



Pilot Action implementation report

Project Acronym:	OSS
Project Index (PGI):	05501
Title of the pilot action	Crowdfunding for social entrepreneurship
Policy instrument(s) addressed:	<ol style="list-style-type: none"> 1) European Funds for Podkarpacie 2021-2027 2) The Social Economy Development Plan for Podkarpacie 2021-2027
Partner(s) concerned:	Rzeszow Regional Development Agency
Country (countries):	Poland
Date of request:	May 2021

A.1 Nature of the pilot action

The pilot action is dedicated to the development and testing of new, innovative services for the social economy sector in Podkarpackie Region, in the field of **crowdfunding**. The pilot action will be oriented on the already existing entities and those who would like to set up the social economy entity.

Through the pilot action we would like to raise the awareness and skills of entrepreneurs and newcomers as well as to prepare public bodies to provide professional advisory services in the field of crowdfunding. We believe that this professional support offered by public bodies in the field of crowdfunding would be an incentive for the quicker development of the whole social sector in Podkarpackie. Both the Regional Center for Social Policy and the Rzeszów Regional Development Agency are units subordinate to and closely cooperating with the Marshal's Office of the Podkarpackie Region. The pilot action was implemented by two of the regional public bodies Rzeszow Regional Development Agency and Regional Center for Social Policy that both are supervised by the Marshall Office of Podkarpackie Region The Agency and ROPS are responsible for



supporting of the entrepreneurship and social economy in our Region. They closely cooperate in those fields with the Marshal Office.

The pilot action was dedicated to the development and testing of new, innovative services for the social economy sector in Podkarpackie region, in the field of **crowdfunding**. The pilot action was oriented to the already existing entities and those who would like to set up the social economy entity.

At the moment, social economy entities from the region rely solely on public funding and do not benefit from the crowdfunding. Many residents / potential entrepreneurs are not entirely convinced of its effectiveness. Many do not know that this form of support even exists. Therefore, social economy entities suffer from lack of knowledge and skills that would allow them to apply for the alternative financial resources. On the other hand, the regional public bodies are not experienced in the issue of crowdfunding at all. The issue is not covered by the regional policy instruments, for instance, Regional Operational Programme 2014-2020 for Podkarpackie (hereafter: ROP 2014-2020).

A.2 Pilot Action implementation plan

1. Preparatory phase:

Prior to the start of the implementation of the Pilot Action, a project team meeting was organised to identify the people/staff who would be involved in the implementation of the Pilot Action. An implementation plan was laid out, with the original plan being to complete the implementation of all specified activities by 30 November 2022. For reasons beyond the organiser's control, this process had to be extended.

The original implementation plan was as follows:

February 2022: Public procurement for selection of the trainer who will run training in the subject of crowdfunding;

February 2022: The signing of a contract with a Contractor who will be responsible for the delivery of training on the subject of crowdfunding;

March 2022 – June 2022: Provision of crowdfunding training;

July 2022: Preparation of a set of documents for the call for ideas for crowdfunding campaigns;

July 2022 – August 2022: Call for ideas for crowdfunding campaigns run by Social Economy Enterprises;

September 2022 – December 2022: Refining and preparing crowdfunding campaigns

January 2023-February 2023: Conduction of crowdfunding campaigns

November 2022 – February 2023: Development of a social enterprise support service in the ROWES department



February 2023: Development of a report on the implementation of the Pilot Action

Due to organizational issues, caused, inter alia, by Covid-19 pandemic restrictions that were still in force in Poland, as well as the period, where the Pilot Action was run, some schedule changes were necessary.

The final steps of Pilot Action's implementation:

27.01.2022: Launching of a request for proposal procedure for the selection of a Contractor/Expert to provide crowdfunding training and support in the creation of a crowdfunding support service for Social Economy Enterprises.

04.02.2022: Selection of an expert to provide crowdfunding training and support in the creation of a crowdfunding support service for Social Economy Enterprises.

05.02.2022-15.02.2022: Development of the training plan

30.03.2022 – 08.06.2022: Providing training on the subject of crowdfunding

01.08.2022 - 16.08.2022 - recruitment of forms with submitted ideas;

17.08.2022 - 25.08.2022 - 1st stage of recruitment - evaluation of ideas by the Commissions and selection of ideas with potential for crowdfunding campaigns;

27.08.2022 - 2nd stage of recruitment - meeting between the originator and the coordinator of the Advisory Team;

29.08.2022 - 12.09.2022 - signing of the Participant's agreement with the Beneficiary.

