

About the Financial Allies program

The Better Buildings & Better Plants Financial Allies program aims to educate the market about financial products specifically designed and/or tailored for energy projects and to connect companies, building owners, and vendors with financing providers who offer these products.

Who are the Financial Allies?

Better Buildings & Better Plants Initiative Financial Allies are financing companies that have made specific, actionable commitments to help partners and other organizations fund energy savings projects, demonstrate transparency in their approaches for others to follow, and promote financing opportunities for 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 the Initiative's partners' energy reduction goals. Financial Allies commit to the Better Buildings & Better Plants Initiative by setting a dollar amount financing goal they will invest or finance in energy savings projects.

What is the Financing Navigator?

The [Financing Navigator](#), hosted on the Better Buildings & Better Plants Solution Center, 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 the list of Allies based on the financial products they offer, sectors they work with, technologies they finance, and locations they serve.
- ▶ **[Fact Sheets and Resources](#)**: The Financing Navigator hosts resources and fact sheets that explain energy financing options and practices as well as regionally-focused financing policies and programs. The available resources also include slide decks from presentations and webinar recordings that tackle various developments, strategies, and successes.
- ▶ **[Ally Solutions](#)**: Financial Allies write case studies with the Initiative to share best practices, methodologies, and models 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.