DELIVERABLE D.T3.4.4
PILOT ACTION REPORT ON MATCHING OF ICH PROJECTS WITH CROWDFUNDING INITIATIVES. (WP T3, ACTIVITY A.T3.4)

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Executive Summary

This deliverable is part of ARTISTICs work package T3 - Activity A.T3.4 - Pilot action at transnational level: testing the matching with crowdfunding. The task 3.4.4 represents the core of the ARTISTIC project, namely piloting 40 crowdfunding campaigns.

This deliverable includes the details of every project that ran a crowdfunding campaign through ARTISTIC.

1. Introduction

One of the core aspects of the ARTISTIC project, and at the same time most challenging activity concerned the implementation of pilot actions at local and transnational level to test the instruments and services developed within the ARTISTIC project. In total the consortium envisioned pilot actions for 44 intangible cultural heritage (ICH) projects, involving crowdfunding campaigns, across the different participating countries in Central Eastern Europe.

In order to do so, first the project partners have been trained and supported. Then locally citizens, associations, cooperatives, entrepreneurs generated ideas for the valorization of ICH, to develop projects, to plan activities and prepare all documents to attract investors public or private (using the developed ARTISTIC toolset). At the same time, dedicated services and coaching addressed to investors aimed at strong involvement at local and transnational level.

The ARTISTIC approach

In total, 95 local actors have developed together with the ARTISTIC project a business plan for facilitating the financing phase of their ICH project.

Based on these 95 ideas, an Advisory Board, composed by representatives of the ARTISTIC project and external crowdfunding experts, identified the 44 most promising projects based on an independent expert ranking process and suggested some improvements.

The comprehensive list of these 44 project is summarized in deliverable 3.4.2 and provides a nice overview of ICH initiatives suitable for crowdfunding. The projects cover a wide range of ICH domains such as traditional craftsmanship, folk dance and theatre, tourism, local products and events etc.

The pilot action

The last 6 months of the project were dedicated to turn these selected project proposals into crowdfunding campaigns. Out of the 44 projects, despite the challenges associated with crowdfunding campaigns and the COVID 19 crisis, 25 campaigns went online, and raised a total of more than 1,250,000 EUR.

Main Lessons Learnt

Although COVID 19 had probably the biggest impact on the crowdfunding campaigns, several other factors also contributed to not achieving the ambitious goal of 40 campaigns. Running a successful crowdfunding campaign is challenging. Factors that influence the success range from the crowdfunding platform, to the project presentation, to marketing activities, setting the right funding amount etc. Especially in some countries in Central Europe, the crowdfunding ecosystem is not existent, which makes it particularly hard to run any crowdfunding campaign. Having this in mind, the result of the pilot with 25 campaigns is more than impressive.

Therefore, we should focus on the big picture, and this demonstrates a great success story on how the ARTISTIC project familiarized 95 ICH actors with crowdfunding as a viable financial instrument and accompanied 25 crowdfunding campaigns in 8 Central Eastern Europe countries.

The ARTISTIC project brought together cultural operators and people that manage cultural projects and provided them tools, coaching and support to overcome the lack of financial resources and expertise.

When looking at the campaigns that have been realised, successful or not, and counting together the people who supported the campaigns with small or big amounts, the impact becomes more obvious.

When we then further recognise that all these initiatives provide examples and lessons learnt for other projects to follow – the ARTISTIC project has contributed a lot to the valorisation of intangible cultural heritage. Thus, the ARTISTIC project can be seen as a large civic crowdfunding campaign, where 2.35 Mio EUR of public funding leveraged 1.25 Mio EUR of private investments across 8 countries!

Total Crowdfunding campaigns 25

Total amount raised 1,268,262,88 EUR

Total supporters: 2235

2. Overview of crowdfunding campaigns (cf. WPT4)

N		PP	COUNTRY	ACRONYM	Name of Project Campaigns	Crowdfunding Platform	Campaign Start	Campaign End	Target amount	Achieved amount	Crowdfunding approach
LP		LP	ITALIA	t2i	1. Not to forget – popular chants	PRODUZIONI DAL BASSO	4.5.2020	30.6.2020	7.000,00 €	1.475,00 €	reward
					2. Archeocomics	PRODUZIONI DAL BASSO	4.5.2020	15.6.2020	5.000,00 €	535,00 €	reward
					3. Shakespeare Week	PRODUZIONI DAL BASSO	4.5.2020	15.6.2020	10.000,00 €	2.605,00 €	reward
					4. Coloramisù	PRODUZIONI DAL BASSO	4.5.2020	15.6.2020	8.000,00 €	1.020,00 €	reward
					5. Factory of Opportunities	PRODUZIONI DAL BASSO	4.5.2020	15.6.2020	5.000,00 €	6.230,00 €	reward
2		PP2	ITALIA	REGVEN	1. Leaving Early History	FUNDERA	4.5.2020	30.9.2020	80.000,00 €	1.180,00 €	reward
					2. Terracotta - Hub Gallery	FUNDERA	4.5.2020	30.9.2020	60.000,00 €	70,00 €	reward
					3. M9 - Memories of 1900s	FUNDERA	4.5.2020	30.6.2020	100.000,00 €	- €	reward
					4. Terzaforma	FUNDERA	4.5.2020	30.9.2020	30.000,00 €	100,00 €	reward
					5. Timeline of the Scuola Grande di S.Giovanni Evangelista di Venezia	FUNDERA	4.5.2020	30.9.2020	40.000,00 €	1.507,00 €	reward
3		PP3	AUSTRIA	SVL	1. Berhofer Mühle – 175 Jahre MÜhle	https://1000x1000.at/berghofermuehle	15.06.2020	31.08.2020	35.000,00 €	14.400,00 €	
					2. Future Skills Farming						
					3. Lops pux box						
					4. Vo do theater						
4		PP4	SLOVENIA	JARINA	1. Not defined yet- Zeliščarski festival	ADRIFUND	NO				
5		PP5	SLOVENIA	BOVEC	1. Not defined yet, Dispersed hotel Soča	ADRIFUND	NO				
					2. Kulturka						
					3. Common cheese making place						
					4. Wooden roofing						
6		PP6	HUNGARY	WPRED	1. Video documentation of Hungarian Vernaculaire Architecture	https://www.goood.hu/	2020.03.20	31.05.2020	2.721,67 €	197,18 €	
					2. Traditional & Natural Small-sized House Models	https://www.goood.hu/	2020.03.20	31.05.2020	2.864,91 €	192,96 €	
					3. Regio Earth - Central & Eastern European Festival of Earthen Architecture 2020						

#	PP	Country	Org	Campaign	Link	Start	End	Goal	Raised	Type
				4. Straw mattress – The natural way of sleeping						
7	PP7	GERMANY	B&S	1. KoLa Leipzig – Kooperative Landwirtschaft	www.regiocrowd.de	06.05.2020	july	200.000,00 €	604.000,00 €	
				2. Creation of a Orchard Meadow in Blumberg	https://www.regiocrowd.com/torgau-oschatz/zeitengagement/baeume-pflanzen-an-der-alten-elbe-kathewitz/	14.03.2020	probably only in late autumn	3.000,00 €		
9	PP9	POLAND	RARR	1. #poLasowiacku	https://polakpotrafi.pl/projekt/polasowiacku	31.01.2020	16.03.2020	5.750,00 €		
				2. Dulcimer CD	www.zrzutka.pl	18.06.2020	17 July 2020 (with the option of extending the campaign to achieve the goal)	1.356,18 €	360,74 €	
				3. Supplementing the rafting offer with traditional rafting singing	www.polakpotrafi.pl	March	April / May			
11	PP11	CZECH REPUBLIC	JHK	1. Smolenka on the platform till the end of January	www.hithit.cz/smolenka	04.02.2020	19.03.2020	1.800,00 €	1.800,00 €	reward
				2. Flower farm	www.hithit.cz	10.05.2020	21.06.2020	7.530,00 €	7.700,00 €	reward
12	PP12	SLOVAK	SOPK	1. Three keys for Catherine	https://www.startlab.sk/projekty/831-tri-kluce-pre-katarinu/	27.03.2019	26.04.2019	1.000,00 €	254,00 €	reward
				2. Children's book for small and big riders - Laki's town	https://www.startlab.sk/projekty/504-lakiho-mestecko/	15.03.2019	26.04.2019	5.000,00 €	5.457,00 €	reward
				3. The nice place (Posad sa(d) u nás) Restauration of the orchand -Slovak National Gallery in Pezinok	https://www.startlab.sk/projekty/385-posad-sad-u-nas-/	15.03.2019	26.04.2019	5.000,00 €	9.110,00 €	reward
				4. Jašo na jarmoku (Jašo at the market) - children's book for learning folk crafts; what the work of craftsmen consists of and what they produce	https://www.startlab.sk/projekty/1322-jaso-na-jarmoku/	23.03.2020	06.05.2020	3.500,00 €	6.354,00 €	reward
13	PP13	AUSTRIA	ISN	1. Gragger&Chorherr	https://1000x1000.at/gragger-chorherr	01.11.2019	04.02.2020	90.000,00 €	205.015,00 €	lending
				2. Mallnitz	https://1000x1000.at/hochoben	01.12.2019	28.02.2020	50.000,00 €	398.700,00 €	lending
				3. Innovation	No crowdfunding campaign realisable					
				4. Töchterlehof	No crowdfunding campaign realisable					
				5. Raurers Ernte						
								759.522,76 €	1.268.262,88 €	

3. All campaigns in a nutshell

3.1. Canti per non dimenticare (Songs not to forget)

LOGO	Name of Platform:	Duration campaign
	produzioni dal basso	05/05/2020-30/06/2020
Involvement of other companies/public authorities: none	Link Campaign https://www.produzionidalbasso.com/project/canti-per-non-dimenticare/	ICH keywords oral traditions and expressions, including language as a vehicle of the intangible cultural heritage;
Number supporters/investors: 27	Amount achieved: €1475	Amount envisioned: €7.000

Success Factors: popular chants; oral traditions	Main failures: it was not possible to interact with offline public due to CORONA

Relation to regional policy: high
Impact of the Project: even if the amount was not reached, the project was a success since El Moreto became a registered association
Lessons Learned: The awareness of the responsibility that we all have in conserving and promoting the often obvious intangible cultural heritage, but that is not at all useful if there are no people who nourish and promote it, also as an opportunity and community heritage.

3.1.1. Short description/abstract

Veneto has a long tradition of popular songs, one of the most ancient and at the same time most fragile artistic expressions. "Canti per non dimenticare" (Songs not to forget) is the name of the project carried out by the chorus of male voices El Moreto to raise awareness of the new generations on this vast cultural heritage through the rearrangement of the traditional singing repertoire, in order to make it more modern and fresh and without compromising its original message and authenticity.

3.1.2. Project aim

Through the crowdfunding campaign the choir - which, thanks to the activities of the ARTISTIC project has recently formed an association - wanted to produce their first CD.

3.1.3. Choice of crowdfunding model and platform

T2i published a Call for proposals. After this call, all people could participate to a training course where all contents related to ARTISTIC Services and Tools, as adapted by our PP08 UHAM, were presented. Among them:

- Financial and Mangement modules;
- IPR modules;
- Communication strategies.

As main outputs Business Model Canvas and Business Plans were realised.

In October 2019 there was a local and then a transnational selection; in such a way 21 projects were then reduced to 5. These 5 ones followed later on specific consulting and coaching sessions: in such a way a dedicated communication was developed and a certain crowdfunding platform was selected: taking into consideration the characteristics of these ones, all 5 t2i projects were taken to a reward campaign and produzioni dal basso www.produzionidalbasso.com the first and most important Italian donation and reward platform (according to a 2019 independent survey realised by Starteed) was selected. T2i and pdb signed an agreement dedicated to ARTISTIC project and opened a Network page on the pdb platform. Great interest from pdb and collaboration wad found. A joint press conference to launch the campaigns was realised on May 7th 2020, despite of CORONA pandemy.

3.1.4. Communication strategy

T2i hired a company named Pensiero Visibile (www.pensierovisibile.it). They activated the project owners to define their target, to prepare a list of stakeholders and interested people, to prepare some photos and good videos. Then the agency helped them prepare the video for the platform, the storytelling of each campaign and the texts to be published into the platform. Also, they helped them into preparing some posts and comments for social media such as Facebook.

The platform iteself contributed by sending a newsletter and posting into their social media. Also they provided a consultant who followed the campaigns from the very beginning to the end.

T2i realised a joint press conference with produzioni dal basso in order to launch the campaigns; we sent our newsletter to 16.000 registered people and we managed posting into the company social media.

3.1.5. Timing, objectives and rewards of the crowdfunding campaigns

All t2i campaigns were on line starting from May 5th and supposed to close by June 15th. Songs not to forget postponed the end of campaign to the end of June.

3.1.6. Outcomes and results

The campaign reached€€1.475 out of €7.000; they had 27 supporters.

3.1.7. What were the main hurdles?

Listening to their very words: "we are at year zero, and that there is much to be done to raise awareness and make citizens aware of the importance of these cultural aspects that make us unique and characteristic in the eyes of others, helping to add new colours to culture and traditions of a community in general."

3.1.8. How to improve and follow up?

Listening to their very words: "The awareness of the responsibility we all have in conserving and promoting the often obvious intangible cultural heritage, but which is not at all useful if there are no people who nourish and promote it, also as an opportunity and community heritage."

3.2. Leo discovering Veneto (Archeocomics)

LOGO	Name of Platform: produzioni dal basso	Duration campaign 05/05/2020-30/06/2020
Involvement of other companies/public authorities: none	Link Campaign https://www.produzionidalbasso.com/project/sostieni-archeocomics-il-finale-della-storia-lo-scrivi-tu/	ICH keywords preservation of tradition through the archeology
Number supporters/investors: 17	Amount achieved: €535	Amount envisioned: €5.000
Success Factors: original mix of comics and archeology; involvement of schools	Main failures: scarce activation of network; it was not possible to interact with offline public due to CORONA	
Relation to regional policy: high		
Impact of the Project: hopefully in future they'll be able to work with schools		
Lessons Learned: They could have counted on partners that they hadn't considered, because they concentrated mainly on customer acquisition.		

3.2.1. Short description/abstract

Leo discovering Veneto is the editorial project of Archeocomics which aims to promote and disseminate, through the fun language of comics, the intangible cultural heritage of Veneto among children and young people.

3.2.2. Project aim

The construction of a shared identity responds to the need for social inclusion, a crucial imperative in today's multi-ethnic society: the aim of the project is to ensure that this message of sharing and valorizing the differences can reach even the youngest, helping them in their path of civil growth.

With the money collected, they want to prepare a comics book to be presented to schools, where several activities might be developed among students involving them into the completion of the book itself.

