

Six-monthly e-Newsletters

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CrowdFundRES

Unleashing the potential of Crowdfunding for Financing Renewable Energy Projects



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Introduction

This report has been developed within the CrowdFundRES project, which is funded by the European Commission and aims at contributing to the acceleration of renewable energy growth in Europe by unleashing the potential of crowdfunding for financing renewable energy projects. In order to achieve this, the work has been structured for achieving the following objectives:

1. Deepen understanding of the adoption of crowdfunding for financing renewable energy projects.
2. Analyse the challenges faced by the application of crowdfunding for renewable energy projects in Europe.
3. Develop and apply guidelines that support more effective practices.
4. Help improve the market and regulatory framework in Europe.
5. Promote the crowdfunding concept and its advantages among those who could contribute or raise funds.

This document reports about the activities undertaken within the framework of Task 5.3 – Promotional Materials, Subtask 5.3.2 - e-Newsletters.

The e-Newsletter is a dissemination tool designed to keep the CrowdFundRES stakeholders updated on the progress of the project and its achievements. It is sent out to registered users via email and is available for a wider public through the CrowdFundRES website and Issuu.

E-Newsletters are issued on a six-monthly basis and inform stakeholders on the latest publications, news from the project and relevant sectorial events.

Structure of the document

This document is built up in the following structure:

1. Dissemination strategy and target addressed. For a successful CrowdFundRES dissemination campaign it is necessary to understand the strategy followed. This section provides an overview of the steps followed to ensure the best outreach of the e-Newsletter;
2. Production process. This section presents in detail the production process followed for the development of the CrowdFundRES e-Newsletters; and
3. Structure. Last section explains the structure of the e-newsletters.

To date, four e-Newsletters have been published in the project website www.crowdfundres.eu. The impact of the periodic publication of newsletter has been very positive on the project website, resulting in a steady growth in the number of subscribers, 356 by the end of the project.

The last newsletter will be released after the project completion and will highlight the last outcomes and news performed by the CrowdFundRES project.

1. Dissemination strategy and target addressed

The CrowdFundRES e-Newsletter is a semi-annual communication channel aimed at providing information about the progress of the project and its results to the community of stakeholders targeted by CrowdFundRES. It features the most recent news published on the CrowdFundRES website with a focus on the project's achievements and displays a calendar of events relevant to the project followers. Through the e-newsletter, the reader is also invited to participate in surveys and engage in conversation on social media.

The e-Newsletter is sent via email to users who actively opt-in by registering through the project website and it is published on the CrowdFundRES website at the URL:

<http://www.crowdfundres.eu/category/newsletters/>

On the same page, users can download the newsletter in pdf format or browse it through the embedded Issuu application.

The main targets addressed by the e-Newsletter are:

- CrowdFundRES partners and their networks;
- Stakeholders at large (crowdfunding platforms, RES project developers and investors)
- Policy makers at European, national and regional level

The following table contains information on the releases, the partners who wrote the editorials and the number of subscribers.

N°	Release date	Editorial	Registered Users	Open rate
1	October 2015	Matthias Klaes, UNIDUN	85	58.8%
2	June 2016	Dr. Ariel Bergmann, UNIDUN	185	47.5%
3	November 2016	Thomas Maidonis, WIP	230	50.4%
4	July 2017	Sissy Windisch, Green Crowding	309	41.6%
5	January 2018	Pablo Alonso, WIP	n/a	n/a

Table 1 CrowdFundRES e-Newsletter releases

Since the beginning of the project, the e-Newsletter has been released every six-eight months. As shown in Table 1, the number of registered users has increased steadily throughout the life of the project, meaning that the CrowdFundRES consortium was able to raise the interest of the stakeholders.

The last issue of the CrowdFundRES e-Newsletter will be released by the end of January 2018. To date, we register 356 subscribers.

2. Production process

YOURIS is responsible for the selection of contents, packaging and distribution of the e-Newsletters. Upon each release, a partner is invited to write the editorial, focusing on a specific angle related to crowdfunding and renewable energies.

