

# **GOTELO** Matchfunding for social innovation projects



Chiara Rutolo



Donations euro per euro sum up...

**+14.834.723 €**

for projects and promoters  
that are “committed”  
**with...**



Money collected 2021  
**2.711.964€**

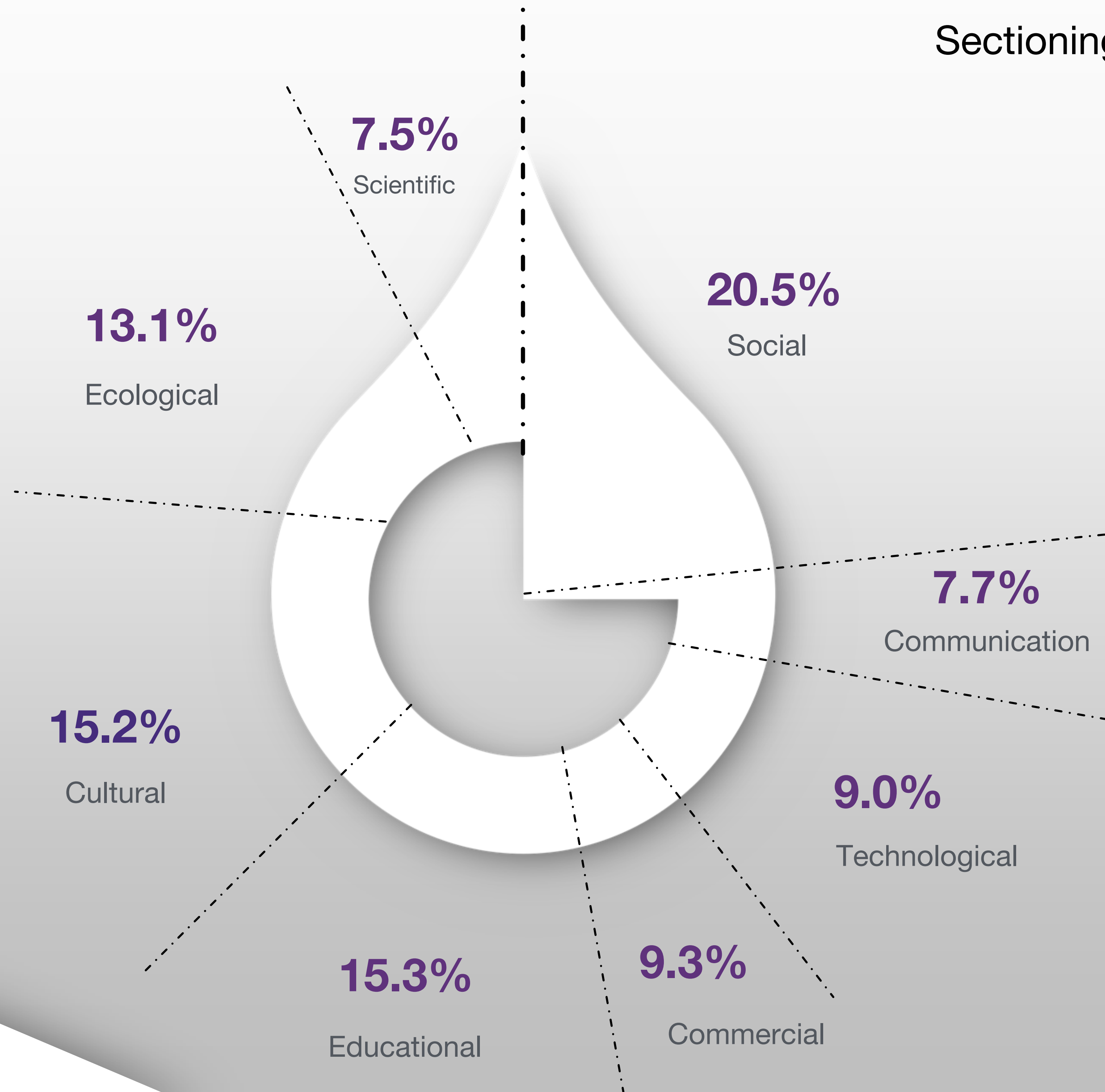
Usuarios  
**269.474**

Projects financed:  
**82%\***

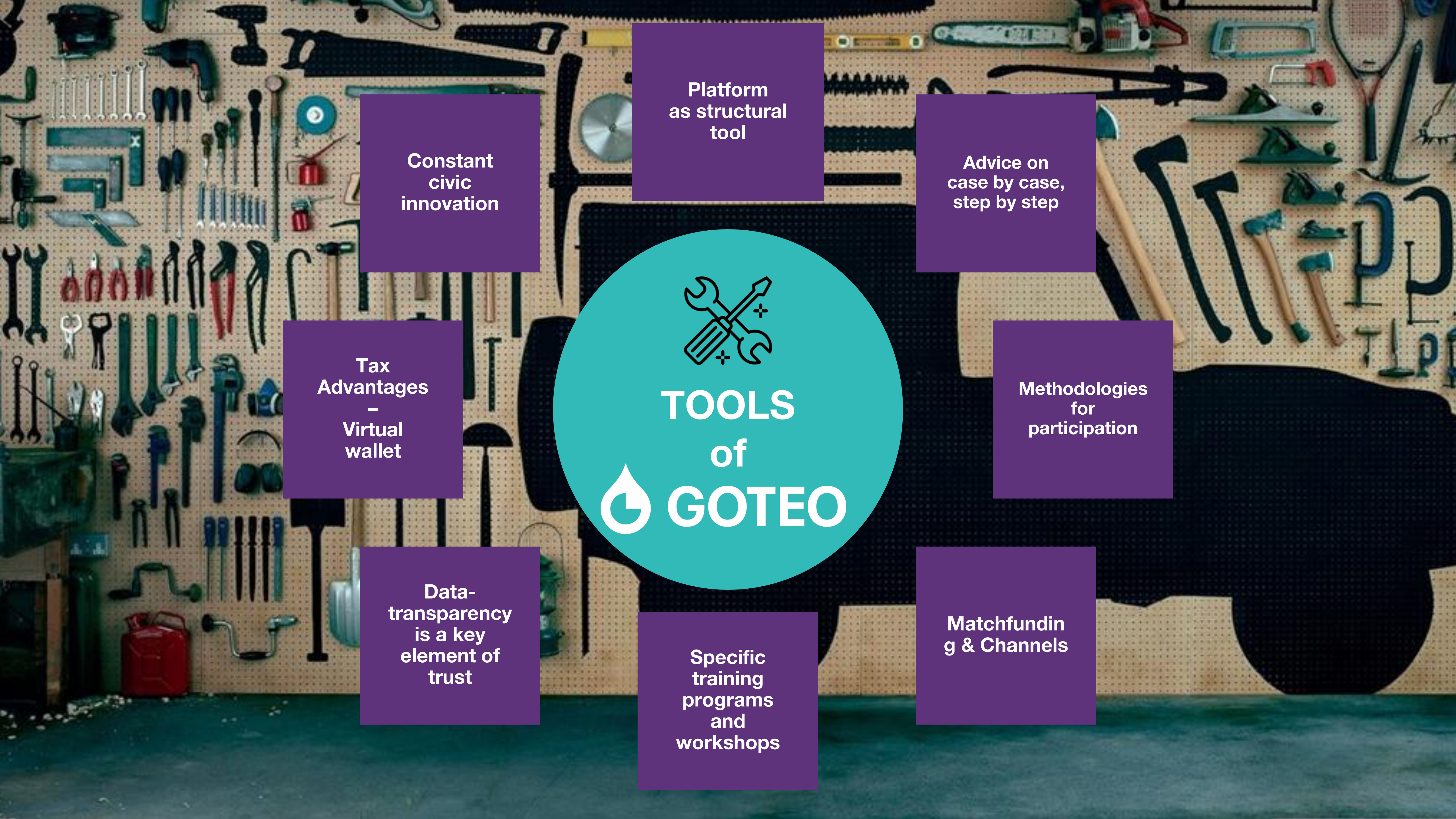
2.040 projects published

\* **91,11% en**

2021







Platform  
as structural  
tool

Constant  
civic  
innovation

Advice on  
case by case,  
step by step



**TOOLS**  
of  
**GOTEO**

Methodologies  
for  
participation

Tax  
Advantages  
–  
Virtual  
wallet

Matchfundin  
g & Channels

Data-  
transparency  
is a key  
element of  
trust

Specific  
training  
programs  
and  
workshops





**Let's match!**

**The  GOTELO Case**



X2



Crowdfundin  
g



Matchfunding



PITCH

MATCH



ARNAU VILARDELL

MATCHFUNDING

## Find out how your organization can help promoters to improve society

Pull for a participatory, transparent and co-responsible funding model, to connect with and amplify the impact of civic initiatives. Promoters who participate to matchfunding, like Núria, Arnau, Oihane, Jon Paul and Albert, have much higher success rates with their campaigns, while they leave a mark in the society

