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10 best practice materials on crowdfunding social businesses

- 2021 -

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FUNDAȚIA DANIS
pentru Dezvoltare Managerială



Centrul pentru
Legislație
Nonprofit

diesis
network



10 best practice materials on crowdfunding social businesses -2021-

This is part of the Intellectual Output (IO3) – Transnational multilingual crowdfunding platform

Partners contributing: Diesis, CLNR

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Information about partners, funders

The project partners are:



Civitas Foundation for Civil Society Cluj – Romania



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DIESIS NETWORK – Belgium



SYNTHESIS

Center for Research and Education Ltd – Cyprus



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I. Intro

This selection of 10 best practice materials on crowdfunding of social business ideas and crowdfunding platforms were collected by Diesis Network and CLNR.

The partners decided that it was interesting to include both crowdfunding platforms for social businesses and social enterprises for this task.

Therefore, many social enterprises that used crowdfunding to start or further develop their business were contacted in several EU countries. Crowdfunding platforms were also contacted, and/or information was collected using the available resources.

The two partners created a template to collect useful information for each case (please find the general template in Annex 1). The template was sometimes adapted to the case, in order to collect the right information – this is why some of the cases are in first person while others in third.

The 10 Best Practices are going to be freely accessed and will remain available for the public in a digital form in the transnational crowdfunding platform We Grow Ideas.

The participants of the training and the aspiring entrepreneurs that will develop their crowdfunding campaign on the We Grow Ideas platform will also have access to these materials and will learn more about crowdfunding.

Please find below the list of the best practices:

| | Name of the case | Country | Type of case |
|----|-------------------------|------------------------|-----------------------|
| 1 | KissKissBankBank | France | Crowdfunding platform |
| 2 | Miimosa | France | Crowdfunding platform |
| 3 | Produzioni dal basso | Italy | Crowdfunding platform |
| 4 | Lita | France, Belgium, Italy | Crowdfunding platform |
| 5 | Wazo Coop | Spain | SEE |
| 6 | Tahoé | Belgium | SEE |
| 7 | Hummus | Italy | SEE |
| 8 | ANFFAS ONLUS Sibillini | Italy | SEE |
| 9 | Dealul Morii Social | Romania | SEE |
| 10 | Oil Right | Romania | SEE |

II. Crowdfunding platforms

1. KissKissBankBank

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| Website | www.kisskissbankbank.com/en |
| Country | France |
| Start date | 2009 |
| Sector of activity concerned | Crowdfunding platform |
| Background | <p>KissKissBankBank, a pioneer of crowdfunding in France, was launched by Adrien Aumont, Omblin le Lasseur and Vincent Ricordeau in September 2009.</p> <p>The ambition of the founders was to allow everyone to finance creative, associative or entrepreneurial projects. Over 10 years, more than 21,000 projects with a strong social impact have been financed on KissKissBankBank thanks to 1.8 million committed citizens.</p> |
| Description | KissKissBankBank is one of the main European crowdfunding sites and has funded more than 25,000 projects. |
| Services and products | Via the KissKissBankBank platform, crowdfunding is possible for projects in 18 different categories: music, solidarity, ecology, books, comics, crafts, fashion & design, food, agriculture, sports, technology, art & photography, heritage, health & education, film & video, games, journalism, theatre and dance. |
| Description of the crowdfunding | <p>On the crowdfunding platform, a project creator can find users to develop its business idea. To convince them, project creators draft a presentation page for their project. Then they set a goal in terms of the amount or unit to be reached.</p> <p>The aim is to achieve this objective within a limited timeframe. If they fail to do so, all contributors are reimbursed. To have a successful campaign, the project leader must create a broad communication campaign using a variety of dissemination tools.</p> <p>KissKissBankBank has developed several tools to help highlight the rewards, interact with the community, communicate around the project, improve the cash flow using the collected funds:</p> <ul style="list-style-type: none"> - The option to choose between a funding goal based on a monetary amount or a number of units - The featured reward to highlight the greatest asset - A perk code to prompt the community's interest - Exclusive rewards to pamper premium donors |

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| | <ul style="list-style-type: none">- The little extra: a prompt to encourage your donors to add a few euros- Early cash out: withdrawing your funds before the fundraising campaign is complete- Tools to interact with your community: pre-launch page, automatic emails to page visitors, Facebook pixel integration for more targeted advertising, direct access to the campaign via the website, stickers to add to the campaign visuals in order to illustrate the latest news |
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2. MiiMOSA

