

StrateCrowd

Portfolio

**Crowdfunding training
Workshop from Produzioni dal Basso**

Best practices on existing training for crowdfunding

General Information:	
1. Name of the practice	Workshop (they don't have a specific name)
2. Organization and country	Produzioni dal Basso , Italy
3. Learners group /Target group / Participants' group	
age	different ages (from 20 to 60 years old)
general/specific branch	informal groups; no profit organization; cultural institutions
students / VET teachers / employees ...	students; young entrepreneurs
4. Context / Learning environment	
formal or non-formal education	non-formal
5. Need to be covered by the good practice	
6. Learning goals	
Knowledge?	Basic of CF
Skills?	know how to conduct a successful campaign
Behaviors?	/

attitudes?	/
7. Methods – Approach/ Types of activity (f.e. workshop).	usually frontal with case history; sometimes interactive workshop
8. Materials: are there specific materials that are needed?	slide; specially created videos pre-compiled excel for economic planning
9. Evaluation and description	
what kind of reflection is included in the practice?	challenging with good practices
how are the learning outcomes evaluated in this best practice?	the real effectiveness of the campaign with respect to programming
what kind of feedback do the learners receive?	there is no formal feedback; continuous attending to improve the campaign
10. Transferability potential/Variations	During the Covid lockdown, Produzioni dal Basso launches the “Attiviamo Energie Positive” (we activate positive energies) program: a series of free webinars dedicated to topics related to crowdfunding and more.