CROWDFUNDING
GUIDE

Crowdfunding for Eco-Entrepreneurs and
Social Initiatives for Ecological Innovation

Summary

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WHY A CROWDFUNDING GUIDE?

01

CROWDFUNDING IN THE MEDITERRANEAN, A TOOL FOR ECO-ENTREPRENEURS AND ECO AND SOCIAL INITIATIVES

This guide addresses eco-entrepreneurs and eco and social initiatives in the southern Mediterranean, to orient them in the implementation of a crowdfunding campaign: preparing a campaign, mobilizing a community, optimizing the transformation, carrying out a campaign, and creating loyalty in a community.

It will also allow them, in the 9 countries being studied, to find their way among existing platforms, and choose the best crowdfunding models depending on their projects.

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A Crowdfunding campaign is a project in itself, which requires real commitment for those who embrace this path. The lifecycle of a campaign can be divided into two phases:
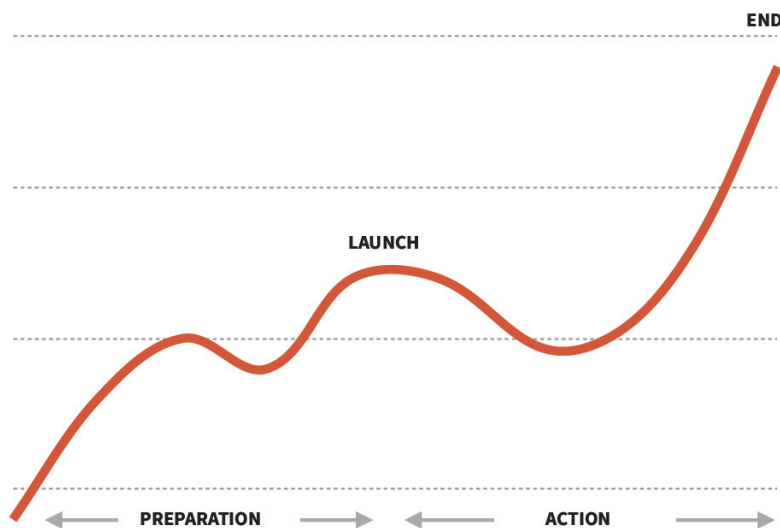
PREPARATION How to realistically position and scale your campaign? How to explain and "propose" your project? How to choose the right model of rewards? How to prepare your communication plan? Then, how to launch the event? How to mobilize a crowd around your project? What channels should you activate to relay information?

ACTION How to bring a campaign to life? How to inform and involve your community during the event? How to interpret and react to evolutions in your fundraising? The end of a campaign is not, in fact, the end of the story, but actually the moment in which client loyalty is gained, in which your community is transformed into early adopters, and you close the exchange by providing the reward. It is also the start of a new chapter!

We think that it can be difficult for a project leader to get a real sense of a crowdfunding campaign accurately, without having done so at least once before, and it is especially not easy for this leader to manage the key elements needed to transform the project into a rich collective experience. If you are looking to launch a crowdfunding campaign tomorrow, this is the guide for you, and we hope it will lead you to success.

A campaign's life cycle

PREPARATION

- Positioning and scaling your campaign
- Elements of project communication: page, photos, video...
- Exchange and transformation: threshold pledges and rewards

- Mapping communities
- Digital strategy and communication plan
- Mobilizing ambassadors & sponsors

ACTION

COMMUNICATION

- Communication off line
- Personalized mailings
- Media plan

LOYALTY

- Post-campaign communication
- Redeeming rewards
- Project information

COMMUNITY MANAGMENT

- Using social media
- Activating ambassadors
- Backers communication

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PREPARING
A CAMPAIGN

02

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The preparatory stages

INPUT
*Project pitch
Financial needs*

Positioning and scaling your campaign

OUTPUT
Objective of the campaign and threshold pledges Duration of the campaign Positioning the project

DURING THE PREPARATION PHASE, ALL THE ELEMENTS OF THE CAMPAIGN MUST BE PREPARED, ESPECIALLY THE COMMUNICATION PLAN

AVERAGE DURATION : 3 WEEKS

INPUT
*Bench - Similar campaigns
Bench - rewards
Creating an account on the platform
Photo pages
Creating page project*

Elements of project communication: page, photos, video...