3.2.3. Choice of crowdfunding model and platform

T2i published a Call for proposals. After this call, all people could participate to a training course where all contents related to ARTISTIC Services and Tools, as adapted by our PP08 UHAM, were presented. Among them:

- Financial and Mangement modules;

- IPR modules;

- Communication strategies.

As main outputs Business Model Canvas and Business Plans were realised.

In October 2019 there was a local and then a transnational selection; in such a way 21 projects were then reduced to 5. These 5 ones followed later on specific consulting and coaching sessions: in such a way a dedicated communication was developed and a certain crowdfunding platform was selected: taking into consideration the carachteristics of these ones, all 5 t2i projects were taken to a reward campaign and produzioni dal basso www.produzionidalbasso.com the first and most important Italian donation and reward platform (according to a 2019 independent survey realised by Starteed) was selected. T2i and pdb signed an agreement dedicated to ARTISTIC project and opened a Network page on the pdb platform. Great interest from pdb and collaboration wad found. A joint press conference to launch the campaigns was realised on May 7th 2020, despite of CORONA pandemy.

3.2.4. Communication strategy

T2i hired a company named Pensiero Visibile (www.pensierovisibile.it). They activated the project owners to define their target, to prepare a list of stakeholders and interested people, to prepare some photos and good videos. Then the agency helped them prepare the video for the platform, the storytelling of each campaign and the texts to be published into the platform. Also, they helped them into preparing some posts and comments for social media such as Facebook.

The platform iteself contributed by sending a newsletter and posting into their social media. Also they provided a consultant who followed the campaigns from the very beginning to the end.

T2i realised a joint press conference with produzioni dal basso in order to launch the campaigns; we sent our newsletter to 16.000 registered people and we managed posting into the company social media.

3.2.5. Timing, objectives and rewards of the crowdfunding campaigns

All t2i campaigns were on line starting from May 5th and supposed to close by June 15th. Archeocomics postponed the end of campaign to the end of June.

3.2.6. Outcomes and results

The campaign reached€€535 out of €5.000; they had 17 supporters.

3.2.7. What were the main hurdles?

Listening to their very words: "We understand, let's say at our expense, the importance of the network. To build it and to make it solid it takes time. We certainly need a little more. In hindsight, we also realized that the stakeholders could be more numerous and varied than we thought. We could have counted on partners that we had not considered because we mainly concentrated on acquiring customers. However, we have all the desire to move according to our new awareness: as soon as the Covid-19 emergency has returned, we will organize events with fellow archaeologists and other friendly cultural realities, experiencing the sharing of ideas and projects with less fear. We are then reflecting on what legal form to give to our newly started company. In fact, we realized how recognizable this thing is and can communicate stability and reliability to stakeholders in general."

3.2.8. How to improve and follow up?

Listening to their very words: "In summary, we can say that we give a great value to the relationship aspect of doing business. The partial failure of our crowdfunding campaign motivated us to dare more. We intend to do it precisely through greater sharing, shelving the fear of judgment and the fear of "theft of ideas"."

3.3. Shakespeare Week 2.0

LOGO	Name of Platform:	Duration campaign
	produzioni dal basso	05/05/2020- 15/06/2020
Involvement of other companies/public authorities: none	Link Campaign https://www.produzionidalbasso.com/project/shakespeare-week-2-0partecipa-al-nostro-primo-teatro-interattivo/	ICH keywords theatre; art; culture
Number supporters/investors: 76	Amount achieved: €2.605	Amount envisioned: €10.000
Success Factors: traditional theatre		Main failures: it was not possible to interact with offline public due to CORONA
Relation to regional policy: high		
Impact of the Project: even if the amount was not reached, the project was a success since they had many contributors		
Lessons Learned: even in difficulties, resilience is the major resource		

3.3.1. Short description/abstract

Shakespeare Week, is the project presented by Casa Shakespeare, the theater production company that performs - in Italian and in the original language - the works of the Bard of Stratford Upon Avon in the city of Romeo and Juliet.

3.3.2. Project aim

The goal of the fundraiser is to create Shakespeare Week as an interactive theater event, capable of involving the public online and transporting it to the Elizabethan atmosphere. It is an association that already operates in the Verona area.

3.3.3. Choice of crowdfunding model and platform

T2i published a Call for proposals. After this call, all people could participate to a training course where all contents related to ARTISTIC Services and Tools, as adapted by our PP08 UHAM, were presented. Among them:

- Financial and Mangement modules;
- IPR modules;
- Communication strategies.

As main outputs Business Model Canvas and Business Plans were realised.

In October 2019 there was a local and then a transnational selection; in such a way 21 projects were then reduced to 5. These 5 ones followed later on specific consulting and coaching sessions: in such a way a dedicated communication was developed and a certain crowdfunding platform was selected: taking into consideration the carachteristics of these ones, all 5 t2i projects were taken to a reward campaign and produzioni dal basso www.produzionidalbasso.com the first and most important Italian donation and reward platform (according to a 2019 independent survey realised by Starteed) was selected. T2i and pdb signed an agreement dedicated to ARTISTIC project and opened a Network page on the pdb platform. Great interest from pdb and collaboration wad found. A joint press conference to launch the campaigns was realised on May 7th 2020, despite of CORONA pandemy.

3.3.4. Communication strategy

T2i hired a company named Pensiero Visibile (www.pensierovisibile.it). They activated the project owners to define their target, to prepare a list of stakeholders and interested people, to prepare some photos and good videos. Then the agency helped them prepare the video for the platform, the storytelling of each campaign and the texts to be published into the platform. Also, they helped them into preparing some posts and comments for social media such as Facebook.

The platform iteself contributed by sending a newsletter and posting into their social media. Also they provided a consultant who followed the campaigns from the very beginning to the end.

T2i realised a joint press conference with produzioni dal basso in order to launch the campaigns; we sent our newsletter to 16.000 registered people and we managed posting into the company social media.

3.3.5. Timing, objectives and rewards of the crowdfunding campaigns

All t2i campaings were on line starting from May 5th; this campaign closed on June 15th.

3.3.6. Outcomes and results

The campaign reached€€2.605 out of €10.000; they had 76 supporters.

3.3.7. What were the main hurdles?

Listening to their very words: "COVID compelled us to adapt to a new project idea"

3.3.8. How to improve and follow up?

Listening to their very words: "if you have a strong and resilient team you can cope with even the darker situations."

3.4. Coloramisù (Treviso Urbs Picta)

LOGO	Name of Platform: produzioni dal basso	Duration campaign 05/05/2020- 30/06/2020
Involvement of other companies/public authorities: endorsement of the Municipality of Treviso	Link Campaign https://www.produzionidalbasso.com/project/coloramisu-fai-rinascere-treviso-citta-dipinta/	ICH keywords preservation of traditional paintings by means of new technologies, through the involvement of citizens
Number supporters/investors: 34	Amount achieved: €1.020	Amount envisioned: €20.000
Success Factors: mix of art, technology and social involvment	Main failures: scarce activation of network	
Relation to regional policy: high		
Impact of the Project: hopefully in future they'll be able to get on with the collaboration of the Municipality of Treviso		
Lessons Learned: That passion is believing in it allows you to overcome difficulties, that being resilient pays off, and that assessing risks is equally fundamental! The value of a competent and cohesive team is central, as is solid planning.		

3.4.1. Short description/abstract

"Coloramisù" is the project created to enhance the artistic heritage of city of Treviso, known in the past as "Urbs Picta" for the beautiful fresco decorations that decorated the external walls of its city buildings.

3.4.2. Project aim

With the fundraiser, the initiative aims to virtually recreate the pictorial treasure of the city, setting up art workshops on fresco techniques and a videomapping of Treviso's artistic jewels. The project is promoted by the Gioiosa et Amorosa association, which has been operating for some time in the Treviso area.

3.4.3. Choice of crowdfunding model and platform

T2i published a Call for proposals. After this call, all people could participate to a training course where all contents related to ARTISTIC Services and Tools, as adapted by our PP08 UHAM, were presented. Among them:

- Financial and Mangement modules;

- IPR modules;

- Communication strategies.

As main outputs Business Model Canvas and Business Plans were realised.

In October 2019 there was a local and then a transnational selection; in such a way 21 projects were then reduced to 5. These 5 ones followed later on specific consulting and coaching sessions: in such a way a dedicated communication was developed and a certain crowdfunding platform was selected: taking into consideration the carachteristics of these ones, all 5 t2i projects were taken to a reward campaign and produzioni dal basso www.produzionidalbasso.com the first and most important Italian donation and reward platform (according to a 2019 independent survey realised by Starteed) was selected. T2i and pdb signed an agreement dedicated to ARTISTIC project and opened a Network page on the pdb platform. Great interest from pdb and collaboration wad found. A joint press conference to launch the campaigns was realised on May 7th 2020, despite of CORONA pandemy.

3.4.4. Communication strategy

T2i hired a company named Pensiero Visibile (www.pensierovisibile.it). They activated the project owners to define their target, to prepare a list of stakeholders and interested people, to prepare some photos and good videos. Then the agency helped them prepare the video for the platform, the storytelling of each campaign and the texts to be published into the platform. Also, they helped them into preparing some posts and comments for social media such as Facebook.

The platform iteself contributed by sending a newsletter and posting into their social media. Also they provided a consultant who followed the campaigns from the very beginning to the end.

T2i realised a joint press conference with produzioni dal basso in order to launch the campaigns; we sent our newsletter to 16.000 registered people and we managed posting into the company social media.

3.4.5. Timing, objectives and rewards of the crowdfunding campaigns

All t2i campaings were on line starting from May 5th and supposed to close by June 15th. Coloramisù postponed the end of campaign to the end of June.

3.4.6. Outcomes and results

The campaign reached€€1.020 out of €20.000; they had 34 supporters.

3.4.7. What were the main hurdles?

Listening to their very words: "They had difficulties in involving their network, even if they had the aknowlegment of the Municipality of Treviso".

3.4.8. How to improve and follow up?

Listening to their very words: "That passion is believing in it allows you to overcome difficulties, that being resilient pays off, and that assessing risks is equally fundamental! The value of a competent and cohesive team is central, as is solid planning. If the crowdfunding campaign is not enough, we will continue to seek and find other ways of financial support but we are convinced of the goodness of our project. Even the City of Treviso has already recognized the importance and value of the project, guaranteeing the sponsorship of the Coloramisù project, and we are still working to build a solid network of partners."

3.5. Otherwise in Dance (You Are The Protagonist)

LOGO	Name of Platform: produzioni dal basso	Duration campaign 05/05/2020- 15/06/2020
Involvement of other companies/public authorities: none	Link Campaign https://www.produzionidalbasso.com/project/realizziamo-lo-spettacolo-di-diversamente-in-danza-il-protagonista-sei-tu/	ICH keywords: dance; inclusion;
Number supporters/investors: 114	Amount achieved: €6.230	Amount envisioned: €5.000

Success Factors: mix of dance & inclusion	Main failures: x
Relation to regional policy: high	
Impact of the Project: with the funds collected they'll be able to realise their dream	
Lessons Learned: many people were unable to use the platforms despite the fact that it was also very easy to use, especially the older ones.	

3.5.1. Otherwise in Dance (You Are The Protagonist)

3.5.2. Short description/abstract

Otherwise in Dance (You Are The Protagonist) is the project created to enhance the artistic capacities of dancers, while realising a perfomanceshow based on a novel.

3.5.3. Project aim

With Diversamente in Danza it is possible to become co-producers of the show "Punte di Gesso. Fiocchi di Neve", inspired by the tale of the Veronese writer Silvia de Meis, a story on how dance allows people to overcome the limits, how diversity always represents a creative resource, and how the sixth art can also give rise to friendships that go beyond any prejudice. It is an association that already operates in the Verona area.

3.5.4. Choice of crowdfunding model and platform

T2i published a Call for proposals. After this call, all people could participate to a training course where all contents related to ARTISTIC Services and Tools, as adapted by our PP08 UHAM, were presented. Among them:

- Financial and Mangement modules;
- IPR modules;

- Communication strategies.

As main outputs Business Model Canvas and Business Plans were realised.

In October 2019 there was a local and then a transnational selection; in such a way 21 projects were then reduced to 5. These 5 ones followed later on specific consulting and coaching sessions: in such a way a dedicated communication was developed and a certain crowdfunding platform was selected: taking into consideration the carachteristics of these ones, all 5 t2i projects were taken to a reward campaign and produzioni dal basso www.produzionidalbasso.com the first and most important Italian donation and reward platform (according to a 2019 independent survey realised by Starteed) was selected. T2i and pdb signed an agreement dedicated to ARTISTIC project and opened a Network page on the pdb platform. Great interest from pdb and collaboration wad found. A joint press conference to launch the campaigns was realised on May 7th 2020, despite of CORONA pandemy.

3.5.5. Communication strategy

T2i hired a company named Pensiero Visibile (www.pensierovisibile.it). They activated the project owners to define their target, to prepare a list of stakeholders and interested people, to prepare some photos and good videos. Then the agency helped them prepare the video for the platform, the storytelling of each campaign and the texts to be published into the platform. Also, they helped them into preparing some posts and comments for social media such as Facebook.

The platform iteself contributed by sending a newsletter and posting into their social media. Also they provided a consultant who followed the campaigns from the very beginning to the end.

T2i realised a joint press conference with produzioni dal basso in order to launch the campaigns; we sent our newsletter to 16.000 registered people and we managed posting into the company social media.

3.5.6. Timing, objectives and rewards of the crowdfunding campaigns

All t2i campaings were on line starting from May 5th; this campaign closed by June 15th.

3.5.7. Outcomes and results

The campaign reached€€6.230 out of €5.000; they had 114 supporters.

3.5.8. What were the main hurdles?

Listening to their very words: "the approach to the crowd is backward in Italy, many people were unable to use the platforms despite the fact that it was also very easy to use, especially the older ones, some preferred to transfer money to the association because they didn't trust each other, they trusted more without intermediaries".

3.5.9. How to improve and follow up?

Listening to their very words: "project team is crucial; as well as sharing the same ideology and sense of purpose sharing; the relationship with donors should be cultivated even after the campaign".

3.6. Living Early History

LOGO	Name of Platform:	Duration campaign
Bostel di Rotzo	FUNDERA	04/05/2020 – 30/09/2020

Involvement of other companies/public authorities:	Link Campaign	ICH keywords
CUOA Business School	https://www.bosteldirotzo.it/crowfunding-living-early-history/	XX XX XX

Number supporters/investors: 12	Amount achieved: € 1.180,00	Amount envisioned € 80.000

Success Factors	Main failures
12 investors despite the blocking of initiatives and the psychological impact on the general public (see lesson learned) is an indication of interest in the project and of the goodness of the initiative. It must be considered that the first step (see later) was set at 3.000 euros, 80.000 are the maximum to finance all the initiatives of the complete project.	There were no errors, but the type of entity such as Bostel needed the traditional communication campaign which was not possible due to covid. Furthermore, the social distancing and the limitations due to the covid made rewarding difficult, mainly based on entrances, personalized visits and on-site experiences.

