



PURE
GROWTH

Pure Growth Fund

Expression of Interest



Contents

1. Introduction	2
2. About the PURE Growth Fund	2
3. PURE Growth Fund Expression of Interest	2
4. Envisioned Application Requirements for PURE Growth Fund.....	3
5. Closing Notes	4
FAQs	5

The PURE Growth Fund is generously supported by the Austrian Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology.

 **Federal Ministry**
Republic of Austria
Climate Action, Environment,
Energy, Mobility,
Innovation and Technology

1. Introduction

The Renewable Energy and Energy Efficiency Partnership (REEEP) invites eligible companies to express their interest in future application to the PURE Growth Fund, focused on financing productive use of renewable energy (PURE) technologies deployed in agri-food value chains.

Agri-food value chains offer opportunities for enhancing low-carbon economic development and adaptation measures in a key sector to achieve Sustainable Development Goals (SDGs) and improve the socio-economic situation. Markets for PURE technologies are nascent or early-stage in sub-Saharan Africa. While several challenges have prevented the scaling-up of access to these technologies, the affordability of PURE equipment has been a major impediment to increasing access. Through the PURE Growth Fund, REEEP intends to address this with an approach that blends incentive capital with mobilisation of private finance, aggregation of market-level data, technical assistance provision and an articulation of private sector concerns into policy. The programme's first funding window "PURE Growth One" will be open to companies already operating or planning operations in Tanzania.

2. About the PURE Growth Fund

The PURE Growth Fund is designed to support the deployment of productive use of renewable energy (PURE) technologies within agri-food value chains. It aims to enhance low-carbon economic development and adaptation measures in the agri-food sector, contributing to achieving the SDGs while improving socio-economic outcomes in target markets. The fund supports companies in scaling up renewable energy solutions that increase agricultural productivity, preserve value or enhance agricultural services meeting the following criteria:

- currently in a **growth stage of their development**¹
- can absorb **EUR 250,000 to 1,000,000** of incentive capital over 3+ years of window implementation
- possess the **capacity to raise co-financing**²

3. PURE Growth Fund Expression of Interest

This Expression of Interest (EOI) is not an application for funding but serves as:

- A registration of interest in future incentive capital
- A means to receive initial high-level feedback on the business or project's alignment with the PURE Growth Fund's vision
- An opportunity to be informed about upcoming communications, updates and events related to the PURE Growth Fund

¹ This window of the PURE Growth Fund is targeted at growth-stage companies that have demonstrable market traction (i.e., proof of product-market fit, established policies and procedures for execution), a capacity to attract additional financing and clear evidence that PURE Growth funding would be additional to growing their capacity to deliver or adopt PURE services as part of their operations). Large, well-established firms that have moved beyond the growth stage are ineligible for funding, as the fund is designed to support companies that still require catalytic capital to scale their impact and expand their operations.

² Applicants that do not have the ability to raise co-financing and are 100% dependent on incentive capital to execute their goals may not be eligible for financing through the PURE Growth Fund.

At this stage, we do not require a proposal, but the **submission of your responses to the questionnaire under the following link by 14 March 2025**. Subsequently, you will receive high-level feedback by 28 March via email and be invited to a webinar on 3 April where we will respond to some of the most common issues and questions. During the process, you are welcome to submit your inquiries to the following e-mail address: pure@reeep.org. Please note that we will not be able to respond to all of your requests individually but will gather all questions in an FAQ document and respond to them during the webinar. Details will be communicated to all companies who submitted their EOI before the above-mentioned deadline.

Please note that the EOI does not replace an application once the funding window is launched and does not guarantee selection. Details on the application process will be published in Q2 2025. The below section provides an overview of eligible technologies and high-level assessment criteria for the funding window which should help you to gain a better understanding of your company's fit to the programme.

