



## Assignment 29: Strategic UDF Investing and Project Structuring

# Appendix 2a: JESSICA Library End-user guide

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## Purpose

The JESSICA Library aims to exploit and capitalise on the knowledge base of the 60+ country-based evaluation and 15+ horizontal studies of projects supported by the JESSICA programme (Joint European Support for Sustainable Investment in City Areas) of financial instruments targeted to support EU Structural Funds.

The JESSICA Library has been developed to assist stakeholders in formulating their future investment strategies using financial instruments and project structuring. It will do so by extracting relevant projects that support sustainable urban development derived from the JESSICA country-based evaluation studies.

The Library and relevant projects have been organised according to their key characteristics: i.e. the type of intervention such as area-based regeneration, energy efficiency focused projects, tourism or business environment. If required, additional categories can be created as and when new evaluation studies of projects that do not fall into the existing categories are submitted.

## Guide for using the Library

The Library is composed of twelve 'headline' categories to enable users to search for relevant content from the JESSICA country-based evaluation and horizontal studies. Users can run a very specific search by filtering results through all categories but may prefer to use the open search box only.

The library is available at <http://www.eib.org/jessicaLibrary>.

**Open Search Functionality:** To add flexibility, the open search box allows user to search the database by key words to look for specific projects without needing to select other parameters. This may be particularly useful for users of the library at the very start of their research or for those yet to define their own specific criteria. Please note that the keyword search applies to project and document descriptions, not inside the document.

For users wishing to conduct a more advanced search, the twelve categories are described below. To be able to select multiple variables within each category, please press and hold the **Ctrl-key** while making the selection.

1. **Document Type:** The user can specify whether they are searching for a country-based evaluation study, thematic horizontal study, project, presentation or a website, or leave this area open to generate a maximum number of results from the Library database.
2. **Thematic Objectives:** In the programming period 2014-2020, all European Structural and Investment Funds (ESI funds) can be used to support the establishment of financial instruments covering all 11 Thematic Objectives. These objectives are expected to further contribute to the achievement of the smart, sustainable and inclusive growth as described in the Europe 2020 Strategy. Therefore, projects in the Library can fit one or more of the 11 Thematic Objectives:
  - 1) Strengthening research, technological development and innovation;
  - 2) Enhancing access to, and use and quality of, information and communication technologies;
  - 3) Enhancing the competitiveness of small and medium-sized enterprises;
  - 4) Supporting the shift towards a low-carbon economy;
  - 5) Promoting climate change adaptation, risk prevention and management;
  - 6) Protecting the environment and promoting resource efficiency;
  - 7) Promoting sustainable transport and removing bottlenecks in key network infrastructures;
  - 8) Promoting employment and supporting labour mobility;
  - 9) Promoting social inclusion and combating poverty;
  - 10) Investing in education, skills and lifelong learning;
  - 11) Enhancing institutional capacity and an efficient public administration.

3. **Geographical Area:** The Library database is categorised by EU-28 countries listed in alphabetical order. User can search for projects in multiple countries.
4. **Operational Area:** This refers to the areas of intervention supported through financial instruments. Presently, there are four main categories with a number of sub-categories. Users can select one or more categories.
  - **Urban Regeneration**

Urban Regeneration can be defined as the integrated local redevelopment of urban areas (neighborhood, city, metropolitan area). It covers many aspects of city life: physical, social and environmental.

Sub-categories include:

    - High deprivation area;
    - Post-industrial and post military areas;
    - Protection/re-use of historic/cultural assets
    - Other
  - **Urban Infrastructure**

This includes all aspects of infrastructure: efficient transport, sanitation, energy and communication systems as well as social infrastructure including healthcare and housing.