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| Name of the Crowdfunding platform | https://miimosa.com/fr |
| Country | France |
| Start date | 2014 |
| Sector of activity concerned | Crowdfunding |
| Background | Launched at the end of 2014, MiiMOSA is the first crowdfunding platform exclusively dedicated to agriculture and food. |
| Description | <p>Beyond offering an alternative to traditional finance, MiiMOSA is a place of exchange and sharing between a community of contributors and project leaders in these sectors.</p> <p>After supporting projects based on the “donation with counterpart” model for 3 years, at the start of 2018 MiiMOSA strengthened its financing offer with the “participatory loan”, thus making it possible to direct popular savings towards agricultural and food projects.</p> |
| Services and products | <p>The platform offers both services to project leaders and to the contributor/baker.</p> <p>Service to a project leader:</p> <ul style="list-style-type: none"> • obtain, simply and quickly, financing for the project • unite a community of people around the project • interact directly with contributors • develop the notoriety of the business company, its know-how and its products • promote the image of an innovative, dynamic and human-centered company <p>Services to the contributor:</p> <ul style="list-style-type: none"> • financially support the projects and people with a meaningful idea • do a meaningful action in the field of agriculture and food • participate in the development of the local and national business • benefit from rewards and / or receive attractive interest following • experience the development of supported projects from within |
| Description of the crowdfunding experience | <p>The process offered by the MiiMOSA platform is the following:</p> <ol style="list-style-type: none"> 1. The contributor can discover the projects from the territories selected by the MiiMOSA teams |

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| | <p>2. The contributor can choose the projects that he/she wishes to support by donation with counterpart, interest-bearing loans, simple bonds or minibons.</p> <p>3. The contributor can provide financial support for these projects according to the amount he/she wishes to allocate and according to his/her financial capacities.</p> <p>4. The contributor can take advantage of the counterparties and / or be reimbursed.</p> |
| Challenges of the crowdfunding | <p>The MiiMOSA crowdfunding platform reminds project leaders that lending or borrowing money is not without risk. Indeed, it alerts project leaders on the risks of obtaining a credit (loan, simple bonds or minibons) and in particular the platform stresses out that loans must be repaid and raises awareness on the risk of over-indebtedness.</p> <p>MiiMOSA also alerts contributors to the fact that investing in unlisted business exposes them to risks such as:</p> <ul style="list-style-type: none"> • for projects in remunerated loan, in simple bonds and in minibons: risk of total or partial loss of the invested or loaned capital; • for projects in simple bonds and minibons: liquidity risk because the resale of the securities is not guaranteed, it may be uncertain or even impossible. |
| Assets of the crowdfunding | <p>The MiiMOSA crowdfunding platform proposes several advantages among which:</p> <ul style="list-style-type: none"> - Promotion: each project will have a space for media coverage and exchange on social media. - Simple and tailor-made support: depending on the specificities of its project, the project leader can choose which kind of financing he/she wishes to have (Donation with counterpart, paid loan). - Flexibility: On MiiMOSA, the project leader can receive the funding collected as soon as the pass threshold is reached. This allows the project leader to rapidly have funding available and avoid the risk of start investing with own resources in vain. |

3. Produzioni dal basso

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| Website | www.produzionidalbasso.com/ |
| Country | Italy |
| Start date | 2005 |
| Sector of activity concerned | Crowdfunding |
| Background | Produzioni dal Basso was born as a tool to bring together those who propose valuable projects with many potential backers who, by sharing the same values, decide to believe in such idea and support it financially. |
| Description | Produzioni dal Basso is the first reward & donation based crowdfunding platform born in Italy, focused on the themes of Open & Social Innovation and the co-design of initiatives with a high civic and cultural value. It actively collaborates with prominent Italian companies and carries out civic crowdfunding initiatives for public entities such as the Municipality of Milan and the Municipality of Venice. Furthermore, it actively collaborates with various Italian universities, such as the University of Milano - Bicocca, University of Milan and the University of Parma. Since 2005, Produzioni dal Basso has been the Italian landmark for the achievement of Social Innovation projects and for the design of innovative solutions aimed at Companies and Foundations that want to bring value to their Communities and Territories. |
| Services and products | <p>Produzioni dal Basso hosts and enhances all types of projects. It helps develop crowdfunding campaigns to finance projects aimed at realizing artistic or cultural products, business start-ups, and public events, as well as social or personal initiatives.</p> <p>There are 3 crowdfunding modes:</p> <ul style="list-style-type: none"> • Donation: This modality is well suited for social or personal fundraising campaigns. The crowdfunding in this case may last maximum 365 days, however the timing can be shorter depending on the projects' needs. With this modality, it is not possible to set a target budget nor offer rewards to donors. The platform retains 3% of the fee (+ the costs of the payment method) on each transaction. The funds raised are immediately available for use by the creator. • Keep it All: This mode is well suited to all types of reward-based campaigns. You will have to define a target budget, a deadline (the campaign may last max 365 days) and to indicate at least one reward. The platform retains 5% of the fee (+ the costs of the payment method) on each transaction. The funds raised are immediately available for withdrawn. • All or Nothing: This mode is suitable for ideas for which it is essential to achieve the target budget in order to realize the |