Recrute and convert – threshold pledges and rewards

OUTPUT
*Values of the project and of the team
Elements of communication
Threshold pledges and reward*

INPUT
*Mapping communities
Project page nearly finalized
Ambassadors identified*

Mapping communities

Digital strategy and communication plan

Mobilizing ambassadors & sponsors

OUTPUT
*Communication target
Communication planning
Channels of communication*

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SCALING

When defining your campaign's financial goals, the total sum comes from combining two pieces of information: your actual financial needs, and the ability to mobilize a critical community which can finance the project's needs.

The first exercise to be carried out in order to scale your campaign is to survey and tally your total actual needs.

Then, do a critical assessment of your financial needs according to two axes. The first exercise consists in critically analysing the total picture of the needs at hand, in order to know if calling upon a crowd would be a way of financing them. In other words, are they of common enough nature that they can justify collective financing? The second exercise consists of comparing your campaign objective with your capacity to go out and find the community that can finance it.

POSITIONING

In this stage, the objective is to determine the positioning of your campaign; in other terms, the values behind it, and the nature of its impacts.

People are less likely to want to finance your personal desires (travel, parties…), but are more easily mobilized when your project relates to topic of general interest.

Define the forces and values of your project clearly. Look for the "wow" effect (a reaction of positive surprise when discovering the project) without altering the essence of your project.

For example, if my project is a start-up that commercialized CO_2 filters for factories, I would not focus on the technological revolution of the filter, but on the positive impacts it would have on the environment, and on the jobs this project would create.

Scaling and positioning a campaign (2/2)

DURATION

Deciding on the length of your campaign depends essentially on your capacity to mobilize over the duration of the period. In fact, there is no correlation between the duration of a campaign and the total sum collected, and therefore there is no ideal length.

Statistically, the shortest campaigns have the highest levels of success. The reason is simple: it is easier to concentrate communication efforts, and to mobilize a community for a brief period of time: 40% of successful projects have an average duration of 30 days. Throughout the world, the average duration of a successful campaign is of 45 days.

PERIOD

Beyond the length of time, another factor that turns out to be crucial for success is the period in which you launch your campaign. As of today, there is no ideal period for launching your campaign, but there are periods to avoid:

The end of the year, as this period generally fits with vacations, lack of computer access, and generosity towards loved ones.

Major holidays and vacations (Eid al Adha, summer vacations...) are also a time for people to disconnect.

Starting your campaign at the end of the month, and ideally at the start of the week is a good practice that coincides best with your followers' lifestyles.

Elements of project communication: the image

TITLE ZONE

PROJECT CATEGORY

HEADER LOGOS

A short text which summarizes the essential points, and leaves the reader hooked

LOGOS

YOU

Your project's image may be the most important element of your project. It is its display window, the image that will stands for the project and which will be systematically reposted in social media or in the press. It should therefore reflect your values and your engagement.

AVATAR The project image should make the project instantly recognizable when you export it over social media.

STIMULATING Visuals can trigger the full range of human emotions. A good image is worth more than text.

DESIGN Coherent illustrations with your graphic charter and your positioning. Show yourself on your best day.

IMAGE FORMAT

In general, the principles of image editing are the following: HD Image. You can learn about the format, size, and dimensions of a file by referring to the platform's Help document.

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TEXT/ PROJECT PAGE

After the image, the text of your project page is also fundamental element for introducing your project. It should be clear, concise, and above all, well structured, in order to facilitate the readers' comprehension.

PROJECT SYNOPSIS A short paragraph positioned at the top of your project page. It is the first thing that your audience will read. Be clear, powerful, and call for support for your project. This text should not exceed 140 characters (50% of internet readers will not read beyond this text).

PAGE BODY This part is dedicated to the detailed presentation of your project, and it should provide the right information about your project: its genesis, the reason for this collective approach, and the next steps. This is the story of your project, so make it shine.

BOTTOM OF THE PAGE Use this part to introduce your team and your call for financial support from the community, within the context of your project.

TIP If you're stuck, don't hesitate to look at the pages of other projects for inspiration.

THE QUESTIONS YOU SHOULD ANSWER

WHO? Your team, organisation, and story.

WHAT? Identify the problem, and the value proposition.

HOW? Details of the project.

HOW MUCH? Your project's budget and a breakdown of how the funds will be used.

WHERE? Where the project is taking place, and its impact on the local level.

WHEN? Dates of realization. Use this opportunity to open up participation if possible. State the production deadlines, and deadlines for sending rewards.

WHY? Your project's values, and the reasons behind your motivation and convictions.

Elements of project communication: the project video

DON'T IMPROVISE
Prepare a detailed script or scenario before filming. This will help you greatly on the shooting day, especially when directing, and it is crucial for structuring your video well.
Make a chart with 2 columns – 1: video image, 2: spoken part. Music and images should be coherent with the context.

