Capacity Building of BLUE Economy Stakeholders

to Effectively use CROWDFUNDING

Document title: 3.2.2 Lessons learned from capacity building

WP3 - Testing
3.2 Capacity building for Blue Crowdfunding

Authors: PP5 UALG

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Technical references

Project acronym	BLUE CROWDFUNDING
Project title	Capacity Building of BLUE Economy Stakeholders to Effectively use CROWDFUNDING
Project number	52794
Instrument	InterREG
Call identifier	3rd modular Call - 2019
Type of action	AXIS 1 – Objective 1.1

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Start date of project	01-11-2019
Duration	32 months

Deliverable number	D.3.2.2
Deliverable title	3.2.2 Lessons learned from capacity building
Deliverable type	Tool
Work package	WP3 Testing
Deliverable due date	31.10.2020
Responsible partner	PP5 UALG and LP1 EZVD
Dissemination Level*	CO

* PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

Version	Date	Beneficiary	Author	Contributor(s)	Approved
V01	29.10.2020	SMEs	PP5 UALG and LP1 EZVD	PP1 INSULEUR, PP2 CCSEV, PP5 UAlg, PP6 CCCI and PP11 EFRI	

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Project co-financed by the European
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1. Introduction

Business support institutions and academia (PP1 INSULEUR, PP2 CCSEV, PP5 UAlg, PP6 CCCI and PP11 EFRI) will organize 3 regional trainings for blue economy SMEs on following topics:

- o Crowdfunding basics;
- o Crowdfunding campaigning;
- o Crowdfunding tools;
- o Crowdfunding best practices and exercises.

This deliverable includes the lessons learned from the capacity building through the Blue Crowdfunding partner's and end user's point of view.

Table 1 – Overview and connection of deliverables

DELIVERABLE	
D3.2.1	Regional training for SMEs capacity building on blue crowdfunding

2. Lessons learned from capacity building – resume of regional trainings for SMEs

2.1. PP1 INSULEUR

Partner/s Involved:	INSULEUR		
Number of events organized (total):	3		
Events: Date & Place Topic & Duration	**Date & Place**		**Topic & Duration (hours/minutes)**
	29/07/2020 RETHYMNO (GREECE)		Introduction to Crowdfunding basics and Alternative finance and FinTech. Duration 2 hours
	08/10/2020 MALLORCA (SPAIN)		Key concepts of Crowdfunding and main dynamics as a financing tool. Duration 2 hours
	23/10/2020 GOZO (MALTA)		Capacity Building of Blue Economy Stakeholders to Effectively use Crowdfunding as an important financing tool Duration 1,5 hours
Number of participants (total):	154		
Participants: Type of audience reached (total)	**TARGET GROUP**		**VALUE**
	SECTORAL AGENCIES		
	OTHER (horizontal projects, projects focusing on blue economy or alternative financing)		3
	BUSINESS SUPPORT ORGANIZATIONS		18
	SMEs		100
	INTEREST GROUPS INCLUDING NGOs		7
	GENERAL PUBLIC (citizens)		3
	REGIONAL AUTHORITIES		6
	NATIONAL PUBLIC AUTHORITIES		1
	EDUCATION/TRAINING CENTRE		1
	HIGHER EDUCATION & RESEARCH		2

	INFRASTRUCTURE PROVIDERS	9
	INTERNATIONAL ORGANIZATIONS	4

n

2.2. PP2 CCSEV

Partner/s Involved:	PP2 CCSEV	
Number of events organized (total):	3	
Events: Date & Place Topic & Duration	**Date & Place**	**Topic & Duration (hours/minutes)**
	Online on Zoom, 17 September 2020 11h00-13h00	Module 1 – Basic introductory workshop to crowdfunding (2 hours)
	Online on Zoom, 10 October 2020, 11h00-13h00	Module 2 – Basic workshop on how to design a crowdfunding campaign (2 hours)
	Online on Zoom, 2 December 2020, 11h00-13h00	Module 3 – Advanced communication workshop in crowdfunding campaigns (2 hours)
Number of participants (total):	69	
Participants: Type of audience reached (total)	**TARGET GROUP**	**VALUE**
	SECTORAL AGENCIES	
	OTHER (horizontal projects, projects focusing on blue economy or alternative financing)	8
	BUSINESS SUPPORT ORGANIZATIONS	14
	SMEs	15
	INTEREST GROUPS INCLUDING NGOs	6
	GENERAL PUBLIC (citizens)	17
	REGIONAL AUTHORITIES	2
	NATIONAL PUBLIC AUTHORITIES	
	EDUCATION/TRAINING CENTRE	4
	HIGHER EDUCATION & RESEARCH	3
	INFRASTRUCTURE PROVIDERS	

	INTERNATIONAL ORGANIZATIONS	

2.3. PP5 UAlg

Partner/s Involved:	PP5 University of Algarve – CRIA		
Number of events organized (total):	3		
Events: Date & Place Topic & Duration	**Date & Place**	**Topic & Duration (hours/minutes)**	
	December 11, online – ZOOM platform	Module 1 – Crowdfunding basics, pre-campaigning, crowdfunding idea testing 10.30-12.45 (135 minutes)	
	February 02, online – ZOOM platform	Module 2 – Campaigning, tools for CF to build community 14.30-16.00 (90 minutes)	
	February 23, online – ZOOM platform	Module 3 – Exercises, resources, best practices, post-campaigning 14.30-16.00 (90 minutes)	
Number of participants (total):	The workshops accounted for 117 registrations		
Participants: Type of audience reached (total)	**TARGET GROUP**	**VALUE**	
	SECTORAL AGENCIES		
	OTHER (horizontal projects, projects focusing on blue economy or alternative financing)	1	
	BUSINESS SUPPORT ORGANIZATIONS	4	
	SMEs	47	
	INTEREST GROUPS INCLUDING NGOs	4	
	GENERAL PUBLIC (citizens)	6	
	REGIONAL AUTHORITIES	2	
	NATIONAL PUBLIC AUTHORITIES	17	
	EDUCATION/TRAINING CENTRE	3	
	HIGHER EDUCATION & RESEARCH	23	
	INFRASTRUCTURE PROVIDERS		

	INTERNATIONAL ORGANIZATIONS	

2.4. PP6 Cyprus CCCI

Partner/s Involved:	PP6 Cyprus Chamber of Commerce & Industry (CCCI)	
Number of events organized (total):	4	
Events: Date & Place Topic & Duration	**Date & Place**	**Topic & Duration (hours/minutes)**
	Microsoft Teams	Topic: "Crowdfunding: Basic principles & Legislative Framework in Cyprus and the EU" Duration: 2.5 hours
	Microsoft Teams	Topic: "Preparing for a crowdfunding campaign" Duration: 2.5 hours
	Microsoft Teams	Topic: "Good practices during a Crowdfunding Campaign" Duration: 2.5 hours
	Microsoft Teams	Topic: "Completion & Next Steps of a Crowdfunding Campaign" Duration: 2.5 hours
Number of participants (total):	197	
Participants: Type of audience reached (total)	**TARGET GROUP**	**VALUE**
	SECTORAL AGENCIES	1
	OTHER (horizontal projects, projects focusing on blue economy or alternative financing)	2
	BUSINESS SUPPORT ORGANIZATIONS	52
	SMEs	126
	INTEREST GROUPS INCLUDING NGOs	5
	GENERAL PUBLIC (citizens)	7
	REGIONAL AUTHORITIES	
	NATIONAL PUBLIC AUTHORITIES	1
	EDUCATION/TRAINING CENTRE	

