

Combining (rural) crowdfunding with EU Funds

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POLICY ACTION LAB

EU funds paving the way
to the rural vision

#RuralCF #RuralPact

Shaping the future of rural areas

CROWDFUNDING (& MATCHFUNDING)
Provides* ...

Legitimacy



Trigger citizens participation

Stronger
Empowered communities
Access to services
Social innovation

Connected
Digital connectivity
Transport links and new mobilities

Exploit CF's IT infrastructure potential

Transparency



Cooperation

Democratise access to finance

Prosperous
Diversification of economic activities
Sustainable food production

Resilient
Resilience to climate change
Environmental resilience
Social resilience

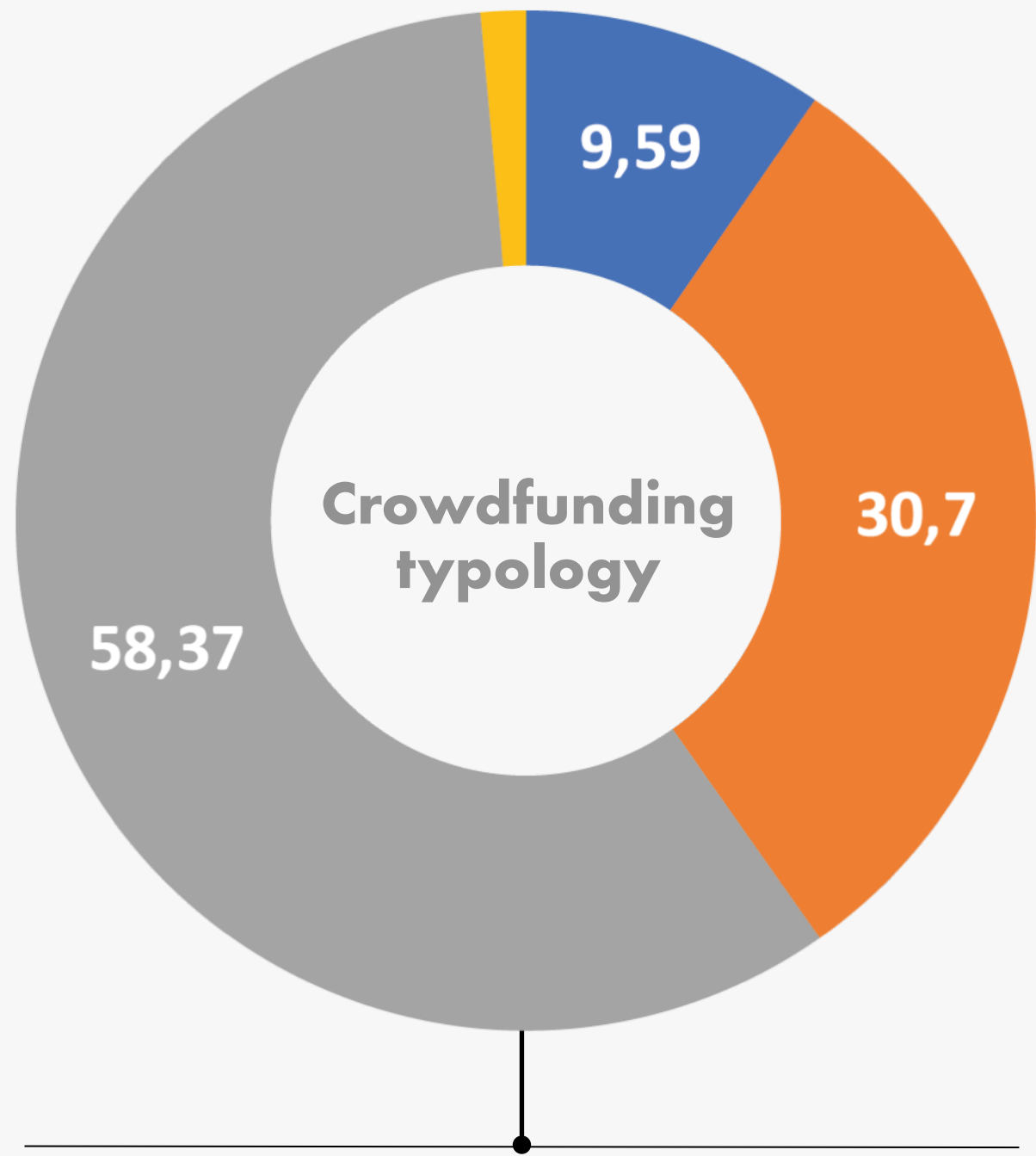
Build "alternatives" for true impact

"funding cycle" of SMEs

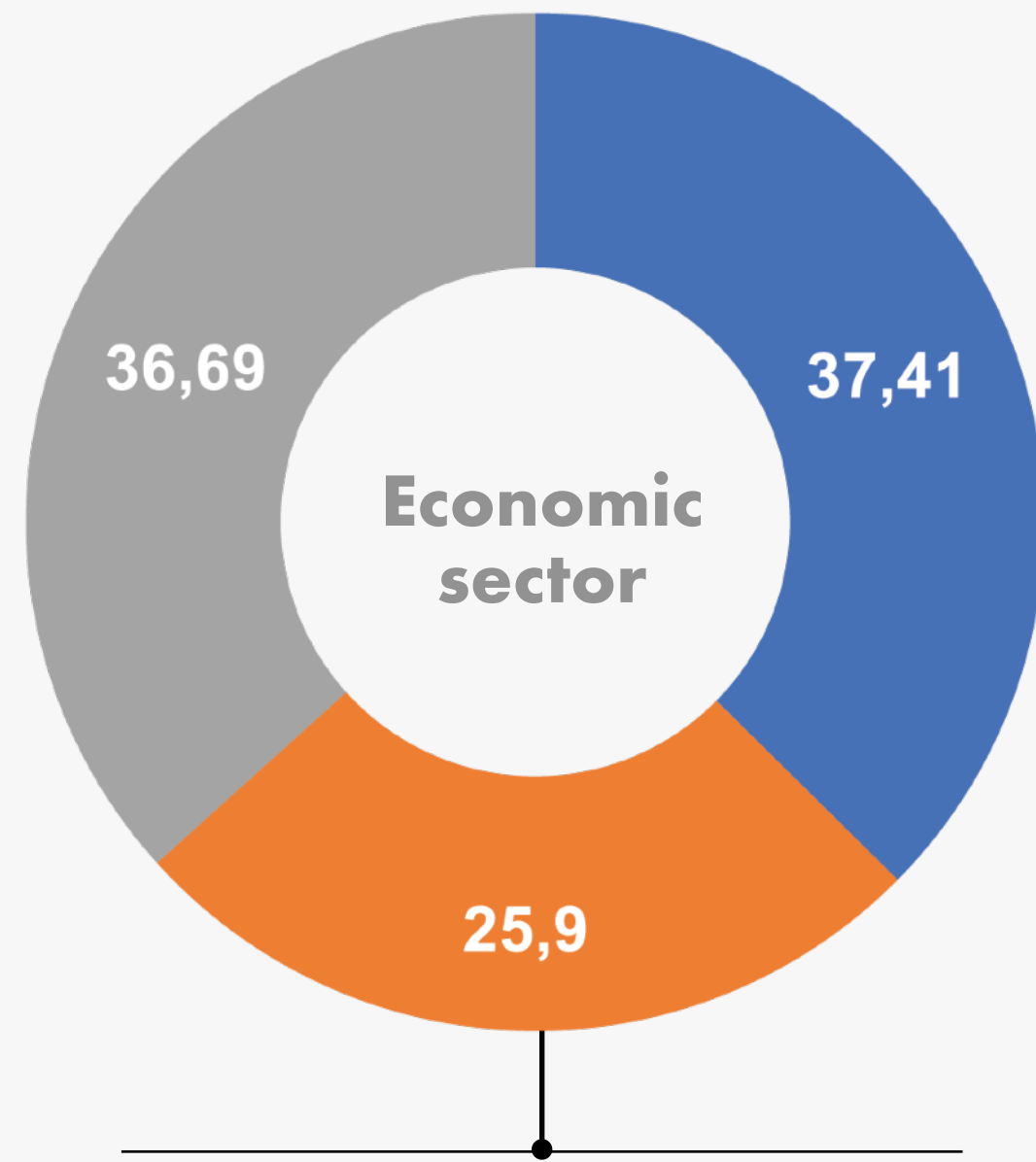
Solidarity



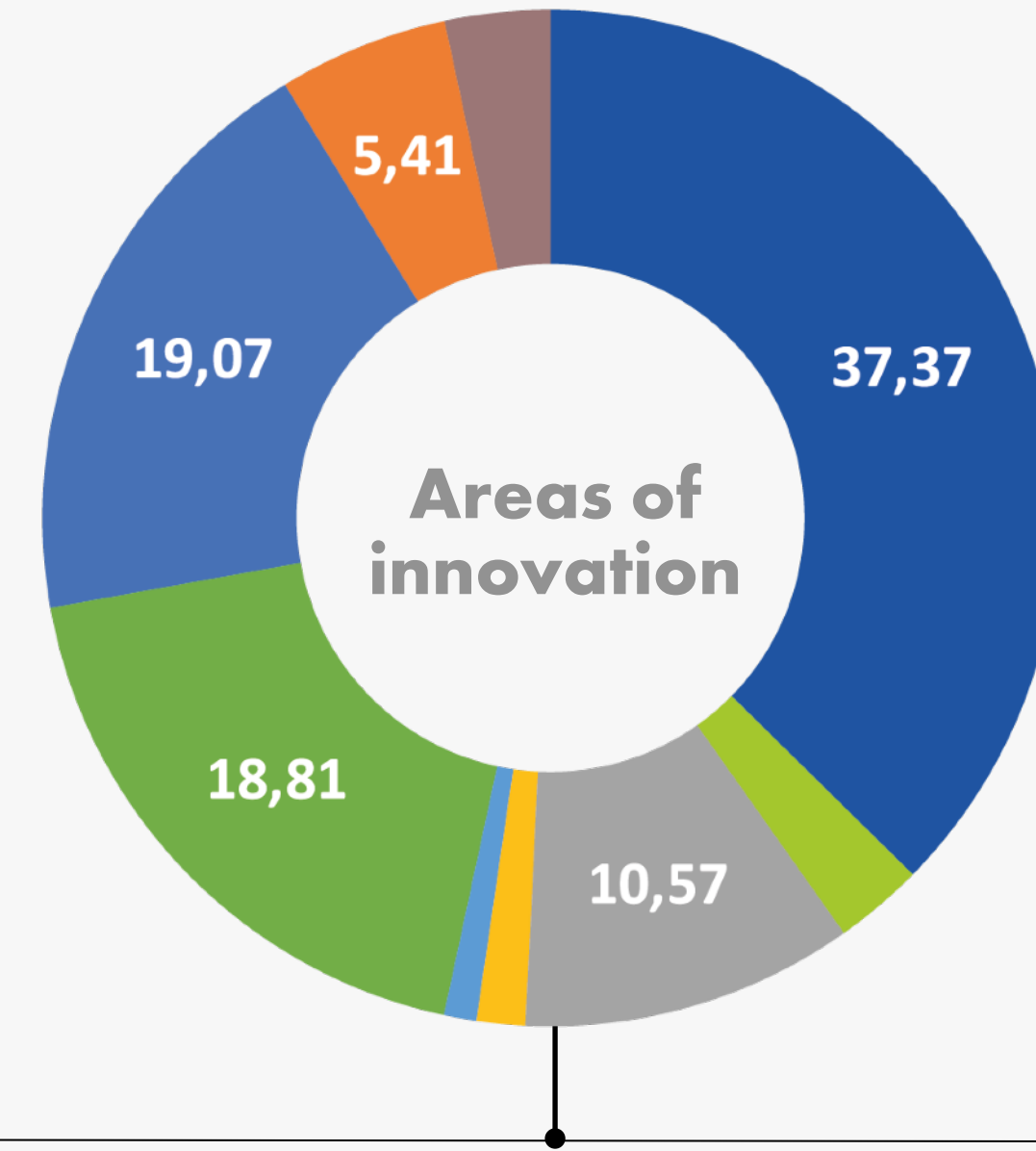
Insights of the report on
“RURAL CROWDFUNDING IN SPAIN”