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| | <p>project. This campaign mode allows you to set the target amount and offer rewards to donors. You should define as well a deadline (within 120 days). The platform retains 5% (+ the costs of the payment system) on each transaction (only if the campaign reaches or exceeds its goal). If the crowdfunding campaign does not collect enough donations, the funds return to the donors and the creator lose them all.</p> |
| Crowdfunding challenges | <ol style="list-style-type: none"> 1. Getting potential bakers excited about the project. Before launching the campaign, the creator should have already engaged her community so that will join from day one the fundraising. 2. Define a specific campaign with clear and detailed contents, and immediately understandable outcome. Lack of transparency can alienate donors and create mistrust. 3. Keep promises and be reliable. Carefully calculate the budget and an achievable collection goal. If rewards are offered, costs should be included and rewards delivered as promised. 4. Plan for strategic and consistent communication. Make the best use of media and develop a storytelling that captures and fuels supporters' attention. Key elements: a good launch video, repeated updates during the campaign to go into detail about the project, finally yet importantly due thanks and work in progress updates once the fundraising is over. |
| Crowdfunding benefits | <p>Not only does Crowdfunding provide funds to start or improve a project, but it also ensures proof of support from the community and potential customers. It also contributes to word-of-mouth advertising. Indeed, if your project is successful, crowdfunding will help you attract more stakeholders to make it grow further even after the fundraising campaign.</p> |

4. Lita

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| Website | https://be.lita.co/en |
| Country | France, Belgium and Italy |
| Start date | 2014 |
| Sector of activity concerned | Crowdfunding |
| Background | <p>LITA.co is a crowdfunding platform dedicated to social entrepreneurship and to sustainable development. LITA.co was set up by Eva Sadoun and Julien Benayoun in France in 2014.</p> <p>The platform has collected more than 50 million euros from over 15.000 investors to successfully finance more than 100 campaigns.</p> <p>The name LITA.co is an acronym for 4 commitments: Live, impact, trust and act.</p> |
| Description | <p>LITA.co's mission is to democratize impact investment. The platform wishes to direct individuals and citizens towards the financing of business that generate social and sustainable innovation.</p> <p>The platform connects individuals wishing to invest with purpose and business that are selected on the basis of their social impact, responsibility in terms of ESG criteria (Environmental, Social and Governance) and economic potential.</p> <p>The ambition is to contribute to the reduction of social and environmental inequalities by offering the possibility to invest in businesses with a positive social impact.</p> |
| Services and products | <p>LITA.co only offers investments in business with a positive social and/ or environmental impact.</p> <p>LITA.co offers the possibility to invest in:</p> <ul style="list-style-type: none"> - different sectors (health, social real estate, renewable energy, society, economic development, etc.) - different investment products (shares, bonds and cooperative shares) <p>LITA.co offers contributors to invest in both start-ups (first fundraising round) but also in more developed businesses that wish to scale up.</p> |

III. Social enterprises that use crowdfunding

1. Musica Social – Spain

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| Website | www.wazo.coop |
| Country | SPAIN |
| Start date | 2017 |
| Sector of activity concerned | SSE, CCI |
| Background – how the idea of your social business was born? | <p>Wazo Coop is a non-profit social cooperative that generates a positive impact in rural areas, especially in Extremadura which is a southwestern region of Spain that borders with Portugal. It is a low populated and rural region that faces many challenges related to employment, infrastructure, and equality.</p> <p>The story of Wazo Coop started in 2015 with Wazo Magazine, a social journal supported by worldwide professionals who present articles in Spanish and English about Social and Solidarity Economy (SSE) and Creative Cultural Industries. www.wazomagazine.com</p> <p>In 2017, the project scaled up and a team consisting of Andrea Vincenti (Italy), José Luis Díaz (Spain) and Marta Lozano Molano (Spain) co-founded Wazo Coop to create a positive impact in rural communities. www.wazo.coop</p> <p>In 2019 Wazo Books was launched to support projects related to rural development, social innovation and SSE using Crowdfunding Campaigns. The 100% of revenues generated by Wazo Books (and other publishing services) are invested in social projects. www.wazobooks.com</p> |
| Description – please describe your social business: its aim(s), how is it structured/ management, target group/ beneficiaries, | <p>Wazo Coop is a non-profit social cooperative working with Social Solidarity Economy and Creative Cultural Industries to generate a positive impact in rural areas. Wazo Coop is a jointly owned and democratically managed organization that works on the empowerment of residents of rural areas by promoting inspiring, strong role models to lead local communities. We cooperate and develop projects for the</p> |

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| <p>etc.</p> | <p>social transformation of rural areas promoting participatory leadership by means of innovation and creative methods.</p> <p>Wazo Coop works both with youth (children, teenagers, young adults from 18 years old) and adults (from 35 years old, elderly) and with intergenerational groups (social cohesion projects and activities). The main profiles are vulnerable groups of rural and low populated areas (women, youth, unemployed, young entrepreneurs, elderly) and their organizations (local, regional, national level SSE and CCIs organizations i.e. associations, networks, unions).</p> |
| <p>Services and products</p> <p>– please describe the services and/or products you offer</p> | <p>The main activities of Wazo Coop are CCI & SSE project management, Training and Education in CCI & SSE (including creative methods development), Publishing (Wazo Magazine, Wazo Books, design, copywriting, etc.), CCI & SSE Events management (conferences, concerts) and CCI & SSE awareness raising campaigns (Street Art, Audiovisual, Spot, Documentary, Social Media, etc.).</p> <p>Wazo Magazine is a collaborative social journal supported by worldwide professionals who presents articles in Spanish and English about Social and Solidarity Economy and Creative Cultural Industries. It is published every season in digital format to reduce the environmental impact and carbon footprint on www.wazomagazine.com</p> <p>Wazo Books is a publishing house to support projects related to rural development, social innovation and SSE by means of Crowdfunding Campaigns. The 100% of revenues generated by Wazo Books (and other publishing services) are invested in social projects. www.wazobooks.com</p> |
| <p>Description of the crowdfunding – please describe here:</p> <ul style="list-style-type: none"> - For what purpose you used crowdfunding: to start your business? To develop a new activity? To improve the enterprise? Etc. - Which type of | <p>PURPOSE: To support WAZO BOOKS Publishing house, to support projects related to rural development, social innovation and SSE by means of Crowdfunding Campaigns.</p> <p>LAST CROWDFUNDING: Música Social. "Social Music" is the method WAZO has developed for musical composition and piano that facilitates values education of young people in accordance with the 17 Sustainable Development Goals of the United Nations 2030 Agenda.</p> <p>The method has 17 teaching units, according to the 17 Sustainable Development Goals (SDGs), which include information and reflection</p> |