THE MATERIAL
Your smartphone will do, together with some editing software which will make it easier for you (Windows Movie Maker, audacity…) and you are ready to make your own Oscar video :) .

BE «BRIEF»
The ideal duration for a video is 2 minutes to 2:30 minutes. State your proposal briefly, even though it can be difficult to summarize work that may have stretched out over months and months of preparation. The scene, filming location, images, soundtrack… all these elements allow you to send a message without spending two minutes explaining.

TEST
Once the video is ready, show it to a few friends you trust and listen to their feedback. Make corrections if necessary, don't skip this step.

GO!!!
Upload your video on Youtube, Vimeo DailyMotion… making sure to include a good description to capture attention.
First, recruit your close friends and social networks to share the video, share it all over the web, don't be afraid of anything. Often, the platforms themselves will help you with this.

IS IT USEFUL?
It is absolutely necessary to speak about the project by explaining the problem it solves, the innovation it brings, and the positive impact it has on society, the ecology, the economy, etc. Focus on the promise instead of explaining the technical details of your project.

BE DYNAMIC
Try to include short cuts, and use good music that fits with the ambiance.
The web is full of resources that you can use to find a free soundtrack.

THE WORLD IS WAITING
Collecting spontaneous positive testimonials about your project / idea and displaying them in your video can help lend your project a positive aura.

INTRODUCE YOURSELF
At the very beginning, introduce yourself to the public, then explain the idea behind your project. Be natural, and show the public that they can trust you.
You should prepare a tidy text summary.

USE OF FUNDS
Using subtitles, visuals, or phrases, you can show donors what their money will go towards. At the end of the video, don't forget to show that you really need help, since that is the moment at which people make their decisions, and reminder to the reward options.

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CHOOSING THRESHOLD PLEDGES AND REWARDS

1 Make sure that they are original, attractive, and that they are a reason unto themselves to support you. They should be a factor that transform Facebook likes into financial support.

2 Study the distribution of costs and earnings, in order not to burden your collection goal with surcharges.

3 A "VIP/Corporate" reward is an effective marketing tool, which gives you an advantageous way to display your project. It also answers the needs of two types of contributors: those who no longer know what to do with their money, as well as companies who wish to sponsor your campaign.

4 Don't forget that you will have to send rewards to donors, so you should also think about transportability when designing and pricing them. Include shipping costs if necessary.

5 Think ahead about production and shipping costs in order to respect the contributor's financial commitments, and communicate this point clearly to your community.
6 Calculate the costs of the rewards, in order to integrate them into your financial objective, and so that the production costs do not exceed 10% of your total collection.

Communication plan: recruiting your first circle

In a crowdfunding campaign, your friends, family, and colleagues are always the first contributors. They are crucial since they send out the first, strong signal about the credibility and trustworthiness of the campaign and its leader.

It is thanks to your success in recruiting them to support your adventure that you can then seek out new support among a wider public, who will see this engagement as a sign of confidence and seriousness.

Don't be afraid to approach members of your social circle during this preparatory phase to solicit their financial contributions and support. Explain your initiative, your project, and your ambitions. They will probably also be your first ambassadors or influencers.

Explain to them the amount of funds necessary, and why you are turning to crowdfunding. For those who aren't familiar, explain the advantages of this financing mechanism. Ask for their advice and suggestions, as it may be useful to you. Finally, ask them to share their enthusiasm as much as possible.

HOW TO SPREAD A MESSAGE	OVER A COFFEE	PHONE CALL	PERSONALIZED MAIL	GROUP MAILINGS	SOCIAL NETWORKS
FAMILY	●	●	●		
FRIENDS	●	●		●	●
COLLEAGUES	●	●			
AMBASSADORS	●				

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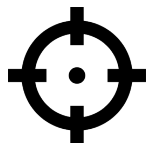
Communication plan: targeting your second and third circles

THE TARGET

Bloggers, Twitter users, and even ultraspecialized journalists have created an audience and credibility in the digital sphere that grants them an influential power that sometimes exceeds that of mass media on a wide variety of subjects. Their support, in one way or another, will be very beneficial to your campaign.

THE RELAYS

These opinion groups can be divided into 4 categories:

1) The "domain stars" are generally personalities that are well known in a field. If they take up your cause, you have won.

2) The "media" generally relates to traditional journalists with a large audience, as well as e-journalists who have already created a large enough internet reader base.

