



## Support to new platforms

---

Report summarising supporting activities to crowdfunding platforms

**Author: Kathrin Kohl (European Crowdfunding Network)**

CrowdFundRES  
*Unleashing the potential of Crowdfunding for Financing Renewable Energy Projects*



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 646435.

# Table of contents

---

Table of contents .....	2
<b>List of Tables</b> .....	2
<b>List of Figures</b> .....	2
Introduction .....	3
Five measures to support new platforms .....	4
<b>1. Matchmaking sessions: RES developers and crowdfunding platforms</b> .....	4
<b>2. Direct contacts through the project website, survey and workshop</b> .....	4
<b>3. Contact to the online marketplace Green Dealflow</b> .....	5
<b>4. Direct contacts to newly launched platforms</b> .....	5
<b>5. Promotion of the European Investment Portal (EIPP)</b> .....	6
Conclusion .....	8
Technical references .....	9

## List of Tables

Table 1: Direct contacts through website, survey and workshop .....	4
---	---

## List of Figures

Figure 1: Article about the European Investment Project Portal (EIPP) .....	6
Figure 2: Data of website visits (September 2017) .....	7

## Introduction

---

This deliverable (D4.5) "Report summarising supporting activities to crowdfunding platforms" reports on the measures taken during the CrowdFundRES project to support new crowdfunding platforms and existing crowdfunding platforms that have expanded their activities to include renewable energy. The aim of this deliverable is to summarize all actions carried out within Task 4.4. "Support to New Platforms".

The European Crowdfunding Network (ECN) has started providing practical support to new crowdfunding platforms as well as existing platforms already since the first months of the project even though this activity was foreseen for the second half of it. In total, five different measures have been executed throughout the project:

1. Matchmaking sessions: RES developers and crowdfunding platforms
2. Direct contacts through the project website, survey and workshops
3. Contact to the online marketplace Green Dealflow
4. Direct contacts to newly launched platforms
5. Promotion of the European Investment Portal (EIPP)

All of the above-mentioned actions will be described in more detail in the following chapters.

## Measures to support new platforms

### 1. Matchmaking sessions: RES developers and crowdfunding platforms

During the European workshop that took place on 24 May 2016 in Brussels, matchmaking sessions have been executed, where RES developers and crowdfunding platforms were brought together according to their geographical focus. They had the possibility to exchange in order to set up potential collaborations, meaning hosting the RES project on the respective platform.

The matchmaking sessions took place alongside the 2<sup>nd</sup> ECN CrowdCamp held in Brussels in May 2016. Apart from the matchmaking session, the representatives of crowdfunding platforms had the opportunity to network with more than 200 renewable energy developers, EU policy makers as well as clean tech and energy efficiency entrepreneurs in order to discuss potential collaborations.

The proceedings and results of this event can be consulted at the following link: <http://www.crowdfundres.eu/news/crowdfundres-workshops-crowdfunding-renewable-energies/>

### 2. Direct contacts through the project website, survey and workshop

Through the project website, the consortium was contacted by several RES project developers, who requested assistance to find the right crowdfunding platform for their project. The European Crowdfunding Network and WIP gave advice with regards to the type of crowdfunding model and the choice of a suitable crowdfunding platform, while considering the type of project, its geographical orientation as well as the competence of the respective platform. A list of all contacts is shown in the table below.

Name	Organisation	Country	Source	Platform brought in contact with
Josip Basic	Live Good d.o.o.	Croatia	Survey	UNDP
LEFEVRE	SE3 CONSULTING	France	Survey	LUMO
Elisabeth Klimm	Fraunhofer Institut für Solare Energiesysteme (ISE)	Germany	Survey	OPC / GC
Athanasios Ghikas	Clarus Energy Services Company	Greece	<a href="mailto:info@crowdfundres.eu">info@crowdfundres.eu</a>	Green peace / Easystarter
Aris	Phoenix Solar Greece	Greece	Survey	Green peace / Easystarter
Kevin Dennehy	Sligo TT / Transition Sligo	Ireland	Survey	ABUNDANCE
John Gleeson	Duggan Renewables	Ireland	Survey	ABUNDANCE
Michael Quirk	Iq solar Ltd	Ireland	Survey	ABUNDANCE
Niall	wexfordsolar	Ireland	Survey	ABUNDANCE
	PHM Consulting Engineers Ltd	Ireland	Survey	ABUNDANCE