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| <p>crowdfunding you used (platform, etc.)?</p> <ul style="list-style-type: none"> - Please describe the steps you followed for your crowdfunding. - Which tools you used to disseminate your crowdfunding (social media, newsletter, emails, direct interaction, etc.)? - Have you done an analysis of the donations (where the donations came from)? If Yes, could you describe it? | <p>activities on the SDGs, piano pieces with social commitment and musical composition activities that promote social transformation.</p> <p>This book, made of ecological paper (Shiro Echo), proposes an educational tool for children and young people to be more responsible with people and the planet, to learn to lead the social transformation of their environment and to cooperate to achieve a fairer future.</p> <p>The book is published by the social publishing house Wazo Books and 100% of the funds raised go to the development of social initiatives promoted by Wazo Coop, the first non-profit social initiative cooperative in Extremadura.</p> <p>TYPE: Reward-based Crowdfunding and Fundraising. Platform used: Verkami.</p> <p>MÚSICA SOCIAL CROWDFUNDING STEPS: 1. Community building 2. Project Design. 3. Project development 4. 40 days of the crowdfunding campaign (including communication and dissemination) 5. Production of the book. 6. Delivery of rewards 7. Presentation of the book.</p> <p>COMMUNICATION TOOLS: Direct interaction (Offline meetings, phone calls), Social Media and Internet (Linkedin, Instagram, Facebook, Twitter, emails, newsletter, etc.)</p> <p>DONATORS: 81 Individuals (From Spain, Portugal, France, Italy, Belgium, Germany, Greece, Cyprus, UK, USA, Costa Rica) and 12 organizations (local, national and international level).</p> |
| Challenges of the crowdfunding | <ol style="list-style-type: none"> 1. Balance between efforts and results 2. Breaking the digital divide |
| Assets of the crowdfunding | <ol style="list-style-type: none"> 1. Community building 2. Test new project/ product/ service demand 3. Reduction of financial risks |
| Percentage of crowdfunding in setting up/ financing the social business | 10% |
| Other financial tools used | Fundraising |

2. Taohé – Belgium

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| Website | https://taohe.be/ |
| Country | Belgium |
| Start date | 2015 |
| Sector of activity concerned | Handicrafts, jewelery |
| Background – how the idea of your social business was born? | <p>The passion to carry out a manual and artisanal activity while caring about the working conditions of people active throughout our supply chain from the extraction of raw materials to the sale of creations in our workshop-boutique.</p> <p>We have been sensitized by various organizations and NGOs that advocate for more secure mining extraction that respects humans and the environment.</p> |
| Description – please describe your social business: its aim(s), how is it structured/ management, target group/ beneficiaries, etc. | <p>Taohé goal is to sell our handcrafted creations while supporting initiatives like Fairtrade and raising awareness about the harmful consequences of mining around the world.</p> <p>Taohé is a small structure of 2 people, manager and creator at the same time.</p> |
| Services and products – please describe the services and/or products you offer | A range of handcrafted jewelry as well as bespoke creations that customers, if they wish, can come and create themselves at the workshop. |
| Description of the crowdfunding – please describe here: <ul style="list-style-type: none"> - For what purpose you used crowdfunding: to start your business? To develop a new activity? To improve the enterprise? Etc. - Which type of crowdfunding you used (platform, etc.)? - Please describe the steps you followed for your crowdfunding. - Which tools you used to disseminate your crowdfunding (social media, newsletter, emails, direct | <p>We launched a crowdfunding to improve our activity. We started our activity in 2015, but this year, 2021, we decided to professionalize ourselves more by becoming a company and opening a workshop-boutique that we did not have before. Hence the need for this funding.</p> <p>We used the KissKissBankBank platform for crowdfunding.</p> <p>The steps: (1) accompaniment by a support organization for business creation and social projects, (2) drafting of our project and production of beautiful photos, (3) identification of our target audience, (4) identification of our counterparties and potential partners, (5) development of a retroplan with key dates to communicate and relaunch the campaign, (6) press and media contact to relay our campaign.</p> <p>Tools: Mainly Facebook + direct mailing to certain key people + WhatsApp messages to very close people. We have sequenced our communication to our different audiences so that not everyone is donating and sharing our campaign at the same time and it remains continuous throughout the duration of the campaign.</p> |