By implementing matchfunding your organization also increases its impact



PARTICIPATION



TRANSPARENCY



LEGACY



LEARNING



ECONOMY/EMPLOYMENT



PITCH

MATCH

MATCHFUNDING

## Pitch and fund raise your project

Do you want to launch a social impact project in need of funding? The Goteo Foundation makes it easy by attracting funds for you: people like Lluís, Denis and Pau are part of institutions, organizations or companies which multiply donations and increase the impact of crowdfunding projects. Meet them and pitch your project!



By implementing matchfunding your organization also increases its impact



PARTICIPATION



TRANSPARENCY



LEGACY



LEARNING



ECONOMY/EMPLOYMENT





# The advantages of matchfunding

## For the *matchers*

For public institutions, organisations or private entities it is an opportunity for:

- collaborate with new communities and publics and involve them in their mission
- position themselves as innovative models of private-public cooperation and democratic innovation through new technologies
- promoting “efficient excellence” thanks to citizens participation, agility, transparency and capacity

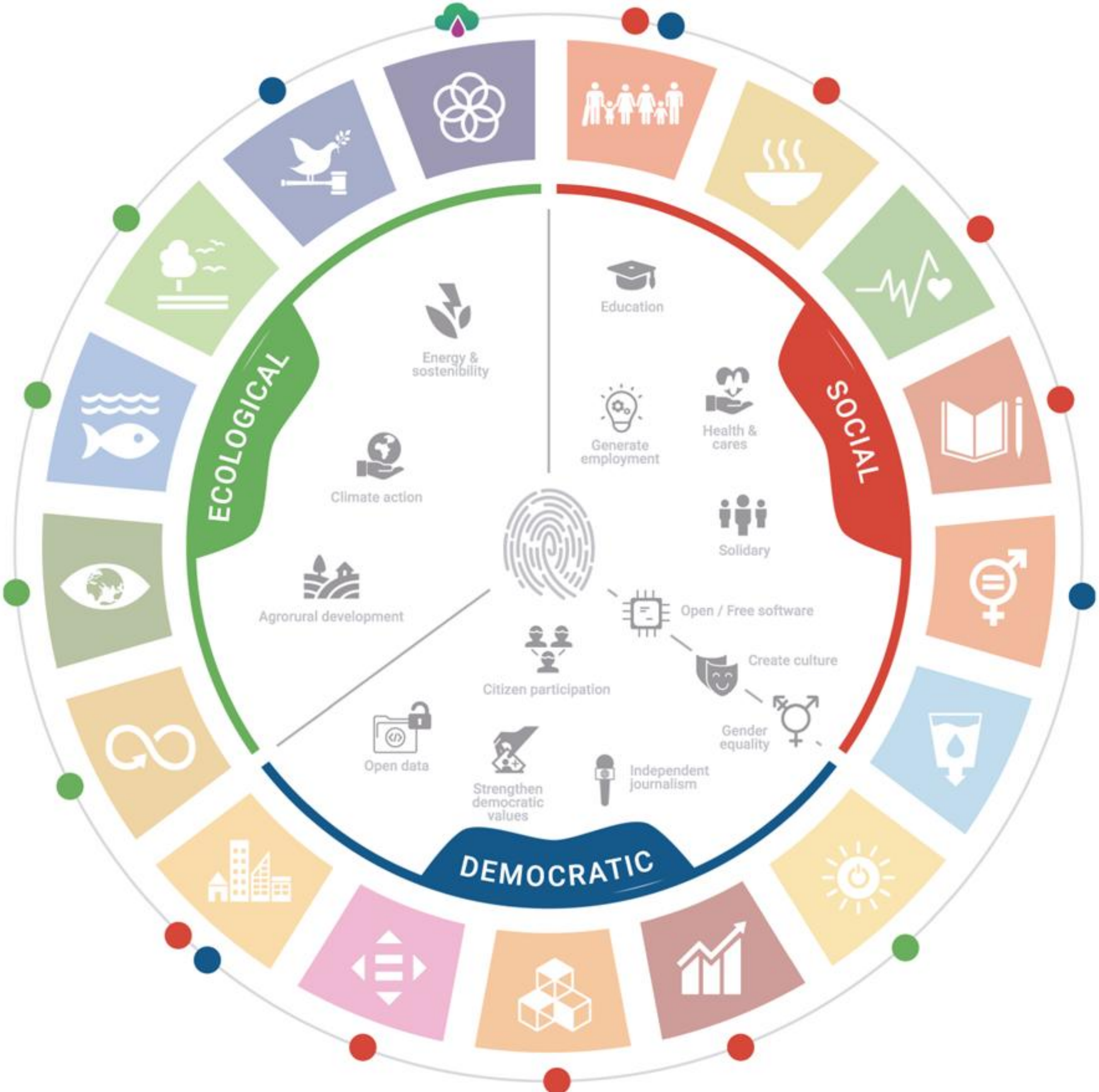
## For the *pitchers*

For the project promoters, it is an opportunity to access:

- informative sessions and capacity building
- wider visibility than any other project anywhere else
- bigger donations
- boost their success rate



# 17 SDGs / 3 Footprints /



Classification of the SDGs in Goteo according to social commitment classification

and the ecological, social and democratic footprints





9 years of matchfundings

# 2.168.261€



1.248.761€

919.500 €

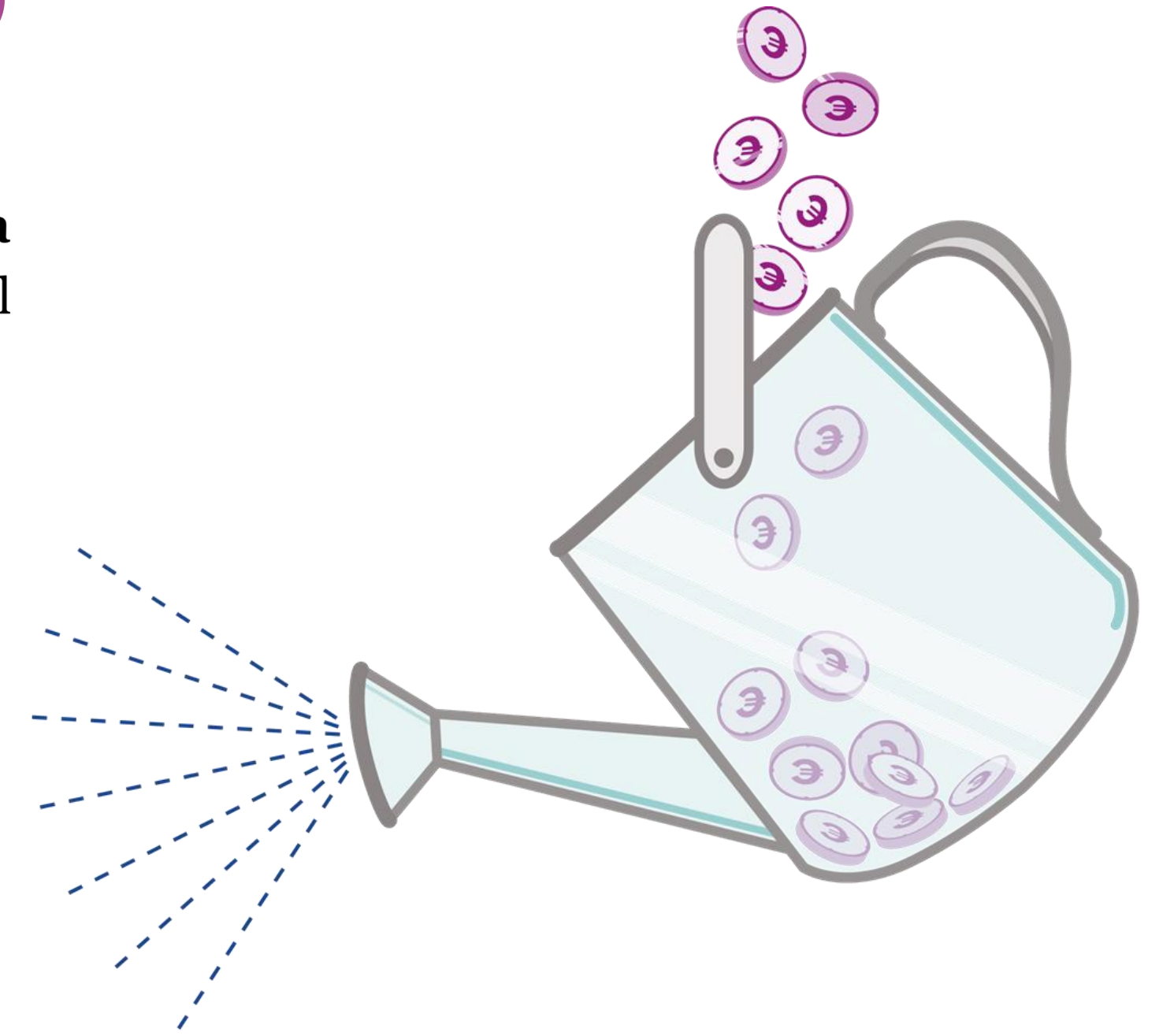
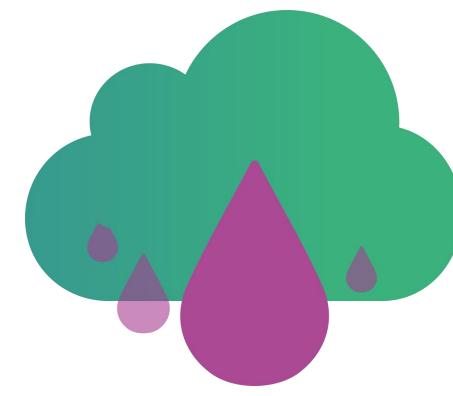


