



IMPROVING ACCESS TO TRANSITION FINANCE TO ACCELERATE GREEN BUILDING TAKE UP

Maria Teresita Lacerna

Legal Adviser and Lead – Sustainable Finance and Green Development



OBJECTIVES:

1. Establish the crucial role of CEFIA in helping accelerate financing and investments in green building
2. Present the outputs and outcomes of the transition finance work with pilot FIs
3. Document the challenges and lessons learned in project implementation



TOPICS

1. CEFIA and ADFIAP Partnership
2. Work with FIs
3. Challenges and Lessons Learned

91 MEMBERS
40 COUNTRIES

FOUNDED 1976
6th ADB Conference for DFIs

**FOUNDING
MEMBER**



NGO



shutterstock - 86906944

**Associations Make
a Better World
Award 2008**

CSR Works



**Asia's Best
Sustainability
Report 2015**



**To advance sustainable development by
incorporating EESG principles in financing
projects and programs**

Financing decarbonization of the building sector

OBJECTIVES

- Achieve Asean-wide collaboration on cleaner energy finance
- Identify and address challenges in financing green building and low-carbon technology
- Enhance access to finance to transform the green building market

COLLABORATION ROADMAP



PHASE 1 2020-2021	PHASE 2 2021-22	PHASE 3 2022-23	PHASE 4 2023-24	PHASE 5 2024-25
<ul style="list-style-type: none"> • FI Study on Green Finance 2020 • CEFIA Forum 2021 	<ul style="list-style-type: none"> • Transition Finance Study • Awareness Videos: GB, TF • Webinar • 2022 CEFIA Forum 	<ul style="list-style-type: none"> • Transition Finance Lab • FI Diagnostics (PUNB, SME Bank and DBP) • 2023 Study on ESCOs Malaysia • 2023 CEFIA Forum 	<ul style="list-style-type: none"> • DBP pilot implementation; capacity building, program development, marketing plan • 2024 CEFIA Forum 	<ul style="list-style-type: none"> • DBP Pilot implementation <ul style="list-style-type: none"> • market engagement • client transaction • BPMB Diagnostics • 2024 CEFIA Forum • 2025 CEFIA Forum

STEPS

**Baseline
Assessment
and
Diagnostics**

**Program
Development**

**Strategic
Marketing
and Client
Engagement**

**Monitoring
and
Verification**

**Reporting
Impact and
Learnings**

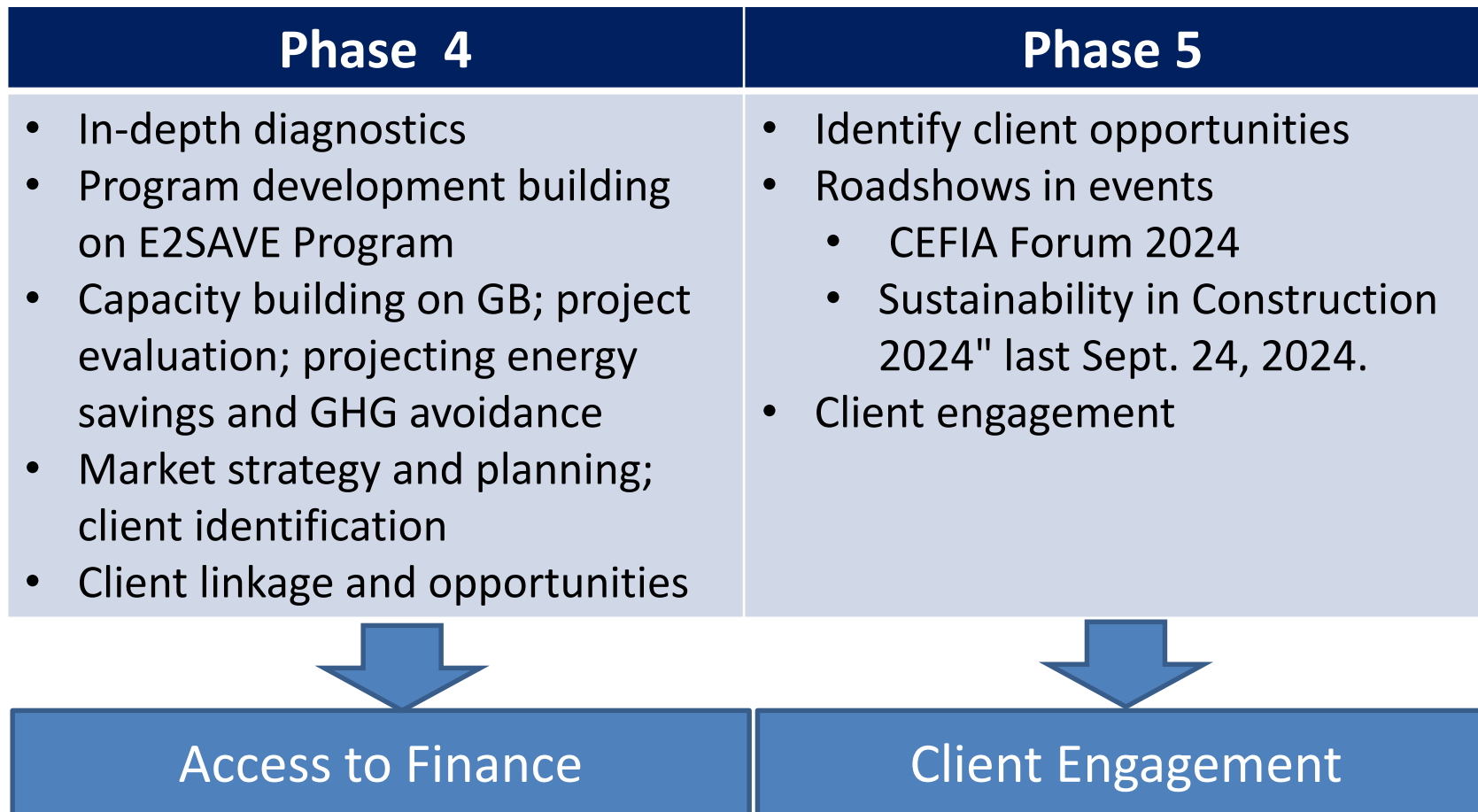
Baseline
Assessment and
Diagnostics

Program
Development

Expected Outcomes

- Development and implementation of a GB Financing Program
- Generate interests of owners and developers leading to financing transactions for GB/ZEB







Readiness
Assessment

Review of
Documents

Diagnostics
Report

- Marketing is not a priority
- Unavailability of funds to launch roadshows and marketing activities
- Need to enhance marketing skills
- Change of leadership

- More time to design a GB
- Need for advocacy marketing
- Data privacy and confidentiality
- Limited project period

- Advocacy Marketing to inform the target clients of the business case for GB/EEZ
- Market Development: helping create a pipeline of projects for the FIs

Supply = Demand

Thank You!