

# Triggering participation In rural initiatives

Through #Crowdfunding



# MODEL

Of the Statue of

## "LIBERTY ENLIGHTENING THE WORLD,"

Issued by the American Committee

IN AID OF THE PEDESTAL FUND.



THE American Committee in charge of the construction of the Base and Pedestal of this great work of art, In order to raise funds for completing their work, have prepared a *miniature statuette six inches in height,—The statue bronzed; pedestal nickel-silvered,—*which they are now delivering free of expense to subscribers throughout the United States, at

**ONE DOLLAR EACH.**

This attractive souvenir and Mantel or Desk ornament is a *perfect fac-simile* of the model furnished by the artist.

The Statuette in same metal, *twelve inches high*, at

**FIVE DOLLARS EACH,**

delivered.

The designs of Statue and Pedestal are protected by U. S. Patents, granted to A. BARTHOLOI in 1878-79, and the models can *only* be furnished by *this Committee*.

The people of France donated the money to build the Statue and presented it to the United States of America.

Every American citizen should feel proud to donate to the *Pedestal Fund* and own a *Model* in token of their subscription and proof of title to ownership in this great work.

Address with remittance,

**RICHARD BUTLER, Sect'y,**

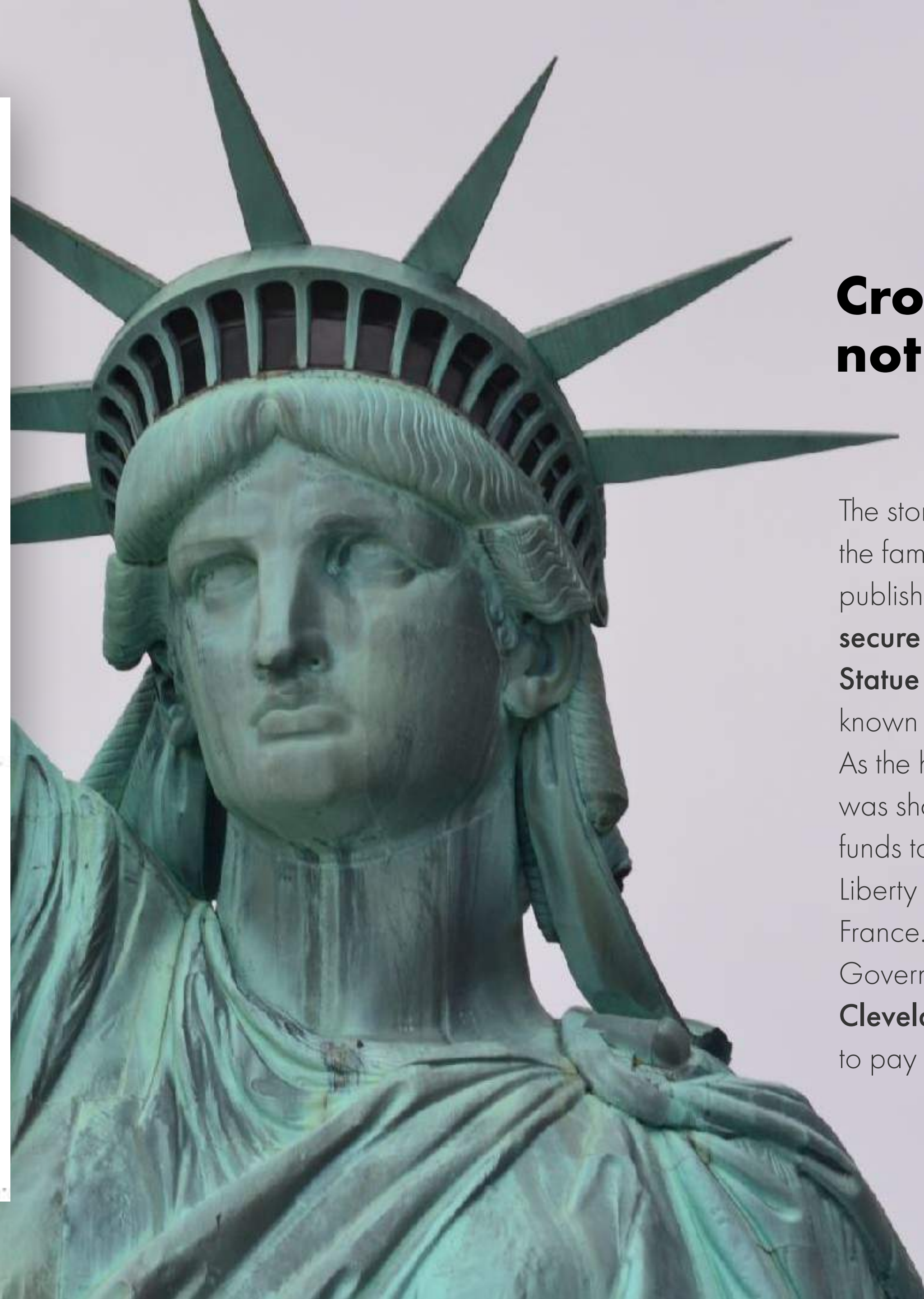
American Committee of the Statue of Liberty,

33 Mercer St., New York.

**Orders Received Here.**

## Crowdfunding is nothing new!

The story about **Joseph Pulitzer**, the famous New York newspaper publisher, **raising funds to secure the pedestal for the Statue of Liberty** is quite well known in crowdfunding circles. As the history goes, New York was short on raising the needed funds to put up the Statue of Liberty – recently gifted by France. The New York Governor at the time, **Grover Cleveland**, refused to use funds to pay the way.