Citizenship



Matchers





4

un

i Universidad  
Internacional  
de Andalucía

201  
3

A

FUNDACIÓ  
*Jaume Bofill*  
JAUME  
*Jaume*  
BOFILL  
*Bofill*

6



Gipuzkoako  
Foru Aldundia  
Diputación Foral  
de Gipuzkoa

3



Zaragoza  
AYUNTAMIENTO



GOBIERNO DE EXTREMADURA



EUSKO JAURLARITZA  
GOBIERNO VASCO

inno**basque**

berrikuntzaren euskal agentzia  
agencia vasca de la innovación

2



Check it out [here!](#)



There's different

# Goals!

It can truly change when we talk with crowd or match  
**as...**

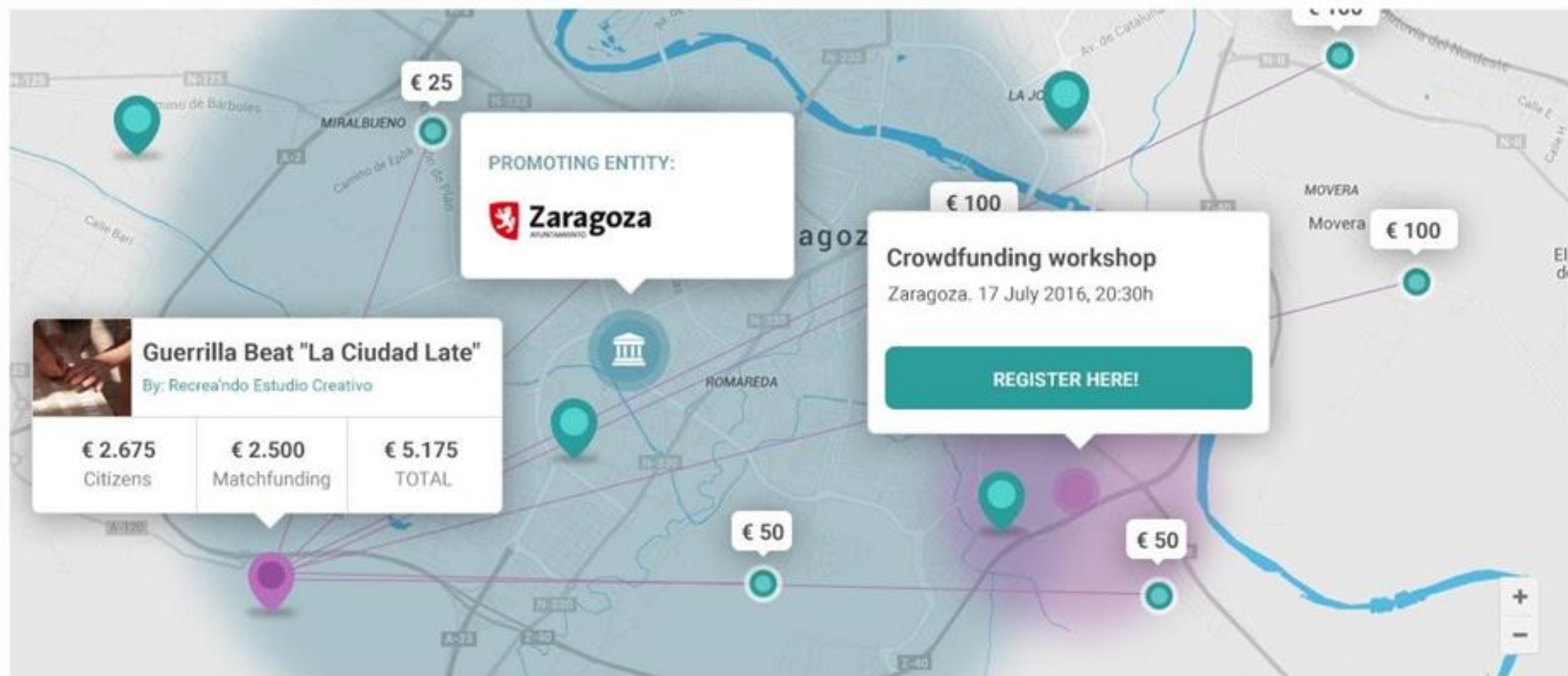
As 82%  
make it!

