



Capacity Building of BLUE Economy Stakeholders  
to Effectively use CROWDFUNDING

**WP4 – Transferring**

4.1.3 – Establishment and operation of blue crowdfunding focal points

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Contributors: ALL

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## Technical references

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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	09.03.2021	CCSEV	Javier Cuesta		

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## Executive Summary

The Blue Crowdfunding project aims to improve innovation capacities in blue growth sector by mainstreaming the use of crowdfunding. The main objective of WP4 “Transferring” is to create a transferrable protocol for Blue Crowdfunding Focal Points including sustainable and transferrable training systems on one side and to prepare solid preconditions for civic crowdfunding on the other side.

As indicated in the Application Form of the Blue Crowdfunding Project, the SMEs need high quality and sustainable support to learn and implement crowdfunding campaigns. The business support institutions will establish the blue crowdfunding focal points to mainstream Crowdfunding knowledge and complement their existing business support list of services.

## 1. Introduction

The deliverable 4.1.3 is entitled “*Establishment and operation of Blue Crowdfunding Focal Points*”, while it is related to Activity 4.1 “*Establishment sustainable supporting system for blue crowdfunding of SMEs*”. Its main purpose is to establish the blue crowdfunding focal points which will be the main source of capacity building and support for crowdfunding of blue economy projects.

The Blue Crowdfunding Focal Points will be a regional knowledge & business support hub, where innovative entrepreneurs and open-minded public institutions would receive support for their blue economy ideas suitable to be crowdfunded.

## 2. Guidelines for the establishment of blue Crowdfunding Focal Points

In the framework of the Blue Crowdfunding project, the business support institution will establish 6 Blue Crowdfunding Focal Points:

Blue Crowdfunding Focal Points	
Location	Partner responsible
Portugal	University of Algarve
Spain	Chamber of Commerce of Seville
Slovenia	E-Zavod
Croatia	EFRI
Greece	INSULEUR
Cyprus	Cyprus Chamber of Commerce and Industry



### What are the Blue Crowdfunding Focal Points?

Regional knowledge & business support hubs where innovative entrepreneurs and open-minded public institutions would receive support for their blue economy ideas to be

crowdfunded. Blue Crowdfunding Focal Points will follow the Interreg MED call expectations of offering the consolidated mix of services to improve innovativeness of blue economy with easier access to crowdfunding.

### Which are the main services offered by the Blue Crowdfunding Focal Points?

Following the Application Form, the Blue Crowdfunding Focal Points will be established as first-stop shops addressing the needs of SMEs, where support services including capacity building activities related to crowdfunding will be offered. The services offered by the Blue Crowdfunding Focal Points will include:

- **Knowledge and market access**  
First-stop shop services on Crowdfunding legal advice, choice of appropriate crowdfunding method, selection of platforms, assessing the “crowdfundability” of blue economy ideas.
- **Capacity building**  
Trainings for SMEs based on the 3 modules developed under the Blue Crowdfunding project WP3.
- **International partnering**  
Connection with companies from abroad to develop innovative products/services and improve CF success chances.
- **Financial opportunities**  
Focusing on crowdfunding as innovative funding and fundmatching as access to ERDF/ESF funds.
- **International cooperation and networking**  
Access to cluster network and to mainstream the knowledge.

### List of activities to be carried out by the 6 Blue Crowdfunding Focal Points:

- Provision of contacts and information about support organizations and platforms in each country that are offering crowdfunding services.
- Provision of information about the Blue Crowdfunding project activities.



- Organization and implementation of trainings on the topic of crowdfunding.
- Organization of crowdfunding events.
- Cooperation with other projects related to crowdfunding.
- Organisation of awareness raising activities of crowdfunding campaigns undertaken both within the Blue Crowdfunding project as well as outside the project.
- Participation in international and national events related to crowdfunding.
- Promotion of and assistance for joining the international blue crowdfunding cluster.
- Provision of train-the-trainers program and certification system for crowdfunding experts.

Target groups:

- SMEs
- Entrepreneurs
- Start-ups

[How to establish the Blue Crowdfunding focal points?](#)

The Blue Crowdfunding Focal Points will be created through signing a Memorandum of Understanding (Annex 1) between the 6 Blue Crowdfunding Focal Points.

