

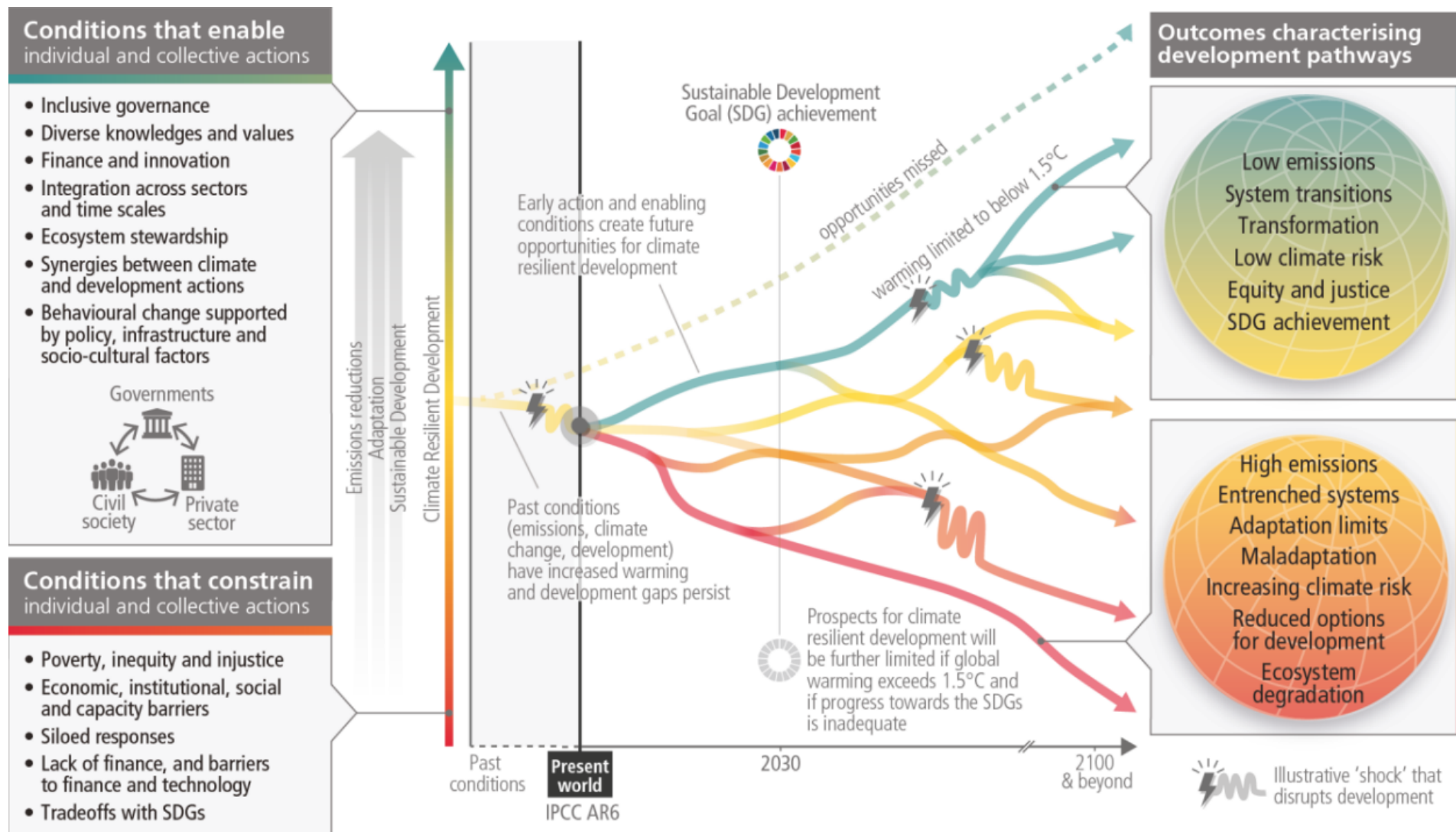
# Growth & Funding Opportunities in Sustainability