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	HIGHER EDUCATION & RESEARCH	3
	INFRASTRUCTURE PROVIDERS	
	INTERNATIONAL ORGANIZATIONS	

2.5. PP11 EFRI

Partner/s Involved:	University of Rijeka, Faculty of Economics and Business (EFRI) (PP11)	
Number of events organized (total):	4	
Events: Date & Place Topic & Duration	**Date & Place**	**Topic & Duration (hours/minutes)**
	June 25, 2020, University of Rijeka, Faculty of Economics and Business (EFRI), Rijeka, Republic of Croatia	Crowdfunding as a Innovation within Blue Economy Sector 11.30 – 13.00 (90 minutes)
	June 25, 2020, University of Rijeka, Faculty of Economics and Business (EFRI), Rijeka, Republic of Croatia	Crowdfunding i plava ekonomija – što je grupno financiranje i kako se koristi u BLUE sektoru? 15.00 – 16.30 (90 minutes)
	June 26, 2020, University of Rijeka, Faculty of Economics and Business (EFRI), Rijeka, Republic of Croatia	Crowdfunding i plava ekonomija – što je grupno financiranje i kako se koristi u BLUE sektoru? 11.30 – 13.00 (90 minutes)
	June 30, 2020, University of Rijeka, Faculty of Economics and Business (EFRI), Rijeka, Republic of Croatia	Crowdfunding i plava ekonomija – što je grupno financiranje I kako se koristi u BLUE sektoru? 11.30 – 13.00 (90 minutes)
Number of participants (total):	49	
Participants: Type of audience reached (total)	**TARGET GROUP**	**VALUE**
	SECTORAL AGENCIES	
	OTHER (horizontal projects, projects focusing on blue economy or alternative financing)	
	BUSINESS SUPPORT ORGANIZATIONS	12
	SMEs	14

	INTEREST GROUPS INCLUDING NGOs	3
	GENERAL PUBLIC (citizens)	7
	REGIONAL AUTHORITIES	
	NATIONAL PUBLIC AUTHORITIES	7
	EDUCATION/TRAINING CENTRE	
	HIGHER EDUCATION & RESEARCH	6
	INFRASTRUCTURE PROVIDERS	
	INTERNATIONAL ORGANIZATIONS	

3. Regional training for SMEs – Partner's survey

The workshops aimed to introduce the topic of crowdfunding, as alternative type of investment that become more popular in recent years and its use, identifying the steps for crowdfunding campaigns and presenting tips for creating successful campaigns.

The presentations focused on the basic principles and tools of crowdfunding, the impact of its implementation in terms of achieving positive business results, as well as the main obstacles that SMEs face. Case studies were also presented.

Moreover, the workshops focused on the specificities of the coastal and maritime activities (BLUE economy) and the available possibilities for SMEs working on this field, in what regards to the implementation of crowdfunding activities.

The workshops held disclose that crowdfunding in BLUE areas is a very important tool to achieve economic success, competitiveness and overall development. However, SMEs in Blue economy still face lack of knowledge about alternative funding sources.

3.1. PP1 INSULEUR

The regional trainings in Insuleur were held between the months of July 2020 and November 2020. Three training sessions were organized with a total of 154 participants.

3.2. PP2 CCSEV

The regional training for SMEs was developed by the Chamber of Commerce of Seville in collaboration with Platoniq LAB into three different workshops that were held online on the platform Zoom. The trainings were developed in a logical consequent way, with the aim to start from a more general introduction to the basic concepts of crowdfunding and progressively go through all its specificities, with the support of engaging presentations and online training tools such as Miro or Mentimeter. Overall, the programme of the three workshops was deployed as follows:

Workshop 1: Basic introductory workshop to crowdfunding;

Workshop 2: Basic workshop on how to design a crowdfunding campaign;

Workshop 3: Advanced communication workshop in crowdfunding campaigns

Most of the participants took part in all the three sessions. During the first workshop, they understood the basic dynamics and concepts related to the functioning and usefulness of crowdfunding for their organizations/companies and project activities. Most participants were not aware of what crowdfunding is and the possibilities that it offers, so the training was particularly useful for them. After the second workshop, assistants were able to recognize the different moments of a crowdfunding campaign and its different elements and were capable of designing it from a simple outline. Finally, during workshop number 3, participants have strengthened their communication skills, especially in the digital field, without neglecting the face-to-face field. They have learned how to generate strategies that strengthen the dissemination of their projects, and therefore, its impact and reach to new audiences to ensure the success of the campaign. In general, many of the participants come from sectors other than the blue economy, but it was nevertheless interesting to exchange with them expertise and lessons learned. Around 10 participants expressed their interest in using crowdfunding to finance different phases of their project ideas, some of them are interesting in using this tool to make market studies, others as a means of expanding their community of supporters and improving their impact, others are willing to submit a proposal to the soon-to-be launched Blue Crowdfunding campaign. In general, most people gave very good feedback to the trainers, who were able to actively engage the attendees despite the fact that, due to Covid-19 restrictions, the training was held online. Some of them lamented the fact that they disposed of little time to develop their campaigns before their official launch, but in general they all enjoyed the training a lot and were particularly satisfied with being able to test their abilities to develop a successful communication campaign.

3.3. PP5 UAlg

The regional trainings at the University of Algarve were held between the months of December 2020 and February 2021. Three training sessions were organized with a total of 117 participants. Due to COVID 19, all workshops were held online using ZOOM platform.

The trainings were based on a combination of materials developed within the BCF project and personal materials proposed by the speakers, in each session. The trainings had a logical structure, starting with the presentation of the basics on crowd funding concepts (workshop 1), the tools that are needed before launching a crowdfunding campaign (workshop 2) and best practices on crowdfunding campaigns (workshop 3).

Participants in the trainings came from a wide variety of backgrounds, including SMEs and professional organizations, and had different levels of knowledge and experiences on crowdfunding.

3.4. PP6 Cyprus CCCI

The regional trainings in Cyprus were held between the months of November 2020 and February 2021. Although

the project plan was to organise three trainings in Cyprus, finally a total of four workshops were implemented with a total of 197 participants. Due to COVID 19, all workshops were held online using Microsoft Teams. The trainings were implemented by the Cyprus Chamber of Commerce and Industry, in collaboration with its external

experts, Anirot (1st workshop) and MAP Innovation and Loizou&Co (2nd, 3rd and 4 th workshop). The trainings were based on a combination of the materials developed within the BCF project and personal materials proposed by the speakers. The trainings had a logical structure, starting from the presentation of the basic crowdfunding concepts (workshop 1), the activities required before the launch of a crowdfunding campaign (workshop 2), to a detailed analysis of the activities that need to be implemented during a campaign (workshop 3), to, finally, wrapping up a campaign and the steps following its successful completion (workshop 4). The participants of the trainings came from a wide range of backgrounds, including SMEs and professional organizations and had varied levels of knowledge about crowdfunding. In all four workshops, the Cyprus Chamber of Commerce and Industry introduced the BCF project and introduced the concept of crowdfunding in the blue economy.

