

**Interreg**  
*Mediterranean*



**BLUE  
CROWDFUNDING**

# Crowdfunding in Portugal

---

13/05/2022

# Index

1. Introduction
2. Crowdfunding project - experience
3. Crowdfunding in Portugal
4. Good practices
5. Conclusions
6. Questions

# 1. Introduction

The **BLUE CROWDFUNDING** project - Capacity Building of BLUE Economy Stakeholders to Effectively use Crowdfunding is funded by the European Regional Development Fund (ERDF) and the Instrument for Pre-Accession Assistance (IAP), within the framework of the INTERREG MED Territorial Cooperation program, under Specific Objective 1.1 "To increase transnational activity of innovative clusters and networks of key sectors of the MED area".

The **BLUE CROWDFUNDING** project arises from the awareness that blue economy innovation in the Mediterranean area could be significantly enhanced if more investment funds were available.

**BLUE CROWDFUNDING** project aims to trigger a shift in public funding for innovation to include the use of crowdfunding and crowdsourcing to finance, test and validate innovative blue economy products and services.

## 2. Experience

Opening of a call for the selection of business ideas in the blue economy area, suitable to use crowdfunding.

- i. **Two business ideas** were selected. For those, crowdfunding campaigns were supported at various levels (mentoring, structuring and implementing the campaign).



500 Story



Culatra's Fish Market

## 2. Experience

Establishment and operation of the **blue crowdfunding focal point**:

- i. CRIA – University of Algarve
- ii. SMEs Support – blue sector (crowdfunding & alternative)

# 3. Crowdfunding in Portugal

There are several crowdfunding platforms, so it is necessary to find the most suitable platform for the project.



### 3. Crowdfunding in Portugal

The **first crowdfunding platforms** appeared in Portugal in **2009 and in 2017** there were 10 platforms available in the country – 4 of these were Portuguese platforms.

In 2017, the CF volume in Portugal generated **8.73 million euros**, a significant increase - 97% compared to 2016. Nevertheless, this represents only 0.3% of the volume generated in the European region.

Still, crowdfunding in Portugal began to gain more notoriety in **2011** with the creation of the Portuguese platform PPL.pt, founded by the company Orange Bird, Lda, dedicated to crowdfunding by donation and reward.

### 3. Crowdfunding in Portugal

In **2017**, GOPARITY was founded, a crowdfunding platform with environmental concerns. It is an online investment platform that promotes connection of investors to projects that contribute to the fulfillment of the United Nations sustainable development objectives.

Under Portuguese Law, Crowdfunding is designated as collaborative funding, being characterized by a financing model for entities, or their activities and projects, through their registration on electronic platforms, from which they proceed to raising investment from one or more individual investors, pursuant to article 2 of Law 102/2015 of August 24 of the Legal Regime of collaborative financing (RJFC).



# 3. Crowdfunding in Portugal

The main crowdfunding platforms in Portugal:

Plataform	Year of establishment	Crowdfunding modality
Querido Investi	2019	Crowdfunding by Loan
Novo Banco - Crowdfunding	2019	Crowdfunding by donation and reward
Seedimo	2019	Equity and Loan Crowdfunding
Raize	2018	Crowdfunding by Loan
GoParity	2017	Crowdfunding by Loan
Nós Queremos	2013	Crowdfunding by reward
Seedrs	2012	Shares
PPL	2011	Crowdfunding by donation and reward
Massivemov	2011	Reward-based crowdfunding
Boaboa	-	Crowdfunding by reward

### 3. Crowdfunding in Portugal

There is room for further growth, once (now) the general public is comfortable with the concept of crowdfunding and online payments.

There is limited data available on the crowdfunding volumes. The amounts mentioned are rough indications about the volumes raised from the start of operations:

- Donation based crowdfunding: €240 000;
- Reward based crowdfunding: €1,5 million;
- P2P business lending: €1 million.