Sub-categories include:

    - Mobility and accessibility
    - Utilities (such as telecom, broadband, sewage, etc.)
    - Community facilities and amenities (such as parks, public buildings, public spaces etc.)
    - Education (such as schools, learning facilities etc.)
    - Hospitals
    - Care
    - Housing (affordable and social)
    - Other
  - **Energy**

The EU is aiming for a 20% cut in Europe's annual primary energy consumption by the year 2020. The Commission has proposed several measures to increase efficiency at all stages of the energy chain: generation, transformation, distribution and final consumption. The measures focus on the public transport and building sectors, where the potential for savings is greatest.

Sub-categories include:

    - Energy efficiency
    - Renewable energy
    - District heating
    - Other
  - **Business Environment**

This refers to the conditions that may allow business to thrive and support the EU 2020 vision for smart, sustainable and inclusive growth.

    - Research, innovation and development
    - Business incubation units
    - Science and Technology Parks
    - SME support infrastructure
    - Other

5. **Market Failure:** The Library database offers the ability to categorise by type of market failure. Market failure or suboptimal investment situations appear when free markets fail to allocate resources in line with public policy objectives. Market failures can come in different forms and possess different origins and characteristics. The four most common sources of market failures are:
1. Externalities
  2. Imperfect and asymmetric information
  3. Coordination problems
  4. Equity considerations
6. **State Aid:** All projects supported through ESI funds must conform to State Aid rules. State aid may therefore be compatible with the Union's competition policy if it meets common interest objectives and does not distort competition (article 87.3 of the EC Treaty). State aid can be authorised by the Commission where Member States can demonstrate that markets fail significantly to deliver an efficient outcome. Thus far, there has been the following State Aid notification for financial instruments supporting urban development:
- JESSICA Holding Fund Northwest England (SA 32835 2011/N) - 2011
  - JESSICA Holding Fund Andalucía, Spain (SA32147 2011/N) - 2011
  - JESSICA Holding Fund Greece (SA 34405 2012/N) - 2012
  - JESSICA Holding Fund Bulgaria (SA 35040 2012/N) - 2012
7. **Financial Options:** This enables user to search for specific projects by financial products used as part of the project financial structure. This includes both financial products offered by the Financial Instruments and products offered on the market:
- Loans: an agreement which obliges the lender to make available to the borrower a sum of money for the agreed amount and time. The borrower is obliged to repay the Loan after a certain period. Usually the borrower is obliged to pay interest on the Loan amount.
  - Equity: the provision of capital to a firm, invested directly or indirectly in return for total or partial ownership of that firm and where the Equity investor may assume some management control of the firm and may share the firm's profits.
  - Guarantees: a commitment by a third party, called the guarantor, to pay the debt of a borrower when the latter cannot pay it themselves. The guarantor is liable to cover any shortfall or default on the borrower's debt under the terms and conditions as stipulated in the agreement between the guarantor, the lender and/or the borrower.
  - Grant Financing
  - Commercial Financing
8. **Programming Period:** This refers to the seven-year period guiding the Regional Policy framework for use of ESI funds to support EU objectives. The programming periods concerning this Library are:
- 2007 – 2013
  - 2014 - 2020

The majority of the country-based evaluation studies will fall under the 2007-2013 programming period. New studies will be added for the programming period 2014-2020 in due course.

9. **Cohesion Policy 2007-2013 Region Type:** This category allows the user to specify whether they wish to filter the Library database by the 2007-2013 programming cohesion policy region type. Regions with less than 75% of the average GDP per capita are eligible for the Convergence

objective, which amounts to including the following structural funds and instruments: ERDF, ESF and the Cohesion Fund. All other regions are eligible for the Regional competitiveness and employment objective, including the following structural funds and instruments: ERDF and ESF. The following sub-categories are:

- Converging
- Competitive

10. **Cohesion Policy 2007-2013 Region Type:** This category allows the user to specify whether they wish to filter the Library database by the 2014-2020 programming cohesion policy region type. The old classification of regions under convergence, and competitiveness and employment, has been replaced by a new classification: less developed regions, with GDP per capita of below 75% of the EU27 average; transition regions, with GDP per capita of between 75% and 90% of the EU27 average; and more developed regions, with GDP per capita of more than 90% of the EU27 average. The following sub-categories are:

- More developed
- Transitional
- Less developed

11. **Metro regions:** This category enables the user to search for studies and projects that are based in metro regions. It is based on the definition and data from Eurostat, where metropolitan regions are NUTS3 regions which represent all agglomeration of at least 250,000 inhabitants. The following sub-categories are:

- Capital metro region
- Second-tier metro region
- Smaller metro region

12. **Territorial context:** This category divides each region (NUTS3 data) into different regional typologies, which enables the user to make a detailed search according to spatial preferences. For more specific information regarding the different typologies, please see the Eurostat webpage. The following sub-categories are:

- Urban regions
- Intermediate urban/rural regions
- Rural regions
- Border regions
- Mountain areas
- Sparsely populated areas
- Coastal areas
- Islands

## Search results and accessing the PDF files

The library will produce a list of relevant studies based on the search criteria. All studies are ‘tagged’ to the relevant pages on project case studies within the study to enable users to access information on projects and financing structure more easily. Users may wish to look at the projects only, or they can read the entire study for policy context. Users also have the option to switch off the tag functionality prior to clicking the ‘SEARCH’ button.

Insert the keywords to look for:

Show tags

Show tags

Do not show tags

[Show specific search criteria](#)

### Step-by-step example: for simple search

This section outlines the process required to conduct a search using the open search box for a sample scenario, in this case a project related to ‘Energy’.

**STEP 1.** The user simply needs to enter the keyword into the box and press ‘Search.’ **Please note:** keyword search applies to project and document descriptions, not inside the document.

Insert the keywords to look for:

Show tags

[Show specific search criteria](#)

**STEP 2.** The available results will then be shown with a direct link to the relevant documents:

Insert the keywords to look for:

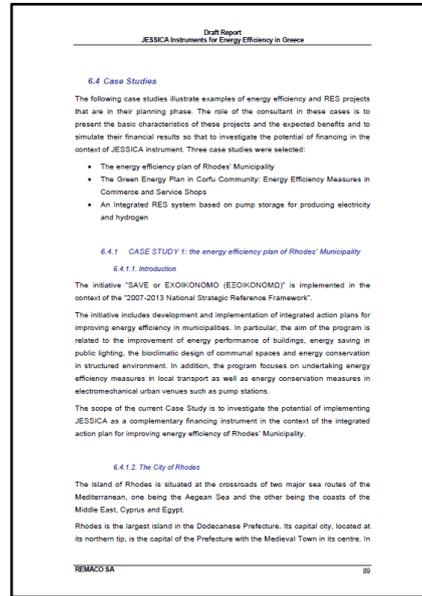
Show tags

[Show specific search criteria](#)

Results:

<b>Germany - Hamburg</b>		<a href="#">Document</a>
1) Wilhelmsburg energy bunker		
Tag 1: Project description		<a href="#">Go to page</a>
<b>Greece - Energy efficiency</b>		<a href="#">Document</a>
2) The energy efficiency plan of Rhodes Municipality		
Tag 1: Case study		<a href="#">Go to page</a>
3) The Green Energy Plan in Corfu Community		
Tag 1: Case study		<a href="#">Go to page</a>
4) An Integrated RES system based on pump storage		
Tag 1: Case study		<a href="#">Go to page</a>
<b>Hungary</b>		<a href="#">Document</a>
5) Green Energy in Sajokaza		
Tag 1: Project description		<a href="#">Go to page</a>
<b>Ireland</b>		<a href="#">Document</a>
6) Energy Efficiency in Buildings		
Tag 1: Project description		<a href="#">Go to page</a>
7) Energy Efficiency		

**STEP 3.** By clicking on either **Document** or **Go to page** the user will immediately access the chosen document and/or project.



### Step-by-step example: for detailed search

This section outlines the process required to conduct a search using all twelve categories for a sample scenario, in this case on projects on *'Transport related urban regeneration in Poland'*.

