

## Frequently Asked Questions

Enclosed are the responses to questions posed to the [pure@reeep.org](mailto:pure@reeep.org) email address, both before and after the launch of the Guidelines. Questions that duplicate / closely mirror those included below will not be responded to individually, only new lines of inquiry will be broken out

Note that this version was last edited on **11 June 2025**.

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

- For-profit companies that are legally registered in their country of jurisdiction and have an established legal entity in Tanzania, or will have one set up before a contract is signed
- Productive use technology is already at the core of their business, or will be sufficiently additional to the 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).
- Companies that are able to demonstrate co-financing in their business plan

### 2. Are Zanzibari companies eligible to apply?

Yes, the programme is open to businesses operating in Zanzibar and/or mainland Tanzania.

### 3. Do I need to have local presence in Tanzania?

Yes, the Applicant must be registered in Tanzania at the time of contracting. International companies must either already have a local entity or be prepared to establish one before finalising the contract. The contract will be signed only with the Tanzanian registered entity.

### 4. What is the minimum or maximum size of companies that will be supported?

We support growth-stage companies that have demonstrated market traction and experience but still require funding to scale their impact. Large, well-established companies with sufficient access to commercial financing are not eligible. Companies should demonstrate 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).

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

Yes. Requirements include:

- A for-profit private sector entity must lead the Consortium
- Consortium members may be for-profit or non-profit entities, but all consortium members must be legally registered entities in their respective jurisdiction.
- Consortia should be complementary, ideally structured to leverage specialised expertise, avoiding redundancy in roles and responsibilities among members.

- The Lead Applicant is the main contract counterpart and must coordinate all programme communications, reporting and accountability towards the programme.

## 6. What countries are eligible under the PURE Growth Fund?

The first funding window ('PURE Growth One') is exclusively focused on Tanzania. Future windows may expand to other countries.

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

Eligible technologies enable the Productive Use of Renewable Energy (PURE) in agri-food value chains, including:

- **Processing:** e.g. solar-powered grain mills, solar driers, clean-energy powered coffee roasting and packaging machinery
- **Storage:** e.g. 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)
- **Production:** e.g. solar water pumps (and corresponding irrigation equipment), technologies used to distribute/direct pesticides, herbicides fungicides or fertilisers, egg incubation/hatcheries and fish farming/pisciculture
- **Transportation:** e.g. 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:** e.g. biogas digesters, biomass gasifiers, pellet boilers, and manufacturing of products from agricultural byproducts

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

The PURE Growth Fund provides incentive capital between EUR 250,000 and 1,000,000 per project over a 3+ year implementation period. Funding is milestone-based to incentivise impactful and scalable renewable energy solutions. Co-financing is required.

## 9. Will there be further funding rounds in the future?

Yes, depending on availability of funds. Updates will be shared on our website and social media.

## 10. Can a single installation project qualify for funding?

Single installation projects are not explicitly excluded, but they may score lower due to risks. Applicants are encouraged to propose scalable solutions with clear growth paths over at least three years.

## 11. How will my application be assessed if my company uses multiple technologies?

Companies using multiple technologies are eligible to apply. The proposal must clearly outline:

- Which technologies will be deployed and how they fit the multi-tier framework
- How they will be integrated into the project
- The intended scale and alignment with overall business plan of the Applicant

Applicants are encouraged to focus on the product lines with the strongest commercial potential and the greatest impact. A well-defined and strategic approach to technology deployment will strengthen the application.

## 12. What forms of financing does the PURE Growth Fund provide?

The PURE Growth Fund provides Incentive Capital which 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.

## 13. Will it be mandatory for applicants to raise co-funding and at what ratio?

Yes, co-financing is mandatory. Specific ratios will be determined for each company individually.

## 14. Can one company apply for the full amount of incentive capital funding?

No. Individual companies can apply for a maximum of EUR 1,000,000. The fund will be distributed among selected projects.

## 15. Will the fund include technical assistance or business development support?

Yes. Support will be tailored to company needs and may include:

- Finance facilitation
- Business strategy
- Marketing
- Logistics and supply chain
- Value chain management and agronomic optimisation
- Environmental and social management systems
- Gender mainstreaming
- Compliance
- Governance

The support will be provided by in-house experts in the REEEP team as well as selected third-party providers.

## 16. Will the PURE Growth Fund provide PURE technologies for my agribusiness?

No, the PURE Growth Fund will not provide any technologies. It will support PURE technology providers to grow their business as well as agribusinesses that want to integrate renewable energy into their operations. The sourcing of the technology is the responsibility of the applicant. The specifications (incl. type of technology, costs etc.) should be clarified by the time of the application and clearly described in the application documents.

## 17. Will there be opportunities for direct engagement in policy dialogue to shape the enabling environment for clean energy adoption?

We aim to create an enabling environment for the PURE sector by working with policymakers and bringing different stakeholders together. We will ensure the articulation of private sector concerns to the public sector. Moreover, we will work closely with companies and also consider any feedback provided. Finally, we will keep you informed about any planned events.

**18. If my company is not selected in this financing window, will the application be considered in the next funding round?**

No, every funding window will consider applications separately. High potential companies that were not selected initially might be put on the reserve list and could receive financing if additional funding is coming in or if initially selected companies do not pass the due diligence stage. Any decision and updates will be clearly communicated.