3.5. PP11 EFRI

In the first reporting period (until the of June 2020) EFRI implemented 4 regional trainings which brought together representatives from SME's, NGO, universities, general public and other interested groups. Due to COVID 19 situation, all workshops were held online using ZOOM platform. The experts from the European Crowdfunding Network (ECN) and University of Rijeka (STEP RI) held the trainings. Trainings were based on the combination of the materials developed within the BCF project and personal materials proposed by the lecturers. Focus of the trainings was on the basic principles and instruments of crowdfunding, impact of its implementation in terms of achieving positive business results as well as main obstacles that SME's are facing. In addition, special focus of the workshops was on the specifics of the costal and maritime areas (BLUE areas) and possibilities of the SME's in this area regarding the implementation of crowdfunding activities. Implemented workshops had also a practical segment in which all the participants were introduced with the basic platforms that they can use in order to start their own crowdfunding campaign(s). Conclusions from the implemented trainings suggest that crowdfunding in the BLUE areas is a very important tool in achieving economic success, competitiveness and overall development. However, SME's in these areas are facing with the lack of knowledge about alternative sources of financing, lack of financial resources and lack of educated employees. In addition, huge problem arises from current legislative framework, especially in the context of crowdfunding. All those problems and/or conclusions are explained in the following report.

4. Evaluation of the Regional Training for SMEs

4.1. PP1 INSULEUR

Focusing on the points below, classify the organization of the Regional Training for SMEs.

	Not satisfactory	Satisfactory	Good	Very good	No answer

				X	
Preparation (invitations, communication, information)				X	
Location (initiative location, meeting rooms...)				X	
Support Materials and Documents Available			X		
Technical devices and features used during the session				X	
Session coordination and moderation				X	
General organization				X	
Additional Information (optional):					

Focusing on the points below, classify the programme of the Regional Training for SMEs.

	Not satisfactory	Satisfactory	Good	Very good	No answer
Reception of participants				X	
Group dynamics and interaction between participants				X	
Session Thematic Content				X	
Objectives of the session				X	
Practical session results				X	
Session Duration				X	
Additional Information (optional):					

Focusing on the points below, refer to the most (+) and least (-) important aspects of the Regional Training for SMEs.

	(-) Less	(+) More

	important	important
Capacity of facilitators to engage the participants		+
Dynamics and exchange of experiences		+
Knowledge transfer		+
Opinion Sharing		+
Theme addressed		+
Knowledge and professional experience of SMEs		+
Object of analysis and content produced	-	
Training Duration	-	
Materials used/distributed	-	
Additional Information (optional):		

4.2. PP2 CCSEV

Focusing on the points below, classify the organization of the Regional Training for SMEs.

	Not satisfactory	Satisfactory	Good	Very good	No answer
Preparation (invitations, communication, information)				X	
Location (initiative location, meeting rooms…)			X*		
Support Materials and Documents Available				X	
Technical devices and features used during the session				X	
Session coordination and moderation				X	
General organization				X	
Additional Information (optional): * due to Covid-19 related restrictions, all the workshops were held online					

Focusing on the points below, classify the programme of the Regional Training for SMEs.

	Not	Satisfactory	Good	Very	No

	satisfactory			good	answer
Reception of participants				X	
Group dynamics and interaction between participants				X	
Session Thematic Content				X	
Objectives of the session				X	
Practical session results				X	
Session Duration				X	
Additional Information (optional):					

Focusing on the points below, refer to the most (+) and least (-) important aspects of the Regional Training for SMEs.

	(-) Less important	(+) More important
Capacity of facilitators to engage the participants		+
Dynamics and exchange of experiences		+
Knowledge transfer		+
Opinion Sharing		+
Theme addressed		+
Knowledge and professional experience of SMEs		+
Object of analysis and content produced		+
Training Duration		+
Materials used/distributed		+
Additional Information (optional):		

4.3. PP5 UAlg

Focusing on the points below, classify the organization of the Regional Training for SMEs.

	Not satisfactory	Satisfactory	Good	Very good	No answer

Preparation (invitations, communication, information)				X	
Location (initiative location, meeting rooms…)			X*		
Support Materials and Documents Available				X	
Technical devices and features used during the session				X	
Session coordination and moderation				X	
General organization				X	
Additional Information (optional):					

*due to the sanitary conditions with restrictions associated to COVID19 pandemic al sessions were held online

Focusing on the points below, classify the programme of the Regional Training for SMEs.

	Not satisfactory	Satisfactory	Good	Very good	No answer
Reception of participants				X	
Group dynamics and interaction between participants			X		
Session Thematic Content				X	
Objectives of the session				X	
Practical session results				X	
Session Duration				X	
Additional Information (optional):					

Focusing on the points below, refer to the most (+) and least (-) important aspects of the Regional Training for SMEs.

	(-) Less	(+) More

	important	important
Capacity of facilitators to engage the participants		x
Dynamics and exchange of experiences		x
Knowledge transfer		x
Opinion Sharing		x
Theme addressed		x
Knowledge and professional experience of SMEs		x
Object of analysis and content produced		x
Training Duration		x
Materials used/distributed		x
Additional Information (optional):		

4.4. PP6 Cyprus CCCI

Focusing on the points below, classify the organization of the Regional Training for SMEs.

	Not satisfactory	Satisfactory	Good	Very good	No answer
Preparation (invitations, communication, information)				x	
Location (initiative location, meeting rooms…)				x	
Support Materials and Documents Available				x	
Technical devices and features used during the session				x	
Session coordination and moderation				x	
General organization				x	
Additional Information (optional):					

Focusing on the points below, classify the programme of the Regional Training for SMEs.

	Not satisfactory	Satisfactory	Good	Very good	No answer

Reception of participants				X	
Group dynamics and interaction between participants		X			
Session Thematic Content				X	
Objectives of the session				X	
Practical session results				X	
Session Duration				X	

Additional Information (optional):

Focusing on the points below, refer to the most (+) and least (-) important aspects of the Regional Training for SMEs.

	(-) Less important	(+) More important
Capacity of facilitators to engage the participants		X
Dynamics and exchange of experiences		X
Knowledge transfer		X
Opinion Sharing		X
Theme addressed		X
Knowledge and professional experience of SMEs		X
Object of analysis and content produced		X
Training Duration		X
Materials used/distributed		X

Additional Information (optional):

4.5. PP11 EFRI

Focusing on the points below, classify the organization of the Regional Training for SMEs.