Second half of September 2022 (exact date to be determined) - training course "Basics of crowdfunding for Social Economy" for selected Originators;

15.09.2022 – 28.02.2023 - preparation and implementation of selected crowdfunding campaigns.

01.08.2022 – 28.02.2023: Development of a crowdfunding support service for social economy entities

Milestones:

June 2022: The end of the crowdfunding trainings: issuing of training certificates;

The end of July 2022: Final templates of documentations for the call for social entrepreneurs;

The end of February 2023: The Pilot Action implementation report

Once the full documentation for the delivery of the training was developed, it was delivered. The training took place between 30.03.2022 and 08.06.2022 by Ms Agnieszka Ploska, who has specialised in the field of crowdfunding (<https://www.agaploska.com/>) for many years. The training was held in a hybrid format (some participants took part on-site, while some connected online via the Teams platform). Each meeting was recorded and then made available to participants for replay, to absorb the material, or for training purposes for



new team members. There were eight three-hour meetings. The training was attended by 3 employees of the Regional Centre for Social Policy in Rzeszów, 8 employees of the Rzeszów Social Economy Support Centre, and 4 employees of the Rzeszów Regional Development Agency. At the end of the training, each participant received a certificate of completion.

2. The call for entrepreneurs and newcomers (organised also in cooperation with partners from BE, SI, with the external experts' support): development of the application pack, including terms of reference, application form, advisory services offered by the Agency and ROPS Rzeszów, information campaign on the call in the region (also in cooperation with Marshal Office from Podkarpackie region and other relevant bodies).

Within the call we would like to choose 5 social economy entities – including below steps:

- Development of regulations, forms, idea evaluation cards, etc.
- Information on call for support by a crowdfunding campaign
- Receipt of applications
- Verification of applications - formal and content-related criteria
- Selection of the most prospective ideas according to the developed procedure
- Conducting crowdfunding campaigns for selected 5 social enterprises

The final documentation set consists of:

- rules and regulations for providing support for crowdfunding campaigns;
- request for support to run a crowdfunding campaign;
- de minimis aid application (submitted by the applicant);
- declaration of having received/not receiving de minimis aid in the year in which the aid is applied for and in the 2 previous years (to be submitted by the Applicant);
- form of information to be submitted when applying for de minimis aid (to be submitted by the Applicant);
- de minimis aid certificate (issued by the Organiser - RARR);
- Evaluation sheet for members of the Formal Evaluation Committee (KOF);
- Crowdfunding campaign support agreement.

Finally, the application process took part in the period 01.08.2022 – 16.08.2022.

3. Submitted ideas:

3.1. Fundacja GraTy

Juliusza Słowackiego 9
38-400 Krosno

Idea title: GraTyfikacje – kreatywna przestrzeń rozrywki (Creative fun space)

Idea short description:



Creative Digital Space is an initiative and a place created by the GraTy Foundations. The theme is to run and retrofit a coworking area and a games room, where people from Ukraine, refugees, and residents of Krosno and the surrounding area will be able to meet together in one/common space. The idea is to provide them with a coworking space equipped with computers necessary for studying and working, multifunctional devices, a projector and a sound system.

Financial goal: PLN 5,000

Selected for the support: Yes

3.2. RTArt Foundation

Sadowa 2

39-400 Tarnobrzeg

Idea title: The development of the amateur theatre movement in the Tarnobrzeg region - purchasing of sound and lighting equipment

Idea short description:

The project envisages equipping a local amateur theatre group with the tools necessary for the realisation of numerous stage undertakings, mainly theatre performances and minor stage forms (études, recitals, chamber concerts, etc.). Thanks to cooperation with the local cultural centre - the Community Cultural Centre of the TSM in Tarnobrzeg - the group has borrowed equipment at its disposal. The purchase of their own equipment may help to develop the theatre's activities.

Financial goal: PLN 13,000

Selected for the support: Yes

3.3. "Mały Wielki Krok" - Foundation for the Support of Children's Rehabilitation

Krasne 253 a

36-007 Krasne

Idea title: Space therapy - rehabilitation with Dunag coveralls

Idea short description:

The main aim of the initiative is to expand access to quality rehabilitation using therapy in specialised dissnap suits/orthoses, achieving improvements in the daily lives of children with physical and associated disabilities, particularly those with cerebral palsy and genetic defects. The use of dynamic orthoses makes it possible to improve trunk stabilisation even in patients who are not able to maintain balance on their own, improves deep sensation and allows appropriate movement patterns to be developed more effectively and quickly.