### 3. Blue Crowdfunding Focal points information

Blue Crowdfunding Focal Point 1	
PORTUGAL	
Project partner	University of Algarve – CRIA – Division of Entrepreneurship and Technology Transfer (UALg)
Country	Portugal
Area /Region	Algarve
Blue Crowdfunding Focal Point location	CRIA, Divisão de Empreendedorismo e Transferência de Tecnologia da Universidade do Algarve Campus de Gambelas 8005-226 Gambelas - Faro PORTUGAL
Contact person	Susana Sofia Estevam Imaginário
Phone number	+351 289 800 090
E-mail	<a href="mailto:ssimaginario@ualg.pt">ssimaginario@ualg.pt</a>
Geographical scope	Regional - Algarve
Potential Partners	<ul style="list-style-type: none"> <li>- NERA – Associação Empresarial da Região do Algarve</li> <li>- ANJE - Associação Nacional de Jovens Empresários</li> <li>- AMAL - Comunidade Intermunicipal do Algarve</li> <li>- Algarve STP - Algarve Systems and Technology Partnership</li> </ul>
Existing hubs in the area	<ul style="list-style-type: none"> <li>- Blue Hub – Serviços e tecnologias para o crescimento azul</li> <li>- Incubadoras do Algarve</li> <li>- Polo tecnológico do Algarve – Algarve Tech Hub</li> </ul>
Additional services	Intellectual Property (IP) and Licensing Support Commercialization and Technology Transfer Entrepreneurship and Business Development

Blue Crowdfunding Focal Point 2	
SPAIN	
Project partner	Official Chamber of Commerce, Industry, Services and Shipping of Seville (CCSEV)
Country	Spain
Area /Regions	Andalusia
Blue Crowdfunding Focal Point location	Plaza de la Contratación, 8, 41004 - Seville (Spain)
Contact person	Javier Cuesta
Phone number	+34 955 11 09 22
E-mail	<a href="mailto:javier.cuesta@camaradesevilla.com">javier.cuesta@camaradesevilla.com</a>
Geographical scope	Mediterranean Regions (Andalusia, Murcia, Valencia, Catalonia and Balearic Islands)
Potential Partners	- Fundación GOTEQ
Existing hubs in the area	- Micro-inversores - Apontoque - Fundlike
Additional services	- Information support

Blue Crowdfunding Focal Point 3	
SLOVENIA	
Project partner	Institute for Comprehensive Development Solutions (e-ZAVOD)
Country	Slovenia
Area /Region	Slovenia
Blue Crowdfunding Focal Point location	Čučkova 5, 2250 - Ptuj
Contact person	Anja Prislan
Phone number	+386 2749 32 24
E-mail	<a href="mailto:anja@ezavod.si">anja@ezavod.si</a>
Geographical scope	National
Potential Partners	<ul style="list-style-type: none"> <li>- Adrifund</li> <li>- Styrian Technology Park</li> <li>- Pomurje Technology Park</li> <li>- Slovenia Crowdfunding meet-ups</li> </ul>
Existing hubs in the area	-
Additional services	<ul style="list-style-type: none"> <li>- Information support</li> <li>- Networking</li> <li>- Help with consulting during reward based and donation based crowdfunding campaigns</li> </ul>

Blue Crowdfunding Focal Point 4	
CROATIA	
Project partner	Faculty of Economics and Business, University of Rijeka (EFRI)
Country	Republic of Croatia
Area /Region	County of Primorje and Gorski Kotar
Blue Crowdfunding Focal Point location	Ivana Filipovića 4, 51000 Rijeka, Republic of Croatia
Contact person	Marko Tomljanović
Phone number	+385 913537823
E-mail	<a href="mailto:marko.tomljanovic@efri.hr">marko.tomljanovic@efri.hr</a>
Geographical scope	Mediterranean area
Potential Partners	European Crowdfunding Network (ECN) BRODOTO Agency, Zagreb, Republic of Croatia
Existing hubs in the area	-
Additional services	-

Blue Crowdfunding Focal Point 5	
GREECE	
Project partner	Network of the Insular CCI of the European Union (INSULEUR)
Country	Greece
Area /Region	North Aegean
Blue Crowdfunding Focal Point location	Michail Livanou 52, 82100 Chios
Contact person	Irene Mikelis
Phone number	+30 22710 41170
E-mail	<a href="mailto:mikelis.irene@gmail.com">mikelis.irene@gmail.com</a>
Geographical scope	Insular EU regions (Greece, Spain, France, Malta, Croatia)
Potential Partners	-
Existing hubs in the area	-
Additional services	-

