Best Practices eBook

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CrowdFundRES

Unleashing the potential of Crowdfunding for Financing Renewable Energy Projects

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Introduction

The CrowdFundRES Best Practices eBook entitled "*Crowdfunding Renewable Energy – A practical guide for Crowdfunding Platforms, Project Developers, Investors and Policy Makers*" (ISBN 3-936338-48-5) represents a unique opportunity for the project consortium to share the key learnings from the experience gathered during the project and turn them into valuable advice to the main stakeholders involved in crowdfunding for renewable energy projects.

The CrowdFundRES Best Practices eBook has been drafted with input from all the project partners and summarises the results of WP3 "Development of Guidelines and Recommendations" and WP4 "Guidelines Application and Revision". It was published on the website on January 29th 2018 and is available at the following link:
http://www.crowdfundres.eu/wp-content/uploads/2018/01/Crowdfunding-Renewable-Energy_protected.pdf

This document provides a preview of the methodology applied, of the structure of the Best Practice eBook and indicates the modalities of distribution which are being adopted.

Methodology

The CrowdFundRES Best Practice eBook summarises the key learnings gained throughout the project. It constitutes a unique opportunity for the project consortium to turn these learnings into valuable advice to the stakeholders the project has been targeting, i.e. crowdfunding platforms, developers of renewable energy projects, investors and policy makers.

The content of the eBook reflects the results of the activities carried out within WP3 "Development of Guidelines and Recommendations" and WP4 "Guidelines Application and Revision". By analysing the state of the art, the CrowdFundRES consortium was able to identify the main challenges of crowdfunding for renewable energy projects in Europe and developed guidelines, which were then applied to case studies and validated. The consortium also formulated policy recommendations to help improve the market and regulatory framework for crowdfunding and renewables in Europe.

"*Crowdfunding Renewable Energy – A practical guide for Crowdfunding Platforms, Project Developers, Investors and Policy Makers*" contains a selection of the most important findings of the CrowdFundRES project, chosen among all the partners of the consortium.

The aim of the eBook is to serve as guidance for future developments and initiatives in the same area, to contribute to the understanding of crowdfunding as a mechanism to deliver new market access to investors of sustainable projects, and to stimulate the improvement of the market and regulatory framework for crowdfunding of renewable energy projects.

Structure

The CrowdFundRES Best Practices eBook is divided into five main parts. The first four parts contain best practices for each of the stakeholders addressed in the CrowdFundRES project (Crowdfunding Platforms, RES Project Developers, Investors and Policy Makers), while the last section collects insights of successful case studies investigated and generated during the project.

The best practices are presented in form of question and answer to make it easier for the reader to identify the main issues and relate with the content. They offer the key stakeholders valuable advice coming from the experience of the CrowdFundRES project in a clear and concise way.

The case studies are listed in the "Success stories" section. Each case study is displayed as a table that provides a brief description of the experience and relevant information on the project funded via crowdfunding, such as:

- the name of the platform(s) and developer(s) involved;
- the technology adopted (wind, solar, tidal, etc.);
- the location where the project took place;
- the financial instrument used;
- the capacity installed;
- the interest rate;
- the term period;
- the total amount of money raised by the crowdfunding campaign;
- the total number of investors.

Best practices and case studies are accompanied by a preface, an introduction and a glossary of technical terms.

Content

The numerous advices contained in the CrowdFundRES Best Practices eBook are divided according to the stakeholders they address. They are listed below:

Crowdfunding platforms

- What are the set-up costs for new platforms?
- How can I grow the crowd, gain a reputation and promote a crowdfunding campaign?
- What kind of follow-up work is required after a project has been funded?
- What is the due diligence process?

RES Project Developers

- What type of financing can I get?
- What benefits and services can crowdfunding platforms provide?
- Does my company comply with current regulations and laws regarding crowdfunding?
- Which information must I share publicly?

Investors

- What do I need to know about finance, dispute settlement and money flow?
- What happens if the crowdfunding platform ceases to operate or in case of default?
- What interest rates and payback terms should I reasonably expect?
- What are the critical elements of the contractual agreement with the borrower?