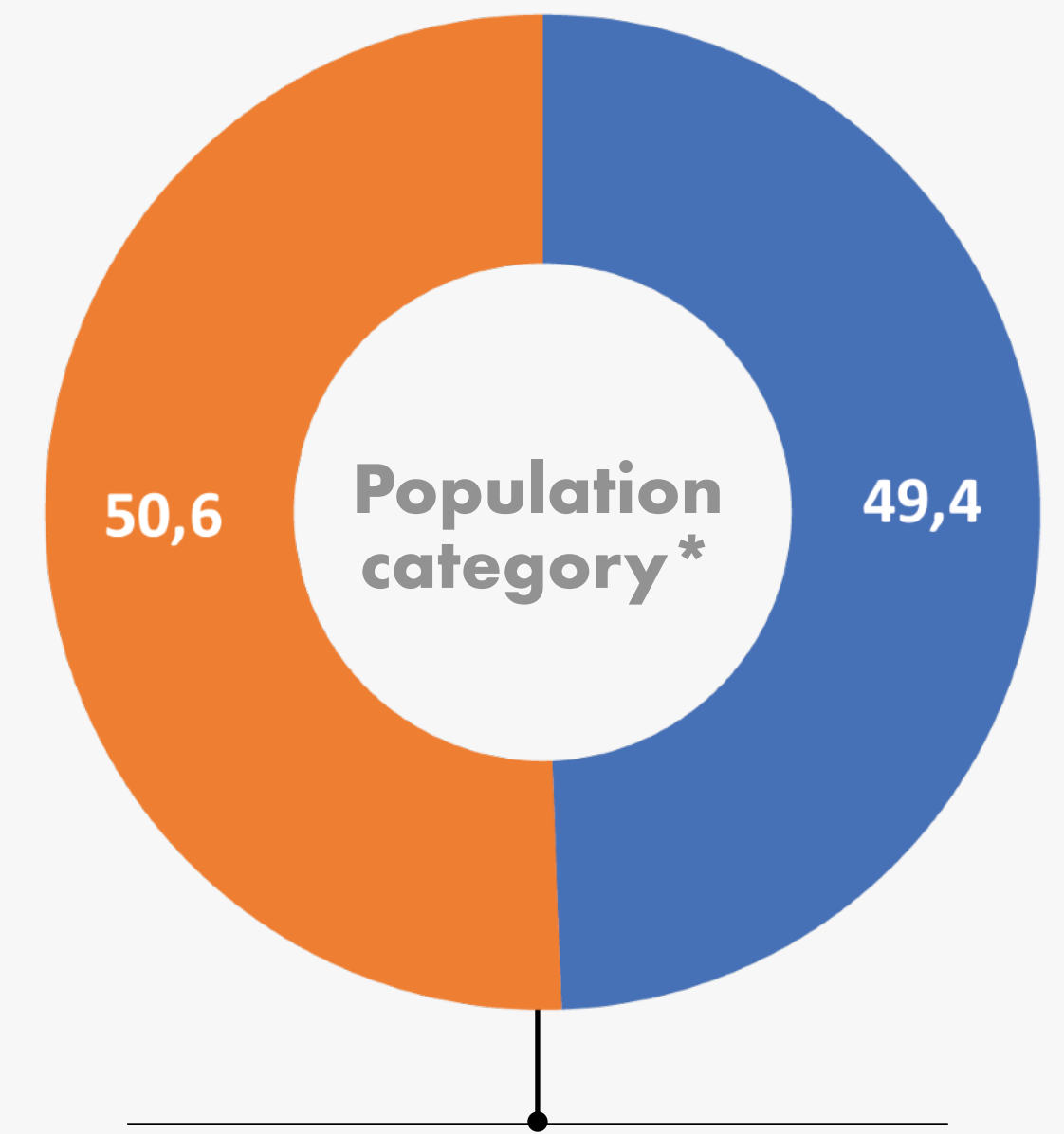
- Donation
- Lending
- Reward
- Equity



- Primary
- Secondary
- Tertiary



- Environment
- Art/Culture
- Social inclusion
- Digital Serv.
- Education
- Housing
- Health
- Others
- Gender
- ...



- Populated
- Depopulated

*Values <100-30.000hab

€ 17,400,781 raised

Why?
 As Spain is...