3) "Virtual stars" are bloggers, Twitter users, Facebook groups... be careful not to fall for the illusion of high follower counts (these can sometimes be bought). But being able to tap influential people in this sphere can be very beneficial.

4) The last category to target are inspired amateurs, those who are passionate about something and seek out projects like yours. You also have to go find them.

THE CONQUEST

The first stage is to identify the parameters that allow you to set a target. Then, prepare a communication plan to reach these targets. Meanwhile, deploy methods of active watch using a few simple tools (google alert, mentions).
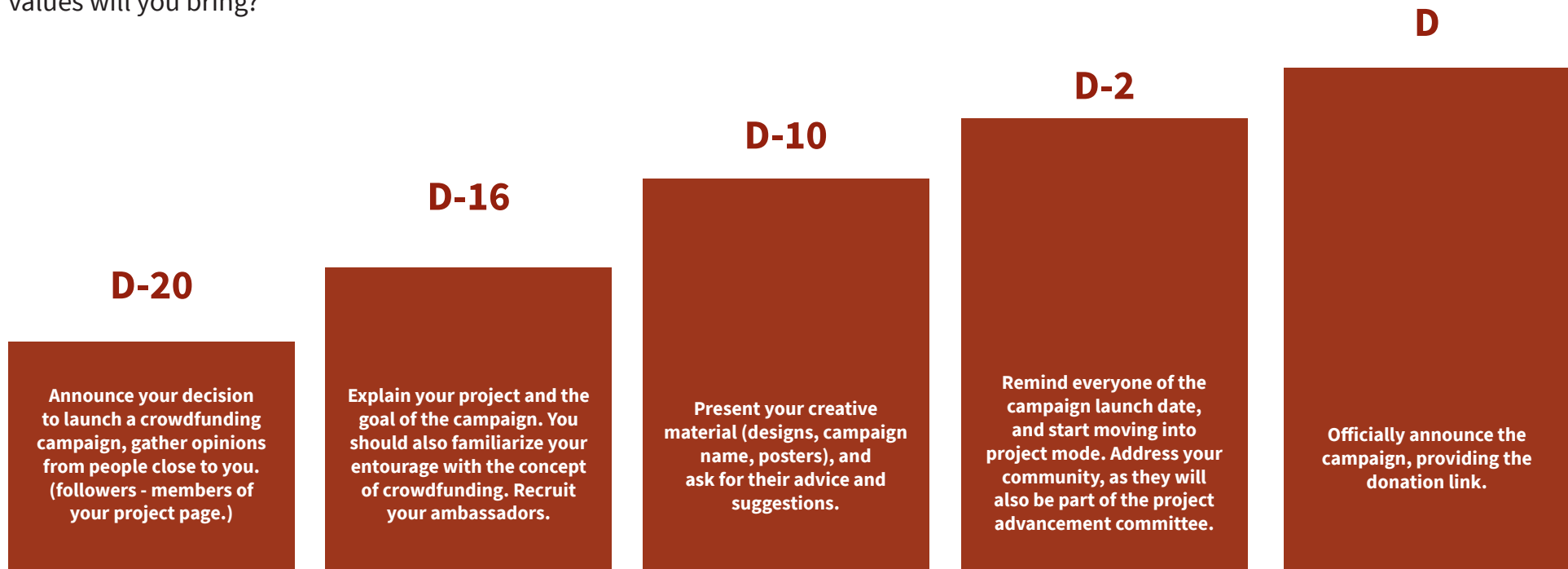
The last thing is to put your communication plan into action by addressing your chosen targets and messengers. You should use all the information available to you to attract your contacts. Be creative and choose your words wisely. You must conquer them so that they spread the world about your project

Mobilizing relays: communicating before the launch

The communication that you send out before your campaign launches is crucial. They prepare the ground and your community (team) for a period of strong mobilization. You must explain the meaning of your initiative and your project. Why are you using this financing method, what are you trying to accomplish, and what values will you bring?

Here is a countdown for the last 3 weeks before your campaign. Don't hesitate to meet up with people in your close circle of friends and family to get them as involved as possible. They will be your best resources later on.

D-20
Announce your decision to launch a crowdfunding campaign, gather opinions from people close to you. (followers - members of your project page.)

D-16
Explain your project and the goal of the campaign. You should also familiarize your entourage with the concept of crowdfunding. Recruit your ambassadors.

D-10
Present your creative material (designs, campaign name, posters), and ask for their advice and suggestions.

D-2
Remind everyone of the campaign launch date, and start moving into project mode. Address your community, as they will also be part of the project advancement committee.

