

# “e-Blue Agora”

## *the first online BLUE DEAL Business Forum*

Organized by the **Interreg MED Horizontal Project “Blue Growth”**  
and the **Interreg MED Modular Project “BLUE DEAL”**



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### **Circle the Med**

The Mediterranean Hybrid Forum 2020

**9-13 November / [circlethemed.com](https://circlethemed.com)**



# Crowdfunding Opportunities for SMEs



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## Capacity Building of BLUE Economy Stakeholders to Effectively use CROWDFUNDING

Project will deliver:

- 1.) Capacity building of blue economy SMEs on how to use CF;
- 2.) Transnational blue-crowdfunding cluster with developed CF services;
- 3.) Mainstreaming the international CF trainings in business support institutions;
- 4.) Mainstreaming policy change and recognition of using civic crowdfunding in regions.

Project ambition is to trigger change from using public funds for innovation to use crowdfunding and crowdsourcing to fund test and validate innovative blue economy products and services. Consequently blue-economy SMEs will get better access to

funding and will be able to deliver better and more innovative solutions.

## What is Crowdfunding ?

“Crowdfunding is an open call, essentially through the Internet, for the provision of financial resources either in form of donation or in exchange for some form of reward and/or voting rights in order to support initiatives for specific purposes.”

Crowdfunding can be used for marketing, market research, community outreach, press activities **and building more participative and fair society.**

Figure 2: European Online Alternative Finance Market Volumes 2013-2017 in €billions (Excluding the UK)



COUNTRY	LOCAL PLATFORMS
Europe (excl UK)	259
Italy	34
Spain	26
Portugal	4
Greece	3
Slovenia	2
Croatia	2
Albania	0
Cyprus	0



donation-based  
Crowdfunding

Philanthropic donation or gift, no return expected



reward-based  
Crowdfunding

Contribution in exchange for a perk or a pre-order of a product



equity-based  
Crowdfunding

Investment for an ownership stake in the business



lending-based  
Crowdfunding

Capital repayment most often with interest

## CROWDFUNDING – BENEFITS:

OUTSOURCING

MARKETING

COMMUNITY  
BUILDING

PRODUCTION-  
RELATED



## Examples of crowdfunded energy projects

### Tidal stream plant



8% interest rate p.a.    5 yrs term period    £ 5M amount raised    1,302 investors

Platform: Abundance Investment  
Developer: Atlantis Resources  
Technology: Tidal  
Location: UK, Singapore, France & Canada  
Financial instrument: Debenture loan  
Installed capacity: N/A

### Solar power plant



5% interest rate p.a.    3 yrs term period    € 800K amount raised    438 investors

Platforms: Oneplanetcrowd and Lumo (collaboration)  
Developer: Amarenco  
Technology: Solar PV  
Location: Toreilles, France  
Financial instrument: Bonds & Loan  
Installed capacity: 9.6 MW

### Wind power plant



5-7% interest rate p.a.    2 yrs term period    € 50K amount raised    36 investors

Platform: Lumo  
Developer: Valorem SAS  
Technology: Wind  
Location: Thouars Metropole, France  
Financial instrument: Bond  
Installed capacity: 24-36MW – pre-construction raise



## Crowdfunding opportunities within BLUE CROWDFUNDING project GR-SPA-CRO-SI-PT-CY

- Crowdfunding regional trainings for SMEs (Oct-Dec 2020)
- Selection of SMEs for supporting CF campaigns (Nov-Dec 2020) – 13 SMEs
- **Design and implementation of 13 CF campaigns for blue economy (Jan-Jun 2021)**
- Selection of topics for 4 civic CF campaigns (Campania-Marche-Cent.Macedonia-Vlore)
- **Design and implementation of 4 civic CF campaigns for blue economy (Jul 2021-Jun 2022)**
- Establishment of blue CF focal points and advising SMEs on crowdfunding (Jul 2021-Jun 2022)
- International school for CF capacity building – (March 2022)
- Blue crowdfunding cluster established and operative (2022 - >)



**Would you like to cooperate with us ?**

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