Relation to regional policy:

Regional Law no. 34 of 8th October 2018 "Rules for the protection, development and promotion of Venetian craftsmanship", that introduces rules on the recognition of artistic, typical and traditional craftsmanship and historical craftsmanship, as well the introduction of the figure of the "Master craftsman" and the concept of "School workshop".

Impact of the Project:

"Give life" to the remains of an ancient Veneto-Rhaetian Iron Age village, a unique site that testifies how our ancestors lived and reproduce the arts and crafts of the time.

Lessons Learned:

- Donation & reward is suitable for initiatives like this.
- Campaigns for entities and projects such as Bostel must be a harmonized mix between digital communication and traditional communication (events, posters, brochures, brochures, etc.) at banks, public administration offices, shops, theaters, etc. The covid pandemic stops the initiatives that have been already planned.

3.6.1. Short description/abstract

Enhance and safeguard the artistic and life witness of the Venetians of the Iron Age by simplifying the storytelling.

3.6.2. Project aim

Face the history by touching it with your hand, accompanied by 1: 1 scale reconstructions of structures and artifacts, with people in flesh and blood, in historical clothes, which tell the story of those who really lived the everyday life of that past for too long closed in the windows. Immerse the tourist, the visitor, the school children ... in the past through the AR and VR, become one of the inhabitants of the village (the potter, the weaver, the warrior, the peasant ...) and get to know the daily life of the past through direct experience and / or virtual.

3.6.3. Choice of crowdfunding model and platform

The choice was motivated by the availability and flexibility of the owner of the platform FUNDERA, as well as being a very expert platform with regard to lending and equity. He invested in the project without asking for acceptance and publication fees (only fees on subscribed capital and to a lesser extent than market standards).

3.6.4. Communication strategy

- Social media (both official website, affiliates, associates, personal contacts and institutional pages of partner)
- Affiliates, associates and personal contacts/e-mail
- "Real world" communication campaigns (events, posters, brochures, leaflets, etc.) stopped at the early beginning because pandemic

3.6.5. Timing, objectives and rewards of the crowdfunding campaigns

From a mention in the museum and site up to an art object depending on the amount of the subscription.

The funding objectives were staggered in steps.

3.6.6. Outcomes and results

See "lesson learned".

3.6.7. What were the main hurdles?

- Ineffective communication channels.
- Negative impact of the pandemic on the site's core business activities which would have allowed a direct relationship with potential investors.
- Short campaign.

3.6.8. How to improve and follow up?

- Ineffective communication channels: it must be accompanied by a strong transnational (for the Artistic brand and its connotation of European cultural support initiative) and national information activity.

- Short campaign: the platform must allow time flexibility, visibility and availability to personalize the pages. An initiative with a strong communicative impact allows you to be more incisive in requests to the platform

- Transnational coordination of communication campaigns

- Strengthen the involvement at local level of support institutions, such as local and cooperative credit banks, able to collect and convey donor support outside the web circuit, an initiative planned and started initially, but that has been stopped by the advent of the covid pandemic

- Negative impact of the pandemic: unfortunately, there is nothing to do

3.7. Terracotta - Hub Gallery

LOGO	Name of Platform: FUNDERA	Duration campaign 04/05/2020 - 30/09/2020
Involvement of other companies/public authorities: CUOA Business School Municipality of Bassano del Grappa Association City of Ceramics	Link Campaign https://www.fundera.it/Home/Reward?idprogetto=5	ICH keywords CERAMICS CRAFTMANSHIP TRADITIONAL TECNIQUES
Number supporters/investors: 2	Amount achieved: € 70,00	Amount envisioned € 60.000

Success Factors	Main failures

Relation to regional policy:

Regional Law no. 34 of 8th October 2018 "Rules for the protection, development and promotion of Venetian craftsmanship", that introduces rules on the recognition of artistic, typical and traditional craftsmanship and historical craftsmanship, as well the introduction of the figure of the "Master craftsman" and the concept of "School workshop".

Impact of the Project:

Through urban regeneration, which aims to create in the historic center of Bassano del Grappa a network of spaces dedicated to the enhancement of ceramics, safeguarding the processing of traditional quality ceramics.

Lessons Learned:

- Donation is not suitable for initiatives that can be understood as business start-ups. For these projects, lending or equity is the main crowdfunding approach to be adopted. Alternatively, also reward, but in the form of advance sale. It was a known aspect, but a different culture of proposers must be developed. No one contributes for free to the financing of a profit-making enterprise.

- Crowdfunding campaigns must be preceded by a strong information campaign both traditional and transnational and national digital communication. Too few people have ever heard of Artistic and it can't be improvised in a few months.

- Campaigns must be a harmonized mix between digital communication and traditional communication, in particular in the area (events, posters, brochures, brochures, etc.) at banks, public administration offices, shops, theaters, etc. The covid pandemic stops the initiatives that have been already planned and started and were fundamental for the diffusion of the initiatives in an area of small urban centers and advanced age.

- Lending and much more equity require a different approach to the crowdfunding campaign and above all to the selection process: very precise and strong requirements to join.

3.7.1. Short description/abstract

Urban regeneration project of the historic center of Bassano del Grappa through a network of spaces dedicated to ceramics and its tradition.

3.7.2. Project aim

Safeguarding excellent and traditional craftsmanship in the production of local ceramics, innovated in a contemporary key in the design and artistic proposition of the object

3.7.3. Choice of crowdfunding model and platform

The choice was motivated by the availability and flexibility of the owner of the platform FUNDERA, as well as being a very expert platform with regard to lending and equity. He invested in the project without asking for acceptance and publication fees (only fees on subscribed capital and to a lesser extent than market standards).

3.7.4. Communication strategy

- Social media (both personal contacts and institutional pages of partner)
- Personal contacts/e-mail
- "Real world" communication campaigns (events, posters, brochures, leaflets, etc.) stopped at the early beginning because pandemic

3.7.5. Timing, objectives and rewards of the crowdfunding campaigns

From a mention in the site and shops, discount and affiliate cards up to participation to specific personal organized cultural events depending on the amount of the subscription.

The funding objectives were staggered in steps.

3.7.6. Outcomes and results

See "lesson learned".

3.7.7. What were the main hurdles?

- Ineffective communication channels.
- Short campaign.
- Wrong crowdfunding approach.
- Difficult to involve stakeholders in a short time.

3.7.8. How to improve and follow up?

- Ineffective communication channels: it must be accompanied by a strong transnational (for the Artistic brand and its connotation of European cultural support initiative) and national information activity.

- Short campaign: the platform must allow time flexibility, visibility and availability to personalize the pages. An initiative with a strong communicative impact allows you to be more incisive in requests to the platform.

- Stakeholder involvements: to spend more time to carry out explanatory meetings and events in preparation for the crowdfunding campaign.

- Wrong crowdfunding approach: to choose a mix between lending and equity, with equity prevalence. However, this requires an Artistic approach that is different from the current one and which appeared more oriented towards donation / reward.

- Transnational coordination of communication campaigns

- Strengthen the involvement at local level of support institutions, such as local and cooperative credit banks, able to collect and convey donor support outside the web circuit, an initiative planned and started initially, but that has been stopped by the advent of the covid pandemic

3.8. M9 – Memories of 1900s

LOGO	Name of Platform: FUNDERA	Duration campaign 04/05/2020 – 30/06/2020
Involvement of other companies/public authorities: CUOA Business School Municipality of Vicenza Province of Vicenza	Link Campaign https://www.fundera.it/Home/Reward?idprogetto=3	ICH keywords ADVERTISEMENT LANGUAGE SOCIO-ECONOMIC HISTORY
Number supporters/investors: 19	Amount achieved: € 0,00	Amount envisioned € 100.000
Success Factors	Main failures	

Relation to regional policy:
Regional Law no. 34 of 8th October 2018 "Rules for the protection, development and promotion of Venetian craftsmanship", that introduces rules on the recognition of artistic, typical and traditional craftsmanship and historical craftsmanship, as well the introduction of the figure of the "Master craftsman" and the concept of "School workshop".

Impact of the Project:
Advertising is an integral part of the history of Italian customs and culture and beyond: neologisms, expressions, history of companies that have made culture and not only products. It is an enormous patrimony that risks being lost if you do not recover it and give it a new life allowing everyone to enjoy it: the aim of the project is to find it, recover it, restore it, make it usable.

Lessons Learned:

- Donation is not suitable for initiatives that can be understood as business start-ups. For this project, a part of lending and a part equity-based are the main crowdfunding approaches to be adopted. It was a known aspect and the proposer was aware of it, but he wanted to "test the market". Now it is clear that no one contributes for free to the financing of a profit-making enterprise.

- Crowdfunding campaigns must be preceded by a strong information campaign both traditional and transnational and national digital communication. Too few people have ever heard of Artistic and it can't be improvised in a few months.

- Campaigns must be a harmonized mix between digital communication and traditional communication, in particular in the area (events, posters, brochures, brochures, etc.) at banks, public administration offices, shops, theatres, etc. The covid pandemic stops the initiatives that have been already planned and started and were fundamental for the diffusion of the initiatives in an area of small urban centres and advanced age.

- Lending and much more equity require a different approach to the crowdfunding campaign and above all to the selection process: very precise and strong requirements to join.

3.8.1. Short description/abstract

Recovery of historical archives of enterprises advertising from Veneto, an enormous patrimony part of the Italian costume and culture, that risk being lost if not recovered and given new life.

3.8.2. Project aim

To safeguard the immense patrimony of documents (advertising on billboards, films, stickers, brochures, etc.; stories, photographs, interviews, business documentaries, etc.) produced in 150 years by Veneto businesses.

Realize digital consultations, books, business museums and merchandising.

3.8.3. Choice of crowdfunding model and platform

The choice was motivated by the availability and flexibility of the owner of the platform FUNDERA, as well as being a very expert platform with regard to lending and equity. He invested in the project without asking for acceptance and publication fees (only fees on subscribed capital and to a lesser extent than market standards).

3.8.4. Communication strategy

- Social media (both personal contacts and institutional pages of partner)
- Personal contacts/e-mail
- "Real world" communication campaigns (events, posters, brochures, leaflets, etc.) stopped at the early beginning because pandemic

3.8.5. Timing, objectives and rewards of the crowdfunding campaigns

The funding objectives were staggered in steps: from a mention in the web site and site up to unlimited access to the whole documentation in the site, books, objects, etc. depending on the amount of the subscription.

3.8.6. Outcomes and results

See "lesson learned".

3.8.7. What were the main hurdles?

- Ineffective communication channels.
- Short campaign.
- Wrong crowdfunding approach.

3.8.8. How to improve and follow up?

- Ineffective communication channels: it must be accompanied by a strong transnational (for the Artistic brand and its connotation of European cultural support initiative) and national information activity.

- Short campaign: the platform must allow time flexibility, visibility and availability to personalize the pages. An initiative with a strong communicative impact allows you to be more incisive in requests to the platform

- Wrong crowdfunding approach: to choose a mix between lending and equity, with equity prevalence. However, this requires an Artistic approach that is different from the current one and which appeared more oriented towards donation / reward.

- Transnational coordination of communication campaigns

- Strengthen the involvement at local level of support institutions, such as local and cooperative credit banks, able to collect and convey donor support outside the web circuit, an initiative planned and started initially, but that has been stopped by the advent of the covid pandemic

3.9. Terzaforma

LOGO	Name of Platform: FUNDERA	Duration campaign 04/05/2020 – 30/09/2020
Involvement of other companies/public authorities: CUOA Business School Municipality of Rovigo	Link Campaign https://www.fundera.it/Home/Reward?idprogetto=1	ICH keywords CERAMICS CRAFTMANSHIP TRADITIONAL TECNIQUES
Number supporters/investors: 1	Amount achieved: € 100	Amount envisioned € 30.000

Success Factors	Main failures
	Crowdfunding approach (better reward or lending)
	Involvement of own contacts

Relation to regional policy:

Regional Law no. 34 of 8th October 2018 "Rules for the protection, development and promotion of Venetian craftsmanship", that introduces rules on the recognition of artistic, typical and traditional craftsmanship and historical craftsmanship, as well the introduction of the figure of the "Master craftsman" and the concept of "School workshop".

Impact of the Project:

Safeguarding excellent and traditional craftsmanship in the production of Venetian ceramics by training new craftsmen

Lessons Learned:

- Donation is not suitable for initiatives that can be understood as business start-ups. For these projects, lending or equity is the main crowdfunding approach to be adopted. Alternatively, also reward, but in the form of advance sale. It was a known aspect, but a different culture of proposers must be developed. No one contributes for free to the financing of a profit-making enterprise.

- Crowdfunding campaigns must be preceded by a strong information campaign both traditional and transnational and national digital communication. Too few people have ever heard of Artistic and it can't be improvised in a few months.

- Campaigns must be a harmonized mix between digital communication and traditional communication, in particular in the area (events, posters, brochures, brochures, etc.) at banks, public administration offices, shops, theaters, etc. The covid pandemic stops the initiatives that have been already planned and started and were fundamental for the diffusion of the initiatives in an area of small urban centers and advanced age.

- Lending and much more equity require a different approach to the crowdfunding campaign and above all to the selection process: very precise and strong requirements to join.

3.9.1. Short description/abstract

Set Up of a school and craft-workshop for the creation and sale of artistic ceramic artefacts in order to safeguard and hand down traditional craftsmanship and its excellence

3.9.2. Project aim

Safeguarding excellent and traditional craftsmanship in the production of Venetian ceramics, innovated in a contemporary key in the design and artistic proposition of the object, in a combination of art, craftsmanship and design culture.

3.9.3. Choice of crowdfunding model and platform

The choice was motivated by the availability and flexibility of the owner of the platform FUNDERA, as well as being a very expert platform with regard to lending and equity. He invested in the project without asking for acceptance and publication fees (only fees on subscribed capital and to a lesser extent than market standards).

3.9.4. Communication strategy

- Social media (both personal contacts and institutional pages of partner)
- Personal contacts/e-mail
- "Real world" communication campaigns (events, posters, brochures, leaflets, etc.) stopped at the early beginning because pandemic

3.9.5. Timing, objectives and rewards of the crowdfunding campaigns

From a mention in the shop and site up to an art object depending on the amount of the subscription.

The funding objectives were staggered in steps.

3.9.6. Outcomes and results

See "lesson learned".

3.9.7. What were the main hurdles?

- Ineffective communication channels.
- Short campaign.

3.9.8. How to improve and follow up?

- Ineffective communication channels: it must be accompanied by a strong transnational (for the Artistic brand and its connotation of European cultural support initiative) and national information activity.