1st

Match-funding (2013)

CF4ESIF (2013)

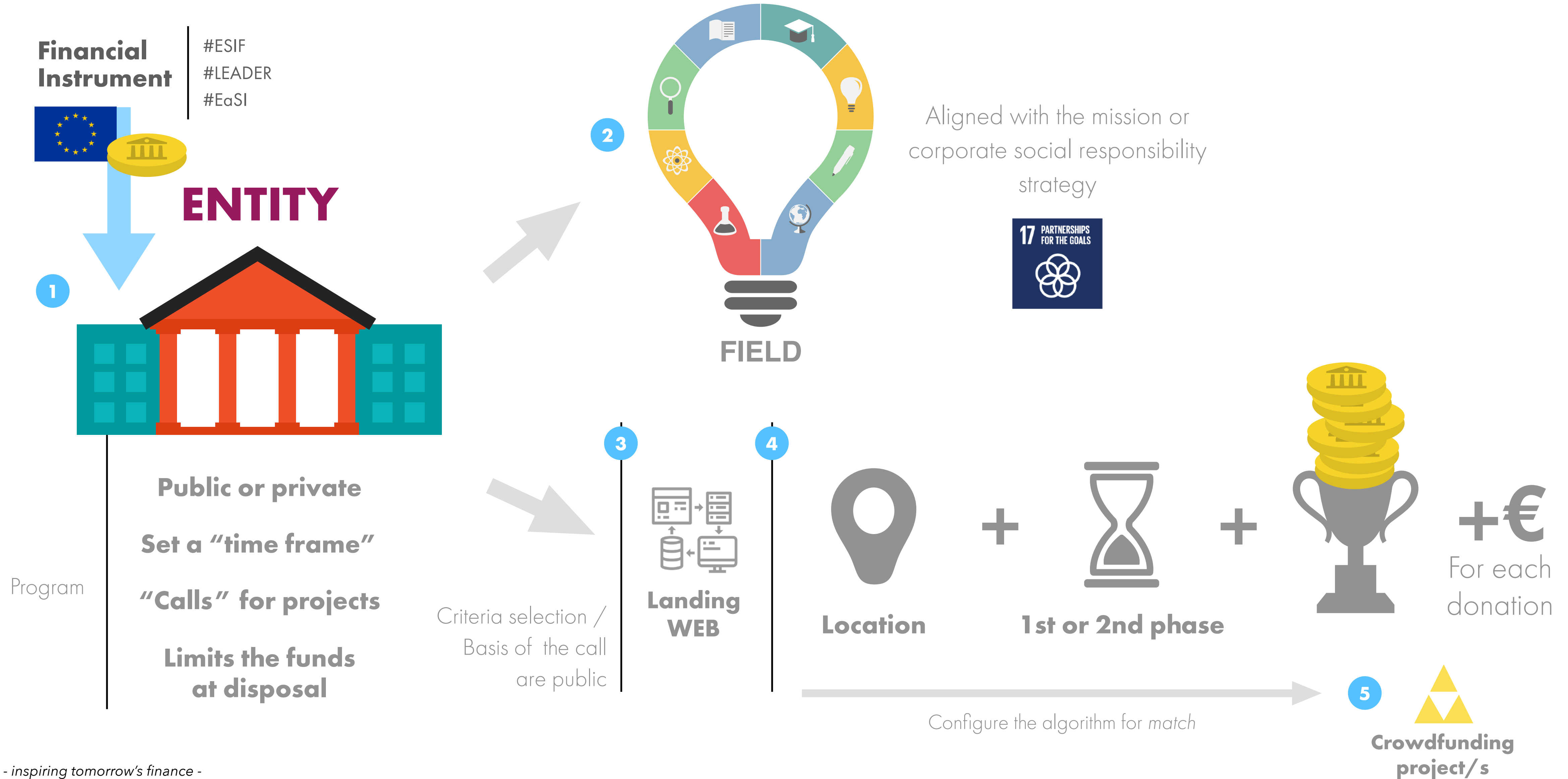
Rural-Matchfund (2020)

ECSP license (2021)



What is Match-funding?

