

Civic Crowdfunding: the “BlueCrowdfunding” Case

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Main factors that affect bakers in civic crowdfunding campaigns in RCM (survey)

| | Mean | Std. Deviation |
|--|-------|----------------|
| → The social benefit that the proposed action is expected to have | 6,281 | 0,967 |
| The contribution of the proposed action to economic / local growth / development | 5,844 | 1,072 |
| The content of the proposed action | 6,109 | 1,071 |
| The innovation / originality of the proposed action | 5,328 | 1,369 |
| The emblematic / strategic character of the proposed action | 5,172 | 1,279 |
| → The credibility of the body proposing the action | 6,377 | 0,969 |
| The urgency of the proposed action | 5,203 | 1,517 |
| The geographical scope of the proposed action | 4,563 | 1,816 |
| The total budget of the proposed action | 4,031 | 1,593 |
| The inability to finance the proposed action from other financial instruments | 4,953 | 1,750 |
| The accumulation of a significant amount for the proposed action | 4,297 | 1,678 |

Roadmap for civic crowdfunding campaigns

Roles of the Public Authorities

Sponsor

Manager

Curator

Facilitator

RCM civic crowdfunding campaigns

Feelings are not enough!

We want your help!

Wildlife Action treats, hosts, and reintegrates injured or sick, wild birds, small mammals, and reptiles.

Accepts animals from Evros and Limnos, all the way to Corfu and Lefkada

Supports **2,000** animals per year

Your support will contribute to the following actions:

- 1 Development of a bird health restoration and oil depolluting area
- 2 Development of infrastructure for hosting waterfowl
- 3 Medium-sized mammal reintegration cage
- 4 Surveillance cameras for artificial nests and reintegration areas



Come and let's give life together to the eco-corridor at Gallikos Delta

The eco-corridor of Gallikos Delta is ideal for:

- Birdwatching: 3,5 km trails at the wetland of Gallikos (Ehedoros)
- Hiking: 10 km from the center of Thessaloniki

The route needs maintenance, as significant damage has been created through years.

- 1 Bridges' repair
- 2 Observatory needs repairs and waterproofing
- 3 Guide signboards

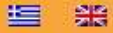
We want your help!



<https://en.goteo.org/project/willdlife-shelter-support>

<https://en.goteo.org/project/gallikos-delta-eco-path>

Corporate Responsibility in civic crowdfunding campaigns



ONE STOP
LIAISON OFFICE

ΠΕΡΙΦΕΡΕΙΑ
ΚΕΝΤΡΙΚΗΣ ΜΑΚΕΔΟΝΙΑΣ

ABOUT

RESEARCH INSTITUTIONS

FUNDING

STARTUPS

INVESTORS

INNOVATION AREAS

REPOSITORY

RIS3 One Stop Liaison Office

Supporting the Innovation and Entrepreneurship Ecosystem. An action by the Region of Central Macedonia.

THANK YOU



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