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| <p>interaction, etc.)?</p> <ul style="list-style-type: none"> - Have you done an analysis of the donations (where the donations came from)? If Yes, could you describe it? | <p>No special analysis. An observation: about ¾ of the donations come from our direct acquaintances and ¼ from new people.</p> |
| <p>Challenges of the crowdfunding</p> | <p>Do not fall into a "dip" in terms of donations and reminders on the networks. Try to keep the campaign talked about continuously throughout its duration.</p> <p>Technical problems due to the platform, online payments that fail, connections to the platform that fail. Several people told us that they gave up due to technical problems encountered.</p> <p>Monitoring the distribution of rewards once the campaign is over, which can become energy-intensive with regard to mailings, receipts of parcels by hand, exchanges of emails, etc.</p> |
| <p>Assets of the crowdfunding</p> | <ul style="list-style-type: none"> - A different and fun fundraising activity; - Make your project known to a new audience; - Build new partnerships |
| <p>Other financial tools used</p> | <p>Equity Regional subsidies</p> |

3. Humus – Italy

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| Website | www.humusjob.it |
| Country | Italy |
| Start date | 2019 |
| Sector of activity concerned | Social farming |
| Background – how the idea of your social business was born? | The idea was born from a social project that has been experimented with virtuous work placement methods for farms, and that has transformed activities into B2B entrepreneurial services. |
| Description – please describe your social business: its aim(s), how is it structured/ management, target group/ beneficiaries, etc. | <p>Humus is a startup with a social vocation that aims to combat illegal work in agriculture, animating a network of ethical farms at national level. Network companies are offered a series of services intended for sharing and increasing their social sustainability.</p> <p>The impact challenge consists in increasing the economic sustainability of small farms through sharing economy tools, in order to allow them ethical investments in labor.</p> <p>The company is owned by 4 main partners and a number of crowd partners. Humus has two directors and 2 collaborators.</p> |
| Services and products – please describe the services and/or products you offer | <ul style="list-style-type: none"> - Animation service of a business network - Management of shared resources - Networked manpower - External network communication - Creation of common commercial lines |
| Description of the crowdfunding – please describe here: <ul style="list-style-type: none"> - For what purpose you used crowdfunding: to start your business? To develop a new activity? To improve the enterprise? Etc. - Which type of crowdfunding you used (platform, etc.)? - Please describe the steps you followed for your crowdfunding. - Which tools you used to disseminate your crowdfunding (social | <p>The equity crowdfunding campaign was aimed at capitalizing and finance business activities to allow their development.</p> <p>The Lita.co platform was used for the crowdfunding.</p> <p>To disseminate the campaign, the project leaders drafted the communication materials and managed the communication campaign through massive social dissemination and local events.</p> |

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| <p>media, newsletter, emails, direct interaction, etc.)?</p> <ul style="list-style-type: none"> - Have you done an analysis of the donations (where the donations came from)? If Yes, could you describe it? | |
| Challenges of the crowdfunding | Financing the entrepreneurial project in its startup phase. |
| Assets of the crowdfunding | 80.000 euros. |
| Other financial tools used | Direct sale of equity shares |

4. Anffas Sibillini – Italy

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| Website | https://www.anffassibillini.it/ |
| Country | Italy |
| Start date | 2013 |
| Sector of activity concerned | Protected work for people with severe intellectual and/or relational disabilities. |
| Background – how the idea of your social business was born? | <p>The idea of our social business was born from a twofold need: the first was the need to find a way to support the activities that it wanted to propose; the second was the need to have a physical space after the earthquake in Central Italy, that made the premises temporarily used by the association uninhabitable.</p> <p>The association was born from a group of families from a mountainous area of Central Italy, who needed protecting spaces to carry out activities for their family members with severe intellectual disabilities. The need was both to offer recreational and playful moments, and to give some relief to family caregivers.</p> <p>To do this it was necessary to find forms of self-financing, propose manual and creative activities and workshops, and have qualified personnel both for teaching and assistance of children with serious disabilities.</p> <p>For this reason, the association immediately began to offer lotteries, charity peaches, parties and gatherings involving the highest number of people possible to disseminate its activities and future projects.</p> <p>The second need was dictated by the emergency of the earthquake of 26 and 30 October 2016. Many families of associates suddenly found themselves homeless. After the earthquake, the spaces of the association were transformed into a dormitory for those left homeless, a place for religious celebrations and a meeting point for all the people of a small mountain village that hit the earthquake. Therefore, the association found itself without a seat.</p> <p>Thus, the urgent need to have a secure and always available location was born: this required a very heavy economic and organizational commitment. The headquarters would have allowed not only continuing the activities for children with disabilities, but it would have been a meeting point for all associated families and the entire local community.</p> <p>Even before the 2016 earthquake, the association gave many people the opportunity to live a volunteer experience, to enter into relationships with other people, to feel useful, not to feel alone.</p> |

Description

– please describe your social business: its aim(s), how is it structured/ management, target group/ beneficiaries, etc.

Anffas Sibillini Onlus is part of the National Anffas federation and operates in the province of Macerata.

