

CLEANTECH CROWDFUNDING



THE DRAMA IS...

What is the role of crowdfunding in cleantech startup development?

As an **ALTERNATIVE FINANCE** crowdfunding is:

- any kind of capital formation where both funding needs and funding purposes are communicated broadly,
- via an open call, in a forum where the call can be evaluated by a large group of individuals, the crowd,
- generally taking place on the Internet.

Cleantech is new technology and/or related business models intended to provide solutions to **global climate or resource challenges**, or desire for **energy independence**, while offering competitive returns for customers and investors.

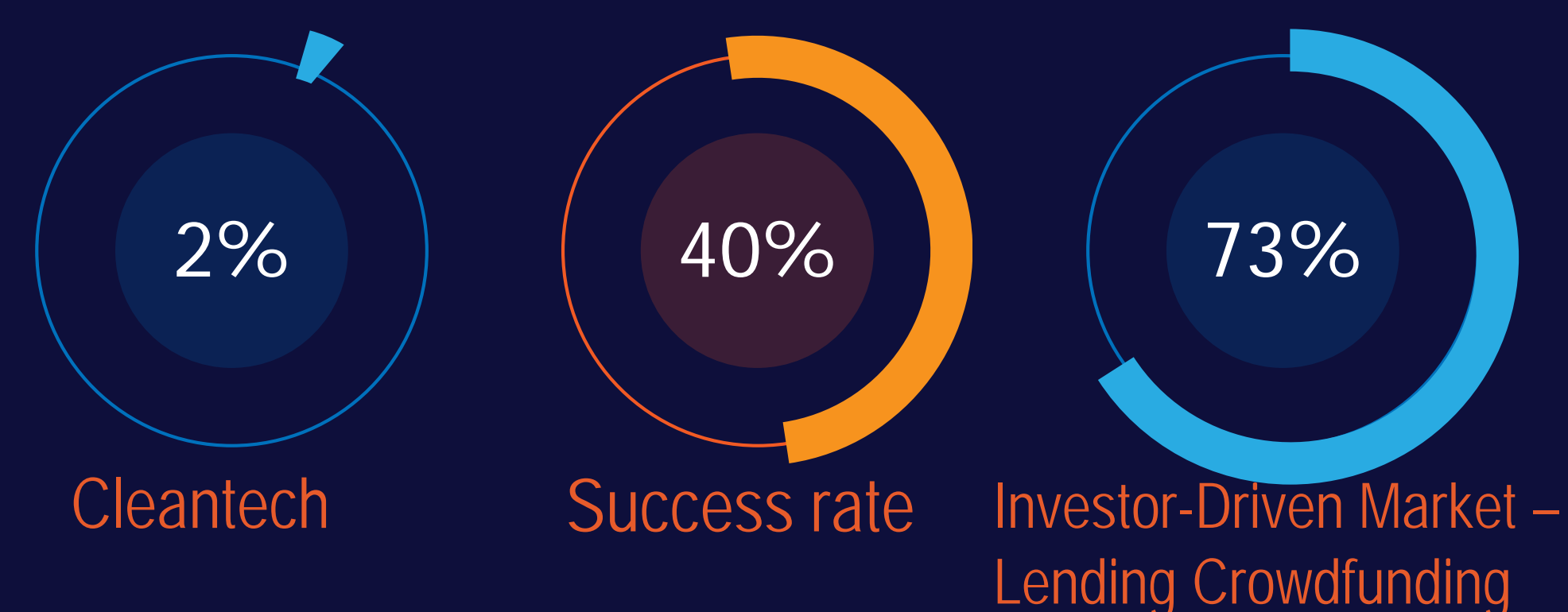
Challenges:

- Both instances emerging and require higher awareness
- Lack of state and international regulation to support
- Underdevelopment of SMEs as the major contributors to crowdfunding campaigns

"RETURN ON CHANGE"

Regulation of CFPs to include:

- **Standards** for CFPs
- **Lobbying** – through European Crowdfunding Network
- **Fintech action plan** - European Commission
- **EU Regulation & Monitoring**
- **Portfolio Optimization Tools** for Cleantech Activities



SDG9 3I's

Covered by Sustainable Development Goal 9, - **infrastructure, innovation, industrialization**, - have become core to cleantech industrial revolution, which would not be possible without relevant framework and capacity building.

SHARING FINANCE

Public and Private Funds distributed to the SMEs through open transparent online systems