	Not satisfactory	Satisfactory	Good	Very good	No answer

				X	
Preparation (invitations, communication, information)				X	
Location (initiative location, meeting rooms...)				X	
Support Materials and Documents Available				X	
Technical devices and features used during the session				X	
Session coordination and moderation				X	
General organization				X	
Additional Information (optional):					

Focusing on the points below, classify the programme of the Regional Training for SMEs.

	Not satisfactory	Satisfactory	Good	Very good	No answer
Reception of participants				X	
Group dynamics and interaction between participants		X			
Session Thematic Content				X	
Objectives of the session				X	
Practical session results				X	
Session Duration				X	
Additional Information (optional):					

Focusing on the points below, refer to the most (+) and least (-) important aspects of the Regional Training for SMEs.

	(-) Less	(+) More

	important	important
Capacity of facilitators to engage the participants		x
Dynamics and exchange of experiences		x
Knowledge transfer		x
Opinion Sharing		x
Theme addressed		x
Knowledge and professional experience of SMEs		x
Object of analysis and content produced		x
Training Duration		x
Materials used/distributed		x
Additional Information (optional):		

5. Key issues

Please describe the success factors identified on the regional trainings for SMEs

The success factors identified in the regional SME training sessions are related to the quality and diversity of the speakers, the topics covered, the materials presented, the motivated participants, as well as the projects presented.

During workshops, participants were introduced to large number of positive stories regarding crowdfunding in BLUE area. Based upon the best examples, some conclusions about success factors were identified.

The workshops presented the participants all that is needed for delivering successful crowdfunding campaigns, the difficulties to overcome and several success cases related to crowdfunding in the blue economy.

To achieve a successful campaign, it is necessary that the project is clear, interesting, credible and innovative, however it is also necessary a great marketing work, training and the establishment of a good relationship with the targeted audience and general public.

Another extremely important success factor is having a strong and cohesive team working on the project as well as a wide and committed community of supporters, which is essential especially in the initial and final moments of the financing rounds, not only as backers, but also as project promoters and disseminators. Beside the above-mentioned factors, success of every CF campaign is also determined by national legislation and other business environment factors.

To conclude, participants agreed that in the center of each CF campaign should be quality and innovative "product/service" which has to be presented to the general public in the most efficient way. Further success of the campaign and each "product/service" will depend on smart and strategic adjustment to the business environment as well as the accompanying legislative factors.

Another success factor was the presence of different types of entities allowing a diversified exchange of experiences. Online format allowed high level of participation for most webinars.

Please describe the barriers/limitations identified on the regional trainings for SMEs

The main barriers and limitations arise from the impacts of the COVID-19 situation due to which online trainings were conducted. Due to this, discussion and knowledge transfer(s) between participants and lecturers was somehow limited. Another barrier felt is that right now people are overwhelmed with multiple online events and it is harder to get them interested, motivated and participating in the sessions.

Face-to-face trainings could produce better conclusions (in terms of quality) and would have a significant impact on the creation of new knowledge and new ideas.

SMEs identified some key barriers and limitations regarding the implementation of CF campaigns during conferences:

1) lack of knowledge about CF platforms and other related tools;

2) lack of knowledge about the Blue Economy and unfamiliarity with the legislative framework governing crowdfunding as an important funding instrument.

3) lack of experiences of both staff and management personnel in CF campaigns;

4) lack of willingness to collect new knowledge;

5) problems and limitations of legislation, especially in the field of SMEs;

6) in some cases, poor relations with universities and other educational and scientific institutions;

7) lack of knowledge of (new) SMEs about a wide(r) range of possibilities that can arise from the CF campaign.

If you wish, you can write other comments or suggestions about the regional trainings for SMEs

Despite the limitations described above, the workshops were quite effective in transferring a global and exhaustive vision of crowdfunding and how to use this alternative financial instrument to boost development in the field of blue economy, in the Mediterranean area.

These workshops were also important for companies to see what projects are being carried out and to share best practices.

Through this type of activities, SME's and other related stakeholders will find new way(s) and area(s) for starting and/or continuing new business processes. In addition, SME's will find new instruments for the improvement of their current activities. With the implementation of CF campaign(s), especially during the COVID-19 crisis, SME's and other stakeholders will find new ways for ensuring their survival and (further) competitiveness.

6. Regional training for SMEs – SME's survey

6.1. PP1 INSULEUR

How did you hear about this regional working group?
☐ By email / invitation 22%
☐ By phone contact / invitation 11.1%
☐ Social media 77.8%

Focusing on the points below, classify the organization of the Regional Training for SMEs.

	Not satisfactory	Satisfactory	Good	Very good	No answer
Preparation (invitations, communication, information)		44.4%		55.6%	
Location (initiative location, meeting rooms…)		33.3%		55.6%	11.1%
Support Materials and Documents Available		55.6%	11.1%	33.3%	
Technical devices and features used during the session		33.3%	11.1%	44.4%	11.1%
Session coordination and moderation		44.4%		55.6%	
General organization		44.4%	11.1%	44.4%	
Additional Information (optional):					

Focusing on the points below, classify the programme of the Regional Training for SMEs.

	Not satisfactory	Satisfactory	Good	Very good	No answer
Reception of participants		44.4%	11.1%	44.4%	
Group dynamics and interaction between participants		44.4%	11.1%	44.4%	
Session Thematic Content		33.3%	11.1%	55.6%	

Objectives of the session		33.3%	11.1%	55.6%	
Practical session results		44.4%	22.2%	33.3%	
Session Duration	11.1%	33.3%		55.6%	
Additional Information (optional):					

Focusing on the points below, classify the training material used/distributed on the Regional Training for SMEs.

	Not satisfactory	Satisfactory	Good	Very good	No answer
Quality of the materials		44.4%	22.2%	33.3%	
Quantity of the materials		44.4%	44.4%	11.1%	
Organization of the materials		44.4%	22.2%	33.3%	
Suitability of the materials		44.4%	22.2%	33.3%	
Utility of the materials		44.4%	33.3%	22.2%	
Additional Information (optional):					

Focusing on the points below, refer to the most (+) and least (-) important aspects of the Regional Training for SMEs.

	(-) Less important	(+) More important	No answer
Capacity of facilitators to engage the participants	44.4%	55.6%	
Dynamics and exchange of experiences	11.1%	55.6%	33.3%
Knowledge transfer		100%	
Opinion Sharing	22.2%	77.8%	
Theme addressed	22.2%	77.8%	
Knowledge and professional experience of SMEs	11.1%	88.9%	

Object of analysis and content produced	11.1%	88.9%	
Training Duration	33.3%	55.6%	11.1%
Materials used/distributed	44.4%	55.6%	
Additional Information (optional):			

Focusing on the points below, how important was the session to you?

	Not satisfactory	Satisfactory	Good	Very good	No answer
It was inspiring		44.4%	55.6%		
Provided useful and pertinent information about crowdfunding		33.3%	22.2%	44.4%	
Showed how to make a crowdfunding campaign		33.3%	22.2%	44.4%	
It allowed to meet and communicate with other SMEs in an informal and unusual way.		44.4%	11.1%	22.2%	22.2%
It allowed greater awareness of regional dynamics of crowdfunding		44.4%	22.2%	33.3%	
It allowed to learn from the experience and knowledge of the other participants.		44.4%	33.3%	22.2%	
It allowed to know and learn from different points of view		44.4%	11.1%	44.4%	
It allowed to meet new problems and challenges		44.4%	11.1%	44.4%	
Identified potential projects and / or collaborative work in the blue crowdfunding		55.6%	11.1%	22.2%	11.1%
Additional Information (optional):					

Focusing on the points below, which aspects would you like to see improved?

	Agree	Disagree	No answer
The session could have been organized differently	55.6%	33.3%	11.1%
The session could have taken place in a shorter period of time.	55.6%	44.4%	
The punctuality of participants	66.7%	33.3%	
The materials provided could be more succinct and / or graphically appealing	56.6%	33.3%	11.1%
Too much theory or irrelevant additional information	33.3%	55.6%	11.1%
At times, the session was dispersed and other topics not relevant to the topic or session were discussed.	44.4%	55.6%	
Additional Information (optional):			

If you wish, you can write other comments or suggestions about this training.

6.2. PP2 CCSEV

How did you hear about this regional working group?
- ☐ By email / invitation 55%
- ☐ By phone contact / invitation 10%
- ☐ Social media 35%

Focusing on the points below, classify the organization of the Regional Training for SMEs.

	Not satisfactory	Satisfactory	Good	Very good	No answer
Preparation (invitations, communication, information)			41,3%	58.7%	
Location (initiative location, meeting rooms…)			51,8%		48,2%
Support Materials and Documents Available			34,7%	65,3%	
Technical devices and features used during the session			34,7%	65,3%	
Session coordination and moderation			41%	59%	
General organization			51,8%		48,2%
Additional Information (optional):					

Focusing on the points below, classify the programme of the Regional Training for SMEs.

	Not satisfactory	Satisfactory	Good	Very good	No answer
Reception of participants			59,5%	40,5%	
Group dynamics and interaction between participants			45,6%	54,4%	
Session Thematic Content			44,2%	55,8%	
Objectives of the session			56,3%	43,7%	

Practical session results		10,2%	23,7%	66,1%	
Session Duration			44,2%	55,8%	
Additional Information (optional):					

Focusing on the points below, classify the training material used/distributed on the Regional Training for SMEs.

	Not satisfactory	Satisfactory	Good	Very good	No answer
Quality of the materials			33,3%	66,7%	
Quantity of the materials		29%	20,4%	50,6%	
Organization of the materials			45,6%	54,4%	
Suitability of the materials			34,7%	65,3%	
Utility of the materials			41,3%	58,7%	
Additional Information (optional):					

Focusing on the points below, refer to the most (+) and least (-) important aspects of the Regional Training for SMEs.

	(-) Less important	(+) More important	No answer
Capacity of facilitators to engage the participants	33,3%	66,7%	
Dynamics and exchange of experiences	30,8%	69,2%	
Knowledge transfer	41%	59%	
Opinion Sharing	29,2%	70,8%	
Theme addressed	32,3%	67,7%	
Knowledge and professional experience of SMEs	59,8%	40,2%	
Object of analysis and content produced	10,6%	89,4%	
Training Duration	23,6%	76,4%	

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Materials used/distributed	15,8%	84,2%	

Additional Information (optional):

Focusing on the points below, how important was the session to you?

	Not satisfactory	Satisfactory	Good	Very good	No answer
It was inspiring			53,3%	46,7%	
Provided useful and pertinent information about crowdfunding			15,8%	84,2%	
Showed how to make a crowdfunding campaign			10,6%	89,4%	
It allowed to meet and communicate with other SMEs in an informal and unusual way.		29%	20,4%	50,6%	
It allowed greater awareness of regional dynamics of crowdfunding		19%	20,4%	60,6%	
It allowed to learn from the experience and knowledge of the other participants.		29%	20,4%	50,6%	
It allowed to know and learn from different points of view			11,7%	88,3%	
It allowed to meet new problems and challenges			41%	59%	
Identified potential projects and / or collaborative work in the blue crowdfunding		15,1%	24,2%	60,7%	

Additional Information (optional):

Focusing on the points below, which aspects would you like to see improved?

	Not satisfactory	Satisfactory	Good	Very good	No answer

|					
The session could have been organized differently	66,7%	33,3%			
The session could have taken place in a shorter period of time.	50,6%	49,4%			
The punctuality of participants	45,6%	54,4%			
The materials provided could be more succinct and / or graphically appealing	65,3%	34,7%			
Too much theory or irrelevant additional information	90,8%	9,2%			
At times, the session was dispersed and other topics not relevant to the topic or session were discussed.	92%	8%			

Additional Information (optional):

If you wish, you can write other comments or suggestions about this training.

6.3. PP5 UAlg

Results of the evaluation, conducted among participants.
Participants had 10 days to fill out the survey and provide their comments and opinions about
the trainings. After 10 days, 16 questionnaires were collected.
Results of the conducted evaluation are explained and available and in the chart 1.
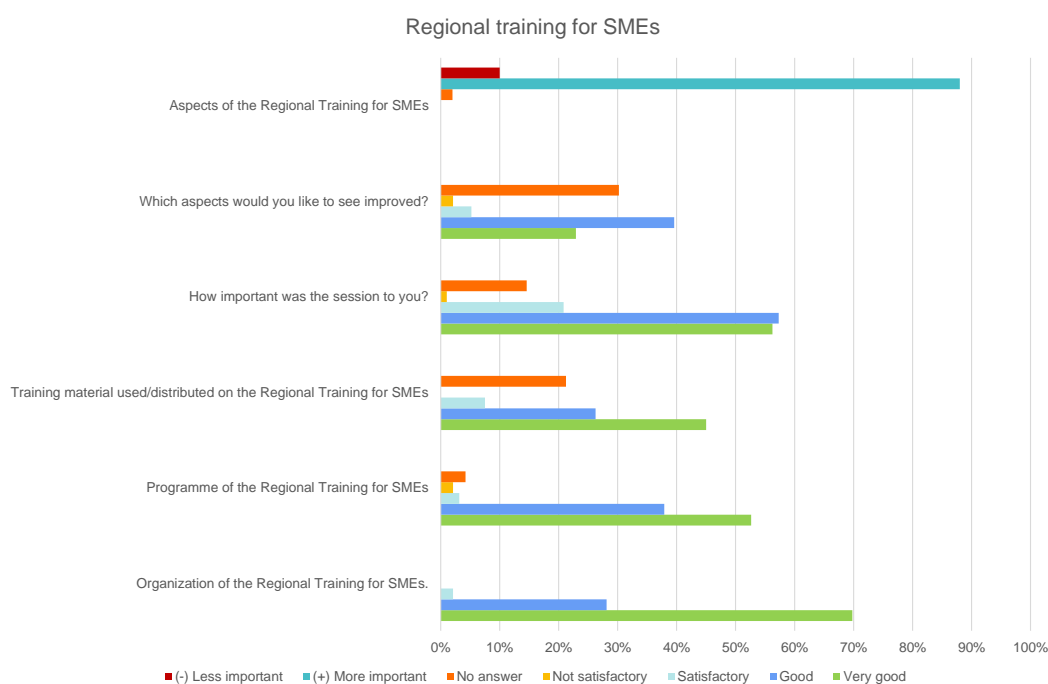
Chart 1 - participants' responses to the survey.