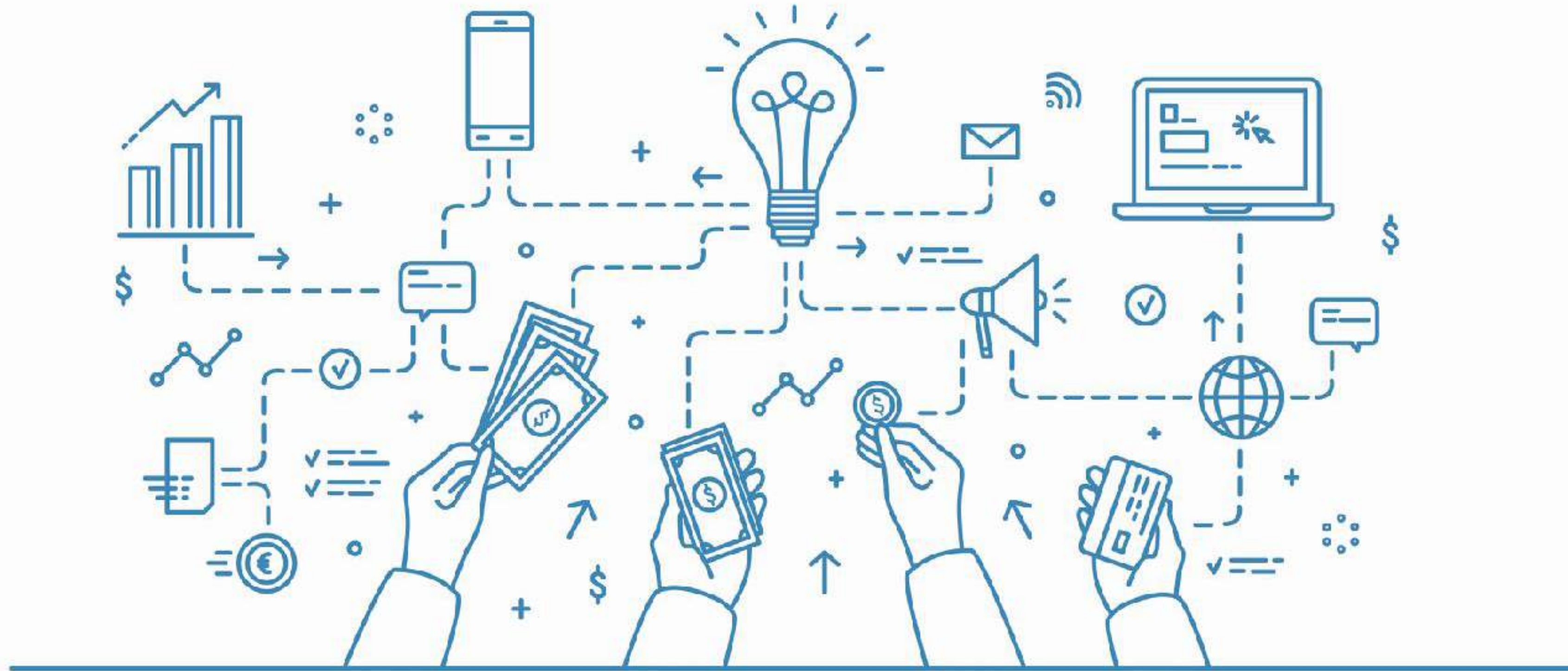






**Now digital**





- **Crowdfunding** (CF) is “the practice of getting a large number of people to each give small amounts of money in order to provide the finance for a business project, typically using the internet”.
  - crowd + outsourcing = crowdsourcing → contracting out competencies to one anonymous crowd of people
  - crowd + funding = crowdfunding → outsourcing of raising capital to the crowd
- >> Relevant CF-related terms:
- Campaign • Page • Platform • Fundraising



**ECN is a not-for-profit organization (Brussels, 2013)  
build as an independent, professional network promoting  
the crowdfunding ecosystem.**

Aimed to innovate, represent, promote and protect the  
European crowdfunding industry as a key aspect of  
innovation within alternative finance and financial  
technology, including crypto assets and distributed  
ledger technologies.

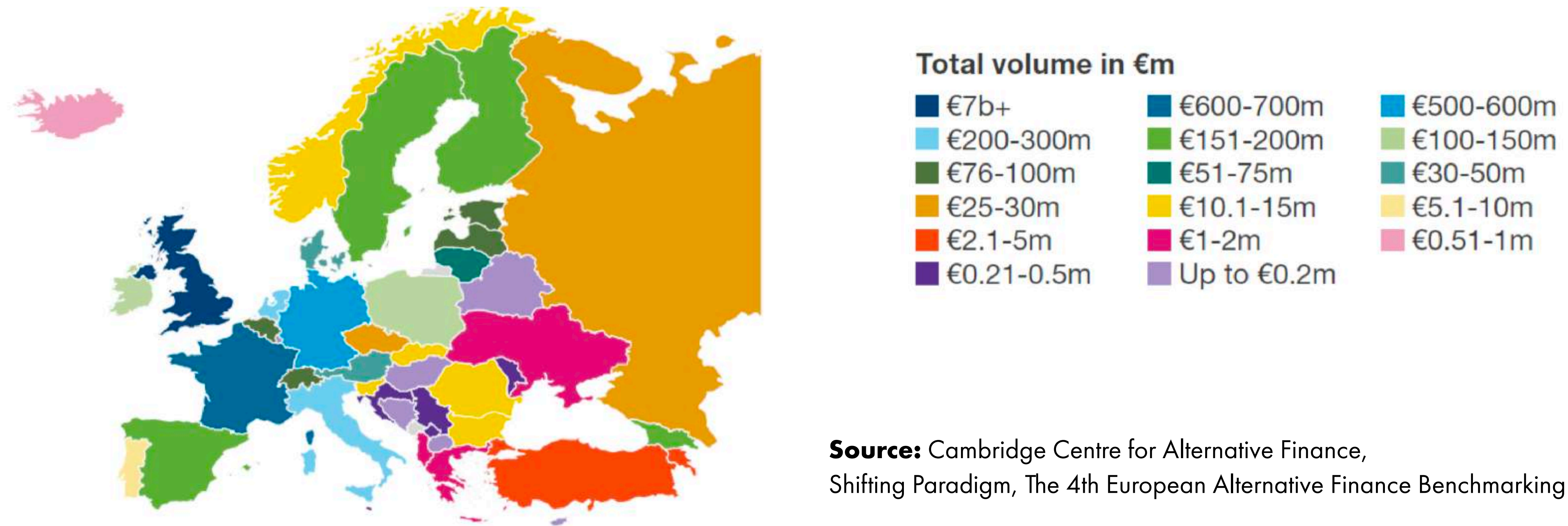
Further information:

**[www.eurocrowd.org](http://www.eurocrowd.org)**





# CROWDFUNDING Volume in EU



**Source:** Cambridge Centre for Alternative Finance, Shifting Paradigm, The 4th European Alternative Finance Benchmarking Report, 2019

*In comparison to traditional finance and what additional benefits does crowdfunding bring?*

# CROWDFUNDING Volume in EU



**Transparency**

**Legitimacy**

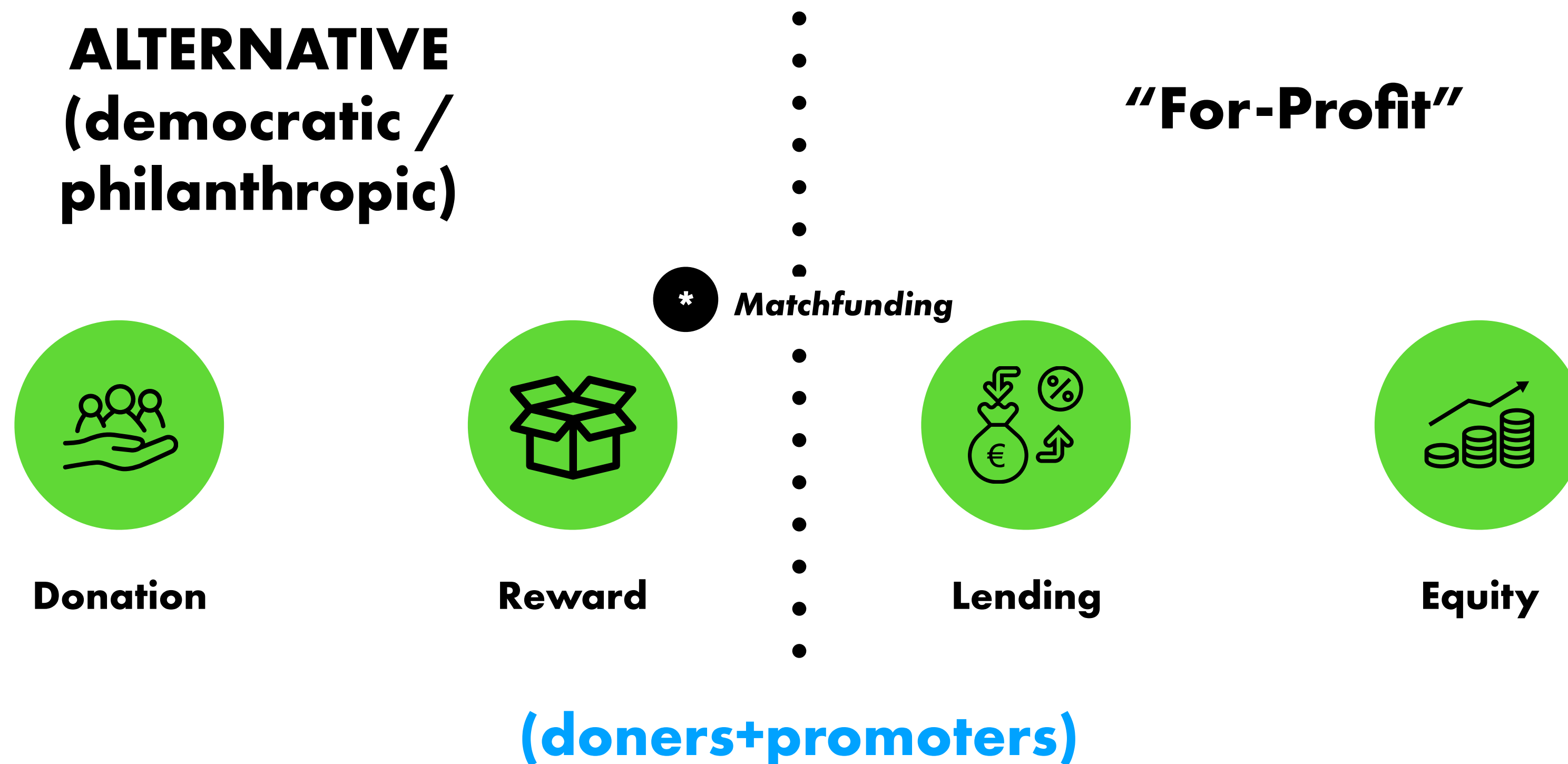
**Solidarity**

**Cooperation**



# Its typology:

How does crowdfunding is arranged,  
4(+1) type of platforms





	Form of contribution	Form of return	Motivation of funder
Donation Crowdfunding	Donation	Intangible benefits	Intrinsic and social motivation.
Reward Crowdfunding	Donation/ Pre-purchase	Rewards but also intangible benefits.	Combination of intrinsic and social motivation and desire for reward.
Crowdfunded Lending	Loan	Repayment of loan with interest. Some socially motivated lending is interest free.	Combination of intrinsic, social and financial motivation.
Equity Crowdfunding	Investment	Return on investment in time if the business does well. Rewards also offered sometimes. Intangible benefits another factor for many investors.	Combination of intrinsic, social and financial motivation.





*Which can be the differences upon the portals?*



# Bridges

An aerial photograph of a long, multi-span bridge crossing a body of water with numerous small, green islands. The water is a vibrant turquoise color, and the sky is a clear blue with scattered white clouds. The bridge is a concrete structure with multiple piers. The islands are small and irregularly shaped, some with small buildings or structures. The overall scene is a beautiful coastal landscape.



