completed at 24 months. Payment schedules will be agreed upon the company's financing needs as indicated in their financial models.