**STEP 1.** On the Search page select 'Show specific search criteria':

Insert the keywords to look for:

Show tags ▼


[Show specific search criteria](#)

**STEP 2.** The menu of Library categories will appear. The user can select any number of these to perform a search – **it is not necessary to make a selection for every category.**

Insert the keywords to look for:




[Show specific search criteria](#)

[Hide specific search criteria](#)

[Document type](#)

[Thematic Objectives](#)

[Geographic Area](#)

[Operating Area](#)

[Market Failures](#)

[State Aid](#)

[Financial options](#)

[Programming Period](#)

[Cohesion Policy 2007-2013 Region type](#)

[Cohesion Policy 2014-2020 Region type](#)

[Metro regions](#)

[Territorial context](#)

**STEP 3. Document type:** In this scenario the user chooses to select 'Evaluation study' and 'Horizontal study'. Multiple sub-categories can be selected by pressing and holding down the **Ctrl**-key.

[Document type](#)

- All
- Evaluation study**
- Horizontal study**
- Project
- Presentation
- Website
- Unknown

[Hide](#)

**STEP 4. Thematic Objective:** Select preferred thematic objective from the dropdown menu, in this case '7. Promoting sustainable transport and removing bottlenecks in key network infrastructure':

[Thematic Objectives](#)

- 2. Enhancing access to, and use and quality of, information and communication technologies
- 3. Enhancing the competitiveness of small and medium-sized enterprises
- 4. Supporting the shift towards a low-carbon economy in all sectors
- 5. Promoting climate change adaptation, risk prevention and management
- 6. Protecting the environment and promoting resource efficiency
- 7. Promoting sustainable transport and removing bottlenecks in key network infrastructures**
- 8. Promoting employment and supporting labour mobility

[Hide](#)

**STEP 5. Geographical Area:** Select preferred country/countries from the dropdown menu, in this case 'Romania':

**Geographic Area**

- Luxembourg
- Malta
- The Netherlands
- Poland
- Portugal
- Romania
- Slovakia

[Hide](#)

**STEP 6. Operating Areas:** Select preferred operating area from four main categories: Urban Regeneration, Infrastructure, Energy or Business Environment. The user may also select one of the sub-categories. In this case, the main categories 'Urban Regeneration' and 'Urban Infrastructure' are selected.

**Operating Area**

- All
- URBAN REGENERATION
- Urban Regeneration: High deprivation area
- Urban Regeneration: Post-industrial and post military areas
- Urban Regeneration: Protection/re-use of historic/cultural assets
- Urban Regeneration: Other
- URBAN INFRASTRUCTURE

[Hide](#)

**STEP 7. Market Failures:** Select type of market failure affecting the scenario, in this case 'Externalities':

**Market Failures**

- All
- No market failure
- Externalities
- Imperfect and asymmetric information
- Coordination problem
- Equity considerations
- Unknown

[Hide](#)

**STEP 8. State Aid:** Select whether State Aid notification is present for the chosen scenario, in this case 'All':

**State Aid**

- All
- No
- Yes
- Unknown

[Hide](#)

**STEP 9. Financial options:** Select preferred type of financing for the scenario, in this case 'All':

Financial options

All
Loans
Equity
Guarantees
Grant financing
Commercial financing
Unknown

[Hide](#)

**STEP 10. Programming Period:** Select which programming period should apply for the chosen scenario, in this case '2007-2013':

Programming Period

All
2007-2013
2014-2020
Unknown

[Hide](#)

**STEP 11. Cohesion Policy 2007-2013 Region type:** Select what cohesion policy 2007-2013 region type should apply for the chose scenario, in this case 'Converging':

Cohesion Policy 2007-2013 Region type

All
Converging
Competitive
N/A

[Hide](#)