**CITIZENS  
INFLUENCE**  
IN PUBLIC LIFE



Promoters+donors=  
CITIZENSHIP



Awareness



Engagement



Empowerment



Crowdvocacy



**CITIZENS  
INVOLVEMENT**





# Individuals

Make use of crowdfunding as an alternative tool for finance

**Auto-production**





# Individuals

Make use of crowdfunding as an alternative tool for finance

**Auto-production**





# Collectives

Create a more cohesive approach towards a mission

**RuralDev Groups**



An aerial photograph of a traditional stone building undergoing renovation. The roof is partially covered with red and white tiles, while the rest shows the wooden rafters. Several workers are visible: one in a green shirt on the roof, one in a white shirt standing on the rafters, and another in a white shirt near the entrance. The building is surrounded by lush greenery and a stone wall. A large white text overlay reads 'Collectives'.

# Collectives

Create a more cohesive approach towards a mission

**RuralDev Groups**



# Entrepreneurs

May access funding mechanisms that could expand their circles

**“Pre-sales” approach**





vanwoow

# Entrepreneurs

May access funding mechanisms that could expand their circles

**“Pre-sales” approach**





# Institutions

Fundraising through participation and engagement with the citizenship

**Common grounds**





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Fundraising through participation and engagement with the citizenship

**Common grounds**





# Policy making

Thanks to "civic-crowdfunding" could deploy innovative tools for funding

**Regional Development**





Scottish Rural  
Development  
Programme

# Policy making

Thanks to "civic-crowdfunding" could deploy innovative tools for funding

**Regional Development**



A person is standing in a workshop, wearing a grey t-shirt and a light-colored apron with black straps. The apron has several pockets, some of which contain pens, pencils, and a small notepad. The person's hands are on their hips. The background shows shelves filled with various tools and equipment, suggesting a creative or manufacturing environment.

# Social Innov.

Using funding to promote social entrepreneurship among the Youth

**Open governance**



A large crowd of people is gathered in front of a stone archway, likely for a formal event or ceremony. A red carpet is laid out on the ground. In the background, there is a stone building with a large archway and a modern building with a grey roof. A red flag with a crest is visible on the left. The scene is set in a town with green hills in the background.

# Social Innov.

Using funding to promote social entrepreneurship among the Youth

**Open governance**





# Scenarios EU

It could be combined with EU calls related to common policy

**CF4ESIF**





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**CF4ESIF**



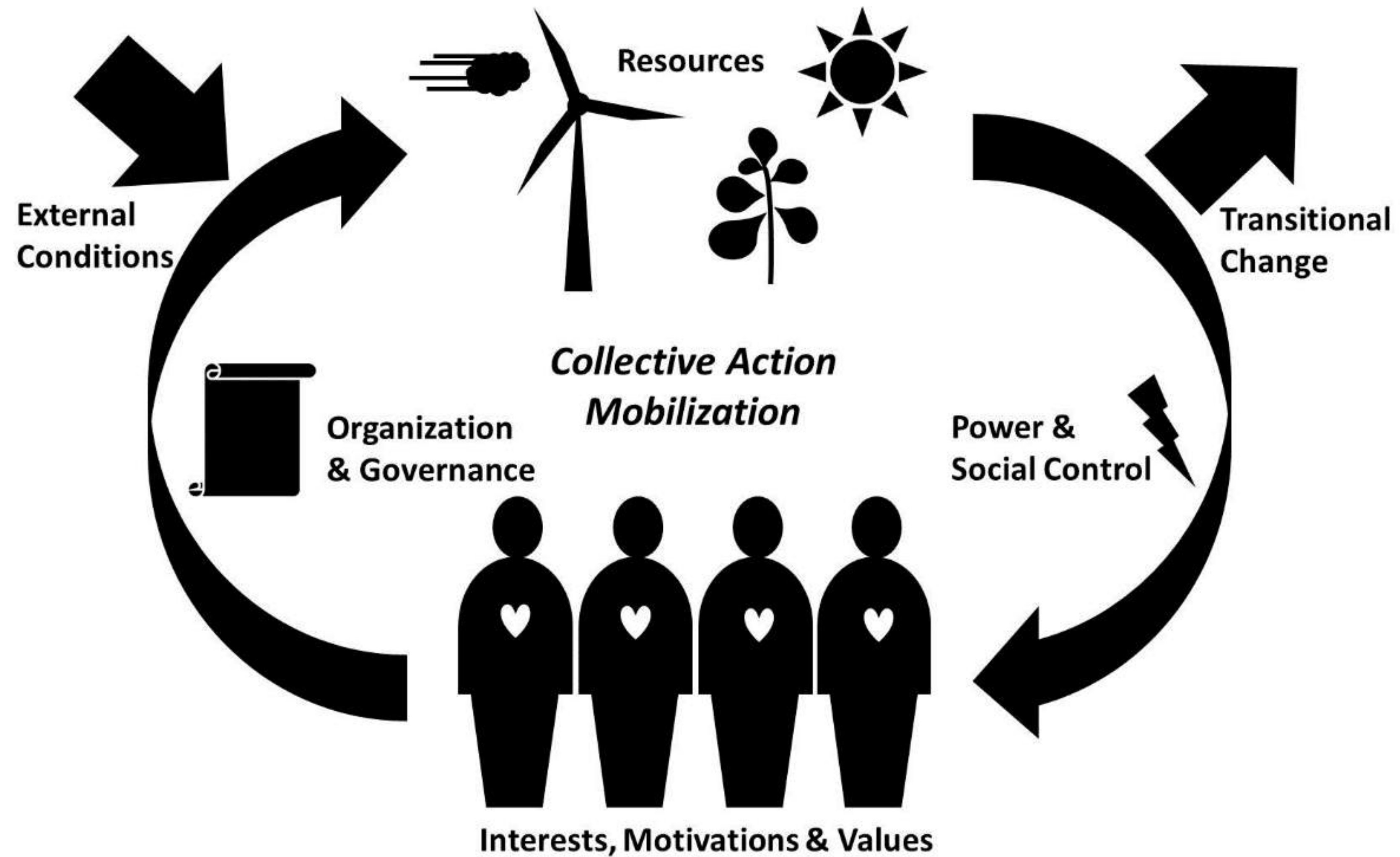


# Topic-focus!

CF has a transversal approach in any area needed

**Energy communities**







# ETU initiative Manifesto

1

**Ecological response  
to the Climate Crisis**

The ETU initiative aims to support mitigation of emissions and set climate adaptation solutions using an **ecosystemic approach**.

