



GREENPRINT PARTNERS

greenprintpartners.com

ABOUT THIS PROJECT

Greenprint Partners is a mission-driven project developer helping cities develop and finance community-focused green stormwater infrastructure (GSWI) powered by intentional community engagement. Kresge's growth capital will help Greenprint accelerate development of its team, lines of business and customer base. Greenprint offers two programs and financial models: community benefit public-private partnerships (CBP3s) and private land programs. Private land programs enable municipal water authorities to incentivize property owners to build GSWI by directly reimbursing customers for qualifying installations. Cities are testing this tool in recognition that broad participation from private property owners is necessary to meet citywide green infrastructure goals. For the CBP3s, Greenprint is targeting small-to mid-sized distressed urban communities that have been historically overlooked for investment to quickly test and pilot new GSWI strategies.

IMPACTED LOCATION



ST. LOUIS, PHILADELPHIA,
PEORIA (IL) AND
YOUNGSTOWN (OH)

YEAR APPROVED

2017

TYPE OF TRANSACTION

PRI CONVERTIBLE
LOAN



WHY WAS THIS NEEDED?

CHALLENGE: While science supports the use of GSWI, many municipalities remain reluctant to adopt these practices due to lack of capacity, expertise, or access to capital. **RESPONSE:** The effective capture, conveyance, containment, infiltration and evapotranspiration of rainfall using green infrastructure reduces sewer overflows that result in flooding. Greenprint's work addresses flooding and climate preparedness by installing GSWI at larger scale than most cities can provide. The successful demonstration of Greenprint's approach for both publicly- and privately-held land is expected to attract additional players to the emerging market, increasing adoption of this tactic and to spreading positive impacts in low-income communities.

KRESGE PROGRAM

ENVIRONMENT

AMOUNT OF INVESTMENT

\$750,000

GRANT SUPPORT

\$500,000

TERM OF INVESTMENT

5 YEARS



ABOUT THE BORROWER

Greenprint's mission is to combat community disinvestment by developing creative and investable land reuse solutions that drive ecological health, shared prosperity, and strengthened community. Under this framework, Greenprint establishes, manages and finances revenue-generating green revitalization projects in disinvested urban communities. Greenprint is an ideal partner to advance the Kresge Environment Program's Climate Resilient & Equitable Water Systems (CREWS) strategy thanks to its GSWI development expertise, a model based on deep community engagement, commitment to achieving and measuring project co-benefits, and an exclusive focus on low-income and climate-vulnerable communities. In addition to measuring the volume of storm water captured and diverted, Greenprint will develop an impact evaluation plan for each of its project sites. Typically, measured outcomes will include shared prosperity (e.g. property value improvements and increased tax revenues), strengthened community (e.g. increased engagement in public spaces), and ecological health (e.g. flood reduction and water quality improvement.)

Key Considerations



Kim Dempsey
DEPUTY
DIRECTOR
Social
Investment
Practice

- » This investment opportunity compelled us with its direct fit with the Environment Program's objective to advance the adoption of green stormwater infrastructure in low-income communities that deal with increasing storms and flooding due to climate change.
- » Though an early stage enterprise, Greenprint has a model with high potential impact for underserved, low-income communities. Both the management team and existing investors share a strong commitment to the company's social and environmental mission.
- » Greenprint's leadership has demonstrated an ability to build strong relationships with both municipalities and community-based organizations to achieve mutually beneficial goals.
- » Greenprint has attracted initial investment from a highly-respected impact investor who is playing a critical role as chair of the company's board.
- » The GSWI market is nascent, but the underlying value proposition and market demand appear strong for solutions that not only cost less and have climate mitigation and adaptation impacts, but can bring significant co-benefits to low-income communities.



Website
kresge.org



Subscribe
kresge.org/subscribe



Facebook
[facebook.com/
TheKresgeFoundation](https://facebook.com/TheKresgeFoundation)



Twitter
[@kresgesocinv](https://twitter.com/kresgesocinv)