- Short campaign: the platform must allow time flexibility, visibility and availability to personalize the pages. An initiative with a strong communicative impact allows you to be more incisive in requests to the platform

- Transnational coordination of communication campaigns

- Strengthen the involvement at local level of support institutions, such as local and cooperative credit banks, able to collect and convey donor support outside the web circuit, an initiative planned and started initially, but that has been stopped by the advent of the covid pandemic

3.10. Timeline of the Scuola Grande di S.Giovanni Evangelista di Venezia

LOGO	Name of Platform:	Duration campaign
SCUOLA GRANDE SAN GIOVANNI EVANGELISTA DI VENEZIA	FUNDERA	04/05/2020 – 30/09/2020
Involvement of other companies/public authorities: CUOA Business School	Link Campaign https://www.fundera.it/Home/Reward?idprogetto=2	ICH keywords VENICE ARCHITECTURE PASSING ON
Number supporters/investors: 19	Amount achieved: € 1.507,00	Amount envisioned € 40.000

Success Factors	Main failures
19 investors despite the blocking of initiatives and the psychological impact on the general public (see lesson learned) is an indication of interest in the project and of the goodness of the initiative. It must be considered that the first step (see later) was set at 5.000 euros, 40.000 are the maximum to finance all the initiatives of the complete project.	There were no errors, but the type of entity such as Scuola Grande needed the traditional communication campaign which was not possible due to covid.

Relation to regional policy:
Regional Law no. 34 of 8th October 2018 "Rules for the protection, development and promotion of Venetian craftsmanship", that introduces rules on the recognition of artistic, typical and traditional craftsmanship and historical craftsmanship, as well the introduction of the figure of the "Master craftsman" and the concept of "School workshop".

Impact of the Project:

Make Venetians and tourists participate in the secrets it contains, such as the relationship with high water, natural defence for Venice, and the perspective and acoustic studies of Venetian architects. using new technologies and creating virtual reality tools that allow easy disclosure.

Lessons Learned:

- Donation & reward is suitable for initiatives like this.
- Campaigns for entities and projects such as Scuola Grande must be a harmonized mix between digital communication and traditional communication (events, posters, brochures, brochures, etc.) at banks, public administration offices, shops, theaters, etc. The covid pandemic stops the initiatives that have been already planned.

3.10.1. Short description/abstract

Implementation of a virtual path inside the ancient building of the Scuola Grande di San Giovanni, through which reveal the secrets of Venice, such as the relationship with high water and the study of perspective and acoustics

3.10.2. Project aim

Safeguard, transmit and make understandable the historical and cultural heritage contained in the "Scuola Grande", an example of 800 years of traditions and artistic and architectural skills of the Venetian school.

3.10.3. Choice of crowdfunding model and platform

The choice was motivated by the availability and flexibility of the owner of the platform FUNDERA, as well as being a very expert platform with regard to lending and equity. He invested in the project without asking for acceptance and publication fees (only fees on subscribed capital and to a lesser extent than market standards).

3.10.4. Communication strategy

- Social media (both official website, affiliates, associates, personal contacts and institutional pages of partner)
- Affiliates, associates and personal contacts/e-mail
- "Real world" communication campaigns (events, posters, brochures, leaflets, etc.) stopped at the early beginning because pandemic

3.10.5. Timing, objectives and rewards of the crowdfunding campaigns

From a mention in the museum and site up to an art object depending on the amount of the subscription.

The funding objectives were staggered in steps.

3.10.6. Outcomes and results

See "lesson learned".

3.10.7. What were the main hurdles?

- Ineffective communication channels.
- Negative impact of the pandemy on the school's core business activities which would have allowed a direct relationship with potential investors.
- Short campaign.

3.10.8. How to improve and follow up?

- Ineffective communication channels: it must be accompanied by a strong transnational (for the Artistic brand and its connotation of European cultural support initiative) and national information activity.

- Short campaign: the platform must allow time flexibility, visibility and availability to personalize the pages. An initiative with a strong communicative impact allows you to be more incisive in requests to the platform

- Transnational coordination of communication campaigns

- Strengthen the involvement at local level of support institutions, such as local and cooperative credit banks, able to collect and convey donor support outside the web circuit, an initiative planned and started initially, but that has been stopped by the advent of the covid pandemic

- Negative impact of the pandemy: unfortunately, there is nothing to do

3.11. Berhofer Mühle – 175 Jahre MÜhle

LOGO	Name of Platform: www.1000x1000.at/	Duration campaign June 2020 – September 2020
Involvement of other companies/public authorities: NO	Link Campaign https://1000x1000.com/berghofermuehle	ICH keywords E.g culture and handcraft
Number supporters/investors: ?	Amount achieved: ?	Amount envisioned
Success Factors good regional anchoring	Main failures	
Relation to regional policy: high relation		
Impact of the Project:		
Lessons Learned: online and offline activities are necessary		

3.11.1. Campaign TITLE

Spezialmehle aus der Berghofer-Mühle, die Müllerinnen machen's frisch und fein

3.11.2. Short description/abstract

Rare fillings and special blends strengthen competitiveness and meet the demands of conscious customers. As a producing foam mill, they want to expand the range of "creative flours" and rarities. For this purpose, they are purchasing a flour mixer, a filling machine with automatic weighing system and a stone mill.

3.11.3. Project aim

Support of regional mill trade as a basis for product innovation.

Further strengthening the future viability of one of the most important mills in the Raabtal.

Annual goods voucher with added value.

Unique insights and opportunities around the mill and the mill trade.

Security of supply with the number one foodstuff - flour.

Further development of an intangible cultural heritage in the Styrian Volcanic Land

3.11.4. Choice of crowdfunding model and platform

Recommendation ISN

3.11.5. Timing, objectives and rewards of the crowdfunding campaigns

Timing was sup-optimal because of COVID10, pre sales campaign, goodies

3.11.6. Outcomes and results

Campaign is not finished yes, still runs till 15.09.2020

3.11.7. What were the main hurdles?

Covid19, fear of ICH owner, no offline events, just online marketing and press

3.12. Video documentation of Hungarian Vernaculaire Architecture

Video documentation of Hungarian Vernaculaire Architecture	Name of Platform: goood.hu	Duration campaign 20/03/2020-30/08/2020
Involvement of other companies/public authorities: Effix-Marketing Ltd. (preparation of the campaign)	Link Campaign: https://www.goood.hu/gyujtes-sc2q435v07	Traditional architecture, earth architecture, traditions, thatch, adobe, wooden
Number supporters/investors: 14	Amount achieved: 75,000 HUF	Amount envisioned: 1,000,000 HUF

Success Factors: - Well prepared campaign material	Main failures: - Crowdfunding is still in an introductory phase in Hungary - Lack of intense/active marketing during the campaigns (partly due to COVID-19 – other priorities, partly due to the lack of practical marketing knowledge)

Relation to regional policy: rural development, active communities, job creation
Impact of the Project: campaign is still running
Lessons Learned: cooperation is key to solve problems

3.12.1. Short description/abstract

Their plan for the next few years is to build a "Traditional Architectural Documentation Library". The project-owner would like to pass on and retain all the know-how that is still available today for the future generations. The document library aims to be a comprehensive collection of the traditional architectural knowledge. They would like to record folk architecture with video footages. Even in the field of ethnography, it is of paramount importance to preserve the ancient knowledge still available today.

3.12.2. Project aim

The organization has been working to rescue wine cellars near the settlement for several decades. The result of many years of work is the creation of a knowledgeable professional team alongside the beautiful cellars on the hill. The association has established partnerships with other organizations working to save traditional architecture. In 2017, the Central Directorate of the Hungarian Country Houses was established. The cooperation plays an important role in the transfer and preservation of folk architectural knowledge.

3.12.3. Choice of crowdfunding model and platform

- Donation-based (with small symbolic rewards)

- Original plan: Indiegogo (previously Hungary has been removed from the supported countries)

- Two existing platforms in Hungary: adjukossze.hu & **goood.hu** – first one is more professional, but latter is less complicated (due to the delay, the second has been chosen)

3.12.4. Communication strategy

1. "The great Kick-off": the planned start of the campaign was the time of the first spring events organized by the project-owner (camps, cycling, hiking, small festivals etc.) – all of them have been cancelled.

2. Continuous direct marketing throughout the events (with flyers).

3. Continuous dissemination the existing Facebook page (more than 3,000 followers).

+ Keeping up-to-date the donors about the implementation of the video repository (same channels, as well as other related project events)

3.12.5. Timing, objectives and rewards of the crowdfunding campaigns

- Original plan was to start by the end of January, but due to the Indiegogo issue, the starting date was 20/03/2020

- Timing has been reviewed and extended by the end of August

- Flexible goal

- Perks (symbolic rewards):

Over 1,500 HUF - Thanks of the Hill Shepherd!

Thank you for your support! If you allow us, we will also thank you for your support by email, we will add your name to our list of supporters.

Over 5,000 HUF - Hill Shepherd hug!

Thank you for your support! We express our gratitude for your donation on our facebook page and in an email, we will add your name to our list of sponsors. You will also be invited to our folk architecture programs.

Over 15,000 HUF - Certificated thanks.

Thank you for your support! As a token of our gratitude, you will receive a certificate, we will add your name to our list of supporters. In addition, you will be invited to our folk architecture programs and summer camps, we will give you a gift of a bottle of wine from the vineyards of Oszkó.

Over 35,000 HUF - Become a Hill Shepherd too!

We are inaugurated as Honorary Hill Shepherd. We send you regular information about our annual programs and you get a 10% discount for group bookings. (From 10 people) We will put your name

on the list of our sponsors, you will be invited to our folk architecture programs and summer camps, we will give you a bottle of wine and an annual wine vault pass for 5 bottles.

3.12.6. Outcomes and results

- Campaign is still running
- Financial result (13/07/2020): 7,1%

3.12.7. What were the main hurdles?

- Hungary has been removed from the supported countries of Indiegogo
- Finding a new operating platform (cooperation with Budapest Chamber of Commerce and Industry, and ECN)
- Kick-off campaign events cancelled due the COVID-19 outbreak
- Elaboration of a survival strategy took resources from working with the campaign (the problem was not the pandemic itself, but the new priorities to deal with)

3.12.8. How to improve and follow up?

- The campaign will run by the end of August
- Flexible goal means that despite the underfinancing, the first steps can be taken
- Project-owner replied, that despite it seems that the total goal will not be achieved, it is possible that they will run crowdfunding campaigns in the future, using the experiences gained during the ARTISTIC.

3.13. Traditional & Natural Small-sized House Models

Traditional & Natural Small-sized House Models	Name of Platform: goood.hu	Duration campaign 20/03/2020-30/08/2020
Involvement of other companies/public authorities: Effix-Marketing Ltd. (preparation of the campaign)	Link Campaign: https://www.goood.hu/gyujtes-x49e5u749j	ICH keywords Tradition, traditional architecture, children's game, local practices
Number supporters/investors: 10	Amount achieved: 68,500 HUF	Amount envisioned: 950,000 HUF
Success Factors: - Well prepared campaign material - Cooperation with more-known organization	Main failures: - No community has been built around the idea prior to the actual campaign (no time) - Crowdfunding is still in an introductory phase in Hungary - Lack of intense/active marketing during the campaigns (partly due to COVID-19 – other priorities, partly due to the lack of practical marketing knowledge)	
Relation to regional policy: job creation, business development, awareness raising		
Impact of the Project: campaign is still running		
Lessons Learned: successful campaign needs time for preparation (at the same time, **cooperative organizations can support start-ups with their already existing network and followers**)		

3.13.1. Short description/abstract

With our product we would like to emphasize the importance of the tradition of Hungarian folk architecture and the protection of cultural heritage. The creation of the dollhouse as an innovative local product has always been one of the old desires of Pannon Project Regional and Human Development Co.

Our idea is to serve the importance of play and, above all, parent-child play. After all, playing together brings joy, tightens the parent-child relationship, and enhances the sense of security. An indispensable scene for role-playing games.

3.13.2. Project aim

Sustainable, environmentally conscious, health-oriented lifestyles have been becoming increasingly important today. This lifestyle includes recycling, saving energy, buying green and organic products, choosing environmentally friendly transport and travel alternatives, and taking a general approach to environmentally conscious behaviour.

We collect donations for the development and the realization of a unique doll house that is completely different from the usual. By doing so, we want to target people who are susceptible to tradition and aspire to a more natural life, who can also partly acquire knowledge through their involvement in construction.

3.13.3. Choice of crowdfunding model and platform

- Reward-based (adjusted to a donation based platform)
- Original plan: Indiegogo (previously Hungary has been removed from the supported countries)
- Two existing platforms in Hungary: adjukossze.hu & **goood.hu** – first one is more professional, but latter is less complicated (due to the delay, the second has been chosen)

3.13.4. Communication strategy

Although the company was established almost two decades ago, their profile is much different. Partly because of the different activities they implemented, they do not even have a social media profile. As one of the success factor is to have a community around the idea, during a small-group meeting, the owner of the other initiative agreed to support their campaign with their own network and by joint promotion, as they accepted that the two ideas are not in competition with each other. Therefore, the structure of the strategy is the same as for the Video documentation of Hungarian Vernaculaire Architecture:

1. "The great Kick-off": the planned start of the campaign was the time of the first spring events organized by the project-owner (camps, cycling, hiking, small festivals etc.) – all of them have been cancelled.

2. Continuous direct marketing throughout the events (with flyers).

3. Continuous dissemination HPK existing Facebook page (more than 3,000 followers).

+ Creating own profile to keep donors up-to-date about the design and manufacturing process.

3.13.5. Timing, objectives and rewards of the crowdfunding campaigns

- Original plan was to start by the end of January, but due to the Indiegogo issue, the starting date was 20/03/2020
- Timing has been reviewed and extended by the end of August
- Flexible goal
- Perks (rewards based on the prototype accessories):

Over 1,500 HUF - Thanks!

Thank you for your support! If you allow us, we will also thank you for your support via email and add your name to our list of supporters.

Over 5,000 HUF - Thank you very much.

Thank you for your support! If you allow, we will also thank you by email and you will receive a certificate for "Supporting Natural Game Development", we will add your name to our list of supporters. We will also send you a newsletter about the development process.

Over 10,000 HUF - Dollhouse furniture.

In exchange for your support, we thank you by giving you the interior furniture of the dollhouse. If you allow, we will also thank you by email and you will receive a certificate for "Supporting Natural Game Development", we will add your name to our list of supporters. You will receive information and admission to craft events that showcase the processes of making a dollhouse.

Over 30,000 HUF - The first two donors will receive a complete dollhouse!

From now on, you too can enjoy the joy of playing together with the complete dollhouse and accessories. If you allow, we will also thank you by email and you will receive a certificate for "Supporting Natural Game Development", we will add your name to our list of supporters. You will receive information and admission to craft events that showcase the processes of making a dollhouse. If you are not among the lucky first two, do not be discouraged, our gift is the opportunity to participate in a two- or three-day craft experience training for two people, with accommodation and meals (for details, inquire at the e-mail address provided)!

