



COUNTRY SUMMARY

Crowdfunding has found its way in Greece, with people, NGOs and even public entities using it to fund their activities. Apart from the well-known platforms, as Kickstarter, there has been a number of greek crowdfunding platforms created in the recent years, such as Give&Fund, JumpStartGreece and act4Greece, which count a lot of successful campaigns in several different fields. The basic legal framework is summarized in the laws 4351/2015 (crowdfunding and donations), as well as in 4416/2016 and 3401/2005 (crowdfunding for investment purposes).



Main Relevant Platforms & Innovation Toolkits



Crowdpolicy

- Bridging the gap between Organizations and the crowd in order to co-create the Future.
- Design, development, implementation and production of crowdsourcing methodologies for commercialization, information systems and tools globally, with the aim of enhancing two-way collaboration between organizations and the crowd and creating value for the clients and their shareholders.
- Target group: emerging business needs for the private and public sector and startups.
- The Crowdpolicy team has trained more than 400 teams and has created a Startup community of over 5,000 people.



GIVE&FUND

- Money raising for Startups, growing businesses or individuals in need.
- Goal: To offer in a simple, economical, safe and transparent way the possibility to raise money for people and organizations who want to support goals, dreams and needs in a decent and honest way. To embody the value of solidarity and support the ability of creative activity and productive work.
- Target group: individuals, startups, NGOs, charities and companies active in CSR initiatives (corporate social responsibility).
- So far it has hosted over 50 projects and has raised funding over 200.00 euros.



Jump Start Greece

- The platform helps fund new and innovative projects as well as special interest projects and NGOs and in the process it contributes to the creation of new jobs in the Greek economy.
- Fields: agriculture, crafts, fashion, food, film and documentaries' production, music, publishing, photography, theater, technology, as well as special interest projects such as in archaeology, athletes, but also local communities, nonprofit organisations, and schools.
- Goal: to serve as a tool that will connect people, communities, companies and Non Profit Organizations operating in Greece, who have creative and innovative ideas, with people around the world that want to assist them in bringing their ideas to life.



BLUE CROWDFUNDING

- Capacity Building of BLUE Economy Stakeholders to Effectively use crowdfunding.
- Target group: SMEs in the blue economy sector.
- The project is supported by the INTERREG MED Programme of the European Regional Development Fund (ERDF).



Wise Greece

- Mission: selling top quality Greek food products, as well as raising money for food to be donated to people in need. Finding new ways to stimulate forms of active civic participation through an emphasis on social economy.
- Target group: food consumers.
- Wise Greece selects the best Greek products and places them in various retail points around Greece and abroad.



Aegean e-innobusiness

- Enhancing competitiveness and innovation
- Ready-made software product with open-source development tools, using open-source templates and open-source tools.
- Target group: Youth
- The project is co-financed by the European Union (European Regional Development Fund) and national resources through the EDP, as part of the Act: "Strengthening research infrastructure of the University of the Aegean to support the strategy of smart specialization in the Prefecture of Dodecanese".

act4Greece

- Promotion of social and development banking. act4Greece, with the participatory financing model it introduces, attempts to change the culture and mentality of our society.
- The program covers projects in 7 areas:
 - 1) welfare, health and solidarity
 - 2) social economy and entrepreneurship
 - 3) culture and cultural entrepreneurship
 - 4) youth and innovative entrepreneurship
 - 5) environment and sustainability
 - 6) research, education and training and
 - 7) sports activities.





IDEAS HUB

- Erasmus + project
- Goals: Employment, Research and development (R&D), Climate change and energy, Education and Poverty and social exclusion.
- Specific objectives: to develop the competencies of youth workers and know-how on social entrepreneurship education, to raise awareness among young people regarding start-up opportunities and experiences of young entrepreneurs and to create digital and printed maps in 8 languages with entrepreneurship hot spots.
- Project Reference: 2021-2-EL02-KA153-YOU-000039925

CRUCIAL (CRowd fUnding CapItAL) CROWDFUNDING

- Erasmus + project
- Goal: to better inform all the different stakeholders who can potentially benefit from this innovative means of funding business ventures.
- Target group: those seeking financial support, primarily SME's, but including start-ups and social enterprises and on the supply side entrepreneurs looking to support business investment. In addition those support agencies such as Innovation Centres, Cluster managers, and organizations, both public and private that look to support business and economic development, locally, Regionally and Nationally will be able learn more about how to use and promote CrowdFunding.
- Project Reference: 2015-1-IE01-KA202-008626

Crowdfund-it!

- Erasmus + project
- Goal: to develop participants digital skills which will increase their competitiveness on the labor market and their opportunities for employment; to develop participants soft skills like critical thinking, problem solving, communication, listening, (intercultural) teamwork, leadership, creativity, presentation etc.; to develop entrepreneurship mindset and skills as well as support participants in realization of their entrepreneurship ideas; to provide opportunity for participants self-development trough intercultural learning experience; to develop cooperation between organizations; to promote Erasmus+ program opportunities by making a highly visible YE.
- Target group: Youth
- Project Reference: 2017-1-HR01-KA105-035203



Successful Crowdfunding Campaigns

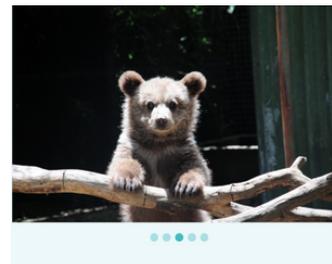
Fields of Green - boardgame

- Platform: Kickstarter
- Funded in less than 1 day, \$139,229 pledged of \$20,000 goal



Zoe, the orphan bear cub - animal welfare

- Platform: Give & Fund
- 122% funded, €1.220 raised of €1.000 Goal
- Zoe is an orphan bear cub that was found in a forest area in Kastoria, Greece. ARCTUROS NGO rescued the cub and took care of it while teaching it how to survive in the wild.



Emergency Dressmakers sew masks - social entrepreneurship & public health

- Platform: Give & Fund
- €10.013 raised of €10.000 Goal
- The "Emergency Dressmakers" collaborated with the non-profit organization "Child Injury Management" and the "Give & Fund", with the aim of raising money to buy fabrics and rubber bands to produce and distribute 40,000 masks.



Social Plate: limiting food waste, providing meals for those in need

- Platform: act4greece
- € 30,950 raised of € 30,000 goal
- "Social Food Support" is a non-profit organization set-up by the "Thessaloniki Central Market S.A." with a view to making use of unsold fruit and vegetables which after sorting and repackaging is distributed to public welfare grocery stores, charities, church soup kitchens and other bodies, while at the same time providing work to long-term unemployed people.
- The act4Greece program supported the "Social Plate" action from 07/07/2020 through 07/10/2020 so as to continue to donate food to those in need.

SOCIAL PLATE