4. Envisioned Application Requirements for PURE Growth Fund

Productive use of renewable energy (PURE) technologies are those that utilise renewable energy to generate agricultural income, preserve agricultural value or deliver agricultural services. The clean energy technological solutions eligible for funding under this current window of the PURE Growth Fund include, but are not limited to:

- **Yield-increasing technologies** – solar water pumps, other renewable energy irrigation solutions, agricultural sprayers
- **Value preservation technologies** – fridges/freezers, cold rooms, milk chillers, large-scale ice creation, e-mobility solutions, agricultural waste transformation/utilisation
- **Processing technologies** – cereal or grain mills, canning and packaging technologies, produce driers, coffee roasters

Applicants wishing to participate in the “PURE Growth One” funding window will need to prove that their proposed technological intervention is of sufficiently high quality³ and that they are able to either market, sell and service PURE solutions to end customers or businesses in an affordable and sustainable fashion and/or demonstrate a sustainable way to scale their agribusiness operations utilising renewable energy solutions. Finally, while the programme is open to funding a wide range of technologies and sizes of projects, the programme will incentivise those that can demonstrate the highest scale of impact including levels of service and a min. three-year growth path integrating renewable energy solutions at its core. Applications must contain at least one private sector organisation that will lead the application process and act as the main contractual counterparty and contact point for REEEP during implementation. However, Applicants can agree to form consortiums with other for-profit or non-profit entities (led and represented by a for-profit Applicant) that have formed or agreed to form a consortium to apply for PURE Growth funding and implement the proposed outcomes.

The PURE Growth Fund is an impact-driven programme focusing on renewable energy solutions improving agri-food value chains. Proposals for PURE Growth funding will be assessed on:

³In an effort to encourage the take-up of high-performance technologies that provide long-lasting solutions to customers and businesses, Applicants to the PURE Growth Fund should source, utilise and service technologies that meet international standards for quality or technical excellence. These can include, but are not limited to: VeraSol certification, inclusion in Global Leap Awards Buyer's Guides (or Winner/Finalist status in previous Global Leap Award rounds), or other internationally recognised technical standards (e.g. IEC, ISO).

- **Technological efficiency and effectiveness:** impact on agri-food value chain efficiencies or sustainability and associated income generation or value preservation potential
- **Business model and scalability:** sustainability and growth potential of the business and solution
- **Environmental and development goals:** contribution to SDGs and environmental sustainability
- **Gender equality, disability and social inclusion (GEDSI):** integration of inclusivity practices

Other key considerations of the assessment will be focused towards:

- **Customer service levels:** quality of technology maintenance, repair services, customer service levels including tech maintenance and repair operations as well as potential services for improved agricultural practices that promote an "ecosystem-based approach" to developing technologies within agri-food value chains
- **Market access assistance:** providing users of the technology with, or demonstrating, a ready demand for agricultural products and/or an improved prices for these products. Examples of this could include, but are not limited to, directly buying produce from agri-food value chain actors, tangibly facilitating links to markets for produce, or providing information that can improve producers' ability to command better prices for their produce.

5. Closing Notes

This form is not an application for funding under the "PURE Growth One" funding window but is intended as a means for potential Applicants to express their interest in future incentive capital, become registered for future communications, updates and events, receive high-level initial feedback on their business or project in relation to the vision for the PURE Growth Fund and potential requirements.

Note that due to the quantity of Expressions of Interest, it may not be possible for REEEP to provide detailed individualized feedback to every interested Applicant, though we will provide every Applicant who completes an Expression of Interest with a brief commentary of the alignment of their business/project with PURE Growth Fund objectives and potential criteria as well as answer any questions through the FAQ process.

REEEP will review all questions received through the email address pure@reeep.org and update the FAQ document accordingly.

FAQs

1. Who is eligible to apply for the PURE Growth Fund?

Eligible applicants include for-profit private sector companies that:

- Are in the growth stage of their development
- Can absorb EUR 250,000 to 1,000,000 of incentive capital over a 3+ year implementation period
- Possess the capacity to raise co-financing
- For further information about consortia please see questions 4 and 5 below.

2. What types of technologies are eligible for funding under the PURE Growth Fund?

The PURE Growth Fund supports a wide range of renewable energy technologies that contribute to agricultural productivity, value preservation and processing. These include:

- Yield-increasing technologies – solar water pumps, other renewable energy irrigation solutions, agricultural sprayers
- Value preservation technologies – fridges/freezers, cold rooms, milk chillers, large-scale ice creation, e-mobility solutions, agricultural waste transformation/utilization
- Processing technologies – cereal or grain mills, canning and packaging technologies, produce driers, coffee roasters

Projects must demonstrate high-quality technological interventions that are affordable, sustainable and scalable.

3. What countries are eligible under the PURE Growth Fund?

The PURE Growth Fund is a multi-country programme. However, the first funding window (“Pure Growth One”) is exclusively focused on Tanzania. Future funding windows may expand to other countries, but currently, applicants must demonstrate operations or planned activities in Tanzania.

4. Is consortium participation allowed, and what are the requirements?

Yes, consortium participation is allowed. The following requirements apply:

- The consortium must be led by a for-profit private sector entity that acts as the main contract counterpart and contact point with REEEP
- Consortium members can be for-profit or non-profit entities
- While consortiums are free to organize themselves as they see fit, Applicants are encouraged to assemble consortium members that have specialized skillsets: avoiding duplication in roles or responsibilities among consortium members⁴ is encouraged
- All programme communications must be coordinated through the Lead Applicant, who is also responsible for contract implementation

⁴ For example, a three-member consortium in which two consortium members are responsible for farmer training and one is responsible for technology provision would be viewed less favourably than a three-member consortium in which one member is responsible for market access enhancement, one is responsible for farmer training and one is responsible for technology provision.

5. How is the funding structured and what is the duration of support?

The PURE Growth Fund provides incentive capital ranging from EUR 250,000 to 1,000,000 per project over 3+ years. The funding is structured to incentivize impactful and scalable renewable energy solutions. Applicants must demonstrate the capacity to raise co-financing to complement the support received from the PURE Growth Fund.

6. Will there be further funding rounds in the future?

Depending on the availability of funds, the PURE Growth Fund is aiming to launch further funding windows in the future. Our website and social media will be updated accordingly to inform you when further funding opportunities become available.

7. Can a single installation project qualify for funding?

The PURE Growth Fund is designed to support scalable solutions with significant impact. While single installation projects are not explicitly excluded, they may receive lower evaluation scores due to the inherent risks associated with unitary deployments. Applicants are encouraged to propose scalable solutions with a clear growth path over a minimum of three years.

8. Do I need to provide a detailed proposal with the EOI?

No, at this stage we only require you to fill out the questionnaire in MS Forms under the following link: <https://forms.office.com/e/X5ESGCKzsq>

9. Will I receive feedback on my Expression of Interest?

Yes, all applicants who complete an Expression of Interest will receive a brief commentary assessment regarding the alignment of their business or project with the PURE Growth Fund's objectives and potential criteria. However, due to the volume of submissions, detailed individualized feedback may not be possible.

10. How can I get more information or support during the Expression of Interest process?

For further inquiries or support, applicants can:

- Attend the scheduled Webinar on FAQs
- Submit questions via email to pure@reeep.org. The FAQ document will be periodically updated based on common questions received

Please note that we will not be able to respond to all requests individually.

11. What are the next steps after the EOI stage and important timelines?

The key timelines are as follows:

- Submission deadline: Expression of Interest must be submitted by 14 March 2025
- Feedback date: high-level feedback will be provided by 28 March
- Webinar on FAQs: scheduled for 3 April. A webinar will be held to address common questions about the application process

- Full Application: Launch of the Application window for the PURE Growth Fund is expected in Q2 2025. Details on the funding window including instructions how to apply and important deadlines will be published on our website and social media

12. Will submitting an EOI guarantee selection?

No, the Expression of Interest stage only serves for registering your interest in incentive capital for your PURE solution. Please note that in order to apply for the "PURE Growth One" funding window, a full application will need to be submitted. Further details on the application process will be published once the application window is launched in Q2 2025.