**Dr. Mariana Bozesan**  
GSW, Dubai, May 6, 2023



# Extraordinary opportunities for women in sustainability

Investment money from governments: IPCC Report March 2023



# **The Equality Moonshot**

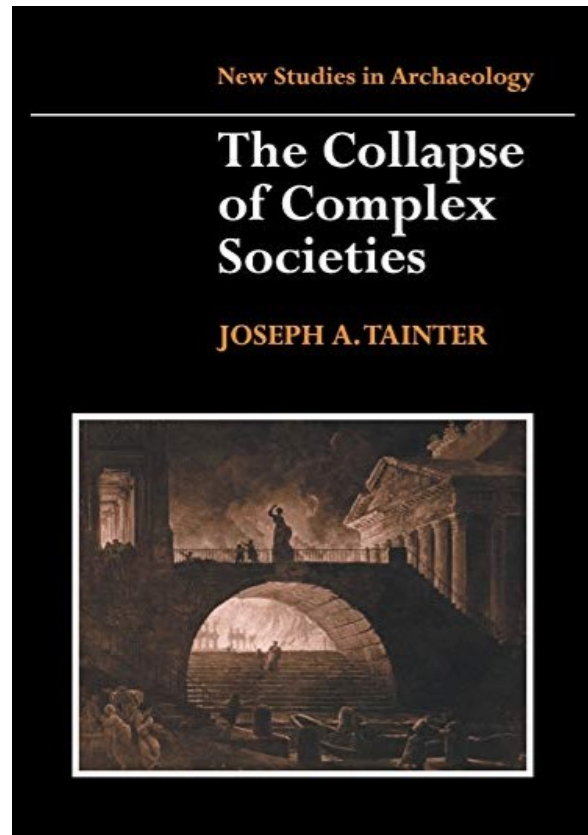
## **90% Emission Reduction by 2035 is Possible**



# Crisis vs. abundance: Unique opportunity in history

## CRISIS

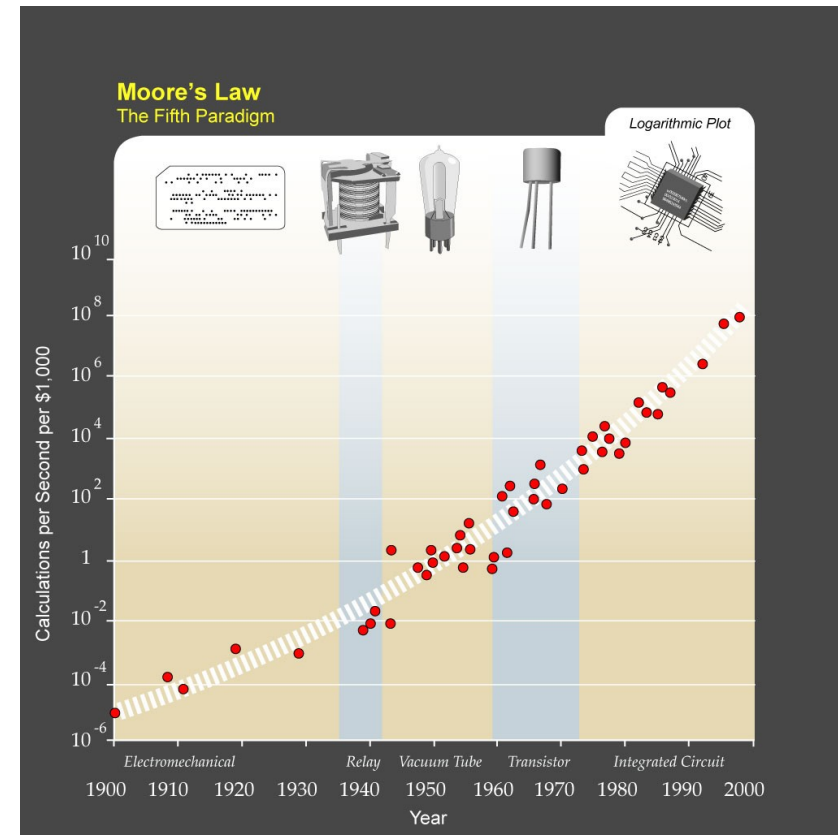
### THE LAW OF DIMINISHING RETURNS



Source: Diminishing returns. (2023, February 9). In *Wikipedia*. [https://en.wikipedia.org/wiki/Diminishing\\_returns](https://en.wikipedia.org/wiki/Diminishing_returns)