Blue Crowdfunding Focal Point 6	
CYPRUS	
Project partner	Cyprus Chamber of Commerce & Industry (CCCI)
Country	Cyprus
Area /Region	Cyprus
Blue Crowdfunding Focal Point location	3, Deligiorgis Street, 1066 Nicosia, Cyprus
Contact person	Demetra Palaonda
Phone number	+357 22889840
E-mail	<a href="mailto:demetrap@ccci.org.cy">demetrap@ccci.org.cy</a>
Geographical scope	Republic of Cyprus
Potential Partners	-
Existing hubs in the area	-
Additional services	-

#### 4. Annexes

##### Annex 1 – Memorandum of Understanding



### MEMORANDUM OF UNDERSTANDING

Between

**University of Algarve – CRIA – Division of Entrepreneurship and Technology Transfer**  
(UAlg)

and

**Official Chamber of Commerce, Industry, Services and Shipping of Seville**  
(CCSEV)

and

**Institute for Comprehensive Development Solutions**  
(e-ZAVOD)

and

**Faculty of Economics and Business, University of Rijeka**  
(EFRI)

and

**Network of the Insular CCI of the European Union**  
(INSULEUR)

and

**Cyprus Chamber of Commerce & Industry**  
(CCCI)

With the aim of setting up a collaboration framework for the creation of the Blue Crowdfunding Focal Points in their regions and to reinforce the links between them to exchange information and explore synergies



## ARTICLE 1 - IDENTIFICATION OF THE PARTIES

### 1. University of Algarve – CRIA – Division of Entrepreneurship and Technology Transfer (UALg)

UALg promotes a policy that gives privilege to the connection between universities and companies, focusing on research, innovation and entrepreneurship as catalysts for the transfer of knowledge, boosting regional competitiveness and economic growth in Portugal. CRIA - Division of Entrepreneurship and Technology Transfer of the University of Algarve, assumes as its main mission the validation and valorization of the knowledge generated in the research centers, study centers and other R&D units (Research and Technological Development), promoting an effective interaction between the University and the business sector, facilitating their transfer to the market.

### 2. Official Chamber of Commerce, Industry, Services and Shipping of Seville (CCSEV)

The Official Chamber of Commerce, Industry, Services and Shipping of Seville is a non-profit public corporation established as an advisory body to collaborate with public authorities. CCSEV promotes services to business including internationalization, innovation and entrepreneurship and employment, in close collaboration with the regional government of Andalusia. The Chamber of Commerce of Seville has also a wide training programme addressed to companies, entrepreneurs, professionals, employees and unemployed including young people.

### 3. Institute for Comprehensive Development Solutions (e-ZAVOD)

E-Zavod is a non-profit institute with mission to improve human well-being through sustainable development. Actions are implemented through projects focusing on business support, open innovation and sustainable energy. The key competences are in open innovation, living labs, sustainability assessments, energy efficiency and renewable energy. Recent focus of E-zavod's work has been done to support Smart communities and develop regional economy towards Innovation 2.0 concept and bring it even on the higher level.

### 4. Faculty of Economics and Business, University of Rijeka (EFRI)

The Faculty of Economics and Business in Rijeka is a modern institution which performs undergraduate, graduate and various post-graduate study programmes in the field of Economics and Business. The Faculty was among to first to introduce scientifically based contents, courses and research work in Croatia, found-ed on the theory and practice of Economic association and

Integration of countries and their respective economies. The Faculty collaborate with eminent foreign universities, both in the field of research and organization of joint conferences, student exchange, summer schools and other. Faculty participated in various international projects, applying for funds within IPA, ESF, FP7, SEE Transnational and lifelong learning programmes, especially within the European LLP Jean Monnet programmes, and are a member of AACSB, EFMD, working hard to get EFMD, EQUIS and AACSB accreditations.