6.4. PP6 Cyprus CCCI

Participant evaluation analysis for all four webinars

Four different questionnaires were compiled using Google forms in order to allow those who participated in the four trainings organized by the Cyprus Chamber of Commerce & Industry to evaluate and provide feedback. The questionnaires can be found by clicking below:

Training no. 1 – 10th November 2020

Training no. 2 – 26th January 2021

Training no. 3 – 3 rd February 2021

Training no. 4 – 9 th February 2021

Unfortunately, out of the 197 participants, only 30 of them provided feedback. An analysis of the responses received can be found below.

Q1. How did you hear about this webinar (26 responses)?

The majority of the participants replied that they heard about the webinar from email invitations sent to them.

How did you hear about this webinar?
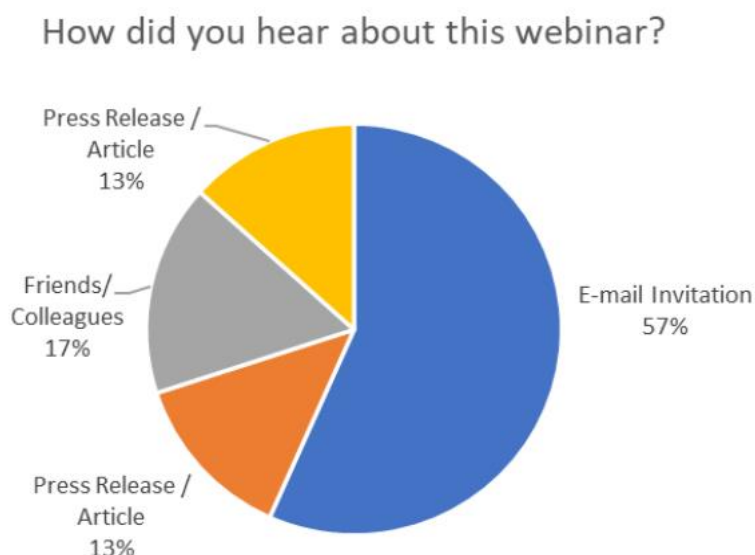
Q2. Please evaluate the following webinar aspects

The majority of the participants seemed to be very satisfied with the overall quality of the organizational aspects of the workshops. It seems that, based on the responses, the QA durations could have been extended, even though during the webinars all participants were encouraged to ask questions without any time limitations. All questions were answered before wrapping up each session. In the free text section of this question, some respondents replied that there was some content overlap during the sessions (1 respondent), that the time for the workshop was not sufficient (1 respondent) and that the slides used during the presentations could have been lighter (1 respondent).

Please evaluate the following webinar aspects
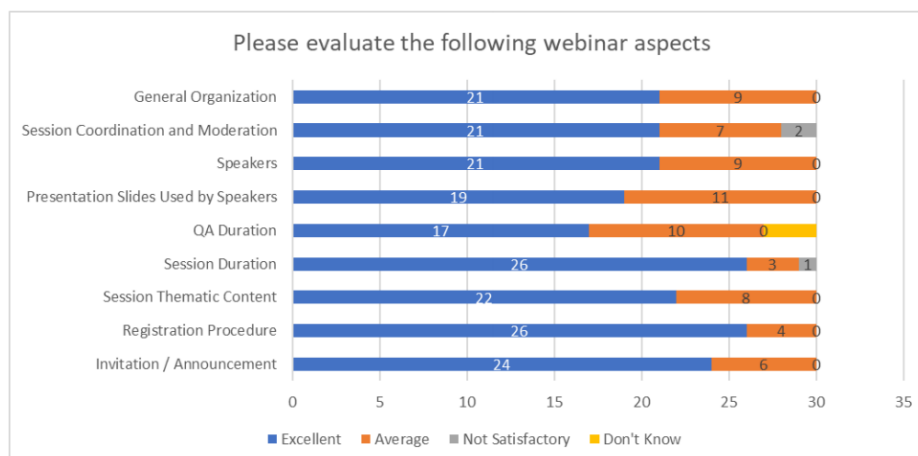
Q3. Please evaluate the Microsoft Teams Meeting platform used

The vast majority of the participants were satisfied with the choice of Microsoft Teams as a platform for the implementation of the workshops. Two respondents mentioned that there have been technical issues and connection problems, whereas one respondent commented that Zoom might have been more satisfactory.

Evaluation of web platform
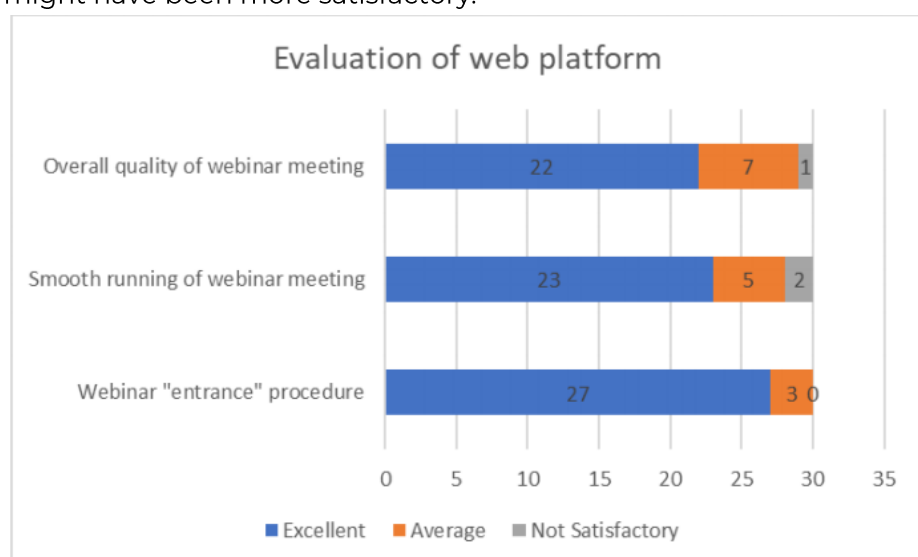
Q4. Overall, how would you assess this webinar?