It is an association of families committed to accompanying people with intellectual disabilities in the development of skills and areas of autonomy, offering support to family members and sensitizing the community and public opinion on the issue of disability in general and specifically on intellectual disability, so that children can build their future in a world capable of welcoming and including them.

The association was born in 2013 and immediately offered creative and manual workshops to help young people with disabilities acquire new skills, to refine those present and to give relief to their families. Then, in 2016, the association was strongly hit by the consequences of the earthquake that shook all Central Italy and found itself without its headquarters.

After the first moments of bewilderment, we immediately took steps to raise funds to be able to build a seat for the association. It was a complex journey but in 2019 the Casa nel Cuore was inaugurated, the seat of our Association.

Within this new structure, from 2020, in addition to the creative and manual workshops, a protected work laboratory has been set up, which takes into account the peculiarities of each person. These activities are conceived and designed for young people who, due to their condition, really struggle to enter the world of work, gain their personal autonomy, be able to manage their time, provide for their livelihood. Anffas Sibillini wishes to support children with intellectual and relational disabilities and their families in this challenge, to accompany these people on a path that allows them to be autonomous and build sheltered job opportunities so that they can help provide for their own livelihood.

To do this, the association carries out various activities: cooking workshop, craft workshop, vegetable garden, packaging, etc. The working group is structured by 6 young people with severe intellectual and/or relational disabilities supported by two assistants. The boys guided by the assistants make products with quality raw materials, mainly coming from local producers: salt flavored with aromatic herbs typical of the area, salts flavored with spices, flavored sugars. The children arrange the packaging of other local products (e.g. legumes, cured meats, cheeses, baked goods, etc.), trying to use sustainable packaging, or using recycled or easily recyclable materials.

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| | <p>The beneficiaries of this activity are many:</p> <ul style="list-style-type: none"> - young people who have the opportunity to increase their autonomy and skills and who have the opportunity to relate to people other than their families; - family caregivers who have moments of relief and who can begin to experience a path that leads children to relative independency (for children to start experiencing the progressive and necessary emancipation from their own family and for the family to take awareness of the accompaniment of one's child towards a new way of life); - small local producers who, thanks to the packaging and distribution of products by children, have expanded their clientele; - the volunteers who support the activities and who have the opportunity to feel useful, active and less alone; - staff who have found a job; - the community that has been enriched by a body of great social importance. |
| <p>Services and products – please describe the services and/or products you offer</p> | <ul style="list-style-type: none"> - Protected work for children with severe intellectual and relational disabilities; - Packaging and distribution of typical local products of small businesses and companies in the area; - Manual crafts and creative recycling; - Cultivation of fruit and vegetables; - Processing of fruit and vegetables. |
| <p>Description of the crowdfunding – please describe here:</p> <ul style="list-style-type: none"> - For what purpose you used crowdfunding: to start your business? To develop a new activity? To improve the enterprise? Etc. - Which type of crowdfunding you used (platform, etc.)? - Please describe the steps you followed for your crowdfunding. - Which tools you used to disseminate your crowdfunding (social media, newsletter, emails, direct | <p>The purpose of the previous forms of crowdfunding we had in the past was to raise funds to start the association first and then to build an office.</p> <p>The upcoming crowdfunding that starts shortly will be used to build a laboratory/ warehouse as the next establishment of the company.</p> <p>Up to now, all fundraising campaigns have been presented by word of mouth among associates, family members, volunteers, social networks, etc.</p> <p>We have never used a platform, but right now we are testing this model for a small project.</p> <p>The first step that was followed for crowdfunding was that of assessing the needs of the association.</p> <p>In previous crowdfunding campaigns, as in the next one that will start soon, the main channels of dissemination are social media, emails, and above all direct interaction.</p> <p>As for donations, these come mainly from people who have known the</p> |

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| <p>interaction, etc.)?</p> <ul style="list-style-type: none"> - Have you done an analysis of the donations (where the donations came from)? If Yes, could you describe it? | <p>association directly and who have become loyal supporters. However, it also happens that there are sporadic donations, in particular after events such as Christmas or weddings or baptisms in which the association's products are given to the guests: in these cases, some donations also come from people who do not know us directly, but who may have received the associations' products.</p> <p>A period of somewhat atypical and very fruitful donations was the one in which we received them from various parts of Italy and some also from abroad, thanks to the important sounding board of Risorgimarche, the festival of solidarity for the populations affected by the earthquake in Central Italy. Risorgimarche gave ample visibility to our project, which was joined by the many people who participated in the concerts inside the seismic crater. In that period, we also received many donations from unknown people who were territorially distant from the association's headquarters.</p> |
| Challenges of the crowdfunding | Spread the word and promote the campaign outside the known contacts. |
| Assets of the crowdfunding | In addition to achieving the targeted economic goal, the goal of crowdfunding is also to raise awareness of the association and raise awareness on the issues of severe intellectual disability. |
| Percentage of crowdfunding in setting up/ financing the social business | The percentage with respect to the budgets and what has been done is very high, because all the activities, the House, the staff, did not have any public funding. |
| Other financial tools used | To build the Casa nel Cuore we also took out a particularly advantageous 15-year bank loan. |

