

## ACTION FUND - USING DATA FOR LOCAL ENVIRONMENTAL ACTION

### QUESTIONS & ANSWERS

#### What is the Action Fund?

The Action Fund is an effort led by ICLEI, with support from Google.org, to boost environmental projects in selected cities in Europe and Latin America. Grants from the fund aim to support non-profit organisations and academic institutions in your city, who are working on, or wish to develop environmental projects which use publicly available data - such as Google's Environmental Insights Explorer (EIE) - to drive environmental and climate action, increase energy efficiency and reduce CO2 emissions.

#### What is the Google Environmental Insights Explorer (EIE)?

Google EIE aims to make the process of assessing an emissions baseline and identifying reduction opportunities easier for cities. Unique Google data sources and modeling capabilities allow users to more easily produce estimates of related activity, greenhouse gas emissions, and reduction opportunities in over 100 cities worldwide. For more information about the tool, and to access the data, [click here](#).

#### What type of data can be used in the project?

The Action Fund welcomes projects that use publicly available data, which may be complemented with private data. The Google EIE tool is being updated on a continuous basis, which means that data for your city that is currently not yet available, may become publicly available soon. Prior to a public launch, the Action Fund Secretariat may already provide you with this data.

#### Who can participate?

The Action Fund is open to non-profit organisations (or local legal equivalent) or academic institutions, which use publicly available data to inform the projects and action plans to be undertaken. Data considered includes, but is not limited to:

- Transportation emissions
- Buildings emissions
- Technical solar potential

#### What is the amount of funding?

Grants up to 400,000 USD (350,000 EUR) per institution/organisation, to be allocated in instalments.

#### How will this benefit my city?

The Action Fund provides an excellent opportunity to help advance sustainability in your city through projects planned and executed by non-profit organisations and academic institutions, in line with your City's sustainability strategy and planning.

#### How will the City be involved?

ICLEI counts on the support of the selected city to promote the Action Fund locally through its channels and local media to reach the target audiences, such as the City's official social media accounts, local newspapers, TV and radio programmes, news blogs, and so on. In addition, a City Representative will be invited to act as an expert adviser during the selection phase. Their role will be to ensure the proposed project is consistent with the City's sustainability plans and strategies.

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