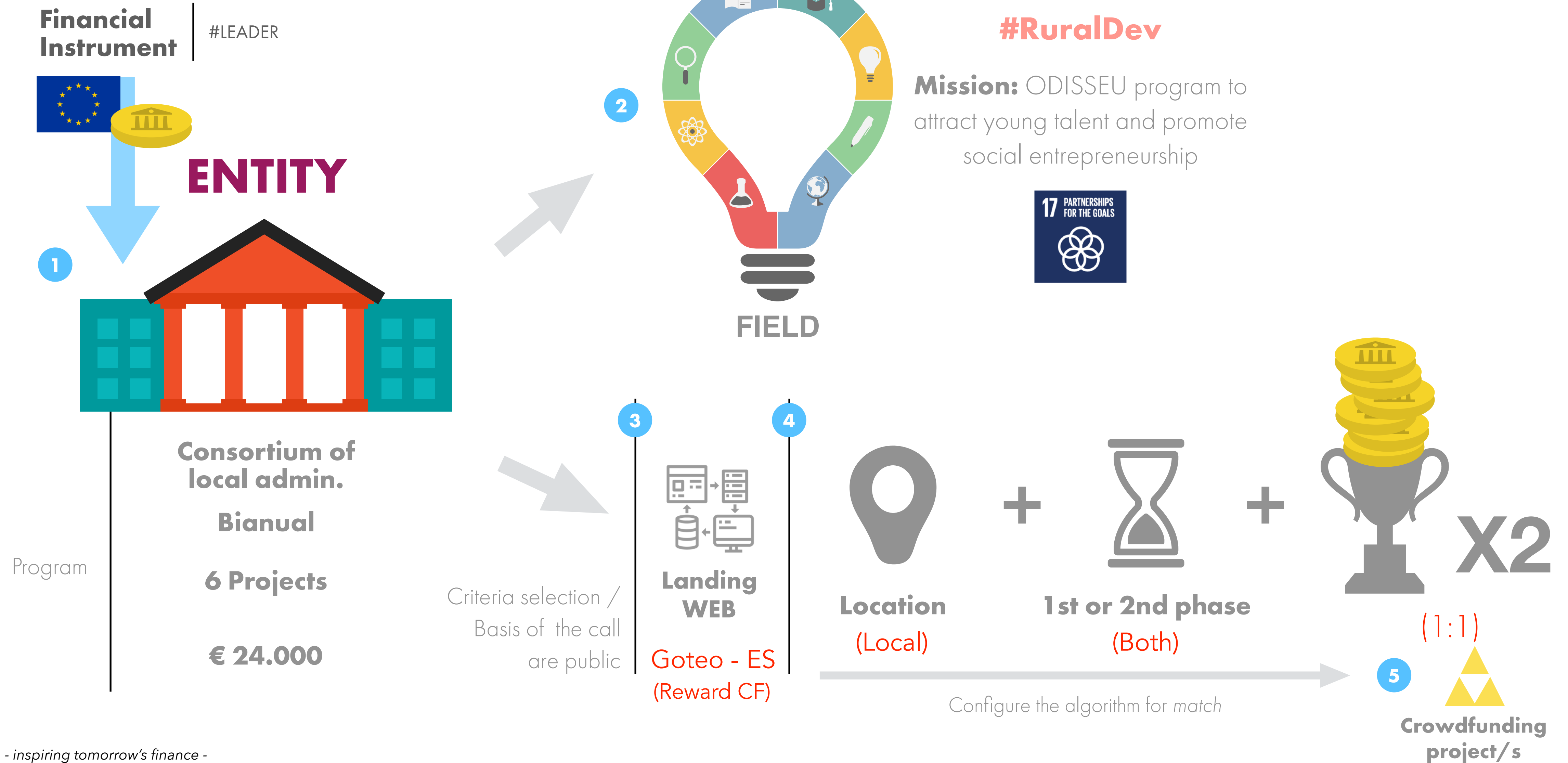
“hybrid co-financing model, where public or private entities provide a fund to “leverage” the amount raised through crowdfunding for projects that have been previously selected under a call or a program”.



Alt Pirineu i Aran

ARRELA'T Match-funding

It's a channel to promote projects with social return to the territory. Projects made with love from the Catalan High Pyrenees and Aran. The Arrela't program aims to support 6 projects and contribute to implementing new formulas to reactivate the socio-economic network of the region in Catalonia (Spain).