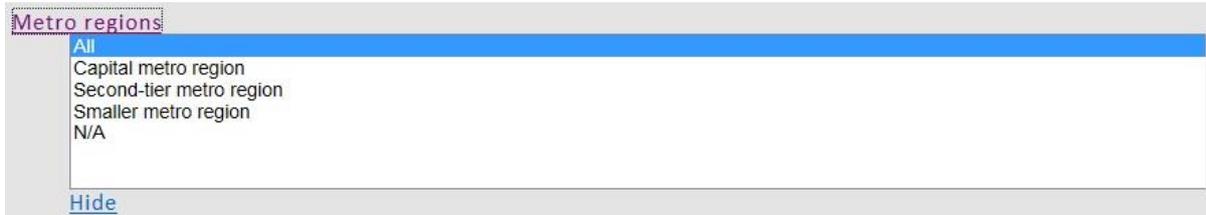
**STEP 12. Cohesion Policy 2014-2020 Region type:** Select what cohesion policy 2014-2020 region type should apply for the chose scenario. Since the selected programming period (step 10) for this example is 2007-2013, N/A (Not Applicable) will be selected here.

Cohesion Policy 2014-2020 Region type

All
More developed
Transitional
Less developed
N/A

[Hide](#)

**STEP 13. Metro regions:** Select preferred type of metropolitan region, in this case 'All':



**STEP 15. Territorial context:** Select preferred type of territorial context. In this example 'Urban regions' and 'Intermediate urban/rural regions' are selected:



**Remember, the user can select any number of these to perform a search – it is not necessary to make a selection for every category.**

A full menu of selected options will look similar to this:

**Document type**

- All
- Evaluation study
- Horizontal study
- Project
- Presentation
- Website
- Unknown

[Hide](#)

**Thematic Objectives**

2. Enhancing access to, and use and quality of, information and communication technologies
3. Enhancing the competitiveness of small and medium-sized enterprises
4. Supporting the shift towards a low-carbon economy in all sectors
5. Promoting climate change adaptation, risk prevention and management
6. Protecting the environment and promoting resource efficiency
7. Promoting sustainable transport and removing bottlenecks in key network infrastructures
8. Promoting employment and supporting labour mobility

[Hide](#)

**Geographic Area**

- Luxembourg
- Malta
- The Netherlands
- Poland
- Portugal
- Romania
- Slovakia

[Hide](#)

**Operating Area**

- All
- URBAN REGENERATION
- Urban Regeneration: High deprivation area
- Urban Regeneration: Post-industrial and post military areas
- Urban Regeneration: Protection/re-use of historic/cultural assets
- Urban Regeneration: Other
- URBAN INFRASTRUCTURE

[Hide](#)

**Market Failures**

**State Aid**

**Financial options**

**Programming Period**

**Cohesion Policy 2007-2013 Region type**

- All
- Converging
- Competitive
- N/A

[Hide](#)

**Cohesion Policy 2014-2020 Region type**

- All
- More developed
- Transitional
- Less developed
- N/A

[Hide](#)

**Metro regions**

- All
- Capital metro region
- Second-tier metro region
- Smaller metro region
- N/A

[Hide](#)

**Territorial context**

- All
- Urban regions
- Intermediate urban/rural regions
- Rural regions
- Border regions
- Mountain areas
- Sparsely populated areas

[Hide](#)

**Step 16.** Press **‘Search’** and wait for the results. The results of this example, *‘Transport related urban regeneration in Poland’*, look like this:

Insert the keywords to look for:

Show tags

[Show specific search criteria](#)

Results:

Romania		<a href="#">Document</a>
1) Public transportation terminal in Poiana Brasov	Tag 1: Project description	<a href="#">Go to page</a>
2) Elevator for accessing Rasnov Castle	Tag 1: Project description	<a href="#">Go to page</a>
3) Rehabilitation for tourist use of Rasnov Historic Center	Tag 1: Project description	<a href="#">Go to page</a>

If no results are shown, the space will be blank and the user may wish to re- or deselect some categories or alter the search parameters (i.e. to *‘All’* or *‘Unknown/N/A’*):

Insert the keywords to look for:

warsaw Show tags

[Show specific search criteria](#)

Results: