



Crowdfunding for Renewable Energy

Projects: A Guide (Outline Draft)

>> Introduction to Developers Workshop Discussion <<

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Partners



Objectives for Guidelines Session

- Overview of planned structure and focus of Platforms Guide (MK), followed by introduction to policy recommendations (TM)
- In-depth discussion in breakout groups
 - What would you like to see in the guide
 - How you can inform what is in the guide
 - Use space provided in handout for feedback!

1. Aim of the Developers Guide

- Help unleash the potential of crowdfunding for the renewable energy sector
- Address issues relevant to developers seeking to crowdfund RE projects
- Goal: support easier, more effective and more widely accepted practices in crowdfunding renewable energy projects

2. Why Crowdfunding?

- CF still in early stage in RE sector
- Offer alternative source of finance
- Role of co-funding arrangements
- Role of community engagement (planning process, wider marketing aims etc)

3. Beyond General Guidelines

- Various good generic CF guides already available online
- Including European Commission
- Added value of this Guide?
 - Specific forms of CF for RES projects
 - Specific challenges of crowdfunding RES projects
 - Insight on attitudes of the public as potential RE project investor

4. RE CF Instruments

- Emphasis on equity and debt based securities
- Some P2P funding of smaller projects
- Public attitudes toward these instruments
- Heavily context dependent: national regulatory frameworks decisive, in particular financial

5. Prospect and Challenge of RE CF

- Proper setup and planning key, be prepared
- Understand crowd dynamics, reputational risk
- Importance of joined up marketing
- Social media readiness

6. Renewables and the Crowd

- Attitudes of the public: positively inclined towards CF, and towards RE CF
- Need to consider depth of the investor market for RE projects
- Importance of pro-active campaigning to achieve target subscriptions