

FAQ

- **What is AL-INVEST Verde?**
 AL-INVEST Verde is a programme, funded by the European Union (EU) that aims to promote sustainable growth and job creation by supporting the transition to a low-carbon, resource-efficient and more circular economy across the Latin American region.
- **How does AL-INVEST Verde support the Latin American private sector?**
 The programme has funding of €25 million to promote the growth of micro, small and medium-sized enterprises in Latin America, through the promotion of sustainable practices such as reducing the carbon footprint of their processes, greater efficiency in the use of resources, etc. This, with a view to contributing to their transition towards a greener and more circular economy to address global challenges such as climate change, deforestation or biodiversity loss.
- **What motivates the EU to cooperate with the private sector in Latin America?**
 The EU has taken a leading role in environmental transition issues. This initiative responds to the EU's willingness to cooperate with Latin America, as it considers these countries to be partners in achieving sustainable development, with the private sector being an important axis for these purposes.
- **What is the duration of the programme?**
 The programme will run for four years.
 It was launched in December 2021 and is scheduled for completion in November 2025.
- **How many components does the programme have?**
 The programme is made up of three components:
 - **Component 1:** This is a consortium of institutions from the region and the EU, which promotes the transformation of MSMEs through cross-cutting actions and the management of funds for innovative projects aimed at green transformation and the implementation of sustainable practices in the private sector. This component is led by sequa.
 - **Component 2:** Aims to assist the public sector in the effective implementation of environmental and labour regulations in accordance with international agreements. This component is being implemented by the Fundación Internacional y para Iberoamérica de Administración y Políticas Públicas - FIIAPP and the Instituto Italo Latinoamericano - IILA.
 - **Component 3:** Seeks to promote the use of intellectual property rights as a crucial driver of competitiveness and innovation to protect value generation by MSMEs. This component is being implemented by the European Union Intellectual Property Office.
- **How will the component of private sector support work?**
 The private sector support component of the programme - Component 1 - is led by sequa, an organisation that implements cooperation projects and programmes worldwide and is based in Bonn, Germany.

sequa is accompanied in the implementation of this component by various organisations that form a Consortium:

Guatemalan Association of Exporters - AGEXPORT	Guatemala
Brazilian Confederation of Trade and Business Associations - CACB	Brazil
Chamber of Industry, Commerce, Services and Tourism of Santa Cruz - CAINCO	Bolivia
Lima Chamber of Commerce	Peru
Employers' Confederation of the Mexican Republic - COPARMEX Jalisco	Mexico
EUROCHAMBRES	Association of European Chambers of Commerce and Industry

The funding of projects will be carried out through a competitive selection via public calls for proposals, whereby eligible institutions from Latin American and EU countries can present an innovative project in line with the objectives of AL-INVEST Verde.

It is envisaged that there could be 2 or more calls for proposals.

- What is the purpose of the call for proposals for projects to support the green transformation of the private sector?
The call for proposals aims to provide funding opportunities for innovative projects implemented by partnerships between Latin American and EU institutions to encourage SMEs in the region to adopt cleaner and more efficient products, processes and services. This is a key element of competitiveness in the sense of positioning them at the forefront of their sectors and expanding their marketing possibilities under the new standards and regulations of the European Union.
- Which institutions are eligible to submit proposals in the first call?
The first call opened on 28 March and will remain open until the end of June.

Each project must be submitted by a partnership between at least one one Latin American and one EU institution, one of them being defined as leader or lead applicant and the others as partners.

To apply as a leader, the following criteria must be met:

- Be a non-profit legal entity
- Be established in one of the eligible Latin American countries or in an EU Member State.
- To be a type of organisation:
 - A business organisation representing the private sector. Example: Chambers of commerce, bi- or multilateral chambers, sector-specific trade, industrial and professional associations, cooperatives, sectoral agencies working with SMEs.
 - Research centres or *Think-Tanks* and other organisations focused on innovation, digitalisation or transition to the green economy.
- What kind of projects are eligible to submit proposals under the first call?
In the call for proposals you can apply for two lots:

Lot 1: Sustainable, deforestation-free agri-food systems and value chains:

- Traceability solutions tailored to MSMEs and small producer organisations that facilitate sustainable, deforestation-free trade flows in key agri-food value chains.
- Sustainable agricultural practices adapted to SMEs and small producers' organisations (development of deforestation-free production systems supported by technology and focusing on agroforestry, soil fertility, profit optimisation and product quality).
- Sustainable and regenerative agroforestry systems and forest plantations (providing fuel for food processing and other wood products) that do not result from deforestation or forest degradation in landscapes that combine agriculture and protection of natural forests.
- Existing sustainable agricultural and agroforestry practices, inspired by the Farm to Fork strategy, such as organic farming, sustainable use of pesticides, protecting crops from pests, diseases and forest fire outbreaks, improving animal welfare standards, reducing the carbon footprint and promoting the bioeconomy.

Lot 2: Transition to low-carbon, resource-efficient and circular business models:

- Use of eco-innovation and eco-design approaches supported by new technologies, research and design of products with lower environmental impact throughout the life cycle.
- Introduction of clean energy sources and resource efficiency practices; reduction of CO₂ emissions; prevention/minimisation/reduction and management of industrial waste.
- Reducing CO₂ emissions in the distribution of products and services to retailers and consumers.
- Improved traceability of goods.
- Sustainable tourism practices that add value to sustainable local production.
- Adoption of new business models based on the rental of goods.
- Adoption of Extended Producer Responsibility (EPR) systems
- Increasing consumer awareness (promotion of recycling practices, reduction of waste and in particular plastic waste, information on traceability and carbon footprint of products); development of credible, robust and ambitious eco-labelling schemes and environmental excellence procedures.

- **How will the proposals be evaluated?**

The consortium in charge of the implementation of Component 1 of the programme will be responsible for the evaluation of proposals.

- **In which Latin American countries will the Programme be implemented?**

The following countries can be beneficiaries of the programme's actions: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela.

- **How can Latin American business organisations connect with European organisations?**

In addition to the professional contacts and previous alliances that may exist, a digital platform has been set up with different tools to facilitate interaction between Latin American and European organisations.

Full information can be found on the programme website www.alinvest-verde.eu

- How will the projects be financed?
The maximum funding from European funds for projects submitted is 300,000 euros, and the minimum is 250,000 euros.
- 80% of the programme's eligible expenditure is financed by European funds, in accordance with established contracting and accountability procedures.