Table 1: Direct contacts through website, survey and workshop 1/2

Name	Organisation	Country	Source	Platform brought in contact with
Gaetano	Gammaenergy	Italy	Survey	Fundera / Ecomill
Fabrizio	R&TIA srl	Italy	Survey	Fundera / Ecomill
Donato PISCIOTTA	Clean Energies srl	Italy	Survey	Fundera / Ecomill
Dave van Dongen	GreenTec Sense	Netherlands	Survey	OPC
Luis García	HIMIN SOLAR	Spain	Survey	Generation kWh?
Julian Daniels	Hull University	UK	<a href="mailto:info@crowdfundres.eu">info@crowdfundres.eu</a>	ABUNDANCE
Paul Camp	BELECTRIC UK	UK	<a href="mailto:info@crowdfundres.eu">info@crowdfundres.eu</a>	ABUNDANCE
Henry Hodge	Black-Ram Recycling Ltd	UK	Survey	ABUNDANCE
Orla Ward (left company); now Laurence Arbuckle	Bryson Energy	UK	Survey	ABUNDANCE
Jan Guštinčič	Green Communities UK	Albania		<a href="http://alliedcrowds.com/country/albania">http://alliedcrowds.com/country/albania</a>
Giannis Gkillis	Sifnos Island Cooperative	Greece	Workshop in Athens	Indiegogo
Ilaria Bientinesi	AzzeroCO2	Italy	T3.3 & 3.4 WS promotion	Fundera / Ecomill

Table: Direct contacts through website, survey and workshop 2/2

### 3. Contact to the online marketplace Green Dealflow

Green Dealflow<sup>1</sup> is a marketplace for renewable energy projects. The European Crowdfunding Network contacted the platform in order to find out in what way the marketplace could potentially support crowdfunding platforms get free access to more renewable energy projects. With regards to a potential partnership or some form of contribution to the CrowdFundRES project, Green Dealflow did unfortunately not show any interest in a collaboration.

*„While we believe that crowdfunding is a great model for renewable energy projects, it is however not within our focus. Therefore, we would like to say no.“*  
(Mr. Jakobsen, Partner at Green Dealflow)

### 4. Direct contacts to newly launched platforms

The consortium found out that two platforms started their operations (and are still active) in the field of renewable energies within the period of the CrowdFundRES project.

The platform Mongoose Crowd<sup>2</sup> is based in the UK and was launched in 2015. It dedicates its operations on community energy projects in its country. It has been established by Mongoose Energy, one of UK's leading community energy companies. The European Crowdfunding Network together with Abundance contacted the platform to offer support in the set-up of their platform and funding of RES projects.

In France, the platform Akuo Energy<sup>3</sup> has already been established in 2007 and recently became a relevant player in the French RES crowdfunding sector. The European Crowdfunding Network

<sup>1</sup> <https://greendealflow.com/>

<sup>2</sup> <https://www.mongoosecrowd.co.uk/>

<sup>3</sup> <http://www.akuoenergy.com/en>

together with LUMO contacted the platform to offer assistance in finding new projects and related aspects.

Despite the great efforts undertaken by the European Crowdfunding Network and other partners to support these new platforms, none of them have shown a commitment or interest in accepting support within this task.

## 5. Promotion of the European Investment Portal (EIPP)

The European Investment Project Portal is a meeting place for project promoters and investors. In November 2017, a total of 209 projects were presented on the platform, of which 55 projects were in the fields of: RES and EE, Electricity infrastructure, Gas infrastructure and Energy R&D.

Thus, the portal can help crowdfunding platforms to get free access to more renewable energy projects. The European Crowdfunding Network composed an article (see figure 1)<sup>4</sup> about this portal. It was published on the CrowdFundRES project website to attract the attention of crowdfunding platforms and other stakeholders.

### How to find new projects and build an investor base as a newly launched crowdfunding platform

21 September 2017

Newly launched crowdfunding platforms for renewable energy projects often face the challenge to find projects that are suitable for their platform. A clear identification of the platform's clients is crucial, be it renewable energy project developers, SMEs or project contractors.