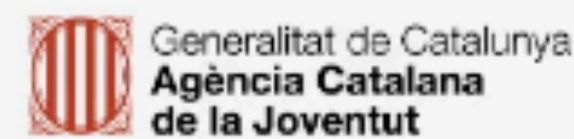
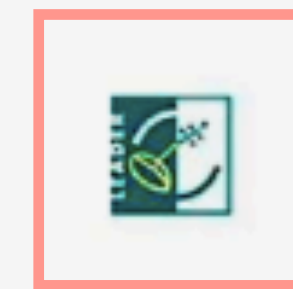
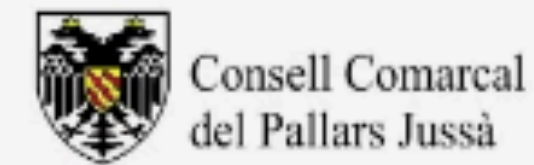




24.000€ for 6 projects

Under the categories:

- Social
- Democratic
- Territorial
- Innovation & feasibility



Matchfunding - Program for Young Social Entrepreneurs in the Catalan Pyrenees **Arrela't**

<https://arrelat.fempirineu.cat/>



ip
integra
pirineus

Alt Urgell

Senterada
Comestible

Pallars
Jussà

SISCARRI
AMB GUST DE PIRINEU

Alta
Ribagorça

LA TRUMFERIA

Cerdanya

bioleta
ecocentro

Val d'Aran

Indomit
BOUMORT - ECOTURISME

Pallars
Sobirà

2020

€73,739

2022

€103,484

Bolets
Peratxa

LO PODALL
TREMP


HUMA
slow broths


REFUGI DE LA FEIXA
-2160m-

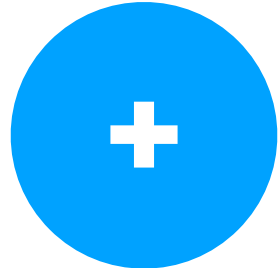
H U S T A
BESPOKE SKIS


COOPERATIVA
COPSANT

1:1

 Reward CF







Regional Funds (ES/PT)

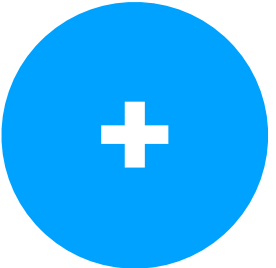
Interreg >> Cross-border Cooperation program Spain-Portugal (POCTEP), financed by FEDER (ESIF)

#FEDER

Top-up

 Reward CF







Microcredit

Regional Funds >> Development of SMEs competitiveness, under KMU-Fonds program (ERDF)