Goes up  
to 95%!





## Map of Influence of the Matchfunding Call



PROJECTS SELECTED



CALL'S AREA OF INFLUENCE



WORKSHOP'S AREA OF INFLUENCE



CITIZENS' SUPPORT



## The different matched crowdfunding models

### In first



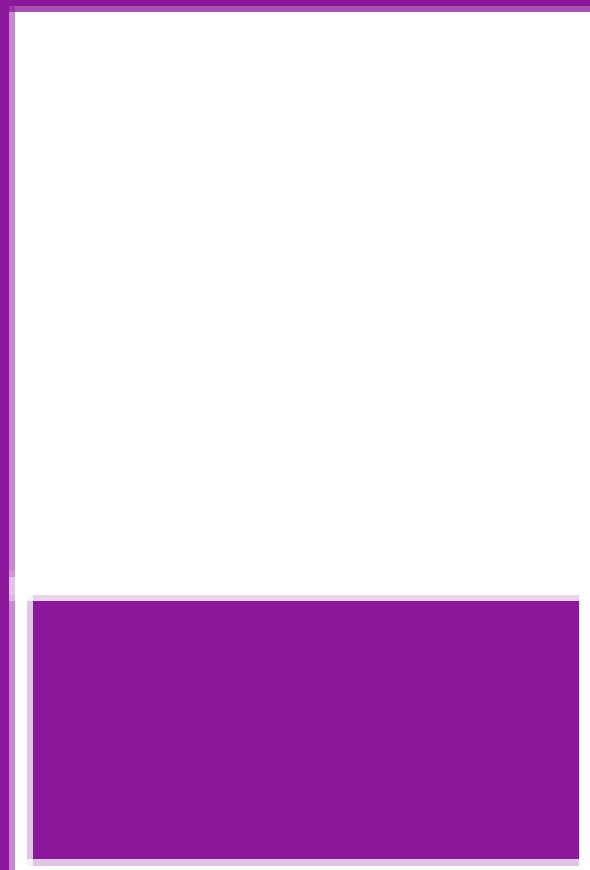
In this model the institution provides an upfront investment into the project and it is then up to the project to raise the remainder of the required finance from the crowd.

