“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
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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.
CROWDFUNDING – BENEFITS:

OUTSOURCING

- Branding & Marketing
- Open innovation
- Partners & Network
- Advocacy
- Awareness
- (Supporters') Community building

MARKETING

- Timing
- Shared financial risk
- Capacity testing
- Feedback cycle

COMMUNITY BUILDING

PRODUCTION-RELATED

- Transparency
Examples of crowdfunded energy projects

**Tidal stream plant**
- Atlantis Resources
- Crowdfunding finance for a publically listed company
- Platforms: Abundance Investment
- Developer: Atlantis Resources
- Technology: Tidal
- Location: UK, Singapore, France & Canada
- Financial instrument: Debenture loan
- Installed capacity: N/A
- Interest rate p.a.: 8%
- Term period: 5 yrs
- Amount raised: £5M
- Investors: 1,302

**Solar power plant**
- Toreilles Solar Park
- Cross-border platform collaboration
- Platforms: Oneplanetcrowd and Lumo (collaboration)
- Developer: Amarenco
- Technology: Solar PV
- Location: Toreilles, France
- Financial instrument: Bonds & Loan
- Installed capacity: 9.6 MW
- Interest rate p.a.: 5%
- Term period: 3 yrs
- Amount raised: €800K
- Investors: 438

**Wind power plant**
- Saint-Varentais Wind Park
- Community engagement via crowdfunding
- Platforms: Luma
- Developer: Voltrem SAS
- Technology: Wind
- Location: Thouars Metropole, France
- Financial instrument: Bond
- Installed capacity: 24-46MW – pre-construction raise
- Interest rate p.a.: 5-7%
- Term period: 2 yrs
- Amount raised: €50K
- Investors: 36
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?

https://blue-crowdfunding.interreg-med.eu/

https://blue-crowdfunding.interreg-med.eu/stock/our-consortium/

https://www.facebook.com/BLUEcrowdfunding/

Or send mail to: darko@ezavod.si