D
Officially announce the campaign, providing the donation link.

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Mobilizing relays: the ambassadors

THE AMBASSADORS

Your ambassadors are your foot-soldiers, their goal is to help you relay information about your campaign, collect donations, and mobilize those around them. Recruit your closest circle (friends, family, colleagues...). These should be people with whom you share a trusting relationship of mutual solidarity. You will need people who can mobilize themselves for you, and who are likely to bring value to the campaign.

Ambassadors should be swept along in the adventure. Explain to them the scale of the project, and work with them on your campaign's messages. If you can, establish a communication strategy with your ambassadors. Check elements of language with them.

You can also find solid ambassadors in personalities or people with large networks. They will be useful to you in phases 2 and 3 of your communication plan, when you target the wider public.

MOVE INTO ACTION

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Communication: three circles of contributors

FIRST CIRCLE

You have carefully prepared the launch of your campaign. Now it is time to start communication using your plan. Trust in the hours of work that preceded this moment.

First, lean on your ambassadors and your first circle, who should know what to do in the first few days of your campaign: supporting you financially and actively and convincingly spreading the word about your project. The first 10 days of a campaign are usually the symbolic threshold in which you aim to obtain at least 30% of your total goal. A study lead by crowdfunding factory, showed that successful projects achieved between 20% and 40% of their total goal during this period (from 1 to 3 weeks after the launch).

These initial supporters are also a strong sign of the quality of the project and your reliability. They should give you the credibility to go seek support in the remaining circles.

SECOND CIRCLE

The second circle, your second target, are your friends' friends. These are people you know "from afar", whom you have met at events, people you know from a blog, professional acquaintances, or Facebook friends with whom you have never spoken... it is a long list. Now is the time to get back in touch with some of them. Get straight to the point. Explain your project. If they are interested in the collaboration, they will follow you.

During this time, it is important for you to start making yourself visible at certain professional or networking events. Don't hesitate to speak about your project, your campaign, or crowdfunding. It is an original, alternative, and rather well appreciated practice.

It is also important to keep in constant contact with your community and the contributors you have already acquired. In this phase, their enthusiasm and their involvement are of great value to you.

THIRD CIRCLE

The third circle consists of the general public, and therefore potentially anyone who could be drawn to your project through several signals. It is the viral aspect of your project and of the media that can help you access this third circle of contributors. A press article can help you intrigue a person who becomes drawn to your personality, or who is interested in your project for personal reasons. To have credibility among these potential sources of support, it is crucial to succeed in the two previous phases. Otherwise, if you wish to target the third circle from the very start of your campaign, you need to start your media campaign well before the launch. In order to be able to count on this level of buy-in, your project's impact or level of innovation must meet the expectations it raises. This is how historical crowdfunding campaigns started. During this period, you should also maintain a strong presence at the events relating to your project's topic

PHONE CALL   **PERSONALIZED MAIL**   **GROUP MAILINGS**   **SOCIAL NETWORKS**   **EVENTS**   **MEDIA**

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Communication: "mailing" with moderation

2 - 3 SENDS
(per campaign)

**EXPLAIN
JUSTIFY
DEMONSTRATE
RECRUIT
CONVERT**

**YOUR PROJECT
YOUR IMPACT
YOUR TEAM
YOUR NEEDS
YOUR EXPECTATIONS**

TIME WINDOW: to make sure you get a better open rate, try to send your mailings between noon and 8pm. Wednesdays, Thursdays, and Fridays are said to offer better e-mail open rates. Depending on your targets, the best audiences may be reached at other times and days.

TOOLS: to send group mailings, we recommend using e-mail marketing tools to save time, and to be able to, despite everything, keep a minimum level of personalization in your mailings.

ROOKIE ERRORS: when you send group mailings, never copy in all the recipients. Respect their privacy and enter their e-mail addresses into the bcc: field of your e-mail. This will prevent you from having your contact base stolen.

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Communication: the press release

A press release is a tool for journalists. When well crafted, it gives them all the elements necessary to write an article, or prepare an interview.

DO:
Catch the journalists' attention and keep them interested, offering complete, rigorous, and credible information about your project/campaign.
Be informative and let the journalists quickly access the facts that directly concerns them.

