

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



PRACTICE ABSTRACT No: 16

Alternative fundind system: Reward-based crowdfunding

Crowdfunding is a way of raising funds, not through institutions, but from the public and thus opens the way to greater participation by individuals who, through donations, become philanthropists. Reward-based crowdfunding is an interesting form of crowdfunding in the non-profit sector, and is particularly well suited to start-up projects, to test them out or to build up the company's working capital. In concrete terms, reward-based crowdfunding campaigns generally operate through a platform which allows individuals to donate and receive a reward which may be a good, a service or simply symbolic. The advantage of donation platforms is that they are open to any project owner, whether an individual or a legal entity, and that there is no ceiling on the amount to be raised by the project owner or the donation made by the contributor. There are many online platforms: Ulule, KissKissBankBank, Tauscoprod, MyMajorCompany, Proarti, etc.

To succeed in a matching donation campaign, it is necessary to ensure a certain transparency on the use of the funds by communicating the progress of the project to the donors. Reward-based crowdfunding has many advantages: for the project leaders, it allows them to gain notoriety thanks to the communication work done during the campaign, and to create a leverage effect by increasing the chances of convincing certain traditional financing actors such as a banks or professional investors. For contributors, this type of donation allows them to make a concrete commitment while obtaining interesting rewards.

Authors

Lou Guillouard
André Torossian
Rémy Leclerc

Affiliation

Make.org Foundation

Contact

Lou.guillouard@foundation.make.org

Andre.torossian@foundation.make.org

rl@foundation.make.org

End Users

Farmer & Cooperative

Country

France



FAIRCHAIN project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101000723.

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



PRACTICE ABSTRACT No: 16

Links for additional information

[HTTPS://WWW.CAIRN.INFO/LE-CROWDFUNDING--9782130811275-PAGE-42.HTM](https://www.cairn.info/le-crowdfunding--9782130811275-page-42.htm)

[HTTPS://EC.EUROPA.EU/GROWTH/ACCESS-FINANCE-SMES/GUIDE-CROWDFUNDING/DIFFERENT-TYPES-CROWDFUNDING/REWARDS-BASED-CROWDFUNDING_FR](https://ec.europa.eu/growth/access-finance-smes/guide-crowdfunding/different-types-crowdfunding/rewards-based-crowdfunding_fr)



[FairchainEU](#)



[FAIRCHAIN EU](#)



www.fairchain-h2020.eu

All Practice Abstracts prepared by FAIRCHAIN can be found [here!](#)

ABOUT FAIRCHAIN

The FAIRCHAIN project launched in 2020 and coordinated by INRAE, is developing intermediate food value chains in the fruits and vegetable and dairy sectors. Through technological, organizational and social innovations and by developing business models FAIRCHAIN will enable small and mid-size stakeholders to scale up to supply fresh, sustainable and high-quality food products to consumers at a regional level.

FAIRCHAIN PARTNERS



DISCLAIMER

This Practice abstract reflects only the author's view. The FAIRCHAIN project is not responsible for any use that might be made of the information it contains.



FAIRCHAIN project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101000723.

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



PRACTICE ABSTRACT No : 16

Financement participative : Le don avec contrepartie

Le financement participatif (ou crowdfunding) est une façon de collecter des fonds, non pas auprès des institutions, mais auprès du grand public et ouvre ainsi la voie à une participation plus forte des particuliers qui, par le don, deviennent mécènes ou philanthropes. Le financement participatif sous forme de don avec contrepartie, est un mode de financement participatif intéressant dans le monde associatif, et est particulièrement adapté à des projets en démarrage, pour les tester ou pour constituer le fonds de roulement de l'entreprise. Concrètement, le don avec contrepartie consiste à baser sa campagne de crowdfunding sur une plateforme ou chaque don ouvre le droit à une contrepartie qui peut être un bien, un service, ou simplement symbolique. L'intérêt des plates-formes de dons est qu'elles s'adressent à tout porteur de projet, personnes physiques comme personnes morales, et qu'aucun plafond ne limite le montant à collecter par le porteur de projet ou le don réalise par le contributeur. Il existe une pluralité de plateformes en ligne : ulule, kisskissbankbank, touscoprod, mymajorcompany, proarti...

Afin de réussir une campagne de don avec contrepartie, il faut assurer une certaine transparence sur l'utilisation des fonds en communiquant sur les avancées du projet auprès des donateurs. Le don avec contrepartie présente de nombreux avantages : pour les porteurs de projet, cela lui permet d'acquérir une notoriété grâce au travail de communication accompli pendant la campagne, de créer un effet de levier en augmentant les chances de convaincre certains acteurs du financement traditionnel tels qu'une banque ou des investisseurs professionnels. Pour les contributeurs, ce type de don permet de s'engager concrètement tout en obtenant des contreparties intéressantes.