The production process of the CrowdFundRES e-Newsletters consists of the following steps:

- **Content collection:** YOURIS collects the content and suggestions from partners;
- **Packaging:** YOURIS drafts file containing all the items of the e-Newsletter;
- **Content validation:** contents are shared with project coordinator for final validation;
- **HTML layout:** after validation, YOURIS puts the items into layout
- **Final editing:** final editing phase of the content, includes the creation of a pdf printable template and preparation of the Issue, both uploaded on the website;
- **Release:** the e-Newsletter is sent to CrowdFundRES registered users.



Figure 1 CrowdFundRES e-Newsletter production process

3. Structure

The CrowdFundRES e-Newsletters are packaged following a common structure, as described below:

- **Editorial:** the editorial is written by one of the partners.
- **Highlight:** it is a section dedicated to the most relevant news, events or videos related to the project.
- **News:** news pieces are usually retrieved and collected through already existing articles, interviews and press releases.
- **Events:** every e-Newsletter features a list of events where the CrowdFundRES project will be presented. This list may also include interesting events for the project's domains.
- **Results:** this section includes links to the most recent results of the CrowdFundRES project.

When needed, these sections can be moved in a different position to give their content more importance. All e-Newsletter include an acknowledgement to the funding received through the European Union's Horizon 2020 Research and Innovation Programme.

If they wish so, readers can unsubscribe from the mailing list by clicking on a link in the e-Newsletter received by email.



[Incentive schemes for citizen:
Will the French energy r/evolution inspire the rest of Europe?](#)


Recent French and German incentives schemes to engage citizen in the roll-out of renewables demonstrate two things. Firstly, there is a real move towards greater financial involvement of citizen. Secondly, there is no common approach across EU Member States.

[Read more](#)



Figure 2 CrowdFundRES e-Newsletter editorial and highlight sections

Events



European workshop "Crowdfunding PV projects"

RAI Convention & Exhibition Centre, Amsterdam, The Netherlands, Monday 25th September 2017


The CrowdFundRES final workshop will take place on the occasion of the EU PVSEC, the European PV Solar Energy Conference and Exhibition, on Monday 25th September 2017. Join us and find out more about ideas and examples of successful PV projects financed via crowdfunding, as well as challenges and potential measures to overcome them.

[Registration form and draft agenda are available here](#)

News


[When crowdfunding is Sharia compliant](#)

Starting at the bottom, creating a tangible project, sharing and limiting risk. This is what crowdfunding and Islamic finance is all about when they come together.



[Green energy and politics: crowdfunding to the rescue?](#)

The pressure's on for countries to honour their climate change commitments. But US President Donald Trump is threatening to tear up the Paris agreement and the UK's quitting the EU.



[Green energy will French and German elections bring wind of change?](#)

The future of energy production is set to be a crunch issue in this year's big elections in France and Germany. The current leaders want to reduce nuclear and fossil-fuelled power. But could all that change?




Figure 3 CrowdFundRES e-Newsletter Events and News sections

Policy Recommendations



[Policy recommendations on regulatory and market framework improvements for crowdfunding RES projects](#)

The report collects the experiences gathered during the discussions and events organized in the framework of the CrowdFundRES project and presents a number of recommendations and measures to foster crowdfunding for renewable energies.

[Download the report here!](#)



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Figure 4 CrowdFundRES e-Newsletter Results section and EU Acknowledgements

Technical references

Project Acronym	CrowdFundRES
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.	D5.5 Six-monthly e-Newsletters
Dissemination level*	PU
Work Package	WP 5 - Communication and Promotional Campaign
Task	T5.3 – Promotional Materials Subtask 5.3.2 e-Newsletters
Lead beneficiary	5 (YOURIS)
Contributing beneficiary/ies	1 (WIP), 2 (ECN), 3 (UNIDUN), 6 (GLOBAL2000), 7 (ABUNDANCE), 8 (GC), 9 (LUMO), 16 (OPC), 12 (REG), 13 (BNRG), 14 (VALOREM)
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	26/01/2018	YOURIS	Alessandra Barbieri
2.0	29/01/2018	WIP	Pablo Alonso



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