Based on the responses, the participants seemed to have appreciated the knowledge gained during the workshops and now have a better understanding about what a crowdfunding campaign is. Nonetheless, due to the nature of the workshops which had to be held online, the participants did not have the opportunity to deeply interact with the speakers and/or other participants which limited the ability to learn from others to the extend that would have been possible in a face-to-face event. The low number of responses for the last question about the participants' readiness to launch a campaign (no answer=19), compared to the analysis of the background of participants, suggests that the motivation behind the attendance to the workshops was not the actual launch of a campaign, but rather, the general education on the subject matter.
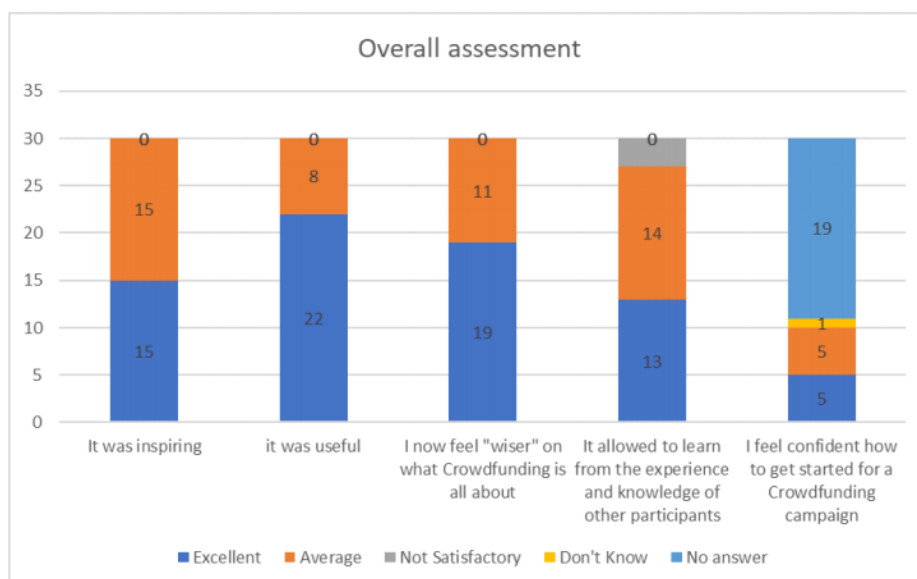
Q5. Which aspects do you think should be improved?

Overall, it seems that the participants were satisfied with the content of the workshops, stating that there is no need to improve something. Some participants stated that the sessions could have been longer (14 respondents), but at the same time, others stated that the sessions could have been shorter (9 respondents). From the responses it also seems that the ratio between theory and practice was satisfactory for the majority of the participants. One aspect that could be improved is the quality of appearance of the material presented.
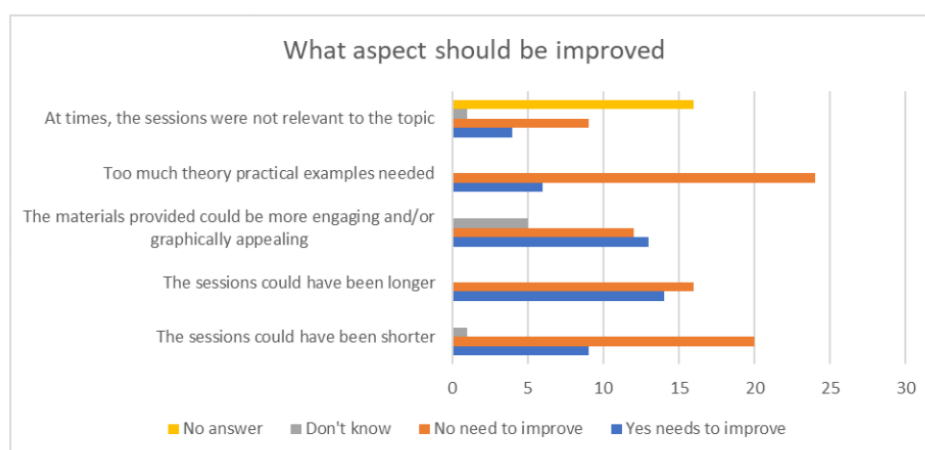
6.5. PP11 EFRI

Regional trainings/workshops on the Faculty of Economics and Business, University of Rijeka were organized at the end of June 2020. Four (4) trainings were held.

According to directions of the Lead partner (E-ZAVOD), evaluation of workshops (participants' survey) was conducted. Evaluation was conducted through online questionnaire available on: https://docs.google.com/forms/d/e/1FAIpQLScxnVf3hrMsOHGI4NwLRrDTVtEg5GGJL6khvQ8W4_2p_LqxFg/viewform.

Participants had 7 days to fill out the survey and provide us their comments and opinions about the organized trainings. After 7 days, we collected 15 questionnaires.

Results of the conducted evaluation are explained and available and, in the net, following paragraphs.

At the beginning, participant was asked about source of information regarding regional trainings. They were asked the following question: **"How did you hear about this regional working group?"** Most of the participants were informed about regional trainings either by email or by invitation sent by the appointed Faculty's staff member. Rest of participants were informed by social media.

Beside this part, the questionnaire consisted of six parts in which participants evaluated specific segments of the conducted regional workshops.

In the **First part,** participants were asked to evaluate overall organization of the regional trainings. Questions were focused on the several segments: 1) preparation, 2) location, 3) support materials, 4) technical devices and features used during the session, 5) coordination and moderation and 6) general organization.

1) Focusing on the points below, classify the organization of the Regional Training [**Preparation (invitations, communication, information)]** – all participants were satisfied with the preparation of the workshop. All participants evaluated this segment with **Very good.**

2) Focusing on the points below, classify the organization of the Regional Training [**Location** (initiative location, meeting rooms...)] – most of the participants were satisfied with the Location of the trainings. Having on mind that all training were held online (ZOOM platform), we can assume that participants were satisfied with overall technical and other segments of the workshop. One participant graded this segment with Good, and one participant did not answer.

3) Focusing on the points below, classify the organization of the Regional Training [**Support Materials** and Documents Available]. Participants were satisfied with support materials. 14 participants graded it with Very Good. One participant graded it with Good.

4) Focusing on the points below, classify the organization of the Regional Training [**Technical devices and features used during the session**]. As mentioned before, participants were highly satisfied with all technical aspects of organization. All of them graded this segment with Very Good.

5) Focusing on the points below, classify the organization of the Regional Training [**Session coordination and moderation**]. Participants were fully satisfied with moderation and coordination of the trainings. All of them graded this segment with Very Good.

6) Focusing on the points below, classify the organization of the Regional Training [**General organization].** Participants were fully satisfied with general organization of the trainings. All of them graded this segment with Very Good.

The **Second segment** of the evaluation was focused on the content of the conducted workshops. This part consists of **6 main questions:**

1) Focusing on the points below, classify the organization of the Regional Training **[Reception of participants].** All participants were fully satisfied with this segment and graded it with Very Good.

2) Focusing on the points below, classify the organization of the Regional Training **[Group dynamics and interaction between participants]** In this case, 14 participants graded it with Very Good, while one participant graded it with Good.

3) Focusing on the points below, classify the organization of the Regional Training **[Session Thematic Content].** In this case, 14 participants graded it with Very Good, while one participant graded it with Good.

4) Focusing on the points below, classify the organization of the Regional Training **[Objectives of the session].** In this case, 13 participants graded it with Very Good, while two participants graded it with Good.

5) Focusing on the points below, classify the organization of the Regional Training **[Practical session results].** All participants were fully satisfied with this segment and graded it with Very Good.