#### **5. Network of the Insular CCI of the European Union (INSULEUR)**

The Network of the Insular Chambers of Commerce and Industry of the European Union (INSULEUR) is a not-for-profit association set up in compliance with Greek law which oversees the close cooperation between insular Chambers of Commerce in the EU and aims to promote the economic and social development of islands in the EU. The Network headquarter is located in Chios (Greece). In addition to the ordinary members, any legal entity whose main aim is the development of insular regions in the EU may be registered as a associate member of the Network. The Network has permanent representation at European Union institutions in Brussels.

#### **6. Cyprus Chamber of Commerce & Industry (CCCI)**

The Cyprus Chamber of Commerce and Industry is a private corporate body functioning under special law and is financially independent, free of any influence by the state. The Chamber is funded by its members' subscription fees and through income generated from a number of services it provides. The CCCI is the union of Cypriot business people, the interests of whom it promotes by submitting to the government and the Parliament the members' positions on matters in which they are involved, while, through its participation in tripartite bodies and committees, it conveys and promotes the views of the business community.

### **ARTICLE 2 - OBJECT OF THE MoU**

The main objective of the MoU is to set up a collaboration framework to establish the Blue Crowdfunding Focal Points in Portugal, Spain, Slovenia, Croatia, Greece and Cyprus in the framework of the Project BLUE CROWDFUNDING – "*Capacity Building of BLUE Economy Stakeholders to Effectively use CROWDFUNDING*", approved by the Interreg MED Programme.

This MoU formalizes the framework of partnership between the parties. Its purpose is to establish a mutually beneficial relationship which fosters the development and growth of each of the parties in the establishment and development of the Blue Crowdfunding Focal Points (BCFPs).

### ARTICLE 3 - ESTABLISHMENT OF THE BLUE CROWDFUNDING FOCAL POINTS

As indicated in the Application Form of the Blue Crowdfunding Project and in accordance with the deliverable 4.1.3 - "Establishment and operation of Blue Crowdfunding Focal Points", related to Activity 4.1 "Establishment sustainable supporting system for blue crowdfunding of SMEs", the business support institutions that are parties in the Project (LP e-ZAVID, PP1 INSULEUR, PP2 CCSEV, PP5 UAlg, PP6 CCCI and PP11 EFRI) will establish Blue Crowdfunding Focal Points within their institutions.

The Blue Crowdfunding Focal Points will be created by signing this MoU by the parties and will be located in the following countries:

Focal Point	Location	Partner responsible
1	Portugal	University of Algarve
2	Spain	Chamber of Commerce of Seville
3	Slovenia	E-Zavod
4	Croatia	EFRI
5	Greece	INSULEUR
6	Cyprus	Cyprus Chamber of Commerce and Industry

### ARTICLE 4 – DELIVERED SERVICES BY THE BLUE CROWDFUNDING FOCAL POINTS

Following the Application Form, the Blue Crowdfunding Focal Points will be established as first-stop shops addressing the needs of SMEs, where support services including capacity building activities related to crowdfunding will be offered. The services offered by the Blue Crowdfunding Focal Points will include:

- **Knowledge and market access** – First-stop shop services on crowdfunding legal advice, choice of appropriate crowdfunding method, selection of platforms, assessing the "crowdfundability" of blue economy ideas.



- **Capacity building** - Trainings for SMEs based on the 3 modules developed under the Blue Crowdfunding project WP3.
- **International partnering** - Connection with companies from abroad to develop innovative products/services and improve CF success chances.
- **Financial opportunities** - Focusing on crowdfunding as innovative funding and fund-matching as access to ERDF/ESF funds.
- **International cooperation and networking** - Access to cluster network and to mainstream the knowledge.

List of activities to be carried out by the 6 Blue Crowdfunding Focal Points (BCFPs):

- Provision of contacts and information about support organizations and platforms in each country that are offering crowdfunding services
- Provision of information about the Blue Crowdfunding Project activities
- Organization and implementation of trainings on the topic of crowdfunding
- Organization of crowdfunding events
- Cooperation with other projects related to crowdfunding
- Organization of awareness raising activities of crowdfunding campaigns undertaken both within the Blue Crowdfunding project as well as outside the project
- Participation in international and national events related to crowdfunding
- Promotion and assistance for joining the International Blue Crowdfunding Cluster
- Provision of train the trainers program and certification system for crowdfunding experts

## ARTICLE 5 – ADMINISTRATIVE NATURE OF THIS AGREEMENT

This MoU does not intend to create a legal relationship between the parties nor to impose formal relations between the entities. According to the administrative nature of this kind of agreements, none of the dispositions included in this MoU shall interfere in no way in the independent decision taking of the parties with regards to their respective operations. More specifically, no content whatsoever of this MoU aims at going against or modifying the terms of the specific mandates of each party or their norms and legal statutory provisions.