AVOID:
Chattiness (stay on topic) and avoid editorializing (stick to the truth).
Jargon or technical terms "be accessible and comprehensible to all"
Inaccuracies or approximations "a journalist must check facts"
Ready-made articles "contrary to what some may believe, journalists don't do much copypasting"

PAGE	SECTION	DETAIL
Page 1	From the CEO/ FOUNDER	One way to establish initial contact is to put a face on the project. Be brief, but effective. Here, in a few lines, you'll present the birth of your company, its goals, and your own goals through your company. Close with a clear closing formula which proposes collaboration. Example, "So, are you ready to join us in the Lamont adventure?"
Page 2	Introducing your company	Here, insert what may be close to, and can be used as, your company's press release. Start by going back to its founding, and then explain what it produces, how it adds value, its originality and
Page 3	Press page	Here, you can showcase your appearances in the press and in the media. Logos on television channels, magazines, presented as, "as seen on…" Insert favourable quotes. And don't hesitate to show some creativity, once again, with the formatting, to avoid the pitfalls of a long and boring list.
Page 4	The numbers page	Where you display all your most flattering numbers, in a graphic manner that once again is creative and pleasant. Number of products sold, evolution on the market, views to the future, etc.
Page 5	Contact page	Address, number, e-mail, etc.

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Community Management: Social Media

Managing publications on social networks and community management requires planning (topic, frequency, and timing) and mastery. Your image is at stake. Effective community management also includes managing your community's interactions. Reply to questions and comments, revive and spark discussions on your pages and social media.

From this perspective, for example, the choice of "#" (hashtags are keywords used for reference on the Internet) is important since these keywords will serve to anchor you in one reality or another. We suggest you use"hashtagify" which can help you define keywords related to your subject. hashtags.org allows you to identify trends for a given #, in order to analise its relevance to your campaign.

FIRST STEP: For the first 2-3 weeks, you should make regular and frequent posts (1 to 2 posts per day on average). Spread your campaign image and video as widely as possible.

SECOND STEP: Between the second and sixth week, make sure to progressively slow down your posting rate (2 - 3 posts per week). Try to make your posts richer, using publications relating to your project (activities, events, press…).

LAST STEP: In the last 10 days of your campaign, reinforce communication about your campaign, and increase your posts to a steady rate that will continue to rise until the last moment of the campaign.

SOCIAL NETWORKS	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
f	Newsletter (13H)	Project Info (10H)	Project Info (10H)	Project Info (10H)	Announcement Weekend	XXXX	Event Photos
Twitter	Live tweets (events, sharing articles related to your topic)						
in	Create a professional page for each member of the team and a professional page for the project (Note: Linkedin is a social network dedicated to professionals)						
YouTube	Project video + testimonial videos…						
Instagram	Team/event photos.						

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Community Management: Offline Events & PR

ORGANIZE "events" yourself that will allow you to perfectly target the people you wish to involve in your campaign. Organize meet-ups in cafes, host dinners, and create ties to your initiatives. This can be an occasion for an open house or open studio, to make the work itself known to your audience.

KEEP UP with different trending events, and show up full of energy in order to meet new people and create new networks. Participate in conferences, round tables, and other events. If you are just an audience member, you have to go meet people who you have targeted in advance.

MEET Crowdfunding campaigns aren't just restricted to the web. Don't forget to engage your community at the local level, since they can play an important role in how your campaign develops. After meeting potential contributors and creating ties with them, they can help you in your campaign.

MAKE PEOPLE HAPPY when you meet new people. If you don't have any, the campaign the time to prepare some goodies or stickers to offer when the occasion presents itself. This will allow you to keep in contact with your interlocutor.

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Loyalty: Before Closing

Here you are, at the end of your long trip. Don't forget to thank your whole community for all their support during this great adventure, regardless of the results of your campaign.
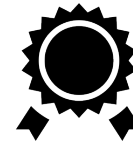
SUCCESS

Thank your supporters a second time :) and above all, keep them posted about the next steps of your project, especially on when you plan to deliver their rewards. Then, keep them regularly informed about your project's developments. These are your first supporters, take advantage of the bond that was created during the campaign.
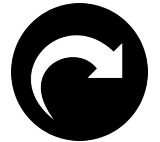
FAIL FORWARD

In case of failure, remember the concept of "failing forward". This campaign should be an occasion to examine the different aspects of your project. Take the time to have others follow along the reasons of this failure with you.

POINTS OF REFERENCE BY COUNTRY

04

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	ENTERPRISE	ASSOCIATION	INDIVIDUAL

EQUITY

	ENTERPRISE	ASSOCIATION	INDIVIDUAL
NUMBER OF CAMPAIGNS REALIZED	0	0	0
AVERAGE SUM COLLECTED	0€	0€	0€
LEVEL OF SUCCESS	0%	0%	0%
AVERAGE NUMBER OF BACKERS	n.c	n.c	n.c
TOP 3 PLATFORMS	1. 2. 3.	1. 2. 3.	1. 2. 3.