**19. If my company is not selected for this financing window, would I still be able to access services such as mentorship, networking, links to funders, financial and business plan coaching?**

No, while the PURE Growth Fund offers a range of services (Incentive Capital and technical assistance being the main components), they will only be available to selected companies. REEEP is happy to keep you informed about any parallel opportunities with other programmes in Tanzania and elsewhere, as well as keep you informed about any market-level engagements of REEEP under PURE Growth and other programmes as well as within its network. You can stay informed by subscribing to REEEP news on our [website](#) and following REEEP on [LinkedIn](#).

**20. Will the PURE Growth Fund also be available in other countries?**

We are aiming to build a multi-country programme with Tanzania being the first country of implementation. The expansion will depend on additional funding of the programme. We will keep you informed about potential expansions, updates and new funding windows of the programme through emails, our websites and social media channels.

**21. How long will the implementation period be?**

The current funding window implementation period is about 3 years, at least until the end of 2028.

**Does this call focus on those who are start-ups or only those already established before?**

Please consult Section 3.1 of the PURE Growth Fund Application Guidelines for a detailed description of eligibility. Applicants should be able to prove a minimum revenue of EUR 50,000 in the last financial year (2024), and as such should have been operating in 2024.

**What about partners, are we allowed to partner so that we can give this service through partnership? Or if someone can decide to join hands to work as a team?**

Yes, consortiums can apply for the PURE Growth Fund incentive capital. Please consult Section 4 of the PURE Growth Fund Application Guidelines for more information on how consortiums can be formed. As well the overall eligibility criteria in section 3.1 of the Application Guideline

What is our requesting fund may be below the target budget you have as 250,000\$ but maybe we only need 150,000/= \$ or below is that allowed for we to apply?

Applicants that cannot convincingly demonstrate a capacity to productively utilize a minimum of 250,000 Euros of incentive capital in the three years of implementation will not be eligible to apply for this window of the PURE Growth Fund

What if we have 2 different strategy in one solution, as we started with one now we want to apply to get fund, are we allowed to apply with either one or two strategy as long as it's in the same solution with one company ?

Applicants are welcome to combine different technological solutions and strategies as they see fit. These do not need to be submitted as different applications. These different solutions should interact in a coherent way to support the activities of one or more agri-food value chains. Applicants are encouraged to focus on the product lines with the strongest commercial potential and the greatest impact. A well-defined and strategic approach to technology deployment will strengthen the application.

I wish to request for information on Eligibility for a Kenyan organization. We are in Kenya, East Africa. Kindly advise us if we can apply for a grant.

As per section 3.1 of the PURE Growth Fund Application Guidelines, for-profit companies legally registered in their country of jurisdiction are eligible to apply for PURE Growth Fund incentive capital. This includes organizations from Kenya. The Applicant must have an established legal entity set up in Tanzania before contracts are signed. The contract will be signed only with the Tanzanian registered entity.

For Solar Pumps, the use of water output alone to define a Tier seems problematic. In dryer regions like Dodoma, farmers may need to extract water from 80+m of depth. In hilly areas like Njombe, a farmer may pump from a river up a hill with a similar lift requirement (TDH of 80m or more). The cost of such a system is 4-8x that of a similar-water-output-system at a lower TDH of say 5m. Aligning these different pump-scenarios in terms of incentive seems to disadvantage farmers living in regions where greater water lift is necessary. A larger incentive is needed for the farmer in Dodoma or Njombe even if the water output is the same, as the pump system cost is so much greater. Can you help me understand how we can design our incentive structure to still be able to support farmers in areas with higher TDH?

Applicants are free to determine the customer-specific incentive level that is required for technology deployment in specific areas and are able to vary this incentive in several ways. The incentive levels required for customers in different regions requiring different product specifications accordingly should be reflected in the total incentive capital request and could be e.g. averaged based on internal priorities and strategic decisions on target regions. The incentives under PURE Growth Fund are not fixed to a certain level per customer as such. It is understood that those areas with deeper groundwater sources will require more power to pump the same amount of water as those areas with more shallow groundwater sources, and Applicants are encouraged to take these variations into consideration when requesting subsidies.

Applicants with specific questions as to how to categorize their offerings can supply performance information of their chosen solutions to [pure-technical@reeep.org](mailto:pure-technical@reeep.org)

The co-financing requirement is not totally clear, as it is referenced as being unique to each company. Will we be asked to propose a co-financing amount at the application stage, and if so how should we think about it?

There is no minimum co-financing threshold. However, applications with no co-financing are not eligible. Applicants should, at the application stage, describe their existing co-financing commitments as well as how they will plan to raise co-financing throughout the proposed 3-year execution period of PURE Growth Fund activities. Higher levels of committed co-financing is valued positively in the operational readiness evaluation. Higher credibility of indicated co-financing fundraising efforts are similarly valued positively in the operational readiness evaluation.

Should Market Access and Ag Best Practices be considered as being introduced during the project, a) would we assign them as milestones with funding amounts associated with them, and b) would the inclusion of these benefits be considered in the application evaluation scoring, or does the application evaluation only consider what is already in place (backwards looking vs. forward looking)?

When filling out the ICR Calculator, Applicants are requested to describe their current level of Market Access and Agricultural Best Practice support (this could be considered backwards-looking, or a snapshot of current capacities). Applicants who plan to increase their capacity to deliver Market Access or Agricultural Best Practices services over the three years of project execution are requested to factor in any costs associated with these improvements into their project budgets (forward-looking changes are to be reflected here). Improvement of related services is valued positively in the operational readiness evaluation and will be reflected among others in scoring for quality and reliability of the technology, project risk, competitive advantage, and innovation and market additionality, with applicability in some cases to co-financing leverage.