5. Dealul Morii Social – Romania

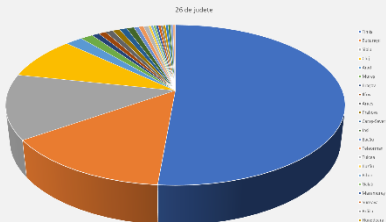

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| Website | https://www.moaradehartie.ro/bucataria-dealul-morii/ |
| Country | Romania |
| Start Date | 01.10.2020 |
| Sector of activity concerned | HoReCa |
| Background – how the idea of your social business was born? | The idea of setting up the social enterprise came about as a result of the impact of the pandemic in our community, as a way of providing jobs for local people, diversifying sources of income and supporting vulnerable people. |
| Description – please describe your social business: its aim(s), how is it structured/ management, target group/ beneficiaries, etc. | Dealul Morii Kitchen is a social enterprise licensed by the Ministry of Labour and Social Protection that aims to provide a comprehensive catering service (kitchen, event space and extracurricular activities) based on socially responsible relationships with local workers and producers and promoting the historical and cultural traditions of the community. All profits from the social enterprise go towards supporting vulnerable people in the community (the elderly, families with many children and without material means) with cooked food and towards running free cooking and personal development classes for vulnerable children in our area. The social enterprise employs 6 staff and supports 20 people on a regular basis. |
| Services and products – please describe the services and/or products you offer | Meal service (standard menus) for groups participating in the workshops held in the Paper Mill Ensemble - Village of Crafts in Comana. Event services for groups (children, adults) organized in the natural setting of Comana – such as children's parties or corporate events. Dining services (food inspired by traditional recipes and drinks) for weekend visitors to Comana. |
| Description of the crowdfunding – please describe here: <ul style="list-style-type: none">- For what purpose you used crowdfunding: to start your business? To develop a new activity? To improve the enterprise? Etc.- Which type of crowdfunding you used (platform, etc.)?- Please describe the | We used crowdfunding to be able to supplement the funds in the funding project through which we set up the social enterprise, for ineligible costs in the project (renovation of the space, purchase of second-hand equipment, etc.). We used the rewards mechanism (products/ services sold in advance) on the consolid8.ro platform. Steps in crowdfunding: <ul style="list-style-type: none">• Preparing the campaign (describing the campaign, setting the rewards, making the video presentation).• Launch of the campaign.• Communication activities during the campaign. |

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| <p>steps you followed for your crowdfunding.</p> <ul style="list-style-type: none"> - Which tools you used to disseminate your crowdfunding (social media, newsletter, emails, direct interaction, etc.)? - Have you done an analysis of the donations (where the donations came from)? If Yes, could you describe it? | <ul style="list-style-type: none"> • Production and distribution of products. <p>For the dissemination of the campaign we used:</p> <ul style="list-style-type: none"> • Social media posts (Facebook, Instagram, LinkedIn) • Newsletter • Emails to people who wanted to receive news about the campaign • Direct contact with potentially interested people (email, WhatsApp, social media messaging) |
| Challenges of the crowdfunding | Preparing the campaign – defining as precisely as possible the rewards and the presentation text. |
| Assets of the crowdfunding | 52200 RON (arround 10.650 Euro) |
| Percentage of crowdfunding in setting up/ financing the social business | 10% |
| Other financial tools used | Project "Social Enterprise Accelerator" ID 127384, co-financed by the European Social Fund through the Human Capital Operational Programme 2014-2020, implemented by "Alături de Voi" Foundation Romania and fonduri-structurale.ro. |

6. OilRight – Romania

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| Website | https://oilright.ro/ |
| Country | Romania |
| Start Date | 05.01.2021 |
| Sector of activity concerned | Collection of non-hazardous waste – used cooking oil |
| Background – how the idea of your social business was born? | <p>The social enterprise started from an environmental problem (pollution from improperly managed used cooking oil) and a social problem (low employment of disabled people). The business model is community-oriented, precisely because it targets individual consumers – they produce more than half of this waste and do not recycle 95% of their own oil. OilRight offers every individual and micro-community (housing associations) the opportunity to get involved, with a simple and handy gesture, aware that waste oil is one of the least recycled wastes due to the absence of efficient collection systems and lack of information. It is usually flushed down the sink, which clogs pipes (repair costs also for individuals, replacing pipes costs a minimum of 400 lei/ 80 Euros for a two-bedroom apartment) and raises the costs of wastewater treatment and maintenance of treatment plants (one liter of oil pollutes a million liters of water).</p> <p>OilRight is a social enterprise model adapted from Slovenia. As a replicable model that makes sense in many ways – finished product, social and environmental impact, potential for community engagement – it is important not to reinvent the wheel and build on what other teams have previously developed and build regional partnerships in order to multiply impact.</p> |
| Description – please describe your social business: its aim(s), how is it structured/ management, target group/ beneficiaries, etc. | <p>Mission: to collect and recycle used cooking oil for:</p> <ol style="list-style-type: none"> (1) the production and sale of quality, non-toxic, planet-friendly candles with a simple and attractive design for sustainable relaxation and responsible décor (2) the sale of excess collected oil to major collectors and/or biodiesel producers. <p>Value proposition:</p> <ul style="list-style-type: none"> • OilRight inspires and empowers every person to protect the environment with a simple gesture, in your own kitchen by reusing used cooking oil. <p>Vision:</p> <ul style="list-style-type: none"> • a sustainable and inclusive production and consumption model that reduces inequalities and prevents environmental |