+

Crowdfunding (CF) **adds tools** to finance initiatives that tackle climate change

2

**Territorial Equity**

The ETU initiative proposes to boost energy **cooperation between rural and urban areas**

+

CF Digital platforms **create bridges** which connect both context, common grounds

3

**Social Innovation**

The ETU initiative promotes an alternative governance model that enhances the **empowerment of communities**

+

The CF mechanisms **foster & trigger citizens' participation**

4

**Green Economy**

The ETU initiative aims to be a **catalyst of rural & islands revitalization**, taking energy transition as a starting point to bring alternative sources and added value

+

**Highlight specific areas**, key asset for any CF community  
#sustainableFinance

5

**Cooperation &  
Commitment**

The ETU initiative **promotes multilevel governance** in order to help territories to identify their own potential

+

**Platforms are transversal**, strengthens committed communities  
+ supporting entities



It's an example which is highlighted in the report for "Triggering Participation: A Collection of Civic Crowdfunding and Match-funding Experiences in the EU"

**Spin-off**

**Ideation**

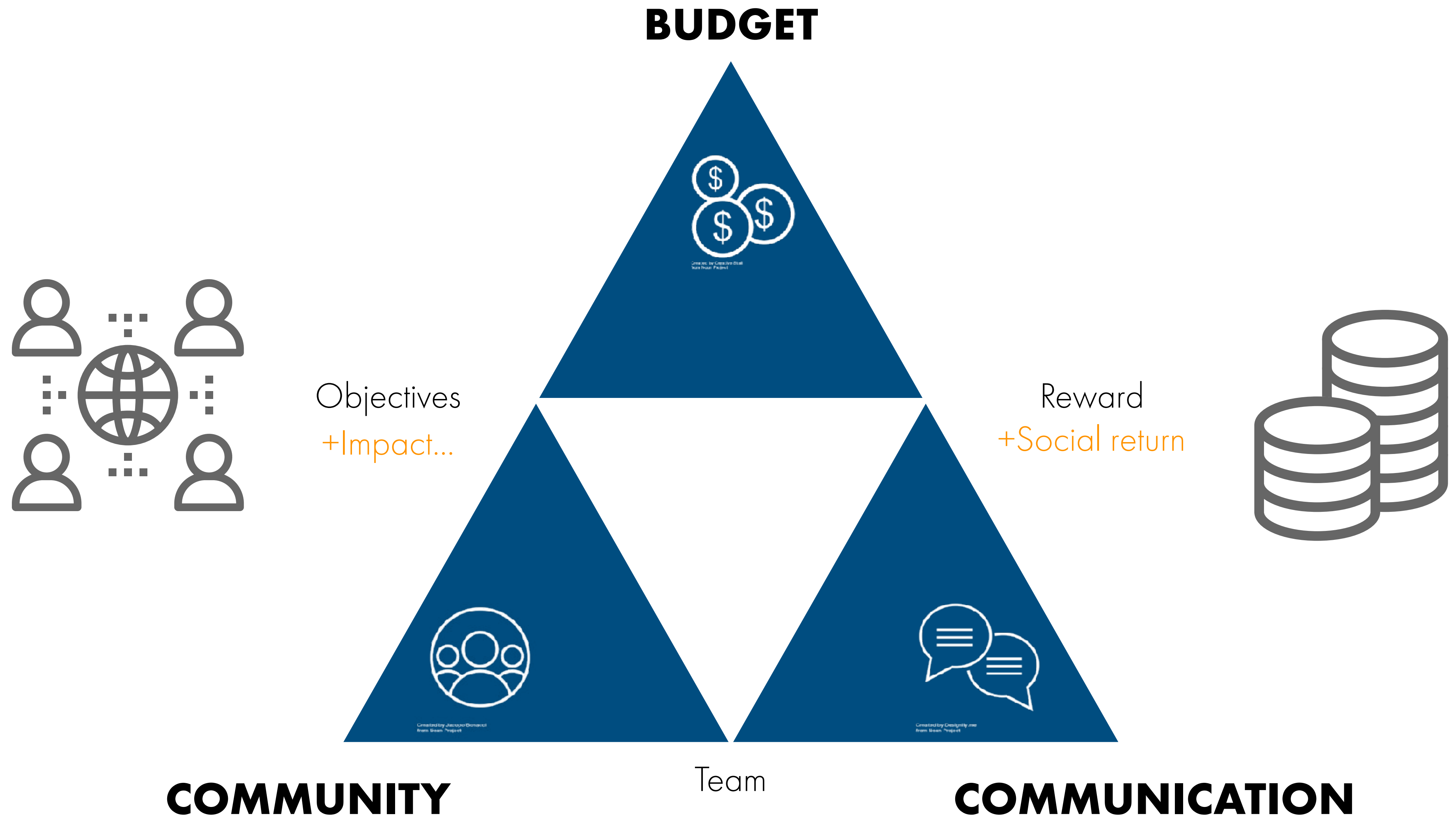
**Collective return**

Som  
mobilitat  
+sostenible

To create local groups of the sharing economy  
platform coop Som Mobilitat, to improve  
the sustainable mobility in Catalunya







"Crowdfunding Sherpas", original diagram by Francesc Balaguer





## Project



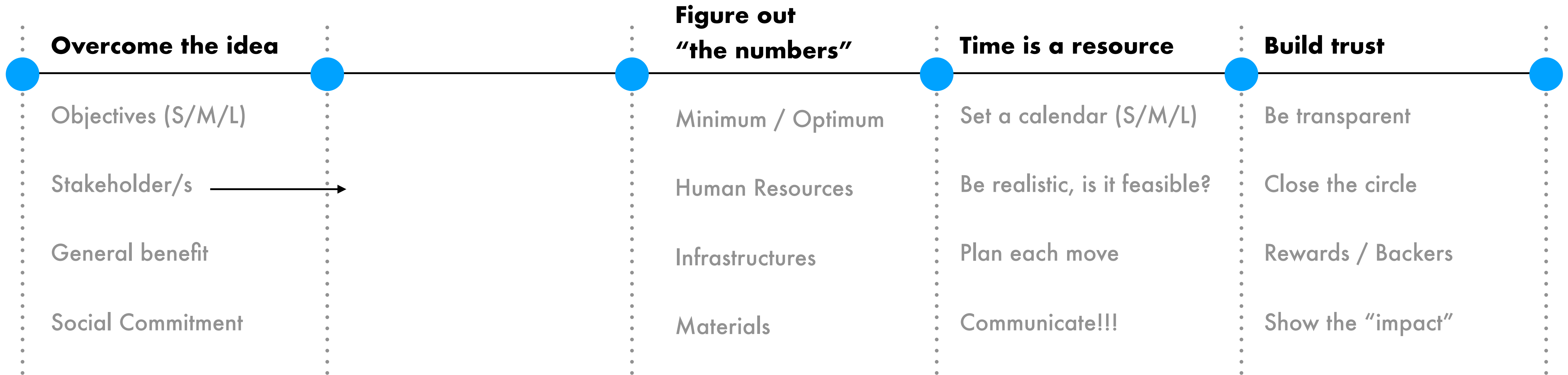
## Budget



## Timeframe

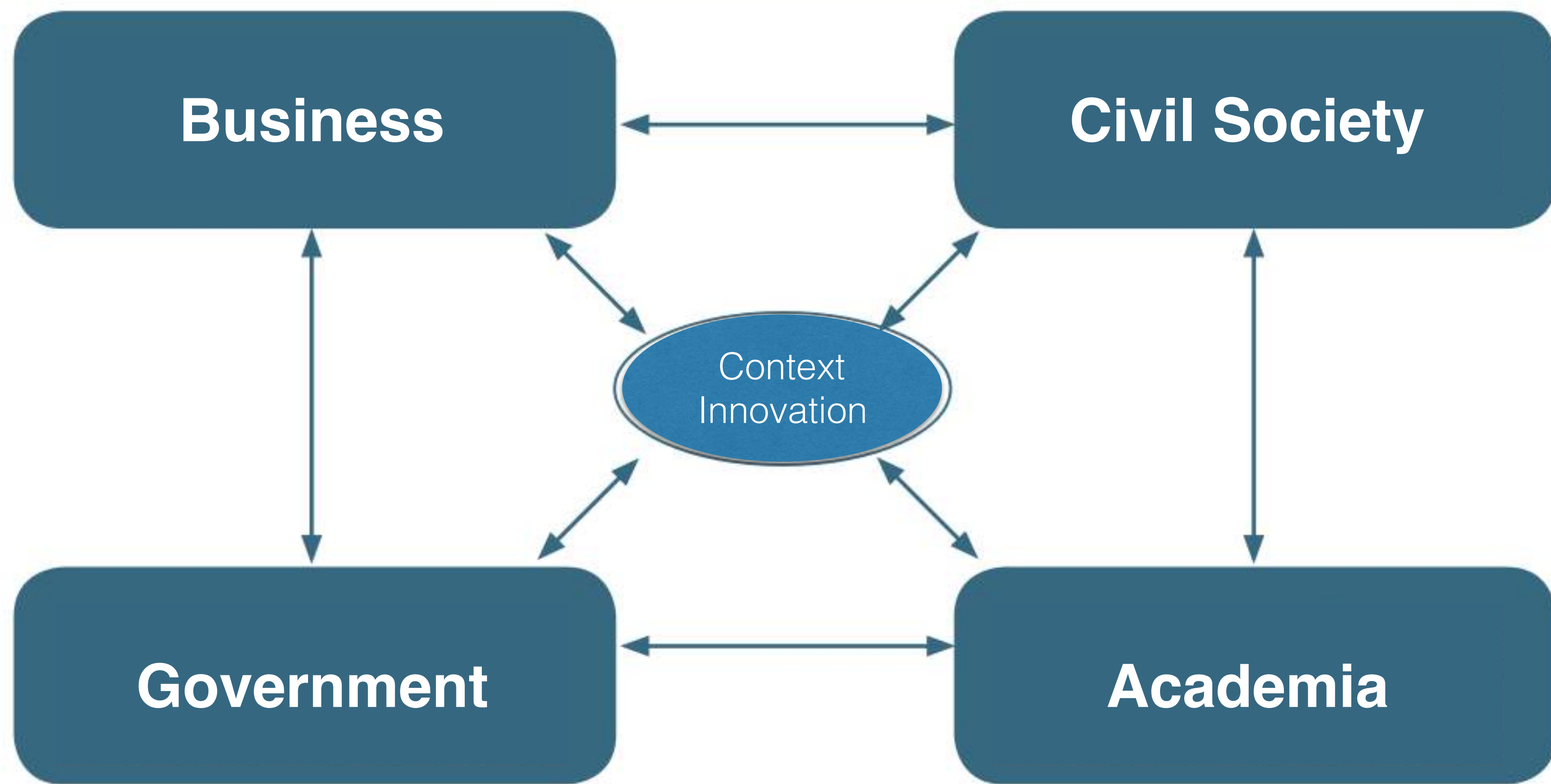


## Follow-up





**Matchfunding** at Goteo is based in [the Quad Helix](#)  
empowering innovation management & entrepreneurship

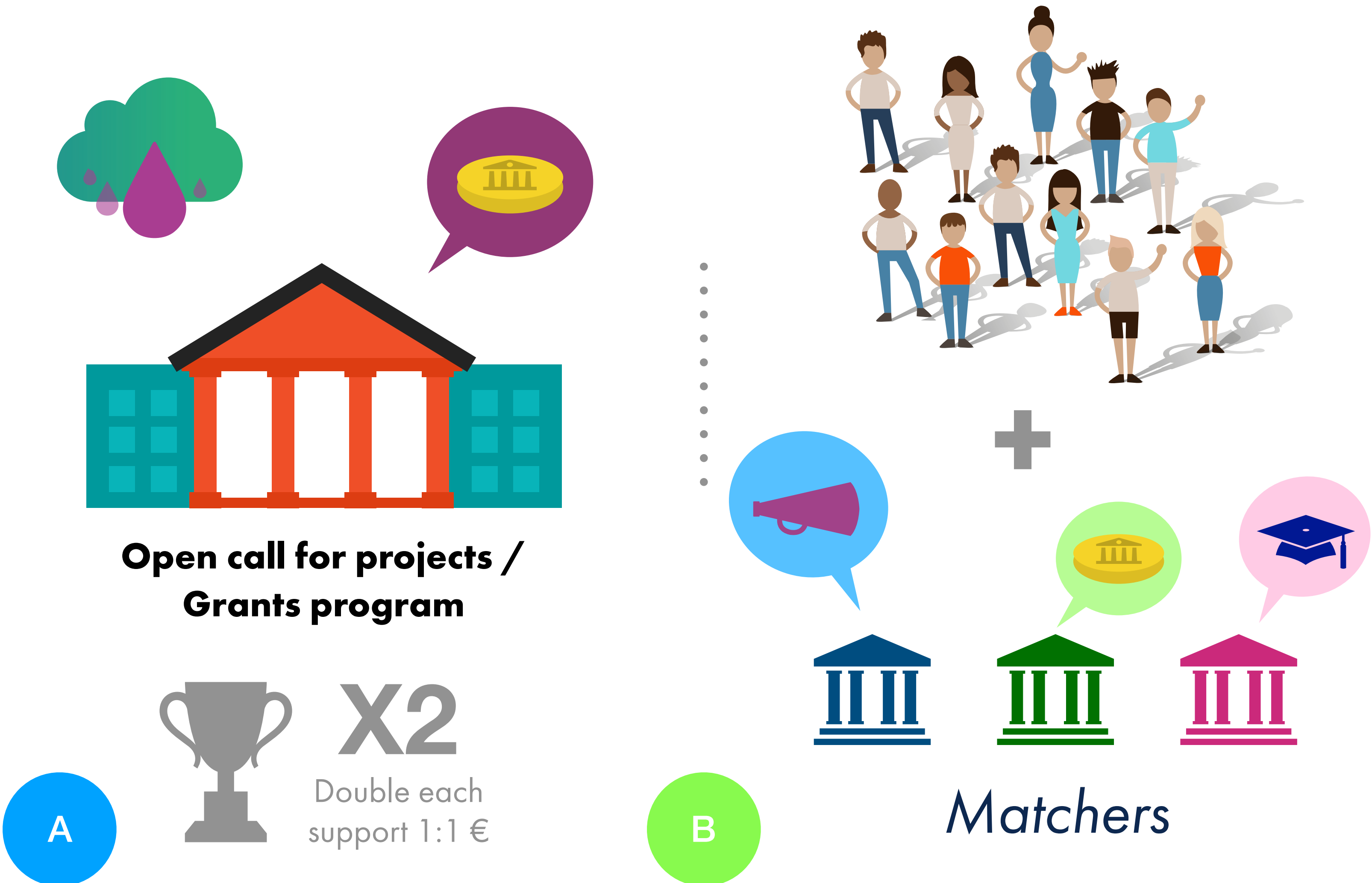




# Crowdfunding



# Matchfunding





# EU projects



## Drive actions related to sustainable finance



The main objective of **CitizEE is to support European public authorities to scale up investments for energy efficiency in the building sector through attracting citizen private investments.** By integrating tailored and widely adopted crowdfunding and cooperative financing schemes with adequate available or to be developed Public Financing Instruments (PFIs), CitizEE will enable to set up large-scale community energy efficiency programs while strengthening know-how of regional/national key stakeholders.



## Drive actions related to sustainable finance



**Initiatives that engage voluntary citizens in the energy provisioning systems by sharing resources, decision making processes and benefits.**

They result from the assemblage of organizational models, technologies, locations, decision-making processes, and scales of energy services

Examples: collective energy purchasing groups; energy cooperatives, energy communities (local or virtual), energy villages





3/3

## Drive actions related to sustainable finance

## Crowdfunding for ESIF

Exploring the potential of crowdfunding as a blending and match-funding mechanism within the context of the European Cohesion Policy, specifically our **Triggering Participation: A Collection of Civic Crowdfunding and Match-funding Experiences in the EU** the European Commission – Directorate-General for Employment, Social Affairs and Inclusion (DG EMPL) in partnership with the European Investment Bank (EIB)

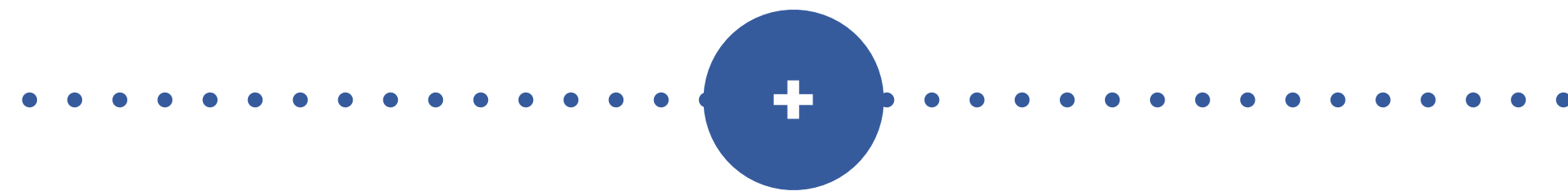
Webinar 6/7/2020: 'Crowdfunding and ESF opportunities: future perspectives for managing authorities'



# **Can we expect such models to become more common in the next programming period?**

We can build bridges upon any financing tool





EUROPEAN  
CROWDFUNDING  
NETWORK

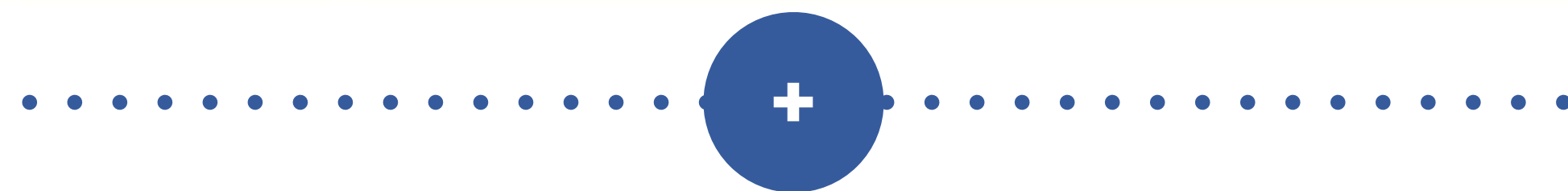
**Extra info (check):**

[Our "Sustainable Finance" Congress](#)





## ESIF diagram



EUROPEAN  
CROWDFUNDING  
NETWORK

**Extra info (check):**

[WEBINAR Fi Compass \(EIB\)](#)

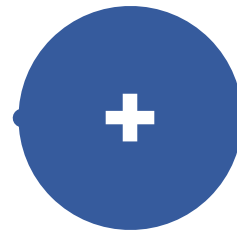




## Funds directly related to rural entrepreneurship



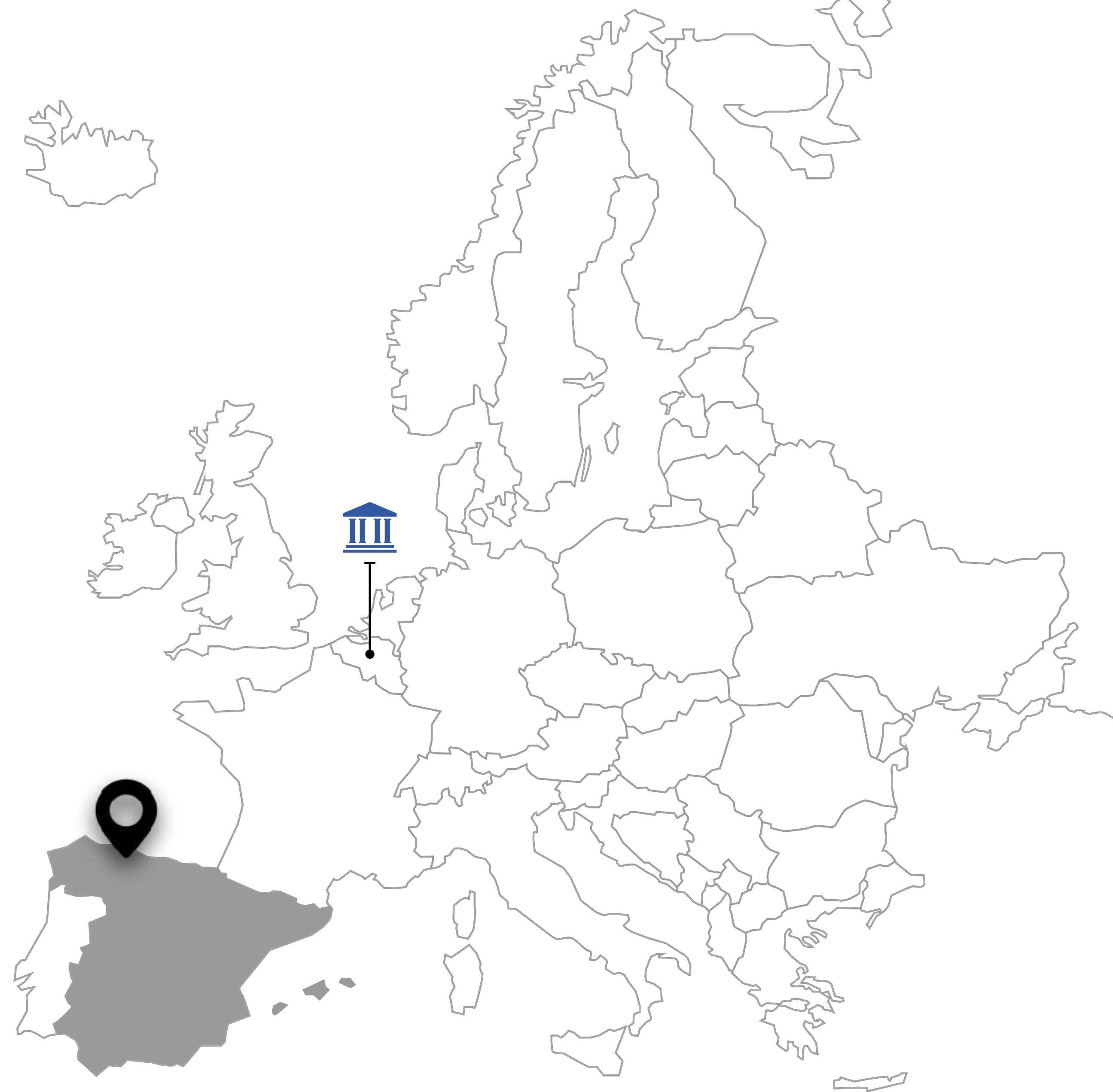
The European Agricultural Fund  
for Rural Development:  
**Europe investing in rural areas**



EUROPEAN  
CROWDFUNDING  
NETWORK

**Extra info (check):**

# Come to our Workshop!





# OUR OBJECTIVES



[www.eurocrowd.org](http://www.eurocrowd.org)

## POLICY

- Ongoing dialogue with EU institutions
- Joint statements with fellow trade bodies

## TRAINING

- Publications
- Events
- 2 annual conferences
- Seminars, webinars and workshops
- 2 country strategic groups

## RESEARCH

- Own research
- EC research projects
- Consulting services for regional and local authorities

## CONDUCT

- ECN Code of conduct
- Best practices
- Transparency
- Fairness





**THANKS!**

@Eurocrowd

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