As a new platform in the crowdfunding business, which is a fast-changing market, one needs to thoroughly analyse and understand its target clients. To generate adequate dealflow requires an understanding of the target markets and a strong network within a sector. One step are emailings and expert networking events, but it will require more dedicated actions to engage relevant participants. Building a deal pipeline successfully is challenging as well as time-consuming. (Remark: The [CrowdFundRES guidelines for platforms](#) provide answers to these and other questions to facilitate better understanding and decision-making to new platforms.)

Another way of finding suitable projects (clients) for a newly launched RES crowdfunding platforms could be to look into tailored portals that focus on the sector. **The European Investment Project Portal (EIPP)** is one of these portals and it displays a range of European Investment Projects in renewable energies, energy efficiency and other sectors. CrowdFundRES recommends this portal to those crowdfunding platforms that want to expand their operations to the renewable energies field or that have recently launched their business and are looking for project developers and an investor base.

Please follow [this link](#) to the EIPP

By Kathrin Kohl

Figure 1: Article about the European Investment Project Portal (EIPP)

The article was visited 125 times by 105 unique users, while 620 users in total accessed the website in September 2017. Figure 2 shows the data of the whole website in that month.

---

<sup>4</sup> How to find new projects and build an investor base as a newly launched crowdfunding platform <http://www.crowdfundres.eu/news/find-new-projects-build-investor-base-newly-launched-crowdfunding-platform/>



Figure 2: Data of website visits (September 2017)

## Conclusion

---

The aim of task 4.4 was to provide practical support to new crowdfunding platforms as well as existing crowdfunding platforms that have expanded or plan to expand their activities to include renewable energy. This deliverable summarized the efforts and actions taken in this regard.

Five measures have been executed with great effort in order to engage with and support (new and existing) crowdfunding platforms in their operations. The measures have proven to be unequally effective. The contacted crowdfunding platforms did not desire to benefit from the CrowdFundRES project and the respective measure “Direct contacts to newly launched platforms”, due to their lack of interest and the very low responsive rate. With regards to the measure “Contact to the online marketplace Green Dealflow” a similar argument can be considered. Despite ECN’s efforts, Green Dealflow did not show any interest in a collaboration nor did it consider contributing to promoting the CrowdFundRES project.

The three remaining measures have proven to be beneficial for both crowdfunding platforms and project developers. The matchmaking session brought together more than 200 platforms, RES developers, EU policy makers and other relevant stakeholders. With the measure “Direct contacts through project website, survey and workshops” 22 contacts could benefit from the support of the CrowdFundRES consortiums expertise and network. The article published on the project website, which promotes the European Investment Portal was visited by 105 unique users.

Through these measures, not only crowdfunding platforms have been supported in their efforts to set-up and crowdfund renewable energy projects. Also, RES project developers could be brought in contact with the right crowdfunding platform according to their geographical focus and their funding need and could therefore benefit from the CrowdFundRES network and the know-how of the European Crowdfunding Network.



## Technical references

Project Acronym	<b>CrowdFundRES</b>
Project Title	Unleashing the potential of Crowdfunding for Financing Renewable Energy Projects
Project Coordinator	Silvia Caneva & Pablo Alonso Wirtschaft und Infrastruktur GmbH & Co Planungs-KG (WIP) silvia.caneva@wip-munich.de pablo.alonso@wip-munich.de
Project Duration	February 2015 – January 2018 (36 months)

Deliverable No.	D4.5 Report summarising supporting activities to crowdfunding platforms
Dissemination level*	PU
Work Package	WP4 – Guidelines Application and Revision
Task	T4.4 – Support to new platforms
Lead beneficiary	ECN
Contributing beneficiary/ies	-
Due date of deliverable	31 January 2018
Actual submission date	30 January 2018

PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

v	Date	Beneficiary	Author
1.0	09/01/2018	European Crowdfunding Network	Kathrin Kohl
2.0	19/01/2018	WIP	Pablo Alonso, Silvia Caneva
3.0	30/01/2018	ECN, WIP	Kathrin Kohl, Pablo Alonso, Silvia Caneva



### Disclaimer

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 646435. The sole responsibility for the content of this report lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither INEA nor the European Commission are responsible for any use that may be made of the information contained therein.

While this publication has been prepared with care, the authors and their employers provide no warranty with regards to the content and shall not be liable for any direct, incidental or consequential damages that may result from the use of the information or the data contained therein. Reproduction is authorised providing the material is unabridged and the source is acknowledged