Source:  
<https://www.crowdfundinghub.eu/croatia-current-state-of-alternative-finance-2020/>

## 4. Good practices

### Aquacultura Sustentável Alvor

 Algarve, PT



Sustainable Aquaculture of Sea Bass and Sea Bream in

150.000 €

Supported by 573  
investors



6,34 hectares of  
biodiversity protection



7 jobs created

Sustainable Development Goals



Source: Aquacultura Sustentável Alvor

## 4. Good practices

### Aquacultura Sustentável Solar

 Algarve, PT



Solar energy for self-consumption in the Alvor estuary



Supported by 341  
investors



19,5 t/CO<sub>2</sub> avoided per  
year



96 MWh clean energy

Sustainable Development C



Source: <https://goparity.com/pt-pt/project/aquacultura-sustent%C3%A1vel-solar-214>

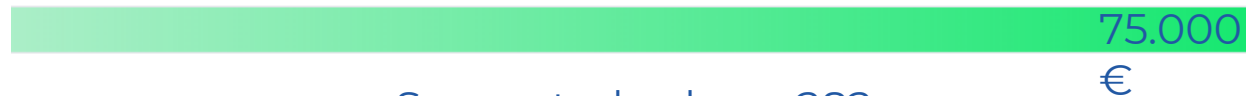
## 4. Good practices

### Oceano Fresco

 Algarve, PT



Construction of a nursery for clam aquaculture



Supported by 282 investors



44,45 t/CO2 avoided per year



17 jobs created



16,67 hectares of biodiversity protection

Sustainable Development Goals



Source: <https://goparity.com/pt-pt/project/oceano-fresco-51>

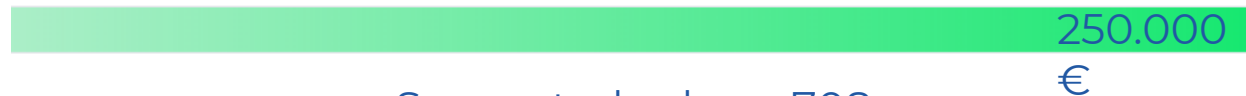
## 4. Good practices

### Oceano Fresco Inovação

 Nazaré and Alvor,  
PT



Innovation in clam cultivation, genetics and pathology



Supported by 708  
investors

 2 jobs  
created

Sustainable Development Goals

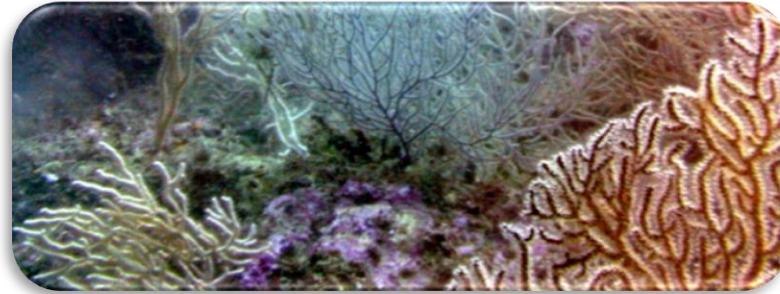


Source: <https://goparity.com/pt-pt/project/oceano-fresco-inova%C3%A7%C3%A3o-148>

## 4. Good practices

### Organismos Marinhos para o tratamento da Dor Crónica

 Sagres, PT



Use of marine compounds to develop new drugs, in particular



Supported by 195  
investors

Sustainable Development C



Source: <https://ppl.pt/prj/organismos-marinhos>

## 5. Conclusions

The BlueCrowdfunding Project contributed to:

- Promote raising additional funds for local area improvement projects;
- Inform smarter, socially oriented investment decisions;
- Increase innovation and experimentation and reduce risk;
- Increase citizen involvement and participation;
- Encourage and support synergies between citizens and local authorities;
- Improve community awareness and resilience;
- Facilitate networking and cohesion;
- Increase transparency and trust towards from entrepreneurs and local authorities.



## 6. Questions

Questions



Comments



Ideas



Doubts



Suggestions

Clarification



Thanks for your cooperation !

# Thank you!

Susana Imaginário  
PP5 – UAlg  
ssimaginario@ualg.pt



<https://twitter.com/criaualg>



<https://www.linkedin.com/school/universidade-do-algarve/>



<https://www.facebook.com/criaualg>



[https://www.instagram.com/ualg\\_universidadedoalgarve/](https://www.instagram.com/ualg_universidadedoalgarve/)



REGION OF  
CENTRAL  
MACEDONIA



KESHILLI I QARKUT  
VLORE