## ABUNDANCE

### THE LAW OF ACCELERATED RETURNS



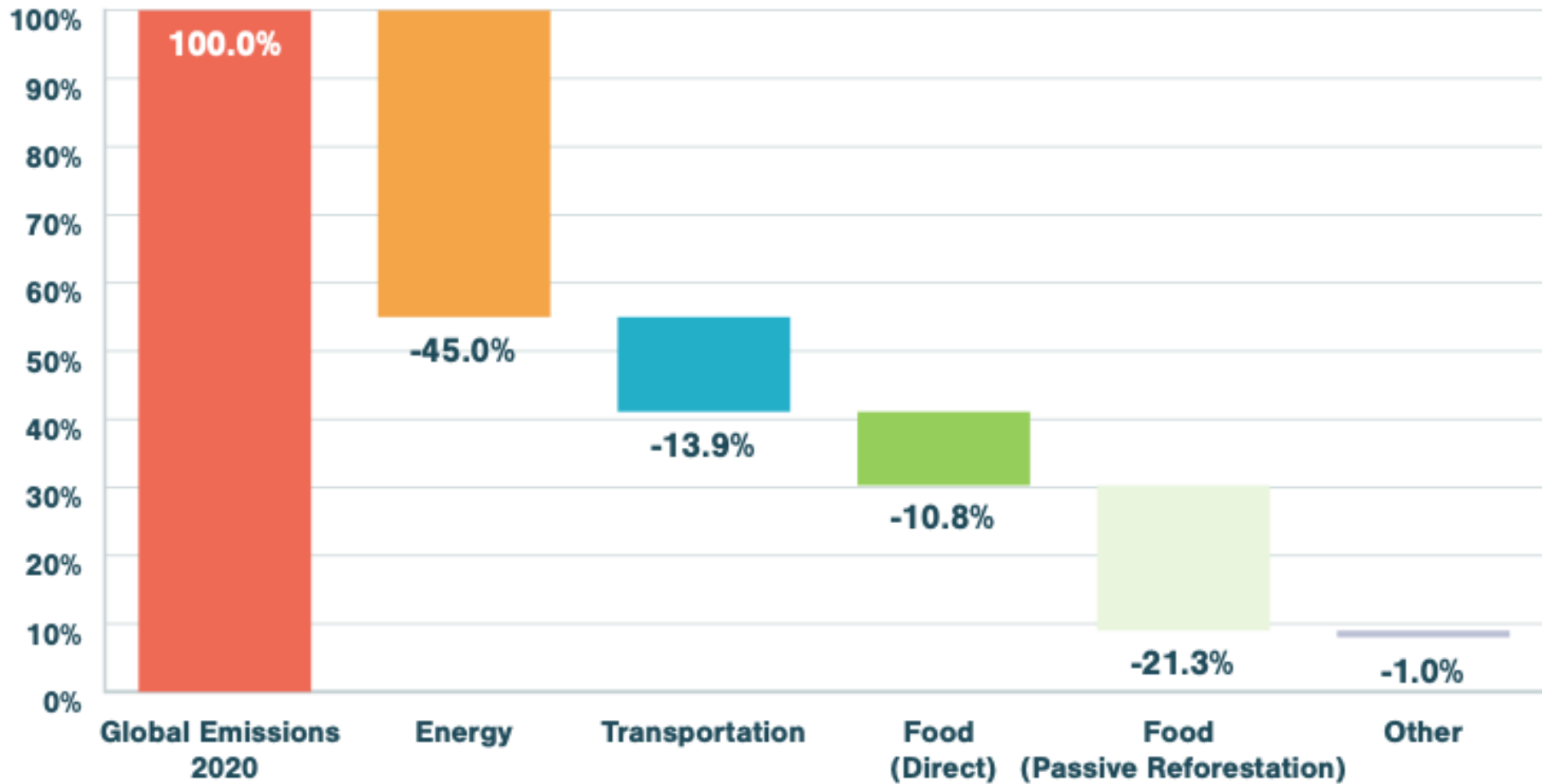
Source: The Law of Accelerated Returns, [https://en.wikipedia.org/wiki/Accelerating\\_change#/media/File:PPTMoore'sLawai.jpg](https://en.wikipedia.org/wiki/Accelerating_change#/media/File:PPTMoore'sLawai.jpg)

**Great funding and opportunities for women-owned businesses is available today**



# Available funding and growth opportunities

90% EMISSION REDUCTION THROUGH ENERGY, TRANSPORTATION, FOOD



Source: RethinkX.