Since no eco-entrepreneur project has been financed in Libya or Algeria during this period, project leaders wishing to launch a crowdfunding project are advised to refer to other countries in North Africa for reference, given the countries' geographical location.

DONATION

	ENTERPRISE	ASSOCIATION	INDIVIDUAL
NUMBER OF CAMPAIGNS REALIZED	0	0	0
AVERAGE SUM COLLECTED	0€	0€	0€
LEVEL OF SUCCESS	0%	0%	0%
AVERAGE NUMBER OF BACKERS	n.c	n.c	n.c
TOP 3 PLATFORMS	1. 2. 3.	1. 2. 3.	1. 2. 3.

	ENTERPRISE	ASSOCIATION	INDIVIDUAL
EQUITY			
NUMBER OF CAMPAIGNS REALIZED	0	0	0
AVERAGE SUM COLLECTED	0€	0€	0€
LEVEL OF SUCCESS	0%	0%	0%
AVERAGE NUMBER OF BACKERS	n.c	n.c	n.c
TOP 3 PLATFORMS	1. 2. 3.	1. 2. 3.	1. 2. 3.
DONATION			
NUMBER OF CAMPAIGNS REALIZED	2	0	5
AVERAGE SUM COLLECTED	11 173 €	0€	5 818 €
LEVEL OF SUCCESS	100 %	0%	31 %
AVERAGE NUMBER OF BACKERS	135	n.c	78
TOP 3 PLATFORMS	1. ZOOMAL 2. 3.	1. 2. 3.	1. ZOOMAL 2. INDIEGOGO 3. KICKSTARTER

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	ENTERPRISE	ASSOCIATION	INDIVIDUAL
EQUITY			
NUMBER OF CAMPAIGNS REALIZED	4	0	0
AVERAGE SUM COLLECTED	1 075 000 €	0€	0€
LEVEL OF SUCCESS	100 %	0%	0%
AVERAGE NUMBER OF BACKERS	n.c	n.c	n.c
TOP 3 PLATFORMS	1. OUCROWD 2. 3.	1. 2. 3.	1. 2. 3.
DONATION			
NUMBER OF CAMPAIGNS REALIZED	2	17	28
AVERAGE SUM COLLECTED	1 211 €	6 857€	12 973 €
LEVEL OF SUCCESS	66 %	89 %	82 %
AVERAGE NUMBER OF BACKERS	33	99	192
TOP 3 PLATFORMS	1. INDIEGOGO 2. MIMOONA 3.	1. INDIEGOGO 2. HEADSTART 3. MIMOONA	1. KICKSTARTER 2. HEADSTART 3. INDIEGOGO

	ENTERPRISE	ASSOCIATION	INDIVIDUAL
EQUITY			
NUMBER OF CAMPAIGNS REALIZED	1	0	0
AVERAGE SUM COLLECTED	10 060 €	0€	0€
LEVEL OF SUCCESS	100 %	0%	0%
AVERAGE NUMBER OF BACKERS	n.c	n.c	n.c
TOP 3 PLATFORMS	1. LIWWA 2. 3.	1. 2. 3.	1. 2. 3.
DONATION			
NUMBER OF CAMPAIGNS REALIZED	0	0	1
AVERAGE SUM COLLECTED	0€	0€	2 994 €
LEVEL OF SUCCESS	0%	0%	33 %
AVERAGE NUMBER OF BACKERS	n.c	n.c	46
TOP 3 PLATFORMS	1. 2. 3.	1. 2. 3.	1. ZOOMAL 2. 3.

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	ENTERPRISE	ASSOCIATION	INDIVIDUAL

EQUITY

	ENTERPRISE	ASSOCIATION	INDIVIDUAL
NUMBER OF CAMPAIGNS REALIZED	0	0	0
AVERAGE SUM COLLECTED	0€	0€	0€
LEVEL OF SUCCESS	0%	0%	0%
AVERAGE NUMBER OF BACKERS	n.c	n.c	n.c
TOP 3 PLATFORMS	1. 2. 3.	1. 2. 3.	1. 2. 3.

DONATION

	ENTERPRISE	ASSOCIATION	INDIVIDUAL
NUMBER OF CAMPAIGNS REALIZED	0	0	2
AVERAGE SUM COLLECTED	0€	0€	8 314 €
LEVEL OF SUCCESS	0%	0%	66 %
AVERAGE NUMBER OF BACKERS	n.c	n.c	106
TOP 3 PLATFORMS	1. 2. 3.	1. 2. 3.	1. INDIEGOGO 2. ZOOMAL 3.

