



# RENEWABLE ENERGY ACCESS AND SUSTAINABILITY



# Strategy

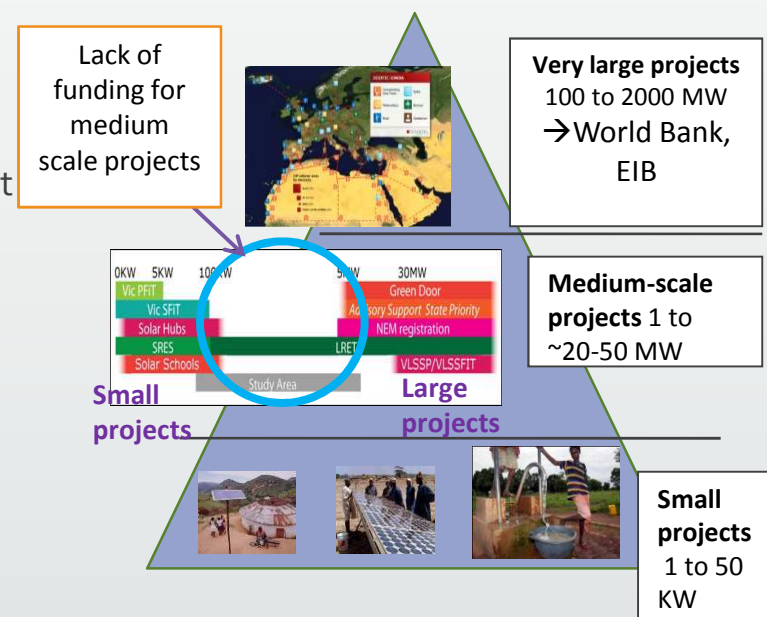
## AREAS' action scope: the Death Valley :

- Numerous infrastructure development projects exist in developing regions that address populations' needs at the regional scale ,generally medium-sized (between 1-50 M€).

they hold several advantages:

- Answering consumers' demand more effectively and quicker
- Shorter-term commitments from investors (and therefore profitable quicker)
- Their size allows the scaling up of initiative for regional deployment

There is an acute lack of efficient financial structuration for these projects in order to make them more profitable and to provide consumers with an access to essential infrastructures on a more human scale.



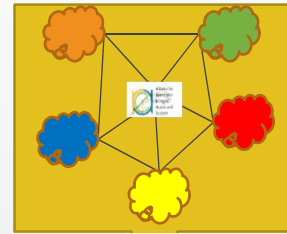
The DiMed is willing to develop new financial tools to provide new source of funding to these projects.

# Executive Summary

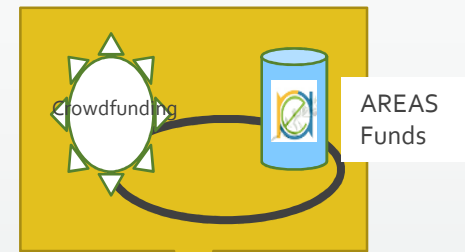
Projects / Portfolio



Stakeholders Networks



Financial Tools



AREAS's Objective :

=> In order to accelerate the development of medium-sized projects, AREAS aims at reducing the management costs during the phase of consolidation, financial structuring and transaction of the projects.

AREAS's Business model :

=> AREAS is to present a projects' portfolio to a network of stakeholders using innovative financial tools (crowdfundings and funds) gathered in a new generation Cooperative and intelligent System

# AREAS Crowdfunding



AREAS steering group for crowdfunding study:

❖ Members of steering group are representatives from the **following institutions:**

- The World Bank
- The EIB
- The UFM Secretariat
- The AFD
- The Mediterranean Energy Observatory
- The CDC
- The French Treasury
- The French Ministry of Foreign Affairs
- Babyloan and Anaxago crowdfunding platforms



# AREAS Crowdfunding – Feasibility Study

## ❖ Feasibility Study :

### Volet 1 : Partie technique

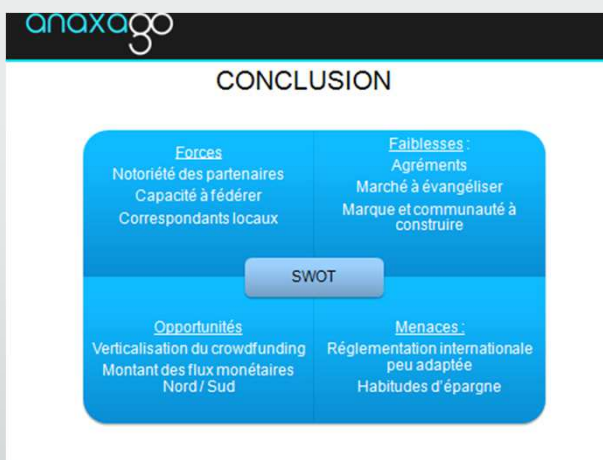
Comment utiliser le crowdfunding dans un projet de développement :

quels types de financement (don, prêt, investissement) ? Quels enjeux (juridiques, fiscaux...)?

Ce volet mènera à la réalisation d'un cahier des charges technique pour la réalisation de la plateforme.

### Volet 2 : Etude des diasporas et phase de test

Dans quelle mesure est-il envisageable de mobiliser l'épargne des diasporas/binationaux pour une participation financière à ces projets d'infrastructures ?



### Premières tendances

- Un site d'investissement return plus que solidaire
- Plateforme de vente de supports d'investissement sur les projets (type Homestrings)
- En diffusion essentiellement classique (couple risque rentabilité, plus que projet ou porteur de projet)
- Fortement réassuré (partenaires – signatures – marque)
- Diffusé notamment par partenariats et marketing
- Diffusé plus large que vers les seules diasporas
  - Diasporas
  - Binationaux
  - Amis d'un sujet ou d'une zone géographique,
  - Grand public

# A unique Project' Structuring

- A 5 steps' cycle :



1. **Projects' Sourcing:** we group initiatives together into **projects portfolio** in order to **reduce risk** and improve projects' overall profitability.
2. **Projects' Rating:** we carefully **select** project through a **high standard application program**.
3. **Projects' Financial structuration:** we take charge of projects financial structuring, creating **synergies** between public and private funds, as well as investments from the civil society.
4. **Crowdfunding campaign:** by introducing crowdfunding as a financial mechanism **completing the traditional approach**, we turn difficult initiatives into **investment opportunities**.
5. **AREAS Fund:** AREAS disposes of its **own investment fund** which can be used to **complete** the financing of the projects if needed.

# Next Step

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- **July 2014:**

Presentation of the conclusions of different **consultation programs and feasibility studies**

- **September 2014:**

Presentation of 4 innovative financing solution to funds development projects in the MENA countries.

- **November 2014:**

**AREAS Launch Ceremony:**

- **Launch the AREAS platform's testing phase** with high quality projects carefully selected by the AREAS team members.
- **Formalize our collaboration** with many key stakeholders and turn it into a **long-term partnership**, notably by signing official MoUs and letters of intention.



Premier ministre

Délégation  
interministérielle  
à la Méditerranée



Thank you for your  
attention

Contact : [philippe.lorec@um-elysee.fr](mailto:philippe.lorec@um-elysee.fr) 01 40 58 78 69