

Interreg
Mediterranean



**BLUE
CROWDFUNDING**

International Crowdfunding and Match-funding workshop

Palazzo Armeni, 13th May 2022

**SHOW CASING OF MATCH-FUNDING
INITIATIVES ACROSS EUROPE**

ELISA PATRIARCA | elisa.patriarca@eurocrowd.org

Rue Montoyer, 51 - 1000 Brussels, Belgium

www.eurocrowd.org

EUROCROWD | [@eurocrowd](https://twitter.com/eurocrowd)



INTRODUCTION TO CIVIC CROWDFUNDING MATCH-FUNDING INITIATIVES ACROSS EUROPE

Interreg
Mediterranean



BLUE
CROWDFUNDING



“

Subcategory of crowdfunding through which citizens, often in collaboration with **local public authorities**, have the opportunity to propose, finance and implement projects that have as their objective the production of a common good or added value for the territory or community in which they are developed.

Interreg
Mediterranean



BLUE
CROWDFUNDING



BELGIUM - GROWFUNDING

Growfunding and VCG

GERMANY - STARTNEXT

Startnext and the City of Hamburg

ITALY - PRODUZIONI DAL BASSO

Produzioni dal Basso and the Municipality of Venice

GROWFUNDING AND FLEMISH COMMUNITY COMMISSION (VGC)

The VGC is the government body responsible for urban policy, culture, youth, sport, education, training, student affairs, well-being, health and the family.

GROWFUNDING AND VGC SUPPORT AGREED ON A PARTNERSHIP TO SMALL SCALE EXPERIMENTAL PROJECTS WITH A SOCIAL ADDED VALUE..

GROWFUNDING AND FLEMISH COMMUNITY COMMISSION (VGC)

Project: KOOKVELO - Mobile kitchen lab open to everyone to cook together, promoting healthy food, cultural inclusion and reduction of food waste.

Location: Brussels, (BE)

Crowdfunding Campaign: 46 backers, 62 days, 8080€

Match-funding scheme: First-in (booster)

Role of public authority: Curator, public authority identified projects that fall within political priorities and selected them as beneficiaries of additional support

STARTNEXT AND THE CITY OF HAMBURG

Hamburg Kreativ Gesellschaft is the initiative promoted from the City of Hamburg in partnership with Startnext, to promoting projects within the creative industry.

THE CITY OF HAMBURG, THROUGH THE CROWDFUNDING PLATFORM OFFERED WORKSHOP AND COACHING ON CROWDFUNDING TO HELP PROJECTS TO RUN THEIR OWN CROWDFUNDING CAMPAIGN.

STARTNEXT AND THE CITY OF HAMBURG

Project: SCHALUPPE HAMBURG - building a shaluppe which can navigate Hamburg's canals, which provided socio-cultural programs for citizens.

Location: Hamburg, (DE)

Crowdfunding Campaign: 442 backers, 30 days, 20.076€

Match-funding scheme: Top-up

Role of public authority: Facilitator, public authority implemented a wider partnership framework that support projects to have access to different financial resources.

PRODUZIONI DA BASSO AND THE MUNICIPALITY OF VENICE

With the programme *La città Sicura di sé*, the Municipality supported third sector organizations active in Venice to develop innovative and sustainable projects to respond to the needs of the city and its citizens.

THE MUNICIPALITY OF VENICE, THROUGH A CALL FOR SUBMISSION, SELECTED 12 PROJECTS, OFFERING TO THEM TRAINING AND RESOURCES TO SUPPORT ORGANIZATION IN RUNNING THEIR OWN CROWDFUNDING CAMPAIGN.

PRODUZIONI DA BASSO AND THE MUNICIPALITY OF VENICE

Project: La Città Sicura di Sé - 12 project with a focus on social, economic and cultural sectors.

Location: Venice, (IT)

Crowdfunding Campaign: 11 crowdfunding campaign - 7 finance

Match-funding scheme: Top-up (50-50)

Role of public authority: Facilitator, public authority implemented a wider partnership framework that support projects to have access to different financial resources.

ART-ER

ART-ER Attractiveness Research Territory is the Emilia-Romagna Joint Stock Consortium born with the purpose of fostering the region's sustainable growth by developing innovation and knowledge, attractiveness and internationalisation of the Region.

ART-ER SUPPORTS PUBLIC AND PRIVATE ORGANIZATION IN
**INCLUDING CROWDFUNDING AS ALTERNATIVE SOURCE OF
FINANCE.**

A DEDICATED OFFICE FACILITATES THE IMPLEMENTATION OF
CROWDFUNDING INITIATIVES, AND THE CONNECTION OF THE
DIFFERENT MARKET ACTORS



Triggering Participation:

A Collection of Civic Crowdfunding and Match-funding Experiences in the EU



SCALING UP PARTNERSHIPS

A blueprint for the implementation of match-funding schemes between public authorities and crowdfunding platforms.

” A publication of the multi-stakeholder working group **Crowdfunding for European Structural and Investment Funds** at EURO CROWD

- INSPIRING TOMORROW'S FINANCE -
WWW.EUROCROWD.ORG



Interreg
Mediterranean



**BLUE
CROWDFUNDING**

THANK YOU

Naples - Palazzo Armeni, 13th May 2022

ELISA PATRIARCA | elisa.patriarca@eurocrowd.org

Rue Montoyer, 51 - 1000 Brussels, Belgium

www.eurocrowd.org

EUROCROWD | [@eurocrowd](https://twitter.com/eurocrowd)