3.13.6. Outcomes and results

- Campaign is still running
- Financial result (13/07/2020): 7,2%

3.13.7. What were the main hurdles?

- Hungary has been removed from the supported countries of Indiegogo
- Finding a new operating platform (cooperation with Budapest Chamber of Commerce and Industry, and ECN)
- Kick-off campaign events cancelled due the COVID-19 outbreak
- No "own identity" on social media

3.13.8. How to improve and follow up?

- Possible cooperation with private investor (local toy shop)
- Running a second campaign later (after developing a community around the idea)

3.14. KoLa Leipzig – Kooperative Landwirtschaft

1.1. KoLa Leipzig – Kooperative Landwirtschaft	Name of Platform: Regiocrowd.org	Duration campaign 06.05.2020-31.07.2020
Involvement of other companies/public authorities: Cooperative, professional gardeners	Link Campaign: https://www.regiocrowd.com/leipzig/zeitengagement/solidarische-landwirtschaft-vor-den-toren-leipzigs/	ICH keywords Tradition, gardening, old plants
Number supporters/investors: 149 and 913 cooperative members	Amount achieved: 604.000 EUR	Amount envisioned: 200.000 EUR
Success Factors:	-	

- Well prepared campaign material - Cooperation with network organization	
Relation to regional policy: job creation, business development, awareness raising	
Impact of the Project: campaign is still running	
Lessons Learned: successful campaign needs time for preparation (at the same time, **cooperative organizations can support start-ups with their already existing network and followers**)	

3.14.1. Abstract

Kola is a cooperative. 35 ha solidary fruit and vegetables for 2000 households. Flower strips, hedges, green manuring, soil-building crop rotation, mulch plantings, sustainable energy concept, building with wood and straw, the world's first solar thermal greenhouse. 30 fair jobs. The cooperative idea is a ICH from Germany.

founded in September 2019, the cooperative has so far already gained 820 members - so far they have brought in € 325 thousand in shares.

- A campaign was also launched to raise direct loans.
- the roof platform www.regiocrowd.de supports this.
- the campaign was carried out independently
- € 200 thousand was planned in the first stage and € 400 thousand in a later second stage.
- € 604 thousand was generated from 149 supporters
- The campaign was very successful.

3.14.2. Further steps / goals:

- Construction of a greenhouse with solar thermal energy
- approx. 4 million € investment requirement
- Possible funding:
- approx. € 1 million cooperative shares and direct loans
- approx. € 1 million investment from EU and state funds
- approx. € 2 million bank loans

3.14.3. Lessons learnt

- there are differences between urban and rural populations in terms of affinity for crowdfunding projects
- successful projects hit people's "nerves"
- Crowdinvest is conceivable for many people in times of low / no bank interest
- a good business plan helps to be successful
- you can also implement successful campaigns without a professional platform
- Promotion and marketing must also be done by the actors themselves
- Successful projects need enough time to plan and implement
- The cooperative is not only an intangible cultural heritage itself, but the form of the cooperative can also serve to successfully finance and implement projects.

3.15. Creation of a Orchard Meadow in Blumberg

LOGO	Name of Platform: Regiocrowd	Duration campaign Late autumn 2020 (start of pre-campaign 14.03.2020)
Involvement of other companies/public authorities: Verein Dubener Heide e. V. Landschaftspflegeverband	Link Campaign https://www.regiocrowd.com/ torgau-oschatz/zeitengagement/baeu me-pflanzen-an-der-alten-	ICH keywords E.g engagement E.g. food E.g. traditional...

Torgau-Oschatz e.V. East Elbia Association	elbe-kathewitz/	
Number supporters/investors: not yet	Amount achieved: not yet	Amount envisioned € 3.000
Success Factors not yet		Main failures The time factor should not be underestimated
Relation to regional policy: Rural development - upgrading a wasteland		
Impact of the Project: not yet		
Lessons Learned: The time factor should not be underestimated		

Creation of a Orchard Meadow in Blumberg

3.15.1. Project aim

Creation of a Orchard Meadow in Blumberg

3.15.2. Choice of crowdfunding model and platform

via the Regiocrowd meta platform

3.15.3. Communication strategy

about the Regiocrowd meta platform and the activities of the landscaping association. Active press work is planned.

3.15.4. Timing, objectives and rewards of the crowdfunding campaigns

The campaign is to be implemented in late autumn. A pre-campaign already took place on March 14th, 2020.

3.15.5. Outcomes and results

Not yet

3.15.6. What were the main hurdles?

The time factor

3.15.7. How to improve and follow up?

It will continue to be supported in cooperation with the East Elbe Association.

3.16. #poLasowiacku

LOGO	Name of Platform:	Duration campaign
	PolakPotrafi.pl https://polakpotrafi.pl/	**31.01.2020 - 15.04.2020** The campaign was extended by 30 days until 04/15/2020 (It was an automatic extension done by the platform due to the pandemic situation - all campaigns posted on this platform were extended).
Involvement of other companies/public authorities: 1) Involvement in the preparation and implementation of the campaign: • Originators association members and co-workers • Association MFA Jarosław-Przeworsk • M2Media Sp. Z o.o. – SME form creative sector • Model - Dominika Wojciechowska • Students of special schools in Tarnobrzeg • Municipal House of Culture in Stalowa Wola • Municipal Community Center in Baranów Sandomierski • Tarnobrzeg Regional Development Agency • Foundation for the Promotion of Entrepreneurship • Regional Support Center for Social Economy 2) Engagement in the campaign's promotion: • Association MFA Jarosław-Przeworsk • Radio Leliwa • Radio Rzeszów • Local Television "TVL Tarnobrzeg"	Link Campaign: https://polakpotrafi.pl/projekt/polasowiacku?fbclid=IwAR0q2JOyt9wa-_8SwySZ5GZzpxDdBjOH0Ui4fhOS-4KR1AF-0-rYlWvXtaU	ICH keywords culture tradition folk costume handicraft fashion lasowiacki embroidery embroidery machine (embroidery machine) design craft

• Ritual Ensemble "Lasowiaczki'		
• Nowiny.24		
• tyna.info.pl		
• Echo Dnia		
• Podkarpacki Cultural Guide		
• Gorzyce Commune		
• Portal "Podkarpackie Economy"		
Number supporters/investors: 53	Amount achieved: 4700,00 PLN (18% of the amount assumed)	Amount envisioned: 25000,00 PLN

Success Factors

- Tradition, handicraft, craftsmanship, foundations and foundations of local communities presented in a modern, innovative way, with respect for design and colours for young, old and the oldest members of our society is an idea to create an activity that is a carrier of tradition cultivated in small local communities for generations. The factor influencing the achievement of success was the new "Look" - a new "Trend" created by designers in the form of clothes and its elements, taking into account all aspects of the old, multigenerational regional fashion, reaching the young generation, but also touching the senses of the "elders" who keep deep in their hearts memory of the costumes, traditions and culture of that period.

- Technology of modern embroidery, acquiring new, young artists-designers unlimited by "accretions" through their own workshops, rich design, wide possibilities and range of presented projects, as well as short periods of production of products, clothes, fashion lines, technology influencing production flexibility depending on from the demand are also factors contributing to the achievement of benefits in running this activity.

- Comprehensive services and production "short circulation" focused on meeting the demand for products in the shortest possible time thanks to compensating co-creators, producers, subcontractors, distributors in close proximity to each other, which has a decisive impact on the time of order execution.

- Promotion and advertising-media (TV Polska, Regional TVs, Internet TV, Radio Kielce, Radio Rzeszów, Radio Leliwa, press, social networks), organizing meetings and events on traditional folk culture in order to attract new buyers.

- Production of good quality products, production of classic and sports clothes in response to market demand.

Main failures

Traditional Lasowicki embroidery is appreciated by a small group of the community, the promotion of traditional embroidery was carried out, however, the interest in it was not as high as the campaign's authors expected. Perhaps it was caused by not meeting the tastes and aesthetics of potential recipients.

In addition, the originator of the project and campaign met with unfavourable reception from a part of the local society who knows her from numerous social and business activities. Following publications in the local press and on radio and television broadcasts, she received a large amount of negative news and comments - she was poured out with hate on her actions. The hate was caused by the jealousy of some of the recipients, that the originator of the campaign can use various financing opportunities and is already successful.

In addition, the campaign was in the key phase in the period of the announced pandemic situation and the closure of the country - the lack of be-to-be meetings, events where the originator could promote the campaign definitely did not help in the implementation of the campaign. The situation related to the introduction of the epidemiological state caused such anxiety in the society, that only few people decided to make payments for the implementation of this idea.

In addition, the negative perception of society and unflattering comments referring to the campaign originator caused that she took the passive attitude and did not want to be as active, as at the beginning of the campaign. She left the campaign on its own, less messages were posted on social media, and the campaign was not as intense as at the very beginning.

| • Using the mediation of boutiques and creating own distribution network, developing the franchise system, in large cities and in the provinces Distribution of accessories and fancy goods to gallery outlets. | |

Relation to regional policy: -

Impact of the project:

Folk embroidery is the cultural heritage of the country and region from which its creators come. Such activities not only restore the memory of the culture of Lasowiak, but also make it famous. A special place in the cultural heritage is occupied by the folk embroidery tradition, the fruit of which is Lasowiacki embroidery. The phenomenon of this product of culture is the ease with which it connects the past - the original with the present - created. Lasowiacki embroidery has undoubtedly been experiencing a real renaissance in recent times. Its heyday was largely influenced by the unflagging fashion for elements of folklore and the fascination with local ethnography. Members of local communities have always strived to make their identity as deeply as possible in history. They care about their creations, because they are aware that it is thanks to them that they will ensure the continuity of memory for future generations. Lasowiacki embroidery perfectly illustrates the dynamics of culture and completely breaks with its standard understanding. Looking at the evolution of embroidery, how it was reborn, developed and underwent changes, one can correctly conclude that tradition is not always something permanent, which does not undergo absolutely any transformation.

Lessons Learned:

Time, engagement and creativity - you have to follow various types of social media (Facebook, Twitter, YouTube) on an ongoing basis, look for new ways of disseminating information, promotion. Work "24 hours a day". Take into account the competition with other projects for the same target group. Crowdfunding does not only consist of advantages, but is proven on a global scale as a great opportunity (if the entrepreneur / originator of the campaign understands what it is really for and what benefits it offers) in social, cultural and business terms. The success of portals promoting creative projects abroad proves that this model has been adopted both on the financial market and in the public awareness. Crowdfunding, also in Poland, is becoming more and more known, and the popularity of crowdfunding platforms, such as *polakpotrafi.pl* or *I support. it* grows month by month. Crowdfunding is a suitable solution for entrepreneurs who want to introduce to the market an interesting, innovative service or product that potential customers are waiting for. Ideas from the area of cultural heritage have a very small group of recipients, then the group of people interested in buying in the so-called pre-sale, which helps to finance the project. In this case, the promotion of the project and the belief in the marketing value of crowdfunding campaigns is definitely not enough. The originator (creator) should have and develop a business model, building his community around the project.

The idea of the originator of the project about his community is not always in line with reality. The fact that the originator is supported by the media and is socially active does not mean that he is surrounded also by community willing to support his/her project. Therefore, it is important that the project initiator, before implementing the crowdfunding campaign, actively analyse his/her chances and the potential of the project on the certain market.

You must never give up, the campaign had a great potential - if the originators were to spread the promotion not only to the local community and did not give up after the first wave of hate, it would have a chance to end the campaign with a better result.

3.16.1. Short description/abstract

Fashion is now a form of art, that combines various artistic fields such as painting on canvases, weaving, and embroidery. Fashion is visionary, creation, style, aesthetics, but also art that draws inspiration from elements of everyday life. Fashion is ecology, a healthy lifestyle, forms of people's behaviour and coexistence in local communities. Finally, Fashion is a show stylized as artistic theatrical productions that attract the viewer's attention with a cosmic scenery, play of lights and sound.

The Foundation who created an idea for the projects wanted to use the above attributes of fashion in the best possible way when carrying out all activities related to the promotion of the region and the product that they "inherited" from their ancestors, i.e. the Lasowiak culture. Lasowiacy was one of the most

interesting groups living in Poland. The culture of Lasowiacy covered the area from Sandomierz and Gorzyce to Głogów Małopolski and Leżajsk. From Baranów Sandomierski and Mielec to Stalowa Wola, Nisko, Sarzyna, Janów Lubelski and Biłgoraj. It is in these areas that the customs of ancestors, culture and craftsmanship of artists, sculptors and painters remained to be developed.

The inspiration for the Foundation and people cooperating with them is "Lasowiacki embroidery", which they wanted to show in conjunction with contemporary fashion trends. They wanted to use this beautiful and rich element of Lasowiak culture as an inseparable attribute of their projects. They planned to present to a wider community delicately designed and perfectly made costumes, clothing lines, and haberdashery - inspired by traditional Lasowiackie costumes with rich and beautiful ornaments of Lasowiackie embroidery.

As a Foundation that conducts workshops on cutting, sewing, designing regional and everyday clothes, and organizing local meetings on the subject of Lasowiac culture, they also wanted to create an innovative style of clothing in the canons of Lasowiac folklore emblems. A proposal to combine a fashionable style with Lasowiacki embroidery made in a modern way, thanks to modern embroidery machines, modern designs and a new look at the heritage of generations, traditions, customs and cultural heritage, which is undoubtedly Lasowiacki embroidery. Promoting this modern approach to the Lasowiacki style brought with it the need for reliable communication and attention to detail in the field of the presented culture, customs, and the heritage of Lasowiacy, left to future generations. Simultaneously with the presentation of new lines of clothing, accessories and elegant dresses, they wanted to win over the young generations of their community, believing that through the "more modern look" of Lasowiacy embroidery and the promotion and organization of events related to its presentation, they would reach both the older and the younger generation.

They intended to treat the traditions of Lasowiacki embroidery as a craft passed from generation to generation as an indispensable element of fashion shows, exhibitions, workshops and organized events. At each of these meetings, they wanted to present culture, music, cuisine, but above all, the design and craftsmanship of their ancestors, and in combination with the sensuality, energy and creativity of young artists "born" during the workshops, create a unique modern and sophisticated style, broken by various traditional forms of folk Lasowiacki embroidery. At joint meetings, the achievements of our talented artists will be promoted, their activities will be supported by the Foundation, by enabling them to learn and develop. They intended to create a space where the tradition of Lasowiacki embroidery would have its place of honour and would be an inspiration for many future generations.

