

What is Crowdfunding?

Crowdfunding is defined as an “open call for the collecting of resources (funds, money, tangible goods, time) from the population at large through an internet platform. In return for their contributions, the crowd can receive a number of tangibles or intangibles, which depend on the type of crowdfunding”

- G.A. Gabison (JRC), 2015 -

What is the purpose of these infosheets?

Crowdfunding is an innovative and alternative way of funding projects. Overall, this practice serves for market-related purposes and has several benefits concerning the democratization of finance. Still, knowledge about alternative finance and digitalization is not developed enough, mostly in the MED area. This impedes a complete implementation of its specific procedures and a full appreciation of its positive effects.

The intention of these infosheets is to provide for an overview over the perceived or potential risks associated with crowdfunding, as well as to suggest precautions and mitigation solutions.

All in all, they are meant to create awareness and support the Blue Community in implementing mindful and successful crowdfunding campaigns.