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ESF

Innovative financing instruments – experiences from the ground, ideas for the future

Oliver Gajda, Executive Director,
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European Commission

European Investment Bank
The EU bank

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Working Group

CF4ESIF (Crowdfunding for European Structural and Investment Funds)

✓ A blending scheme that envisions higher citizen engagement, while promoting transparency and accountability of MAs

✓ ESIF resources as a top-up for previously crowdfunded projects (in line with OP's priorities)

✓ MAs call for projects → crowdfunding campaigns running → ESIF top-up (grants) for successful projects

Working Group

January 2018 – December 2019

- Participants: 7 crowdfunding Platforms, 4 regional authorities
- Observers: 3 EU associations, 2 regional authorities, 2 foundations
- Collection of civic crowdfunding existing best practices
- Development of standard criteria for pilot cases
- Implementation of pilot cases in member regions
- Recommendations and standard model for replication and uptake

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Next Steps

Publication of best practices report May 2018

ECN CrowdCamp (June 28-29 Bologna) on Crowdfunding and ESIF

Design of common blending scheme to facilitate replication of best practices

Roll-out of pilot projects (MAs in cooperation with crowdfunding platforms) 2019

Best-practice case:

CO-FINANCIA

The initiative is designed to promote and support the development of entrepreneurial projects through crowdfunding.

Extremadura (ES)

+

GOTEO

Reward-based crowdfunding platform

- Partnership ongoing since 2013, through ESF and ERDF in alternate years
- Projects selected according to RIS3
- ESF: Crowdfunding foreseen in OP – TO 8, Investment Priority 8.3

✓14 successfully-funded projects (over a total of 19 published): **74% success rate**
✓**20.000 euro** pledged by the MA, **42.575 euro** collected via platform
✓Thematic areas: turism, technology, environment, social innovation

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