#### **ARTICLE 6 – DATE OF EFFECT AND DURATION**

This MoU shall come into effect on June 30th, 2021 and it is established for a period of 1 year. The MoU may be extended by tacit agreement between the signatory parties.

#### **ARTICLE 7 – REVISION AND TERMINATION**

This MoU may be changed by amendment by written and signed mutual agreement between parties.

A party may withdraw from the partnership with one month written notice.

Any dispute over this MoU shall be settled by amicable negotiation.

#### **ARTICLE 8 – CORRESPONDANCE**

The notification between the parties related to the activities carried out under the framework of this MoU shall be done at the following contact:

University of Algarve – CRIA – Division of Entrepreneurship and Technology Transfer  
Campus de Gambelas Pavilhão B1  
8005-139 Faro  
E-mail: [ssimaginario@ualg.pt](mailto:ssimaginario@ualg.pt)

Official Chamber of Commerce, Industry, Services and Shipping of Seville  
Plaza de la Contratación, 8  
41004 – Sevilla (Spain)  
E-mail: [javier.cuesta@camaradesevilla.com](mailto:javier.cuesta@camaradesevilla.com)

E-Zavod - Institute for Comprehensive Development Solutions  
Cucova Ulica 5  
2250, Ptuj  
E-mail: [anja@ezavod.si](mailto:anja@ezavod.si)

Faculty of Economics and Business, University of Rijeka  
Ivana Filipovica 4  
Hr-51000, Rijeka  
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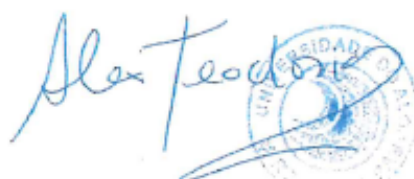
INSULEUR - Network of the Insular CCI of the European Union  
Michail Livanou 52  
82100, Chios  
E-mail: [mikelis.irene@gmail.com](mailto:mikelis.irene@gmail.com)

Cyprus Chamber of Commerce & Industry  
38, grivas dhigenis and 3, deligiorgis str. POBox 21455  
1509, Nicosia  
E-mail: [demetrap@ccci.org.cy](mailto:demetrap@ccci.org.cy)

Consequently, and in consideration of the foregoing, this Memorandum of Understanding is signed by the parties and shall come into force on June 30th, 2021.

Signed by and on behalf of

**University of Algarve – CRIA – Division of Entrepreneurship and  
Technology Transfer**

  
A circular blue stamp of the University of Algarve is visible behind the signature.

Maria Alexandra Anica Teodósio  
Vice-Rector for Research and Internationalization

Signed by and on behalf of

**Official Chamber of Commerce, Industry, Services and Shipping of  
Seville**

  
**Cámara**  
Sevilla  
CÁMARA OFICIAL DE COMERCIO  
INDUSTRIA, SERVICIOS Y NAVEGACIÓN  
Salvador Fernández Salas  
Director Gerente – General Manager



Signed by and on behalf of

**E-zavod, Institute for Comprehensive Development Solutions**

[Darko Ferčej]  
[Head of EU project office]

  
zavod za projektno svetovanje,  
raziskovanje in razvoj celovitih rešitev  
Čufkova ulica 3, 2250 Ptuj

Signed by and on behalf of

**Faculty of Economics and Business, University of Rijeka**



Full Professor Alen Host, PhD  
Dean of the Faculty

CLASS: 641-02/20-04/02

REG. NO '2170-Sr-01-21-4

Signed by and on behalf of the Network of

**Insular CCI of the European Union**

  
Joseph Borg  
President of INSULEUR

**INSULEUR**  
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AND INDUSTRY OF THE EUROPEAN UNION  
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T.I.N: 800310329 - A.E.S OF CHIOS 7411

Signed by and on behalf of

**Cyprus Chamber of Commerce & Industry**

  
  
**Marios Tsiakkis**  
**Secretary General**