



# Crowdfund(ing)

**Sustainable finance is about aligning our financial decisions to our personal values, concerns, and aspirations, in line with the sustainable development goals. It may seem distant at first, but here are some simple actions that you can undertake to be part of the change.**

**Would you be interested in investing directly to support the projects you believe in?**

**It's up to you!**

**i** Crowdfunding is “the practice of funding a project or an activity by raising many small amounts of money from a large number of people, usually using the internet.”<sup>1</sup>

For individuals wishing to invest their money and have an impact through their savings, crowdfunding is an efficient approach to sustainable finance. Indeed, it enables to invest directly in projects, in a transparent and innovative manner. There exists a broad spectrum of crowdfunding models, with diverse features and ranging from purely economic to social models: peer-to-peer, equity-based, or donation-based financing. Crowdfunding can be used for projects of various natures, from journalism, music, independent film products, start-ups, infrastructure, renewable energies, civic projects, or even video games.

Obviously, you should stay careful on websites credentials and ESG analysis. For more information, you can visit the European Crowdfunding Network. In France, there is a label “Crowdfunding for Green Growth”.

**✓ For this fourth action, we invite you to explore a myriad of crowdfunding platforms that allow individuals to thoroughly think about the impact of their money.**



Founded in 2006, Mightycause is an online non-profit fundraising software that is mission driven and committed to empower individuals with the causes they believe in. Since its inception, Mightycause has raised over \$600 Million.<sup>3</sup>  
<https://www.mightycause.com/>



Founded in 2014, Lendahand is an online for-profit impact investing platform. Lendahand gives individuals the opportunity to invest in entrepreneurs and SMEs in emerging markets, enabling individuals to fight poverty and get a return on their investment.  
<https://www.lendahand.com/en-EU>



Founded in 2014, LITA.co aims to participate actively and effectively in reducing social and environmental inequalities around the world. It offers digital impact investing solutions to citizens, in terms of impact, maturity, and investment. Since its launch, LITA.co invested €48millions.  
<https://fr.lita.co/>



Founded in 2016, EcoTree rewards you simply for buying tree, and not with just a pat on the back but also financially! Over 50 000 persons are now happy-tree owners. EcoTree is the laureate of Finance for Tomorrow's Challenge “Fintech for Tomorrow”.  
<https://ecotree.green/en/>

<sup>1</sup> Advanced Learner's Dictionary. 2021. Crowdfunding noun, OxfordLearnersDictionary.com

<sup>2</sup> Martinez-Climent et Al. 2019. Sustainable Financing through Crowdfunding. Sustainability

<sup>3</sup> https://www.mightycause.com/