6) Focusing on the points below, classify the organization of the Regional Training **[Session Duration].** All participants were fully satisfied with this segment and graded it with Very Good.

Third part of the evaluation was focused on the main aspects of the quality of the presented materials. This part consists of **4 main questions:**

1) Focusing on the points below, classify the training material used/distributed on the Regional Training for SMEs. **[Quality of the materials].** Participants were very satisfied with quality of presented materials. In this case, 13 participants graded it with Very Good, while two participants graded it with Good.

2) Focusing on the points below, classify the training material used/distributed on the Regional Training for SMEs. **[Organization of the materials].** Participants were very satisfied with organization of presented materials. 13 participants graded it with Very Good, while two participants graded it with Good.

3) Focusing on the points below, classify the training material used/distributed on the Regional Training for SMEs. **[Suitability of the materials].** All participants found presented materials very suitable and graded it as Very Good.

4) Focusing on the points below, classify the training material used/distributed on the Regional Training for SMEs. **[Utility of the materials].** All participants were fully satisfied with this segment and graded it with Very Good.

Fourth part of the evaluation was focused on the key aspects of the Regional Trainings. This part consisted of 9 main questions.

1) Focusing on the points below, refer to the most (+) and least (-) important aspects of the Regional Training **[Capacity of facilitators to engage the participants].** This segment was recognized by the all participants as More important.

2) Focusing on the points below, refer to the most (+) and least (-) important aspects of the Regional Training **[Dynamics and exchange of experiences].** This segment was recognized by 13 participants as More important and by 2 participants as Less important.

3) Focusing on the points below, refer to the most (+) and least (-) important aspects of the Regional Training **[Knowledge transfer].** This segment was recognized as More important by the all participants.

4) Focusing on the points below, refer to the most (+) and least (-) important aspects of the Regional Training **[Opinion Sharing].** This segment was recognized by 13 participants as More important and by 2 participants as Less important.

5) Focusing on the points below, refer to the most (+) and least (-) important aspects of the Regional Training **[Theme addressed].** This segment was recognized by 13 participants as More important and by 2 participants as Less important.

6) Focusing on the points below, refer to the most (+) and least (-) important aspects of the Regional Training **[Knowledge and professional experience of SMEs].** This segment was recognized by 12 participants as More important and by 3 participants as Less important.

7) Focusing on the points below, refer to the most (+) and least (-) important aspects of the Regional Training **[Object of analysis and content produced].** This segment was recognized by 13 participants as More important and by 2 participants as Less important.

8) Focusing on the points below, refer to the most (+) and least (-) important aspects of the Regional Training **[Training Duration].** This segment was recognized by 6 participants as More important and by 9 participants as Less important.

9) Focusing on the points below, refer to the most (+) and least (-) important aspects of the Regional Training **[Materials used/distributed].** This segment was recognized by 10 participants as More important and by 5 participants as Less important.

In Fifth part of the evaluation, participants were asked to give their opinion about the importance of the conducted trainings and presented materials. This part also consisted of 9 main questions:

1) Focusing on the points below, how important was the session to you? **[It was inspiring].** Nine (9) participants graded this segment with Very Good, while 6 of them graded it with Good.

2) Focusing on the points below, how important was the session to you? **[Provided useful and pertinent information about crowdfunding].** 14 participants graded this segment with Very Good, while 1 participant graded it with Good.

3) Focusing on the points below, how important was the session to you? [**Showed how to make a crowdfunding campaign].** 10 participants graded this segment with Very Good, while 4 of them graded it with Good. Also, 1 participant found it Satisfactory.

4) Focusing on the points below, how important was the session to you? **[It allowed to meet and communicate with other SMEs in an informal and unusual way.].** 8 participants graded this segment with Very Good, while 7 of them graded it with Good.

5) Focusing on the points below, how important was the session to you? **[It allowed greater awareness of regional dynamics of crowdfunding].** 11 participants graded this segment with Very Good, while 4 of them graded it with Good.

6) Focusing on the points below, how important was the session to you? **[It allowed to learn from the experience and knowledge of the other participants.].** 10 participants graded this segment with Very Good, 4 of them graded it with Good while 1 participant found it Satisfactory.

7) Focusing on the points below, how important was the session to you? **[It allowed to know and learn from different points of view].** 12 participants graded this segment with Very Good, while 3 of them graded it with Good.

8) Focusing on the points below, how important was the session to you? **[It allowed to meet new problems and challenges].** 12 participants graded this segment with Very Good, while 3 of them graded it with Good.

9) Focusing on the points below, how important was the session to you? **[Identified potential projects and / or collaborative work in the blue crowdfunding].** 11 participants graded this segment with Very Good, 3 participants graded it with Good and 1 participant found it Satisfactory.

In the final, **Sixth part** of the evaluation participants were asked to propose some suggestions for further improvement. This part was structured from 6 main questions:

1) Focusing on the points below, which aspects would you like to see improved? **[The session could have been organized differently].** Results suggest that participants were satisfied with this way of the training(s) organization. 7 of them graded this segment with Very Good, while 3 of them graded it with Good. Also, 1 participant found it Satisfactory, while 2 participants didn't answer.

2) Focusing on the points below, which aspects would you like to see improved? **[The session could have taken place in a shorter period of time.].** Results suggest that participants were satisfied with the duration of the trainings. 8 of them graded this segment with Very Good, while 3 of them graded it with Good. Also, two (2) participants found it Satisfactory, while 2 participants didn't answer.

3) Focusing on the points below, which aspects would you like to see improved? **[The punctuality of participants].** Results suggest that participants were satisfied with the punctuality of other participants. 6 of them graded this segment with Very Good, while 5 of them graded it with Good. Also, 2 participants found it Satisfactory, while 2 participants didn't answer.

4) Focusing on the points below, which aspects would you like to see improved? **[The materials provided could be more succinct and / or graphically appealing].** Results suggest that participants were satisfied with the graphical content of the presented materials. 9 of them graded this segment with Very Good, while 2 of them graded it with Good. Also, 2 participants found it Satisfactory, while 2 participants didn't answer.

5) Focusing on the points below, which aspects would you like to see improved? **[Too much theory or irrelevant additional information].** Results suggest that participants were satisfied with ratio of theory and practice, as well with the relevance of the presented information. 7 of them graded this segment with Very Good, while 4 of them graded it with Good. Also, 3 participants found it Satisfactory, while 1 participant didn't answer.

6) Focusing on the points below, which aspects would you like to see improved? **[At times, the session was dispersed and other topics not relevant to the topic or session were discussed.].** Results suggest that participants were satisfied with the overall focus of the training(s) regarding the main topic. 8 of them graded this segment with Very Good, while 3 of them graded it with Good. Also, 2 participants found it Satisfactory, while 2 participants didn't answer.

Finally, participants didn't have additional comments regarding the overall organization of the trainings.

However, one participant had a comment about the content of this questionnaire: **"These questions were confusing. Maybe the answers should be _strongly disagree to strongly agree_".**