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| | <p>degradation.</p> <p>Management structure: 5 associates, founding members, one of whom is a disabled person with an institutional background. One of the associates has the role of director.</p> <p>7 employees, part-time: 4 people with disabilities (waste sorter worker), 1 sales coordinator, 1 production and collection coordinator, 1 director.</p> <p>Active in 3 large markets:</p> <ul style="list-style-type: none"> • wellness and decoration market; • education market; • recycling market. <p>Beneficiaries: people with disabilities (jobs, social services support), children (education), environment/ planet (pollution reduction).</p> <p>www.oilright.ro</p> |
| <p>Services and products – please describe the services and/or products you offer</p> | <p>1) An object of decoration and atmosphere: non-toxic candle (paraffin-free, which will not generate toxins when burning), completely ecological, made from recycled cooking oil (used or expired). 2) Waste oil as a raw material for bio-diesel production.</p> <p>The candle will be sold in two versions:</p> <p>1. Finished product:</p> <ol style="list-style-type: none"> a. through specialized distributors/ retail chains and specialist shops with an eco-profile, trade fairs/ exhibitions and the OilRight website, to individual consumers. They buy it for personal use or as gifts. b. by direct sales, customized to the customer's request, to companies. <p>2. Do-it-yourself production to kindergartens, schools, after-schools, clubs, playgrounds, families – can be produced in your own kitchen, without the need for special equipment, without disturbing your neighbors in any way. It brings an element of fun, play and learning to our approach. It stimulates social connection and provides a form of detachment, which we need in a world increasingly charged with social, political, environmental and technological tensions. The kit provides a positive pretext for disconnecting from all this, developing skills of modulation, mixing and matching, building and creating.</p> |
| <p>Description of the crowdfunding – please</p> | <p>https://www.consolid8.ro/campanii/149/oilright-punem-uileiul-folosit-la-treaba</p> <p>We needed financial support for production: investment in equipment</p> |

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| <p>describe here:</p> <ul style="list-style-type: none"> - For what purpose you used crowdfunding: to start your business? To develop a new activity? To improve the enterprise? Etc. - Which type of crowdfunding you used (platform, etc.)? - Please describe the steps you followed for your crowdfunding. - Which tools you used to disseminate your crowdfunding (social media, newsletter, emails, direct interaction, etc.)? - Have you done an analysis of the donations (where the donations came from)? If Yes, could you describe it? | <p>and CRM/ERP system and for the promotion part after launch. It was support in the start-up phase.</p> <p>We used pre-sales of products and rewards specially created for the campaign: packages including the product that could only be purchased during the campaign.</p> <p>Steps followed:</p> <ol style="list-style-type: none"> (1) Clear identification of needs and the most appropriate platform for crowdfunding. (2) Planning the campaign, in partnership with the team consolid8: text, message, photo-video, reward structure, communication plan, per day. (3) Communication with supporters and interviews as diverse as possible (radio, blogs, TV). (4) Making purchases with the money raised, starting production, logistics of delivering products and rewards. (5) Thank-you message to supporters and events to share the experience gained/ lessons learned. <p>Tools used:</p> <p>Social media, emails, phone messages, direct interaction, traditional media, referrals.</p> <p>Individuals were mainly involved, from Timis county and Bucharest.</p>  <p>Traffic on the campaign webpage:</p>  |
| <p>Challenges of the crowdfunding</p> | <p>Main challenges:</p> <ul style="list-style-type: none"> - Constant communication and interaction with all stakeholders - Appropriate dosage of effort - Delivery logistics |
| <p>Assets of the crowdfunding</p> | <p>38.930 lei (around 7950 Euros)</p> |
| <p>Percentage of crowdfunding in setting up/ financing the social business</p> | <p>7.5%</p> |

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| Other financial tools used | Grant – European funds for social start-ups (European Social Fund through Human Capital Operational programme in Romania) Co-founder's own contribution |
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IV. Annex 1: Template used to collect information

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| Name of the social enterprise/ social business | |
| Country | |
| Start date | |
| Sector of activity concerned | |
| Background – how the idea of your social business was born? | |
| Description – please describe your social business: its aim(s), how is it structured/ management, target group/ beneficiaries, etc. | |
| Services and products – please describe the services and/or products you offer | |
| Description of the crowdfunding – please describe here: <ul style="list-style-type: none"> - For what purpose you used crowdfunding: to start your business? To develop a new activity? To improve the enterprise? Etc. - Which type of crowdfunding you used (platform, etc.)? - Please describe the steps you followed for your crowdfunding. - Which tools you used to disseminate your crowdfunding (social media, newsletter, emails, direct interaction, etc.)? - Have you done an analysis of the donations (where the donations came from)? If Yes, could you describe it? | |
| Challenges of the crowdfunding | |
| Assets of the crowdfunding | |
| Percentage of crowdfunding in setting up/ financing the social business | |
| Other financial tools used | |