3.16.2. Project aim

In the crowdfunding campaign of GA MON foundation, the goal was to collect PLN 25,000 for an embroidery machine. Its purchase would allow to significantly reduce the price of the service, which is the most interested in traditional costumes for folk groups and rural housewives' clubs. Hence the motto of the campaign, "Heart for PLN not for hundreds of PLN", referring to the heart motif characteristic for Lasowiak embroidery. Hand embroidery is very expensive and therefore not available to everyone. It is the most labor-intensive element of an outfit for which a pattern is a must. Thanks to the embroidery machine, the Foundation could shorten the production time of embroidery, make it cheaper and popularize. The embroidery machine would allow the execution of orders for embroidery on various types of fabrics. This would make embroidered patterns more financially accessible. Computer embroidery is a special type of ornamentation and personalization combining traditional hand embroidery known for centuries with modern computer technology that allows for quick, automatic and incredibly accurate embroidery preparation by an embroidery machine. Embroidered patterns are the most durable form of ornamentation. Computer embroidery is not damaged during use and washing, it is maintaining its original appearance. Making embroideries by computer-controlled machines is very simple, fast and pleasant, because the designed pattern on the computer is sent to the embroidery machine as to a printer, and the embroidery machine will do all the work.

There is a large niche on the domestic market and we still have a huge demand for small and medium embroidery studios and advertising services that use embroidery. Large embroidery factories accept orders where the minimum amount of one embroidery pattern is usually several dozen or even several hundred pieces, which is why we have a huge niche on the embroidery services market for orders for single embroidery or short series or the production of personalized gadgets. Additionally, the attractiveness of embroidery in terms of its profitability is influenced by a wide group of potential recipients of products. Computer embroidery is used almost in every possible industry.

In order to save this branch of folk art from oblivion, the main goal of the project is the intergenerational maintenance of the tradition of using embroidery as an element of clothing, to prevent the disappearance of patterns characteristic for the region. The artistic Foundation GA MON wanted to promote the Lasowiacki culture by using the Lasowiacki design, including characteristic embroidery in colors such as white, black and red.

3.16.3. Choice of crowdfunding model and platform

Campaign conducted on the PolakPotrafi.pl platform in the "Everything or nothing" model. By donating a certain amount, the donor could receive a reward, from a postcard to clothing with an embroidered Lasowiacki pattern.

The payment of funds to the creators of the project on a given platform is carried out on the basis of model "Everything-or-nothing" (www.polakpotrafi.pl portal). In order for the creator to receive money for his project, he must collect the entire amount previously assumed. If the funds cannot be collected before the deadline, the payments are returned to the portal accounts of the supporters.

3.16.4. Communication strategy

It was thanks to crowdfunding that the Gamon Art Foundation wanted to take the Lasowiacki embroidery "into the street" to make it available to everyone - for little money. A clip promoting the action was shot especially for this purpose. The material featured many people cooperating and friends with the GA MON Foundation, including Lasowiaczki ensemble from Baranów Sandomierski. The clip is still available on the PolakPotrafi.pl platform.

Communication activities included: promotion and advertising-media (TV Polska, Regional TV, Internet TV, Radio Kielce, Radio Rzeszów, Radio Leliwa, press, social networks), organizing meetings, taking part in events addressed to investors from the region, individual correspondence addressed to potential investors sponsors, organization of traditional folk culture events in order to attract new buyers.

The promotion included information on events and campaign progress through established social media accounts. The foundation's existing website was also used to disseminate content related to the campaign. Advertising in local media was an important element of campaign.

3.16.5. Timing, objectives and rewards of the crowdfunding campaigns

Campaign duration: January 31, 2020 to April 15, 2020 (45 days as a basic period + 30 additional days).

Goals: to collect PLN 25,000 for an embroidery machine.

Benefits: In the end even though the project has not received sufficient financial support, it does not mean its demise. It is enough to re-analyze, improve the project, take into account the ideas of interested community and again apply for financial support. By presenting the idea on the crowdfunding portal, the originator had the opportunity to create and shape relationships with potential customers from the very beginning. The awareness of the product/service of the originators, presented through the crowdfunding campaign have grown.

The Foundation received a lot of support from local authorities and local and regional media. The Lasowiacki embroidery has actually become more recognizable, and the campaign originator has been invited to join many new initiatives in the region after the campaign, i.e. currently she promotes participation in EU-funded projects in a specially prepared promotional campaign and will participate in regional entrepreneurship days.

3.16.6. Outcomes and results

The financial target was not achieved. Out of the established 25,000 thousand the amount of PLN 4 700 was collected (18%).

3.16.7. What were the main hurdles?

Already in the first weeks of the campaign, the originator encountered a speech of hate in social media, what clearly decreased her motivation to act.

The slower than expected progress of the project also had a demotivating effect.

The community that declared its support finally failed. Out of about 400 people, only 53 donated money. Only 1% of donators were companies.

In our opinion, the originator was not convinced of this form of social financing from the very beginning, what clearly influenced her involvement.

The originator sent several dozen letters informing and encouraging payments to public entities, i.e. municipal offices, banks and local companies. Unfortunately, the letter only provided a link to the campaign without the account number, which in our opinion did not encourage these entities.

Due to the pandemic, interest in the campaign has dropped to almost zero. The community was immersed in its own affairs. The originator devoted 100% of her time to the charity sewing of protective masks, therefore no promotional activities were undertaken in the last days of the campaign.

The initiator of the campaign, after an initial crisis caused by a wave of hatred on the part of the local community, did not allow herself to be motivated again to take further actions, she gave up and took passive attitude.

3.16.8. How to improve and follow up?

Before the originator starts the campaign, the greatest work has to be done. One of the most important issues is building a community around the project that will be interested in the product. However, it is difficult to indicate what ways of building such a community will be the most effective, direct contact, Facebook Ads, landing page, buying mailing, etc. However, you need to know how it is done in practice and how much it costs. Likewise, the creators do not focus on the costs of introducing the project to the platform.

Often the creators believe that it is enough to show a good product/service/idea. A number of factors contribute to success. The truth is that the competition on platforms is so strong that if the originator is not well enough prepared, in a moment after the fundraising starts, his campaign go up or land in a low position and then no one wants to check what a cool idea this is.

To minimize this disappointment, platforms should only be viewed as an additional source of income. It is not always possible to collect 100% of funds from crowdfunding. It means that originators should "bring" to the campaign at least as many people as he wants to attract from the platform. Therefore, if the originator does not build a community around his project before the fundraising starts, he may forget about this promotion channel.

The community is of great importance in terms of building brand awareness. The basic attribute of a strong brand is the so-called Social Proof is nothing more than showing that if the community is large, the brand should be trusted because others have already trusted it. Building a brand may be based on many attributes, but it is the community, especially the fans and brand ambassadors who will play the first fiddle during the campaign.

3.17. Dulcimer CD

LOGO	Name of Platform: Zrzutka.pl	Duration campaign 18/06/2020-02/08/2020
Involvement of other companies/public authorities: 1) Involvement in the preparation and implementation of the campaign: · Polish Radio Rzeszów · Grodzisko Dolne Cultural Center · Ethnographic Museum of F. Kotula. Branch of the District Museum · Provincial House of Culture in Rzeszów · Rzeszów Foundation · Museum of Folk Culture in Kolbuszowa Entrepreneur - Farba Films (production of a video promoting the project) Jaroslaw 2) Engagement in the campaign's promotion: · Polish Radio Rzeszów Radio VIA · Polish Television, Rzeszów Regional Branch · Daily Nowiny newspaper · Folk magazine · Grodzisko Dolne Cultural Center	Link Campaign: https://zrzutka.pl/mm7pu2	ICH keywords culture tradition traditional music folk music traditional instrument a musical instrument dulcimer folk costume playing traditional dulcimer music album game learning workshops / concerts
Number supporters/investors: 51	Amount achieved: 2 896,00 PLN	Amount envisioned: 6000,00 PLN

for the day of 02/08/2020 + 5 supporters who donated the project outside the crowdfunding platform after its end but in the result of the campaign promotion.	(48,27 %) of the amount assumed) but the aim of the campaign was achieved by a combination of funding from crowdfunding, public funds, donations from private investors and individuals - in total, 6496,00 PLN was collected, which constitutes 108.26% of the assumed financial target.	

Success Factors	Main failures
· Great interest and support for the campaign from the media; · Uniqueness consisting in the release of an album - the first album that combines traditional music of the Polish countryside with thoroughly modern music presenting the art of playing the regional dulcimer - a traditional instrument, characteristic of the Podkarpackie region; - Involvement in the campaign also of entrepreneurs from the creative industry who prepared a promotional video for creators free of charge	The difficult situation related to COVID-19, floods and vacation time make it difficult for young creators to achieve their goal The creators of the campaign are rather withdrawn, they are introverts, very shy people, avoiding promotional activities. Before they introduce or agree to any marketing activities, it is necessary to convince them repeatedly about the legitimacy of the activities. They react negatively to intense promotional activities and do not want to post information about the progress of the campaign on their profiles in social media. They are afraid that they will not be associated with begging for money, they are not consistent in their actions. There is a large community around the musicians, unfortunately they are not very active and insufficiently involved in the campaign - we recorded very little contributions from them. However, this is a consequence of the lack of full involvement of the project creators in promoting the campaign. Creators and cultural institutions are used to financing such projects only from public subsidies. They are still afraid that this type of campaign will be associated with asking for money when there are more urgent, greater needs in the region, such as liquidation of the effects of a flood or a pandemic.

Relation to regional policy:
Impact of the Project: Enriching the cultural life of the region with valuable artistic and cultural content,

facilitating the inhabitants' access to cultural goods, nationwide promotion of intangible cultural heritage and the Podkarpackie region itself, dissemination of culture and art and its documentation, maintaining and strengthening the cultural identity and regional tradition. Promotion of playing and learning on dulcimer in the local and regional environment.

Lessons Learned:

The collection period has a large impact on the course of the campaign

High commitment and favor of the media.

Growing involvement of society and entrepreneurs - people and companies are still more willing to provide material and organizational help than financial help.

Lack of sufficient awareness of the community of cultural creators and cultural institutions regarding the need to implement and promote such initiatives - they are used to financing pre-subsidies

earmarked from public funds or grants.

3.17.1. Short description/abstract

The project includes the release of a two-part album. The activities included in the crowdfunding campaign include the recording of traditional melodies and contemporary pieces, preserving the historical sound of dulcimer. Currently, no such album has been released, although the collection in this area is huge, for example recordings collected as part of the Cymbalist Meetings organized since 1981 at the Provincial House of Culture in Rzeszów. The 2-CD album will remain a material trace of the history of folklore. The album is characterized by a variety of styles, it is inspired by both classical music of different eras and entertainment music. Some of the songs planned on the album can also be used as a supplementary repertoire in the early years of study at a music school. Soloists - the heroes of the album want to use this medium to convey a certain content - incl. they want to show how important for the region and at the same time a universal instrument are traditional dulcimer. Each piece is vibrant with artistic life - it revives historical memory and imagination, which deepens the modern attractiveness of folk music, cultural identity and interest in the past.

3.17.2. Project aim

The 2-part album will show the richness and variety of traditional musical pieces played in Grodzisk Dolny and its surroundings. The album will have the features of a musical encyclopedia of the former Podkarpacie village with regard to various age groups and the situation of rural life (everyday and holiday). The album presentations will be crowned with traditional folk songs and arrangements of entertainment, popular and classic songs known by everyone from the charts.

The album will have great educational and documentation value due to the cross-sectional nature of the presented songs. Its purpose is to document and promote folk musical culture, to promote the intangible cultural heritage of Podkarpacie, and above all to preserve and present dulcimer as a universal instrument.

In the light of many musical and contemporary trends, indicating a good direction and pattern is of paramount importance for preserving tradition. The album will be a link between tradition and the present culture, and will be an educational material for contemporary music adepts.

Currently, this type of album has not been released, although the collection in this area is huge. The release of the album will save from oblivion the art of playing the dulcimer - a traditional instrument, characteristic of Podkarpacie, and preserve their sound for future generations.

The campaign runs according to a set schedule. The goal of the campaign has been defined in order to prepare and plan its launch in the best possible way. A campaign strategy was developed, including a schedule of activities, graphic materials (photo documentation) were collected, including a promotional film for free. The patronage of the largest media in the region was obtained (TVP3 Rzeszów, Polish Radio Rzeszów, GC Nowiny and the nationwide Folk Magazine). The sent out press materials coincided with launching a profile on the crowdfunding platform spalka.pl. Media interest contributed to the publication, and after an organized press conference, an extensive reportage was produced by TVP3 Rzeszów. Posts on social media of Kapela Grodziszczoki (the band also includes soloists of the project) were developed to increase the awareness of the regional community about the importance of culture and the project. Baneficjent was invited to the recording studio of Polish Radio Rzeszów and Radio VIA. In the main issue of TVP3 Rzeszów news, material devoted to the album was published.

3.17.3. Choice of crowdfunding model and platform

For the project, the electrolux platform was chosen, which enables both private individuals and organizations to set up projects. You can collect funds on it by the so-called screenshots for personal purposes and more. Zrzutka.pl operates in the freemium model - the platform does not charge a commission on payments made, but it offers a number of additional paid functions. When selecting the platform, we were guided by a model that allows you to choose the amount collected also without reaching the assumed ceiling - the financial goal (as much as we collect, the creator will be able to use for the purposes of implementing his project).

Statistics of the selected platform:

The amount of money collected on the platform - PLN 13,611,160

Number of registered users - 41 thousand.

A rewards-based crowdfunding model has been chosen for the project, which helps to encourage donors and increase the amount of donations. Together with the artist, many interesting and varied awards have been prepared, which allow not only to receive an album, the release of which is planned as part of the project, but also to learn how to play the dulcimer or order a performance by artists.

3.17.4. Communication strategy

Farba Film, a company from the creative industry, represented by Kacper Leśniewski, was invited to cooperate, and he produced a free spot promoting and encouraging to co-create the project. The patronage of regional media was obtained - Polskie Radio Rzeszów, TVP3 Rzeszów, Gazeta Codzienna NOWINY and Pismo Folkowe - the oldest and the only Polish magazine devoted to folk music with a nationwide range (the magazine's assumption is to popularize traditional and folklore-inspired music along with its cultural context). After the campaign was launched on the platform, the key was its active promotion, regular and interesting generation of more and more new content referring to the support (photos, graphics, videos) in order to reach all interested parties throughout the campaign. The main promotion in social media was carried out through the fan page of Kapela Grodziszczoki (the creators did not agree to promote the campaign on their individual profiles), as well as on the profiles of cooperating institutions and organizations from the region. During the project, press conferences were organized with the participation of the media, local partners of the project - cultural institutions and representatives of the Department of Culture and National Heritage of the Marshal's Office of the Podkarpackie Voivodeship. After the conference, extensive material was prepared by the local TVP 3 TV station. Earlier in the main issue of TVP3 Rzeszów News, a report on the album's release and the campaign was broadcast. The summary of the material was presented by TVP Polonia in the issue of Teleekspress EXTRA - nationwide and abroad access. Both Radio Rzeszów and Radio VIA invited the beneficiary and the coordinators to the studio, thanks to which special programs promoting the project and the crowdfunding campaign were

published on both radios. Even before its release, the album met with great recognition on the regional and national media market. Radio Center of Folk Culture Polskie Radio S.A. made a journalistic announcement regarding the album after its release. The Folk Magazine (editorial staff only the Scientific Council) published information both on the magazine's website and on Facebook. After the album is released, they ask for a copy - they will publish a review in the printed issue of the Folk Magazine.