Financial goal: PLN 15,000



Selected for the support: Yes

3.4. "Dobry Dom" Association

Wola Zarczycka 129a

37-111 Wola Zarczycka

Idea title: I am present - I arrived

Idea short description:

The association requested help with a campaign to raise money to cover part of the contribution towards the purchase of a bus for transporting people with disabilities. The bus that the Association has been using to date was destroyed in an accident suffered by an employee while transporting participants to classes. The minibus will ensure the further development of the projects undertaken for the benefit of people with disabilities at the facilities run by the Association, i.e. the Centre for Independent Living, the Revalidation-Education and Education Centre and the Vocational Activity Centre.

Financial goal: PLN 10,000

Selected for the support: Yes

3.5. OpTea Foundation

Jasionka 953

36-002 Jasionka

Idea title: Publishing a children's book about disabilities

Idea short description:

The idea is to publish a children's book on different types of disabilities to familiarise and educate children on the subject. The book title is !tatuś I pracuś!. It is going to be a colorful book that is presenting the story of a disabled child and his family.

Financial goal: PLN 15,000

Selected for the support: Yes

3.6. "Podaruj Miłość" Foundation

Plac Rynek 2

36-040 Boguchwała



Idea title: Cangaroo wife

Idea short description:

The project will consist of raising funds to purchase a female kangaroo to be a wife for the kangaroo 'Caesar' that they already own. The foundation, as part of its activities, runs alpaca therapy and also owns a kangaroo, which in some way helps in the therapy of children. As part of a crowdfunding campaign, the Foundation would like to purchase a female mini kangaroo along with the house in which it would be kept.

Financial goal: PLN 12,000

Selected for the support: No

3.7. Anielskie Grajki Association

Jadachy 405

39-442 Jadachy

Idea title: The fun with “Anielskie Grajki”

Idea short description:

The project aims to raise money for the Association to purchase an inflatable slide for children, which is a device designed for play. The purchased equipment will be used free of charge by the youngest participants of outdoor events (educational, integrative and entertaining) organised for the local community in Jadachy village.

Financial goal: PLN 10,000

Selected for the support: No

3.8. EWPM Association

Sniadeckich 2

35-006 Rzeszow

Idea title: Do good with us

Idea short description:

The idea is to raise funds for the Institute's day-to-day operations. The purpose of the Career Institute for Entrepreneurship and Development is education. The main focus is on soft skills education, building civil society and inspiring people to work on themselves. As part of this, they direct and coordinate social campaigns and support non-governmental organisations in their activities.

Financial goal: PLN 3,000



Selected for the support: No

4. Campaigns preparation and implementation:

Each campaign has its own support team consisting of the members of ROWES, RRDA, and ROPS representatives:

4.1. GraTyfikacje (Krosno)

Supporting Team: Justyna Markiewicz (Coordinator); Monika Wojewódka (ROPS – Regional Center for Social Policy)

Campaign title: Game Room - creative space with makerspace and coworking zones

Status: closed

Financial goal: PLN 5,000

Amount collected: PLN 960,00

Link: <https://zrzutka.pl/mmv65m>

id: mmv65m

Pokój Gier - kreatywne trzecie miejsce z makerspace i coworkingiem - Fundacja GraTy

 Fundacja GraTy

 Zweryfikowany przelewem, dowodem osobistym, dokumentami firmowymi / organizacyjnymi



Aktualności ¹⁰ Opis Przydatne linki ⁹ Nagrody / oferty ⁹ Wpłaty ¹⁹ →

Aktualności ¹⁰

1 060 zł z 5 000 zł

21%

zakończona 15.03.2023r

19 wspierających

Wpłać na zrzutkę

Zrzutka.pl nie pobiera prowizji od wpłat

 Udostępnij

 Obserwuj  Widget  Więcej

 Ta zrzutka ma 9 nagród / ofert!
Zobacz i wybierz jedną z nich

Nasi użytkownicy założyli 958 649 zrzutek i zebrali 966 183 196 zł
A ty na co dziś zbierasz?

What was good?

Promotion on Krosno.pl, krosnosfera.pl, and Krosno112.pl portals, as well as Facebook profile of the Foundation and friendly organisations



What was the issue?

