

YOUNG PEOPLE

18 - 30 years old
Not in Employment
Not in Education
Not in Training

Hungry for fulfilment in life, with dreams and ideas,
Who want to **create innovative projects**

NEET

A **disruptive and powerful instrument** for collecting funds **to start a social innovation** project for and with citizens and communities.

CROWD FUNDING



INCROWD

Inclusion through CrowdFunding

The project wants to offer **young people a new and innovative tool**

- to make their voices heard
- to transform ideas into projects
- to participate to the development of more active communities

THE PROJECT

4

 European cities:

START END

January 2021

December 2022

ACTIVITIES

Data collection (January-July 2021):
we map what are the educational programmes currently available and addressing youth related to alternative finance, entrepreneurship, business creation and development, fundraising, investors engagement.

Capacity building (August 2021-October 2022):
we design and deliver two cycles of training involving a total number of 40 youngsters per country. Through the training, trainees will test whether crowdfunding can become a tool for local associations and citizens to design and launch initiatives in their territory.

Citizens' Engagement (November 2021-November 2022):
the participants will launch online campaigns seeking funds and contributions from citizens and other backers like companies and local authorities through the use of reward-based crowdfunding. In exchange for an economic contribution to the project, backers will receive a reward that will involve them in the project.

Evaluation and Exploitation (January-December 2022):
we evaluate the results of the training and we create materials (toolkits and guidelines) helping other stakeholders and youth to replicate the project in their own cities and countries.

OBJECTIVES

- **Contribute to discover the power of crowdfunding as a tool to stimulate creativity and inclusion**
- **Assess opportunities behind crowdfunding and social innovation**
- **Engage stakeholders and communities**
- **Explore the possibility to integrate crowdfunding into existing public and private funding schemes**

PROJECT PARTNERS



tree.

communication & media



With the support of the Erasmus+ Programme of the European Union

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