Policy Makers

- How to stimulate citizens' engagement in RES projects?
- How can legislators support RES projects through crowdfunding?
- What energy legislation is needed to secure crowdfunding investments in renewables?
- How can crowdfunding fill the financing gap between banks and RES developers?

Figure 1 Example of best practice for crowdfunding platforms

Success Stories

The case studies selected to be included in the CrowdFundRES Best Practices eBook are the following:

- Torreilles Solar Park
- Solease
- Saint-Varentais Wind Park
- Atlantis Resources
- Thrive Renewable Energy Bond
- Upper Pitforthie Windgen

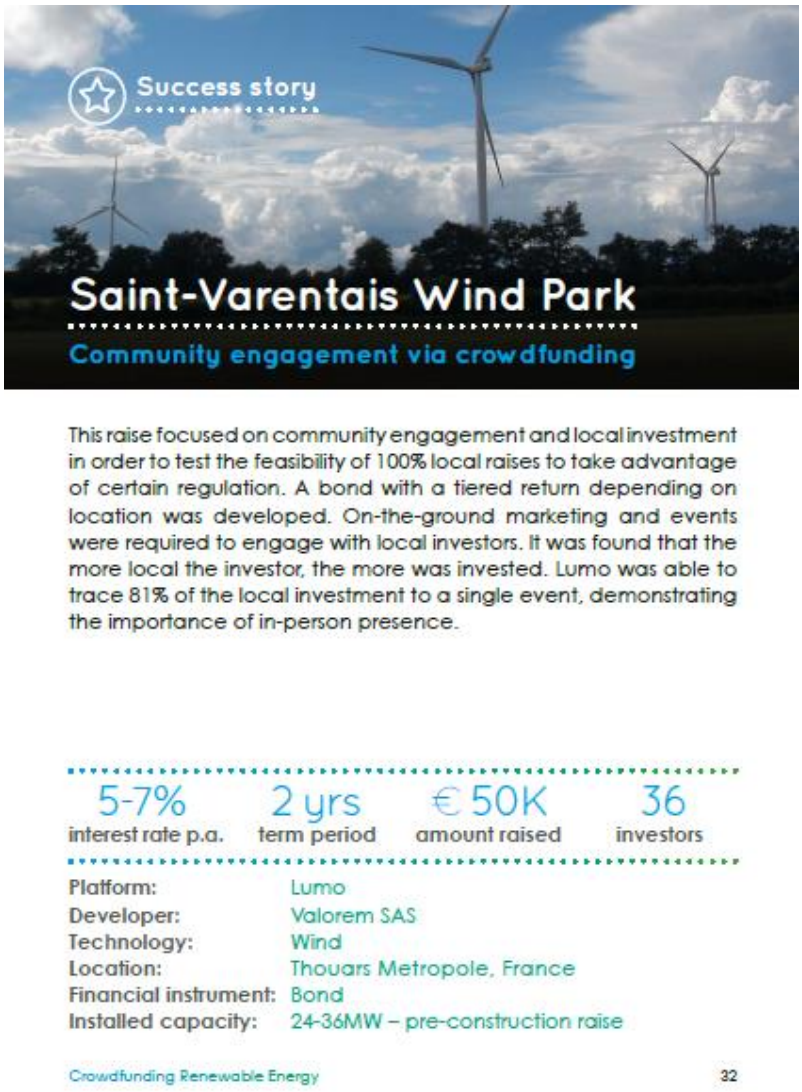

Figure 2 Example of success story

Distribution

The CrowdFundRES Best Practice eBook "*Crowdfunding Renewable Energy: A practical guide for Crowdfunding Platforms, Project Developers, Investors and Policy Makers*" is available for download from the results section of the CrowdFundRES website at the link: http://www.crowdfundres.eu/wp-content/uploads/2018/01/Crowdfunding-Renewable-Energy_protected.pdf

The Best Practice eBook will be widely promoted via youris syndicated multipliers and through social media (mainly Twitter and LinkedIn).

In addition, the eBook will be featured in the CrowdFundRES final Newsletter, to be released at the end of January 2018.

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
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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	19/01/2018	YOURIS	Alessandra Barbieri
2.0	29/01/2018	WIP	Pablo Alonso, Silvia Caneva

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