Despite the strong commitment on the part of the Foundation's staff to the campaign, it was not possible to achieve the budget target set. Unfortunately, the effort and time invested in preparing the campaign and that incurred during its implementation did not translate directly into results. Of the planned PLN 5 000.00, only 19%, i.e. PLN 960, was raised with the support of 18 people. Undoubtedly, the final effect of the campaign was affected by the period in which it was conducted. The Christmas and New Year period is abundant in collections. This year, in addition to the popular food collections run by Caritas and the Scouts, as well as the "Noble Parcel", collections were held for sick children (numerous volunteers in shops) and for citizens of Ukraine. January also saw a collection for the Great Orchestra of Christmas Charity (WOŚP), in which the GraTy Foundation was heavily involved - the Krosno WOŚP Staff was run by the GraTy Foundation. In addition, the economic situation (high inflation and rising prices) made the Christmas period financially difficult for many people. The overlap of these factors may have contributed to the crowdfunding campaign not reaching its goal.

The Foundation launched its campaign just after the end of the WOŚP finale, which may have had a fatigue effect - people who supported WOŚP together with the Foundation may have lacked the strength, enthusiasm and financial resources to support the Foundation in their fundraising.

Short conclusion:

In future, more attention should be paid to analysing the period over which further crowdfunding campaigns will be conducted.

4.2. RTArt Foundation (Tarnobrzeg)

Supporting Team: Jakub Karp (Coordinator); Anna Wach; Ewa Schabowska

Campaign title: Developing local theatre - "light, music, action!"

Status: closed

Financial goal: PLN 13,000

Amount collected: PLN 4059 (including: 3,059.00-sent by the audience; PLN 450 – received in cash; PLN 500 – donations from companies)

Link: www.zrzutka.pl/z/teatrscena16



id: m7kj83

Rozwijamy lokalny teatr – „światło, muzyka, akcja!”



Fundacja RTArt

Zweryfikowany przelewem, dowodem osobistym, dokumentami firmowymi / organizacyjnymi



Opis

Przydatne linki ²

Nagrody / oferty ⁸

Posty ²

Wpłaty ⁴⁰

Kom. →

3 459 zł z 13 000 zł

26%

zakończona 12.03.2023r

40 wspierających

Wpłać na zrzutkę

Zrzutka.pl nie pobiera prowizji od wpłat

Udostępnij

Obserwuj

Widget

Więcej

Ta zrzutka ma 8 nagród / ofert!

Zobacz i wybierz jedną z nich

Nasi użytkownicy założyli 958 654 zrzutki i zebrali 966 194 893 zł

A ty na co dziś zbierasz?

Opis zrzutki

What was good?

Campaign idea; ideas for prizes; preparation for the campaign; planning of activities, timetable; cyclical meetings; ongoing monitoring of activities; feedback given to the RTArt Foundation; promotional materials prepared by RARR; involvement of the ROWES team; cooperation within the ROWES team; expert support

What was the issue?

Insufficient involvement of the theatre group in the campaign as a whole, the campaign involved individuals including mainly the board of the RTArt Foundation; untapped potential of the TheatreScene16 group - a journalist is a member of the group and another person has a wide fan base on Instagram; insufficient strength of the campaign information; few posts about the campaign itself, with the campaign information appearing at the end of the post as a link and reminder that a drop is being run; a cautious approach to the campaign and a lack of faith in its success resulted in a more passive attitude - 'let's wait to see if someone donates' rather than actively working towards raising funds. Overall, our assessment is that the full amount could have been raised with a strong proactive attitude and more involvement of the theatre group in the campaign.

Short conclusion:

Financially, the RTArt Foundation is very pleased with the cooperation and the amount raised. They did not expect anyone to donate anything and certainly not to raise so much. The most important thing is that the applicant is satisfied.



There needs to be more thorough vetting of applicants before a campaign is launched - both at the application stage and during the campaign preparation activities. There should be a more thorough assessment of the capacity/potential of applicants and their level of commitment, e.g. through information on how many man-hours they are able to devote to the campaign.

4.3. "Mały Wielki Krok" - Foundation for the Support of Children's Rehabilitation

Supporting Team: Renata Bartnik (Coordinator); Beata Piech – ROWES

Campaign title: Become a COSMIC AID!