#ERDF

 Lending CF







Loans

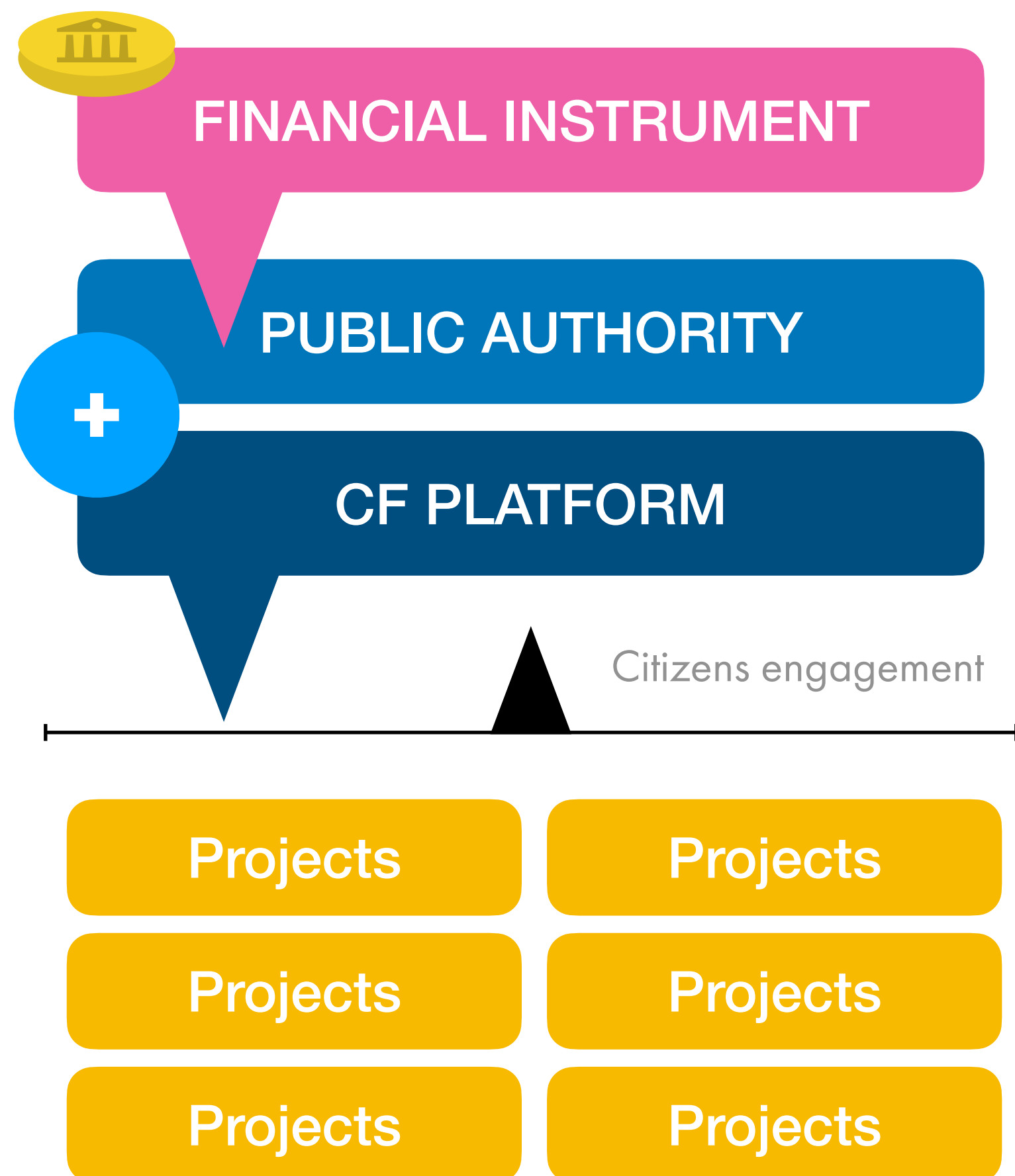
ESIF >> EaSI funding directly as loan to the platform *Oneplanetcrowd* activities in support of SMEs in the Netherlands

#EaSI



Policy recommendations

Establishing basis for a debate



Crowdfunding has proven to be a powerful tool in financially empowering local and rural initiatives. But there is a lot more to be done...



- **Cultivate collaborative ecosystems that encourage and facilitate crowdfunding** in rural areas as innovative funding pipelines are fully functional (as LAG with Leader).
- **Support research and create educational resources based on national CF data**, and meaningful cases, to empower CF and Matchfunding scenarios
- **Build technological infrastructure in private-public consortiums**
- **Reduce regulatory barriers to access funding through crowdfunding platforms** and direct financial support –simplify procedures and unify criteria–
- **Invest in capacity building**, including training programs, workshops, and mentorship opportunities **for policy-makers + comptrollers**, LAG as for local entrepreneurs
- **Educate on the legal and regulatory aspects** of crowdfunding is also key as ECSP is now fully put in place at EU level
- **Cultivate an environment that nurtures and supports innovation in rural and local development** through crowdfunding with links to community financing
- **Embrace and foster a culture of innovation**, particularly in sectors like agriculture, environmental sustainability, and cultural preservation as it is already happening in bottom-up initiatives linked to the Social Economy

Crowdfunding and match-funding policies can open a deeper debate on the management of resources **empowering corresponsibility and self-sustainability** as concepts that may also seem to be related to issues of **rural sovereignty**, self-governance and autonomy in rural areas, tackling disparities of perception urban-rural, peripheral or urban-centric impositions.



"There is always light. If only we're brave enough to see it.
If only we're brave enough to be it."

Amanda Gorman
American poet

Thank you!

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