### Bridging



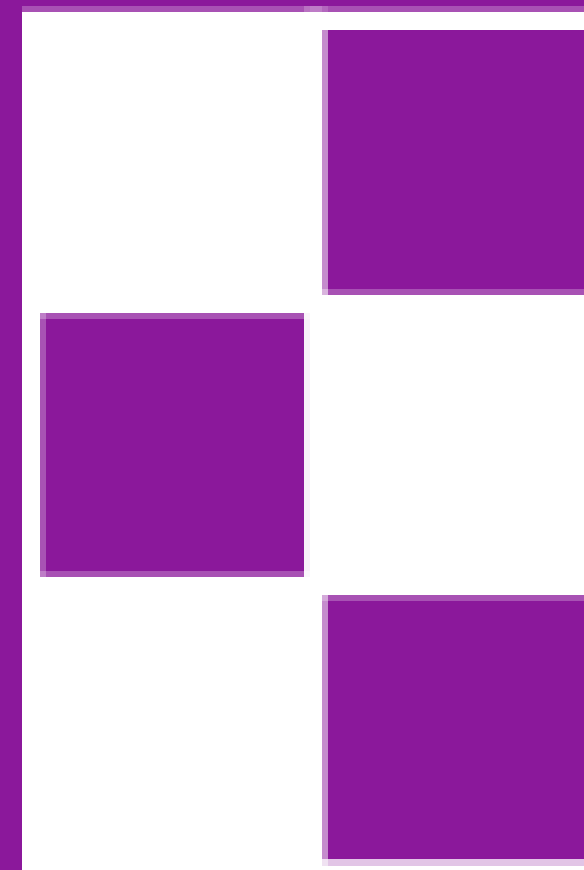
The match happens when a certain goal has been met (e.g. 15 per cent of the total) in order to 'bridge' between the initial period of the campaign and the final period of the campaign, where traditionally the crowd is most active in trying to fund the concept or project.

### Top up



Institutional investors require the project to raise a percentage of their total funding target from the crowd, with the promise of 'topping up' the campaign with the remainder of required sum should the project reach its percentage target.

### Real time



In this model, the match happens in 'real time; i.e for every £1 donated/invested by the crowd the institutional funder will top up with an equivalent (or smaller/larger sum).





# Types of *Matchfunding*





MATCHFUNDING

70.000€

15 proyectos

me ta!

2019  
KULTURA

Si tienes  
una idea,  
tienes una  
Meta!

+ Info: [goteo.cc/meta2019](http://goteo.cc/meta2019)



FUNDACIÓN  
GOTEO

Gipuzkoako  
Foru Aldundia  
Kultura, Turismo, Gazterio  
eta Kirol Departamentua



ORAIN  
KULTURA



# 7 editions summing up for culture!



**+895k€**

TOTAL COLLECTED BY GOTEIO



**56€**

AVERAGE DONATION  
TO PROJECTS



**217**

PROJECTS RECEIVED



**92**

PROJECTS FINANCED



27  
Abril 2016

**FASE 01**
**Recepción de proyectos**

Comienza el plazo de recepción de proyectos para la convocatoria

 10  
Mayo 2016

**Taller**
**Taller #LearnByFunding**

Formación en crowdfunding para los proyectos que quieren participar en Metal

 31  
Mayo 2016

**Taller**
**#LearnByFunding**

Formación en crowdfunding para los proyectos que quieren participar en Metal

 19  
Junio 2016

**FIN FASE 01**
**BASES DE LA CONVOCATORIA**

Metal Kultura apoya los proyectos culturales más innovadores e interesantes impulsados por agentes radicados en Gipuzkoa y que buscan la vinculación e implicación de la sociedad de toda la provincia. Acoge actividades culturales emprendidas por la sociedad civil organizada y contempladas dentro de las líneas de actuación del Departamento de Turismo, Juventud y Deportes de la Diputación. Esta convocatoria pretende favorecer el surgimiento de iniciativas novedosas en el ámbito cultural, desarrolladas por agentes radicados en Gipuzkoa, buscando la implicación de la ciudadanía.

[Ver bases completas](#)


CIUDAD



CULTURA

**Mapa de influencia de la convocatoria**


PROYECTOS RECIBIDOS



INFLUENCIA DE LA CONVOCATORIA



TALLERES



INFLUENCIA DE LOS TALLERES



# CONJUNTAMENT

Check it out [here!](#)

96.000€

per a 24 projectes  
📍 Barcelona



EMPRENEDORIA SOCIAL DE PROXIMITAT



ECONOMIES COMUNITÀRIES i  
COL·LABORATIVES PROCOMUNS

Impulsa



FUNDACIÓ  
GOTEO

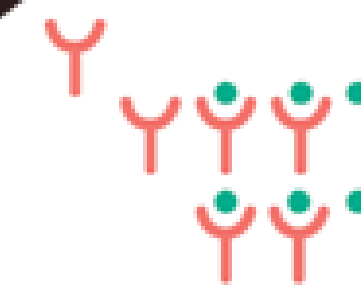
Amb el suport de



Ajuntament de  
Barcelona



Barcelona  
Activa



CONJUNTAMENT



## Goteo Foundation

(in collaboration with Ajuntament de Barcelona and Barcelona Activa)