Status: closed

Financial goal: PLN 15,000

Amount collected: PLN 15,540,00

Link: <https://zrzutka.pl/sjzmbv>

id: sjzmbv

Zostań KOSMICZNYM POMAGACZEM! Wesprzyj zakup kombinezonów rehabilitacyjnych!

F Fundacja Mały Wielki Krok

Zweryfikowany przelewem, dowodem osobistym, dokumentami firmowymi / organizacyjnymi



Aktualności 6

Zrzutka została wyłączona przez organizatora

15 540 zł z 15 000 zł

103%

Wpłaty nieaktywne - wymagane działanie Organizatora zrzutki. Jeśli jesteś Organizatorem - zaloguj się i podejmij wymagane działania.

Udostępnij

Obserwuj Widget Więcej

Ta zrzutka ma 6 nagród / ofert!
Zobacz i wybierz jedną z nich

Nasi użytkownicy założyli 958 930 zrzutek i zebraли 966 704 246 zł

What was good?

The planned amount was collected before the deadline The Foundation is more visible on the web, it is more recognisable, thanks to which it develops its activities, there are people who want to help, there are more



people willing to use rehabilitation services. The President of the Foundation became more competent in planning and implementing similar campaigns. Contact with the media, who were very helpful in publicising the collection. The Foundation's resources were well defined, which facilitated the planning of individual activities.

What was the issue?

Not every planned point of the fundraising event succeeded for various reasons. Before the start of the fundraising campaign, we were supposed to promote the Foundation on fb. However, there was not enough time to complete the task, the person in charge of the promotional videos turned out to be incompetent and as a result the promotional video could not be used. There was a difficulty in defining the target group. The Foundation was so poorly known that it became impossible to identify the target group for support. This contributed to the difficulty in developing a clear campaign plan, and the team had to work continuously, planning new tools and activities to promote the collection (e.g. bracelets, which "pulled up" donations at the collection).

Short conclusion:

Planning a successful campaign is very difficult in the absence of adequate knowledge of media promotion, the use of tools such as FB, graphics, etc. The team that takes part in the implementation of such a service must be made up of people with a lot of knowledge in various fields. It is essential to have a vision and ideas that can be implemented quickly. It is essential to have the ability to react quickly to different situations. Another issue is the lack of adequate knowledge of social media, working on outreach, online promotion tools. Lack of skills or having a team of people with specific skills means that a campaign can be poorly executed or planned. It is also necessary to carry out an appropriate SWOT analysis to understand the client's resources, strengths and weaknesses. Without full knowledge in this area, it is not possible to choose the right actions and tools for the campaign.

4.4. "Dobry Dom" Association

Supporting Team: Agnieszka Nędza (Coordinator); Beata Hulinka – Rzeszow Regional Development Agency

Campaign title: For an own contribution towards the purchase of a bus for transporting people with disabilities

Status: closed

Financial goal: PLN 10,000

Amount collected: PLN 5,206.00

Link:: <https://zrzutka.pl/mcvhpe>



id: mcvhpe

Na wkład własny do zakupu busa do przewożenia osób niepełnosprawnych



Stowarzyszenie Dobry Dom

Zweryfikowany przelewem, dowodem osobistym, dokumentami firmowymi / organizacyjnymi



Aktualności ¹

Opis

Przydatne linki ²

Nagrody / oferty ⁴

Wpłaty ⁴⁴



Aktualności ¹

What was good?

The Association is more visible in the social media profile. , it is more recognisable, thanks to which it develops its activities, there are people who want to help, there are more people willing to support their services. The President of the Association became more competent in planning and implementing similar campaigns.

What was the issue?

In November 2022, the Association's car was involved in an accident, which also resulted in a member of staff being seriously injured. He remains in hospital in serious condition to this day. The main factor blocking this campaign was that a parallel collection was being run for the injured employee. As a result, the campaign was run to raise some of the amount, but the entire workforce was focused on helping the injured worker. For this reason, the decision was taken to first support the injured driver, while for the future, another campaign is planned to raise money to cover as much of the contribution as possible. As mentioned earlier, the team working on the campaign was absorbed in helping the injured driver, which meant that the Association's involvement in our project was on a low level.