Actions were also taken through promotion in the form of posters placed in the main institutions and public places of the region where the young cymbalists come from.

Promotional information on the campaign for the bank and local entrepreneurs was prepared - they were contacted by phone and e-mail in order to promote the initiative and encourage them to support it.

Preparations were made to organize a concert of the authors of the album in order to publicize and promote the initiative - the implementation of this idea is postponed due to the limitations in organizing public events and the lack of time on the part of dulcimer players.

From the very beginning, the most important entities operating in the region in the field of promotion and preservation of intangible cultural heritage were involved in the promotion of the campaign and the project. A request was also made to take the project under the patronage of the authorities of the Podkarpackie region.

The only missing link that would increase the effectiveness of the campaign would be the greater involvement of the creators and originators of the project - young cymbalists.

3.17.5. Timing, objectives and rewards of the crowdfunding campaigns

The collection of money for the release of the 2-part instrumental album "Cymbals known and unknown" lasted from June 18, 2020 to August 2, 2020. The total value of the planned project is PLN 6,000.00 and includes royalties for the release of 1,000 copies of CDs with songs contemporary, 1,000 copies of the 2CD album in ecopack CD 6 pages. The crowdfunding campaign was prepared to collect 100% of the value of the planned project, however, during its duration, an additional declaration was obtained from the Grodzisko Dolne Cultural Center regarding the willingness to participate in the costs of the project in the amount of 1/3 of the project value. Till the end of the campaign PLN 2 896,00 zł (48,27 %) has been collected, but the aim of the campaign was achieved by a combination of funding from crowdfunding, public funds, donations from private investors (local bank and national policy maker) and individuals - in total, PLN 6496,00 was collected, which constitutes 108.26% of the assumed financial target.

The campaign was finalized using combined financing, not only crowdfunding.

Consumers have become not only donors, but also recipients who contribute to the project. As part of the platform, the contributor can pre-purchase the album via the crowdfunding website. The platform is a place where the Internet community contributes so easily to the creation and development of many ideas. It is noteworthy how crowdfunding changed attitudes among consumers. Involvement in shaping the project, direct contact with the creators and additional gratifications for financial aid made the consumer turn from a passive observer to a co-creator and tester of a unique idea.

3.17.6. Outcomes and results

The campaign was finalized but with the use of combined financing, not only crowdfunding. PLN 2 896,00 zł (48,27 %) has been collected, but the aim of the campaign was achieved by a combination of funding from crowdfunding, public funds, donations from private investors (local bank and national policy maker) and individuals - in total, PLN 6496,00 was collected, which constitutes 108.26% of the assumed financial target.

Referring to the importance of non-financial benefits of crowdfunding, it should be taken into account that the creators of crowdfunding campaigns are not only guided by financial factors, but also want to confirm the market demand for creativity and build a community around their "brand". This is related to the formation of a direct relationship between initiators and supporters as a result of collecting money by a fundraiser. Project initiators care about the so-called feedback, promoting your album before its release and building a long-term relationship with your audience. In terms of finance, autonomy is also important. It is a documentary and educational project aimed also at students of music schools and local leaders of the regional movement: teachers, instructors, cultural animators who want to deepen their knowledge of various musical aspects of traditional folk culture. Cultural heritage, as a legacy of the cultural heritage of past generations, is an important element of knowledge that should be endowed with an identity-conscious inhabitant of the Grodziska Dolne commune, but also not only. It is of extraordinary importance in the ongoing process of unification and contributes to strengthening one's own local identity. Therefore, the project is not commercial and the album will be distributed free of charge.

In addition to the visible financial benefits, the implementation of the campaign contributed to the promotion of intangible cultural heritage in the region and in Poland and the strengthening of cooperation with local and regional entities and the media to support and promote such initiatives.

3.17.7. What were the main hurdles?

The campaign makers themselves are the source of some of the obstacles. They are withdrawn, they are introverts, very shy people, avoiding promotional activities on which the crowdfunding campaign is based.

The originators of the album - folk artists are afraid that they will not be associated with begging for money, and are not consistent in their actions - on the one hand, they want to implement the project, on the other hand, they would like to limit promotional activities to a minimum.

There is a large community around the musicians, unfortunately they are not very active and insufficiently involved in the campaign - we recorded very little contributions from them. However, this is a consequence of the lack of full involvement of the project creators in promoting the campaign.

Creators and cultural institutions are used to financing such projects only from public subsidies. They are still afraid that this type of campaign will be associated with asking for money when there are more urgent, greater needs in the region, such as liquidation of the effects of a flood or a pandemic.

3.17.8. How to improve and follow up?

Greater involvement of authors in promotional and information activities within the campaign would be necessary. Unfortunately, the driving force behind the action is still only the PP9 team, while the creators are passive. Without activities initiated and undertaken by PP9 and local partners, the originators of the project would probably not promote this project at all.

The project has a chance to be created if the originator - in this case the beneficiaries of the projects - encourage other people / participation. They - their community - stand for success. Publicity is needed to engage the community and achieve the goal. In the era of the Internet and dynamically developing social media channels, it is easier. After the campaign has started, the key activity was to actively promote it, to generate regular and interesting new content referring to the support (photos, graphics, videos) to reach all interested parties throughout the campaign. And this is what we try to do with Bands' fan page. It is worthwhile for the beneficiaries to share posts on their profiles, ask for them, to inform the creators and institutions they cooperate with about this initiative. Informing about ongoing initiatives within activities on your own profiles would make the project more credible and affect its visibility. The creators should share information, write about the progress of the project on social media, upload photos, and participate in thematic forums. By creating their own community around the project - asking friends and

family for support - and here it is not only about financing, but most of all information. Their networks of contacts are another link that can convey to the world the message that it is worth supporting this initiative. It is worth writing to family, friends, close and distant ones, sending a presentation and information about what you want to achieve and why they are doing it. The ability to build and engage your community, great determination and diligence, self-confidence and the way of presenting the idea will translate into its finalization.

3.18. Smolenka on the platform till the end of January

LOGO	Name of Platform: www.hithit.com	Duration campaign 04/02/2020- 16/03/2020
Involvement of other companies/public authorities: 0	Link Campaign https://www.hithit.com/cs/search?keyword=smolenka	ICH keywords Nature, traditional craft, traditions, inherited recipe
Number supporters/investors: 104	Amount achieved: 1960EUR	Amount envisioned 1880EUR
Success Factors – good product		Main failures
Relation to regional policy:		
Impact of the Project: bigger advertisement for the project		
Lessons Learned: better rewards system		

3.18.1. Short description/abstract

The campaign was supposed to bring bigger promotion and more customers. The family Klecanda produces spruce resin ointments after the old recipe which they inherited from their great-grandfather. The production is natural and ecological and all is manufactured. They wanted to expand the production with additional products therefore we did the campaign.

3.18.2. Project aim

Promotion, money for new range of products, new customers

3.18.3. Choice of crowdfunding model and platform

In CZ there are just two functional platforms. We have chosen the hithit.com because they had better conditions and there are oral traditional and cultural projects. The reward crowdfunding was the only possible option for this project.

3.18.4. Communication strategy

We met with the family few times and we had several meetings with our supervisor, copywriter, graphic, etc. and we all together prepared the scenario of the campaign. We talked about the rewards and all the texts and we commented the video. After all was done, the campaign was set to the platform. Every stakeholder in this campaign made good promotion between their contacts, we did paid advertisement on the social networks and widespread it to all contacts we were possible to.

3.18.5. Timing, objectives and rewards of the crowdfunding campaigns

We would need more time to think about everything more but actually it was sufficient. The rewards were set in the way to be able to meet the obligations.

3.18.6. Outcomes and results

The campaign was successful. It means the biggest outcome.

3.18.7. What were the main hurdles?

Main hurdles were the prices for the rewards. Because of the products which are kind of small we couldn´t set up high prices in the reward system and it went very slowly to success. We didn´t have much time to think properly about all things.

3.18.8. How to improve and follow up?

It was the first experience with the crowdfunding campaign, and it was successful, probably we could make it better but on the other hand in this case there is no need to improve.

3.19. Flower farm

LOGO	Name of Platform:	Duration campaign
	www.hithit.com	11/05/2020-21/06/2020
Involvement of other companies/public authorities: 0	Link Campaign https://www.hithit.com/cs/project/7909/kytkofarma-misto-kde-ma-priroda-zelenou	ICH keywords Nature, traditions, flowers
Number supporters/investors: 184	Amount achieved: 7840EUR	Amount envisioned 7530EUR
Success Factors: good advertisement		Main failures COVID
Relation to regional policy: x		
Impact of the Project: x		
Lessons Learned: promotion and advertisement is the most important thing in the campaign		

3.19.1. Short description/abstract

The family Vrhel inherited an old farm. They are tired of the rush life nowadays and they would like to create a quiet place where people like them can come and relax. The place should be in the middle of the flowers. The CF campaign should bring money for the heated greenhouse and after that they can start to plant the meadow and other flowers.

3.19.2. Project aim

To get money for the heated greenhouse, which is a symbol of the new beginning and helps to the family to start their business

3.19.3. Choice of crowdfunding model and platform

In CZ there are just two functional platforms. We have chosen the hithit.com because they had better conditions and there are ore traditional and cultural projects. The reward crowdfunding was the only possible option for this project.

3.19.4. Communication strategy

We met with the family few times and we had several meetings with our supervisor, copywriter, graphic, etc. and we all together prepared the scenario of the campaign. We talked about the rewards and all the texts and we commented the video. After all was done, the campaign was set to the platform. Every stakeholder in this campaign made good promotion between their contacts, we did paid advertisement on the social networks and widespread it to all contacts we were possible to.

3.19.5. Timing, objectives and rewards of the crowdfunding campaigns

The timing of this campaign was not very friendly because the campaign was launched in the middle of COVID time. But fortunately we found out that even it that hard time people are still willing to help other people.

3.19.6. Outcomes and results

The campaign was successful, new start-upers begin with their business in the field of ICH

3.19.7. What were the main hurdle

The hardest thing was to set up the reward system. Because they actually didn´t have anything yet so it was hard to think up what to offer. The CVOVID time was the second thing that made the campaign harder. We had to do bigger paid advertisement.

3.19.8. How to improve and follow up?

For other campaigns we know that the most important thing is to have good advertisement of the campaigns and thoughtful reward system. The video must be precise as well, it must be short and it must attract other in the first few seconds.

3.20. Tri kľúče pre Katarínu (Three keys for Catherine)

LOGO	Name of Platform: Startlab	Duration campaign 27/03/2019-26/04/2019
Involvement of other companies/public authorities: Municipality of the village Beckov Trencin region /regional tourist organisation/	Link Campaign: https://www.startlab.sk/projekty/831-tri-kluce-pre-katarinu/	ICH keywords: Key History Castles Culture
Number supporters/investors: 15	Amount achieved: 254 Eur	Amount envisioned: 1000 Eur
Success Factors: -		Main failures: less effective marketing channels, short time for preparation, short campaign
Relation to regional policy: Plan of social and economic development of Trencin region		
Impact of the Project: increasing of awareness about the three castles Beckov, Čachtice, Plavecky castle		
Lessons Learned: support of PR partners needed better predict form and time of CF		

3.20.1. Short description/abstract:

Promotion of visit of castle Beckov, Čachtice, Plavec) and get three keys for Catherine. The game is designed especially for families with children, but will certainly entertain adults. The project has the character of a public event, for which reason the crowdfunding campaign would support not only funding but also public interest in visiting the cultural events and historical objects – three castles.

3.20.2. Project aim:

Support public interest in visiting the cultural events and historical objects – three castles.

3.20.3. Choice of crowdfunding model and platform:

CF is good additional tool for public awakening and increasing of castle attendance.

Choice of the CF platform was thanks to personal meeting with Startlab representative at ARTISTIC training.

3.20.4. Communication strategy:

Social media, events, newsletters and websites, personal contacts

3.20.5. Timing, objectives and rewards of the crowdfunding campaigns:

Objectives: financing, promotion, marketing, presenting history

Rewards: souvenirs, free entry to to castle, photografy in historic costumes, having dinner at the castle

3.20.6. Outcomes and results:

1377 visits of the campaign, 15 people supported the project,

increasing of awarness

3.20.7. What were the main hurdles?

Ineffective marketing channels, short time for preparation, short campaign.

3.20.8. How to improve and follow up?

To find more effective marketing channels, to devote more time to campaign preparation, extend campaign duration.

3.21. Children's book for small and big riders - Laki's town, Kniha Lakiho mestečko (A book Laki's town)

LOGO	Name of Platform: Startlab	Duration campaign 15/03/2019-26/04/2019
Involvement of other companies/public authorities: Slovak Arts Council	Link Campaign: https://www.startlab.sk/projekty/504-lakiho-mestecko/	ICH keywords: Dog Book UNESCO town Culture
Number supporters/investors: 178	Amount achieved: 5457 Eur	Amount envisioned: 5000 Eur
Success Factors: Good product, good marketing and promotion	Main failures: no	
Relation to regional policy: Plan of social and economic development of Banska Bystrica region		
Impact of the Project: increasing of visitors in Banska Stiavnica		
Lessons Learned: Good marketing and promotion is the basis for a good result. Target to children´s audience helps to attractiveness.		

3.21.1. Short description/abstract:

Publication of a book that will help to explore the unknown corners of Banská Štiavnica with the dog Laki as a guide right in her streets or at home under the roof. Children readers learn more about the urbanism of mining town that is on the UNESCO list.

3.21.2. Project aim:

To release a book that will help to explore the unknown corners of Banská Štiavnica.

3.21.3. Choice of crowdfunding model and platform:

CF is good additional toll for fundraising to cover printing costs and at the same time for increasing of visitors of the Banska Stiavnica

(Describe in a few sentences/bullet points, including pictures the process from the first contact until the campaign went online)

3.21.4. Communication strategy:

Social media, events, newsletters and websites, personal contacts

3.21.5. Timing, objectives and rewards of the crowdfunding campaigns:

Objectives: financing, promotion, tourist development, marketing

Rewards: Book, puzzle, map

3.21.6. The Outcomes and results:

The result is an innovative book for children that will help to explore the unknown corners of UNESCO town - Banská Štiavnica.

3.21.7. What were the main hurdles?

There were none.

3.21.8. How to improve and follow up?

Everything went well.