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	ENTERPRISE	ASSOCIATION	INDIVIDUAL
EQUITY			
NUMBER OF CAMPAIGNS REALIZED	0	0	0
AVERAGE SUM COLLECTED	0€	0€	0€
LEVEL OF SUCCESS	0%	0%	0%
AVERAGE NUMBER OF BACKERS	n.c	n.c	n.c
TOP 3 PLATFORMS	1. 2. 3.	1. 2. 3.	1. 2. 3.
DONATION			
NUMBER OF CAMPAIGNS REALIZED	1	10	4
AVERAGE SUM COLLECTED	6 190€	1 980 €	1 443 €
LEVEL OF SUCCESS	33 %	77 %	33 %
AVERAGE NUMBER OF BACKERS	122	46	45
TOP 3 PLATFORMS	1. ULULE 2. 3.	1. ULULE 2. ZOOMAL 3. SMALA & CO	1. ULULE 2. BABELDOOR 3.

switchmed

	ENTERPRISE	ASSOCIATION	INDIVIDUAL

EQUITY

ENTERPRISE		ASSOCIATION		INDIVIDUAL	
NUMBER OF CAMPAIGNS REALIZED	0	NUMBER OF CAMPAIGNS REALIZED	0	NUMBER OF CAMPAIGNS REALIZED	0
AVERAGE SUM COLLECTED	0€	AVERAGE SUM COLLECTED	0€	AVERAGE SUM COLLECTED	0€
LEVEL OF SUCCESS	0%	LEVEL OF SUCCESS	0%	LEVEL OF SUCCESS	0%
AVERAGE NUMBER OF BACKERS	n.c	AVERAGE NUMBER OF BACKERS	n.c	AVERAGE NUMBER OF BACKERS	n.c
TOP 3 PLATFORMS	1. 2. 3.	TOP 3 PLATFORMS	1. 2. 3.	TOP 3 PLATFORMS	1. 2. 3.

DONATION

ENTERPRISE		ASSOCIATION		INDIVIDUAL	
NUMBER OF CAMPAIGNS REALIZED	0	NUMBER OF CAMPAIGNS REALIZED	2	NUMBER OF CAMPAIGNS REALIZED	3
AVERAGE SUM COLLECTED	0€	AVERAGE SUM COLLECTED	2 964 €	AVERAGE SUM COLLECTED	4 157€
LEVEL OF SUCCESS	0%	LEVEL OF SUCCESS	50 %	LEVEL OF SUCCESS	75 %
AVERAGE NUMBER OF BACKERS	n.c	AVERAGE NUMBER OF BACKERS	53	AVERAGE NUMBER OF BACKERS	56
TOP 3 PLATFORMS	1. 2. 3.	TOP 3 PLATFORMS	1. INDIEGOGO 2. 3.	TOP 3 PLATFORMS	1. INDIEGOGO 2. 3.

	ENTERPRISE	ASSOCIATION	INDIVIDUAL
EQUITY			
NUMBER OF CAMPAIGNS REALIZED	0	0	0
AVERAGE SUM COLLECTED	0€	0€	0€
LEVEL OF SUCCESS	0%	0%	0%
AVERAGE NUMBER OF BACKERS	n.c	n.c	n.c
TOP 3 PLATFORMS	1. 2. 3.	1. 2. 3.	1. 2. 3.
DONATION			
NUMBER OF CAMPAIGNS REALIZED	1	1	1
AVERAGE SUM COLLECTED	4 100 €	2 500 €	2 550 €
LEVEL OF SUCCESS	100 %	100 %	50 %
AVERAGE NUMBER OF BACKERS	62	18	45
TOP 3 PLATFORMS	1. COFUNDY 2. 3.	1. BABELDOOR 2. 3.	1. KISSKISSBANKBANK 2. 3.

SwitchMed is an initiative that supports and connects stakeholders to scale-up social and eco innovations in the Mediterranean.

One of the SwitchMed programme's objective is to strengthen green entrepreneurship in 9 countries of the MENA region, by providing trainings to about 2700 entrepreneurs. The objective is to convert step by step their **Green Business Ideas** into a sound, feasible and sustainable **Green Business Project**.

Learn more about SwitchMed:
www.switchmed.eu/en

Learn more about the Green Entrepreneurship training programme
www.switchmed.eu/en/corners/start-up