Short conclusion:

More thorough vetting of applicants prior to the start of the campaign is needed - both at the application stage and during campaign preparation activities. The capacity/potential of applicants and their level of commitment

5 206 zł z 10 000 zł



52%

zakończona 28.02.2023r

44 wspierających

Wpłać na zrzutkę
Zrzutka.pl nie pobiera prowizji od wpłat

Udostępnij

Obserwuj Widget Więcej

Ta zrzutka ma 4 nagrody / oferty!
Zobacz i wybierz jedną z nich

Nasi użytkownicy założyli 958 941 zrzutek i
zebrali 966 719 377 zł
A ty na co dziś zbierasz?



should be assessed more thoroughly. However, it should be borne in mind that there may always be some fortuitous situations that prevent full involvement in the campaign process, in which case more commitment and support from the campaign support team is needed.

4.5. OpTea Foundation

Supporting Team: Lidia Gryglak (Coordinator); Joanna Banaś; Anna Szczur – ROWES

Campaign title: Printing a children's book on disability

Status: closed

Financial goal: PLN 15,000

Amount collected: PLN 0.00

Link: <https://zrzutka.pl/rfeejw>

Druk książki dla dzieci o niepełnosprawności: "Ipracuś, Łata i reszta świata"

F Fundacja OPTEA

🔍 Niezweryfikowany



0 zł z 15 000 zł

0%

39 dni do końca

0 wspierających

🔗 Udostępnij

👁 Obserwuj

📌 Widget

⋮ Więcej

🏆 Ta zrzutka ma 5 nagród / ofert!
Zobacz i wybierz jedną z nich

Opis zrzutki

What was good?

The Foundation did a very good job of developing the campaign before the start of the collection, promoting it on social media.



What was the issue?

At first, the Foundation showed great interest and commitment to the initiative. Over time, however, things slowly faded. The more the tasks turned out to be, the less committed the Foundation became. This was due to the parallel implementation of another initiative of the Foundation, namely the preparation of an International Job Fair for people with disabilities. In the end, the Foundation decided to close down the campaign because they had neither the time nor the people to work on the campaign.

Short conclusion:

In working on this campaign, only one main conclusion comes to mind. Namely, if the originator does not show any commitment to the implementation of the activities, then there is no point in continuing with the campaign as it is doomed to failure.

5. SUMMARY AND CONCLUSION

The premise of the Pilot Action was to test crowdfunding as an opportunity to finance the activities of Social Economy Entities. At the moment, these entities are solely dependent on the availability of funding from the European Union. Hereby, we want to continue to support the development of the Social Economy in the region by seeking and creating opportunities for them to raise funds to set up different types of Social Economy initiatives. One such possible form is crowdfunding. It seems to us that this is a modern tool that can be used for fundraising as much as possible.

The activities we have carried out as part of our Pilot Action have shown that this can be an effective form of funding for different types of activities, which are, however, somehow linked to community outreach. This is demonstrated, for example, by the example of the Little Big Step Foundation, which is the only organisation to have managed to raise the designated amount ahead of schedule. Their goal was to purchase Dunag suits to be used in the rehabilitation of children and young people.

As the experience of the testing phase has shown, the involvement of the Originators is very important. Without their input, there is no possibility of a successful campaign. This was also confirmed in our pilot campaign. Only the Foundation Small Steps, whose representative was very committed, achieved the stated goal. The other initiators, despite their willingness, were inactive and lacked commitment in the campaign, which also resulted in the goals not being reached. In the case of the RTArt Foundation, for example, the willingness to cooperate was only apparent in the beginning. Unfortunately, as time passed, their enthusiasm for the work faded. In the end, some of the planned amount was raised, but this was achieved largely thanks to the commitment of the partner's team, which motivated the representatives of the institutions. The worst situation arose with the OPTea Foundation, which withdrew from the fundraiser at the time it was announced, to the extent that not even 1PLN was donated, making the campaign and all the contribution to it in vain.

Summing up all the tasks, their implementation, the commitment and the conclusions the Originators presented, it is important and necessary to continue to promote and train crowdfunding. The lack of engagement, at least at an adequate level, was mainly due to the Idea Makers' ignorance about the implementation of the crowdfunding campaign. In several cases, the process was such that the people who



attended the training were not involved in the implementation of the campaign, thus demonstrating ignorance about the implementation of the campaign and carrying out activities that were contrary to the campaign's objectives.

In the end, a service was developed which is planned to be introduced into the structure of ROWES in the next project funding perspective. As part of this service, dedicated staff will carry out activities to support the use of crowdfunding campaigns as a tool to raise funds for Social Economy activities.