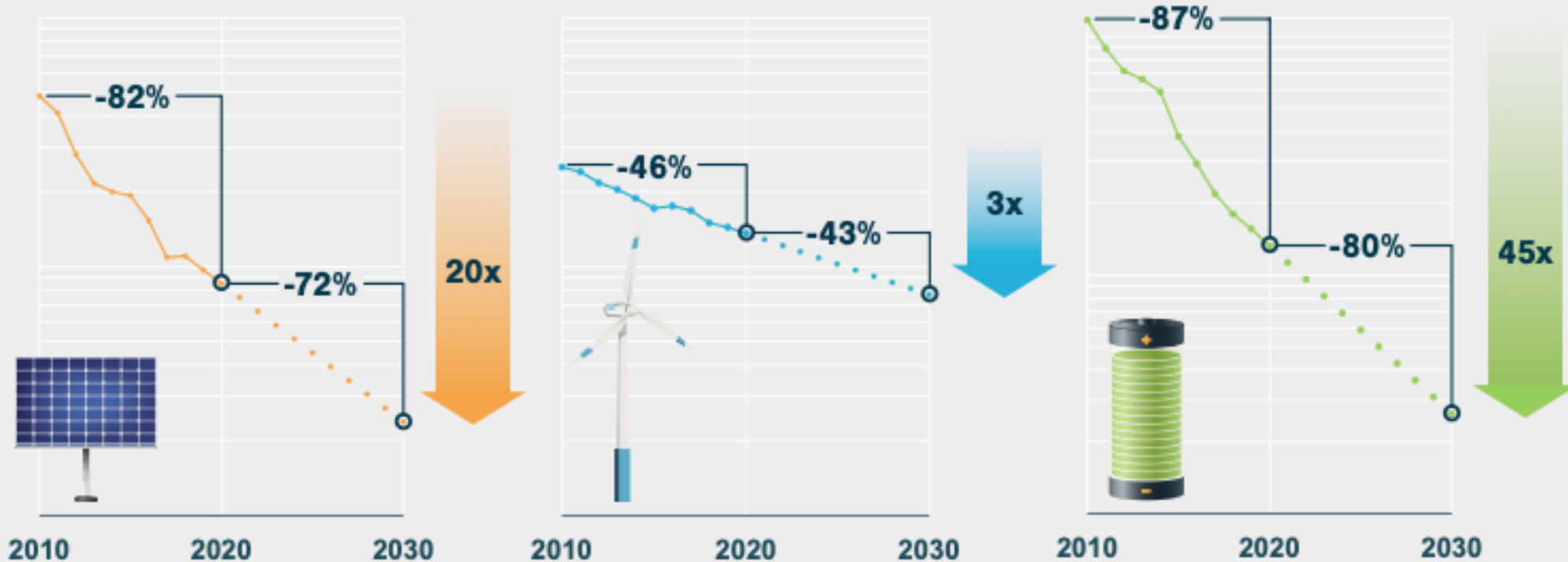
# Opportunities in Energy: From the sun not fossil fuels

## FOR PURELY ECONOMIC REASONS

100% Solar, Wind & Batteries is possible by 2030, because it is **cheaper!!!**

## ➤ GREAT FUNDING & BUSINESS OPPORTUNITIES FOR WOMEN

### \$/kWh (logarithmic plot)



Source: Rethinking Energy 2020-2030: 100% Solar, Wind and Batteries is Just the Beginning (2020, October). <https://www.rethinkx.com/energy>

# Opportunities in Transportation: Transport as a Service



## FOR PURELY ECONOMIC REASONS

### Electric Vehicles are Computers on Wheels

- 4-10X times cheaper than individually owned vehicles by 2030
- Electric Vehicles' lifetime lasts 3-7X times longer than traditional ones
- 80% less vehicles on the road by 2035