**matching funds**

**96.000€**

**2.629 contributions were made**

  
**CONJUNTAMENT**





# So mobilitat

Non-profit coop for sustainable

mobility



Check it out [here!](#)



# COMPARTIM VEHICLES ELÈCTRICS

Som Mobilitat SCCL



206 BACKERS

Remind me

Technological, Ecological

Share this project

Europa CANAL GOTEIO BARCELONA



Project's widget





BCN Municipality Commissioner for Social Economy and Local Development and Consumption



**Barcelona Activa** @barcelonactiva · 6 h

10/10/2018 #Conjuntament created in 2016 with the objective of building projects in the Collaborative-Economy-framework that the Municipality of Barcelona and BCN-ACTIVA ecosystem in which they'll continue working

@bcn\_ajuntament i @barcelonactiva."





## Get larger projects off the ground and helping projects leverage more money from the crowd:

In addition to increasing size and volume of donations, there was also interest in the extent to which the match can help projects raise **higher amounts on average** and thereby increase the size and type of what can be funded through the crowdfunding platform







## Tackle the crowd to test and assess knowledge

Matched crowdfunding schemes provide an **opportunity for funders to crowdsource knowledge** and interest in projects and applications from the crowd, which can make it easier for funders to determine which applications for funding should be considered for a match







## Civic match funding: risks and challenges

- civic crowdfunding can not replace public funding, otherwise it could perpetuate existing socio-spatial and digital inequalities
  - barriers to Civic crowdfunding due to a **digital divide must be reduced** or at least softened through inclusive offline activities or intergenerational learning regarding online applications.
  - to foster collaboration and overcome skepticism, the **awareness about Civic Crowdfunding must be increased** among urban actors.
  - **ongoing monitoring**, research and evaluation of CC are needed to assess its long- term impact on cities



**Can we measure the impact that the projects had within the city and districts of a city or a region?**

————— **Or** —————

The success of a project which gets funds thanks to la citizenship and public entity?





## Compromiso de impacto

Calcula el impacto de tu campaña a través de huellas e indicadores

Eco

Soc

Dem

### Creación de empleo

Presupuesto dedicado

**36,000 €** →

Puestos de trabajo creados

**3** →

Impacto

Por cada 12,000 € se crearán 1 puesto de trabajo

### Creación de empleo

Presupuesto dedicado

**36,000 €** →

Puestos de trabajo creados

**3** →

Impacto

Por cada 12,000 € se crearán 1 puesto de trabajo

### Voluntariado

Horas voluntarias

**920** →

Estimación precio / hora

**25** →

Impacto

Se generarán 920 horas de trabajo voluntario, que supondrán un valor económico de 23.000 € para el proyecto



horas de trabajo voluntario, que supondrán un valor económico de 23.000 € para el proyecto

### Personas formadas

Presupuesto

**7,500 €** →

Número de personas

**8** →

Impacto

1 persona formada por cada 937,50 €

#### CATEGORÍAS

Social  
Comunicativo  
Tecnológico  
Emprendedor  
Educativo  
Cultural  
Ecológico  
Científico  
Diseño

#### PROYECTOS

Destacados  
Más populares  
A punto de ser...  
Publicados recientemente  
Campañas exitosas  
Han cumplido con...  
Archivados  
Crea un proyecto



### Cantidad de tu aportación

100 €

Con tu donación contribuyes a poder hacer posible:

#### Creación de empleo

Puestos de trabajo creados

0,009

Impacto

Por cada 12,000 € se crearán 1 puesto de trabajo

#### Personas formadas

Número de personas

0,1

Impacto

1 persona formada por cada 937,50 €

De tu aportación de 100€ hacienda te devolverá 80€



# FUNDLAB

Is the place where to present the digital platform developed for the financing of initiatives and projects of social innovation, which will serve as a link between the different actors involved in...

Public “participation”  
in  
financing the  
commons









Barcelona,  
October, 2018







FUNDACIÓN  
GOTEO

See you soon at:  
[www.goteo.org](http://www.goteo.org)

Contact me at:  
[chiara@goteo.org](mailto:chiara@goteo.org)

# Thank you!



BY - NC - SA

Interreg   
Mediterranean

 BLUE  
CROWDFUNDING

Project co-financed by the European  
Regional Development Fund