
FINANCIAL ALLIES & THE FINANCING NAVIGATOR

Who are the Financial Allies?

The Financial Allies are market-leading financing companies that have made specific, actionable commitments to funding decarbonization of the built environment through energy efficiency and renewable energy projects. They have capital to invest in projects and are actively seeking opportunities to do so. They represent large, medium, and start-up companies offering a variety of financial products to support their partners' climate goals.

Financial Allies commit to the Better Climate Challenge by setting a dollar amount financing goal *while also reporting* the emissions reductions resulting from their financing and investing activities.

What is the goal of the Financial Allies Program?

Primarily, the program aims to educate the market about financial products specifically designed and/or tailored for energy efficiency and renewable energy projects, and to connect companies, building owners, and vendors with the financing providers who offer these products. Financial Allies work to demystify their offerings, therefore facilitating the adoption of financial products within companies' efforts to decarbonize.

What is the Financing Navigator?

The [Financing Navigator](#), hosted on the Better Buildings website, presents tools, implementation models, and best practices to help partners identify the best financial products for their specific needs.

Features of the Financing Navigator include:

▶ [Connect with Allies](#)

Partners are welcome to contact any Financial Ally directly through contact information listed on the Ally's overview page. Partners can also filter among the list of Allies based on the financial products they offer, sectors they work with, technologies they finance, and locations they serve.

▶ [Factsheets and Resources](#)

The Financing Navigator hosts a collection of resources and "fact sheets" which explain various energy financing options, high-level market overviews, and regionally-focused financing policies and programs. The available resources also include slide decks from presentations and webinar recordings which tackle various developments, strategies, and successes within the green finance world.

▶ [Ally Solutions](#)

Financial Allies write case studies with Better Buildings to share best practices, methodologies, and provide a model for other organizations to replicate.

Types of Solutions

- ▶ **Implementation Models** offer a replicable solution on the steps taken across a project's *planning, financing, process, and partnership* phases.
- ▶ **Solutions-at-a-Glance** provide a quick overview of a financing product to help partners become familiar with the options available.
- ▶ **Webinars, Presentations, and Toolkits** offer education for partners across all steps of their financing journey.