### ➤ Convergence of

On Demand + Autonomous EVs + owned by **FLEETS** (not individuals)

### ➤ GREAT FUNDING & BUSINESS OPPORTUNITIES FOR WOMEN!!!!

Source: Rethinking Transportation 2020-2030 (2017, May). <https://www.rethinkx.com/transportation>



# Opportunities in Food and Agriculture

## TAKE ADVANTAGE FOR PURELY ECONOMIC REASONS

Insulin: 1970s: 500g insulin extracted from 23.000 animals

➤ 1980s brewed from yeast (Precision Fermentation) (like beer)

## Today

Microorganisms are programmed to produce any protein  
(Covid Vaccine) to feed the increasing world's population 9-10B

Data-driven sustainable agriculture, cell-based meat, and plant-based meat are available today

➤ **GREAT FUNDING & BUSINESS OPPORTUNITIES FOR WOMEN**

# General funding sources for women-owned businesses



Consider type, requirement, the value and mission of funders

- **Impact investors**
- **Crowdfunding platforms**
  - Kickstarter & Indiegogo for many investors & offer rewards
- **Grants**
  - Government agencies, foundations, or other organizations
- **Accelerators and incubators**
  - funding, mentorship, and other resources
- **Corporate social responsibility programs**
  - from large corporations for sustainability-focused startups

# Sustainability funding from governments

EUROPEAN UNION: Green Deal €528B

Goal: Become the first carbon neutral continent by 2050

50% from EU Emissions Trading System

50% **InvestEU**: €279B: PPP & national co-funding

**Green Climate Fund**: Flexible combination of grants, concessional debt, guarantees or equity instruments

Industrial Plan; Critical Raw Materials Act; Net Zero Ind. Act

Horizon 2020 program & LIFE program

➤ **Women-led businesses can benefit in**

- Renewable energy & green transportation,
- Sustainable agriculture & waste management

# Specific sustainability funding from governments

UNITED STATES: Green New Deal +\$400B

Executive Order on Tackling Climate Crisis at Home and Abroad with the goal of 100% clean energy by 2030

Economic Growth & Reduce Economic inequality

Women in Climate Initiative & Climate and Environmental Justice Screening Tool

Women's Business Centers & National Associations for Women Biz Owners, Small Business Innovation Research program, Small Business Technology Transfer program, Female Founders Funds, Criterion Institute gender lens investors, etc.



# Specific sustainability funding from governments (cond.) **AQAL** INTEGRAL INVESTING

## A small selection & overview

**China:** Peek emissions before 2030 & pledge for carbon neutrality by 2060 – massive climate funds

**India:** Green Growth funds, National Green Hydrogen Mission, ethanol blending, battery storage and vehicle scrapping

**Canada:** Sustainable Development Technology, Accelerator & Incubator Program, Women in Biz Growth Labs; Spring Activator

**United Kingdom:** Women Environmental Network (WEA); Sustainable Innovation Fund & Energy Entrepreneurs Fund

**Germany:** EXIST Business Start-up Grant & HTGF

**Australia:** Entrepreneurs' & Clean Energy Innovation Funds

# Other countries

## Funding sources for women-lead and women-owned businesses

- The Dubai Women's Establishment (DWE)
- The Khalifa Fund for Enterprise Development
- International Finance Corporation - Women Entrepreneurs Finance Initiative (We-Fi)
- Cherie Blair Foundation for Women
- SheEO: funding women-led ventures for positive social and environmental impact
- African Women's Entrepreneurship Program (AWEP) & ImpactHER
  - U.S. government program for women entrepreneurs in sub-Saharan Africa offering training, mentorship, and networking opportunities, as well as access to funding and market
- Women's World Banking
  - Global NGO that provides financial services & microfinance loans, savings accounts, training and mentorship to low-income women entrepreneurs
- Global Fund for Women: NGO for women's rights organizations
- The Saudi Industrial Development Fund (SIDF) & The Saudi Technology Development and Investment Company (TAQNIA)

**90% GHG emission reductions by 2035 &  
Net Zero by 2040 is possible!!!**



**Disruption of  
Transportation (AEV, TaaS),  
Energy (SWB) &  
Food (PFCA)**

**for purely economic  
reasons (2X-10X cheaper)**

