

Table 2-2: Sourcing Finance – Covering the Costs

Challenges	Best Practice Solutions
<p>Knowledge of Funding Sources and Interaction with Funders:</p> <ul style="list-style-type: none"> • Knowing and connecting possible funding sources • Convincing funders • Timeliness • Making sure that interactions between different sources of funding do not interfere with each other • Weaving purchase of new buses into routine fleet investment <p>Politics:</p> <ul style="list-style-type: none"> • Changes in/uncertainty regarding the political situation/agenda. • Competition from other zero emission buses (BEBs). 	<ul style="list-style-type: none"> • Research funding sources well and ensure their criteria (goals/timelines/limits) align with your project; read the terms and conditions of grant funding thoroughly and seek legal support to do so • Sources generally include a component of investment from the PTO or the PTA allocated to normal purchases; useful additional sources are government (all levels) low/zero emission and energy programmes • Connect with funders informally or find good intermediaries or experts • Present a thorough business case to show that you are serious about your project (see Table 2-3) • Service funders well; never assume reliable, lasting commitment • Consider working with another site to jointly seek funds, or co-locate with industrial ‘anchor demand’ for H₂ supply to increase volume and therefore lower price • Consider employing experts to seek and prepare funding proposals • Be aware there may be issues that arise: <ul style="list-style-type: none"> ➢ from providing subsidies to private organisations (e.g. PTOs) ➢ about the ownership of assets purchased with funder input and ➢ in trying to coordinate with the investment cycle of PTOs • Try to separate funding sources into separate sub-projects but also try to avoid feeding funds from different sources into the one item (e.g. source 1 = FCBs, source 2 = HRS, rather than sources 1 and 2 = FCBs, sources 3 and 4 = HRS) • Consider LCC to estimate the avoided external costs via savings of emissions of GHG, NO_x and particulate matter and strengthen your case; there is information available to help quantify external costs (see Table 2-3)