3.22. The nice place (Posad sa(d) u nás), Restauration of the orchand – Slovak National Gallery in Pezinok

LOGO	Name of Platform: Startlab	Duration campaign 15/03/2019-26/04/2019
Involvement of other companies/public authorities: Slovak National Gallery in Pezinok	Link Campaign: https://www.startlab.sk/projekty/385-posad-sad-u-nas-/	ICH keywords: Orchard Place to rest Mill Culture
Number supporters/investors: 115	Amount achieved: 9110 Eur	Amount envisioned: 5000 Eur
Success Factors: Trustful product, good and wide PR	Main failures: no	
Relation to regional policy: National program for safeguarding of cultural heritage		
Impact of the Project: Successful revitalisation of open space and interior of technical landmarks		
Lessons Learned: Good and wide PR for trustful things is crucial.		

3.22.1. Short description/abstract:

Restoration of the orchard in the Schaubmar's mill of the Slovak National Gallery in Pezinok and its transformation to a place to rest with treated existing trees and new trees and more than 100 bushes. The vineyard will be added later in the orchard, and herb and perennial flower beds will be in the yard and linden in the middle.

3.22.2. Project aim:

Restoration of the orchard in the Schaubmars's mill of the Slovak National Gallery in Pezinok and its transformation to a place to rest.

3.22.3. Choice of crowdfunding model and platform:

CF is good additional tool for fundraising to cover investments costs and at the same time for increasing of visitors.

 (Describe in a few sentences/bullet points, including pictures the process from the first contact until the campaign went online)

3.22.4. Communication strategy:

Social media, events, newsletters and websites, personal contacts

3.22.5. Timing, objectives and rewards of the crowdfunding campaigns:

Postcards, bags, syrup, renting of the space for thematic workshops

3.22.6. The Outcomes and results:

Renovated orchard the Schaubmars's mill of the Slovak National Gallery in Pezinok.

3.22.7. What were the main hurdles?

There were none.

3.22.8. How to improve and follow up?

Everything went well.

3.23. Jašo na jarmoku (Jašo at the market) - children's book for learning folk crafts; what the work of craftsmen consists of and what they produce

LOGO	Name of Platform: Startlab	Duration campaign 23/03/2020-06/05/2020
Involvement of other companies/public authorities: Slovak Arts Council	Link Campaign: https://www.startlab.sk/projekty/1322-jaso-na-jarmoku/	ICH keywords: Craftsmen Market History Culture
Number supporters/investors: 285	Amount achieved: 6354 Eur	Amount envisioned: 3500 Eur
Success Factors: Trustful product, good and wide PR	Main failures: no	
Relation to regional policy: Plan of social and economic development of Trencin region		
Impact of the Project: supporting and growth of reading skills and children's literacy		
Lessons Learned: Good marketing and promotion is crucial for even good product. Target to children´s audience in combination with living animal helps to attractiveness.		

3.23.1. Short description/abstract:

A children's book about small girl Barborka and her dog Jašo, who experience a great adventure at the market full of folk craftsmen. Through the adventures of Barborka and Jašo, the book wants to show children what the work of craftsmen consists of and what they produce.

3.23.2. Project aim:

Edition of a children's book about folk craftsmen.

3.23.3. Choice of crowdfunding model and platform:

CF is good additional tool for fundraising to cover printing costs.

3.23.4. Communication strategy:

Social media, events, newsletters and websites, personal contacts

3.23.5. Timing, objectives and rewards of the crowdfunding campaigns:

Objectives: financing, marketing, presenting history

Rewards: Book, puzzle, toys, walking a dog

3.23.6. The Outcomes and results:

A children's book about folk craftsmen. The book shows children what the work of craftsmen consists of and what they produce.

3.23.7. What were the main hurdles?

There were none.

3.23.8. How to improve and follow up?

Everything went well.

3.24. Gragger&Chorherr

LOGO	Name of Platform:	Duration campaign
gragger & chorherr holzofenbäckerei	1000x1000	01.11.2019-04.02.2020
Involvement of other companies/public authorities: no	Link Campaign: https://1000x1000.at/gragger-chorherr	ICH keywords: Tradition Local food craftmanship
Number supporters/investors: 145	Amount achieved: 205.015 EUR.	Amount envisioned: 90.000 EUR

Success Factors: Trustful product, good and wide PR	Main failures: no

Relation to regional policy: Local food production and tradition

Impact of the Project: Inspiring local businesses, back to the roots, healthy food

Lessons Learned: Good marketing and promotion is crucial for even good product. Vouchers for bread, great pictures, local community

3.24.1. Short description/abstract:

Genuine craftsmanship. Good bread. Become a bread ambassador* in the Gragger & Chorherr wood-burning oven bakery!

We want to produce excellent bread in our wood-burning ovens with the handicraft of our bakers*. And brew excellent coffee. We want to give new opportunities to people who are in difficult life situations. In order to unite these basic ideas, we are opening our bakery with café as a social business. We, Gragger & Chorherr Holzofenbäckerei, attach great importance to training and further education. In this way we give our team the chance to develop its full potential and you, our bread ambassadors, the opportunity to help shape your Grätzel, your city and your basic food supply by investing in our project. Project aim:

3.24.2. Choice of crowdfunding model and platform:

1000x1000 because own local platform

3.24.3. Communication strategy:

Social media, events, newsletters and websites, personal contacts

3.24.4. Timing, objectives and rewards of the crowdfunding campaigns:

Depending on the investment, a mix of interest rates and vouchers

€1.000 + 5 % Brotzinsen; Investition: € 1.000,-	€2.500,- + 5 % Brotzinsen; Investition: € 2.500,-
€5.000,- + 5 % Brotzinsen; Investition: € 5.000,-	€10.000,- + 5 % Brotzinsen; Investition: € 10.000,-
€1.010,- + 2,5 % Cash-Zinsen; Investition: € 1.010,-	€2.525,- + 2,5 % Cash-Zinsen; Investition: € 2.525,-

3.24.5. The Outcomes and results:

Great campaign exceeding more than 100% the funding goal.

Equipping and furnishing the bakery in the Nordbahnviertel, 1020 Vienna - the funding target corresponds, for example, to the costs of the two wood-burning ovens needed on site; ensuring that our team has training and further training options from the start; expanding production capacity from January 2020.

3.24.6. What were the main hurdles?

"What was critical? 3 very different project owner characters. On the one hand good, because of high creativity, on the other hand difficult to coordinate and hard to convince of specific measures.

3.24.7. "How to improve and follow up?

"What went well? High creativity, social competence and networking, therefore successful.

3.25. Mallnitz

LOGO	Name of Platform:	Duration campaign
Key Facts **HOCHoben - camp & explore** **Lage:** Westlich am Ortsrand von Mallnitz **Fläche:** 6,5 ha **Nördliches Areal:** • 51 Stellplätze • 4 Mobilehomes • Hauptgebäude (Rezeption, Gastronomie, Shop, Sanitär) **Südliches Areal:** • 43 Stellplätze • 18 moderne Holz-Chalets • Sanitärgebäude	1000x1000	01.12.2019-28.02.2020
Involvement of customers, local community and media, local lead investors	Link Campaign: https://1000x1000.at/hochoben	ICH keywords: Tourism Revitalisation ICH promotion
Number supporters/investors: 140	Amount achieved: € 398.700EUR.	Amount envisioned: 50.000 EUR
Success Factors: Involvement of local community and customers, good and wide PR	Main failures: no	
Relation to regional policy: Revitalisation of the region		
Impact of the Project: Supporting sustainable tourism, promoting ICH, economic benefits for the region		
Lessons Learned: Better align the preparatory work (incl. templates) between the online marketing agency, classical marketing and the platform and appoint a person responsible for coordinating, making and gathering input.		

3.25.1. Short description/abstract:

The Alpine Camping and Chalet Village HOCHoben is being built on a 6.5 ha site in the middle of the mountaineering village of Mallnitz. The modern campsite offers 94 spacious pitches, winter-proof mobile homes and in the final stage 18 modern chalets. A spacious main building with reception, gastronomy, shop and sanitary facilities are also part of the project.

All pitches are equipped with water and sewage, electricity, cable TV and WLAN. In addition to the camping facilities, a chalet village with 18 units (8 units with 85m² and 10 units with 65m² for 2-6 persons equipped with sauna) is being built on the south-western side of the site. The first 5 units will be completed by the end of 2019. North of it, in cooperation with the Mallnitz Tourist Office, a ski and toboggan hill will be built and equipped with a magic carpet and a snow-making system. The cross-country ski run, which will also have snow-making facilities, starts directly from the main building. The campsite also has drying rooms for ski and ski boots, washing machines, dishwashing area and a bathroom for hire. A children's playground, a washing area for vehicles and a charging station for e-cars and e-bikes are also provided.

A dog shower completes the offer for dog owners. The shop is kept small and will offer regional products as well as the most important camper utensils.

3.25.2. Choice of crowdfunding model and platform:

1000x1000 because own local platform

3.25.3. Communication strategy:

What went well? The client put the longer-term crowd integration at the centre of their actions and results

3.25.4. Timing, objectives and rewards of the crowdfunding campaigns:

Depending on the investment, a mix of interest rates and vouchers

Auswählbare Darlehenspakete:

Variante 1: Zinsen und Tilgung in Cash

- Zinsen 4,5% p.a.
- Tilgung Ende der Laufzeit von 7 Jahren

Variante 2: Zinsen in Gutscheinen und Tilgung in Cash

- Zinsen 6% p.a. jährlich in Gutscheinen
- Tilgung nach 7 Jahren in Cash

Variante 3: Gutschein Modell mit laufender Tilgung

- Zinsen 7% p.a.
- Tilgung in fünf gleichen Jahresraten mittels Gutscheinen

Zusätzlich wird jeder Investor Mitglied im HOCHoben Club. Abhängig von der Investitionshöhe verändern sich auch die Vorteile aus dem Club:

Ab Investition 500 Euro – Club HOCHoben Plus

- 8% Rabatt auf Nächtigungspreise für Chalets und Mobilhomes sowie Stellplatz- und Personengebühren bei Direktbuchung
- Vorabinformation über Sonderaktionen von HOCHoben
- Einladung zur Eröffnungsfeier im Juni 2020

Ab Investition 1.000 Euro – Club HOCHoben Superior

- 10% Rabatt auf Nächtigungspreise für Chalets und Mobilhomes sowie Stellplatz- und Personengebühren bei Direktbuchung
- Willkommensjause bei Anreise
- Vorabinformation über Sonderaktionen von HOCHoben
- Einladung zur Eröffnungsfeier im Juni 2020

Ab Investition 3.000 Euro – Club HOCHoben Platin

- 12% Rabatt auf Nächtigungspreise für Chalets und Mobilhomes sowie Stellplatz- und Personengebühren bei Direktbuchung
- Willkommensjause bei Anreise
- Vorabinformation über Sonderaktionen von HOCHoben
- Einladung zur Eröffnungsfeier im Juni 2020
- Saisonkarte für die Langlaufloipe in Mallnitz über die Laufzeit des Darlehens
- Einladung zu Sonderveranstaltungen

MALLNITZER ZUCKERL: Warengutscheine* können 1x pro Jahr bis zu einem Wert von € 25 bei der Biowärme Mallnitz eingelöst werden.

3.25.5. The Outcomes and results:

Great campaign exceeding more than 100% the funding goal.

In search of new tourism opportunities, we have found ourselves as a deeply rooted, local family to start a new tourism project in our home country. After two long years of development, an idea turned into the project "HOCHoben", which we would like to present to you herewith. In cooperation with the crowdfunding agency 1000x1000 we would like to ask you for your support. The basic financing took place in the form of own funds, loan financing and subsidies. Through Crowdfunding, we intend to realise the final expansion of the gastronomy. We would like to thank all those who believe in this project, support it and help it to progress, and also those who are willing to make a financial contribution to its realisation.

3.25.6. What were the main hurdles?

Coordination of online marketing, classic marketing and the platform.

3.25.7. "How to improve and follow up?

Outstanding campaign that convinced very conservative people with success to try out a new direction

3.26. Community space in Soča village (online after report completion)

LOGO	Name of Platform: ADRIFUND adrifund.com	Duration campaign 20/08/2020-30/09/2020
Involvement of other companies/public authorities: camp Korita	Link Campaign	ICH keywords community sustainability tourism
Number supporters/investors:	Amount achieved:	Amount envisioned 10.000 €
Success Factors		Main failures
Relation to regional policy:		
Impact of the Project: implementation of sustainable tourism		
Lessons Learned:		

3.26.1. Short description/abstract

Establishment of community space in Soča village is one of the first steps towards implementation of sustainable tourism in the area. Community space as such connects locals, local actors and visitors who can in spirit of togetherness build a sustainable future of the village and the whole Soča valley.

3.26.2. Project aim

We believe the solution for responsible tourism is the establishment of a dispersed hotel in the village of Soča. The concept is including existing tourist and other local facilities into an integrated tourist offer. We are planning to renovate the old inn, houses and outbuildings.

The first step in setting up a dispersed hotel is to create a central community space that will be dedicated to a variety of events and, above all, socializing. In this spirit, we want to recreate the space of meetings, where people will share wisdom, arguments, agreements and delights.

We want to establish a space that connects locals, local actors and visitors. The central part of the social space will have an open public hall with a stage and seats, where workshops and cultural events will take place, where we will revive heritage and where, of course, we will rejoice.

The space will also include stalls, where there will be a casual outdoor trade of home-made products or even exchanges of surpluses created within the community.

3.26.3. Choice of crowdfunding model and platform

Community space in Soča village crowdfunding is an essential part of a bigger project of establishing dispersed hotel.

We are choosing ADRIFUND as local Slovenian platform.

3.26.4. Communication strategy

We will communicate through social media (Facebook and Instagram), mailing list of guests and connections of camp Korita and local and national media.

3.26.5. Timing, objectives and rewards of the crowdfunding campaigns

The crowdfunding will go live in August 2020.

10 € - Thank you postcard

20 € - Invitation to the opening of community space

50 € - overnight glamping camp Korita + invitation to the opening of community space

100 € - 2x overnight stay of your choice with breakfast

200 € - 2x half board for 2 persons

500 € - accommodation and catering for 2 people for 7 days

1000 € - VIP accommodation and catering for 2 people for 7 days

3.26.6. Outcomes and results

The ultimate goal of the project is to connect with each other during the process of realization of the idea and to interact in the direction of nature-friendly development.

Outcomes and results:

collaboration of local individuals and local actors

implementation of social events in the village

establishment of sustainable tourism

promotion of green tourism

promotion of local services and products

promotion of natural and cultural heritage of the valley

3.26.7. What were the main hurdles?

The main hurdle of our crowdfunding campaigns is the Covid-19 situation. Apart this is the preparation for the communication and promotion of the campaign.

3.26.8. How to improve and follow up?

To inform local people about our intentions and start collaborations whenever possible.