



*Capacity Building of BLUE Economy Stakeholders
to Effectively use CROWDFUNDING*

OPEN CALL for the selection of initiatives that will be supported to carry out crowdfunding campaigns and thus, reinforce the use of crowdfunding for projects in the blue growth sector in the Mediterranean area.

1. GENERAL TERMS

In the context of the Interreg MED BLUE CROWDFUNDING project, [Faculty of Economics and Business, University of Rijeka](#) is launching an open call for the selection of **two (2) initiatives** that will be supported to carry out crowdfunding campaigns and thus, reinforce the use of crowdfunding for projects in the blue growth sector in the Mediterranean area.

The call is open to following applicants (SME's, start-ups, cooperatives, social entrepreneurs, Civic Society organisations and NGOs) developing Blue Economy related projects.

BASIC CONDITIONS FOR PARTICIPATION IN OPEN CALL

1. Blue- economy scope

Projects eligible for support are tackling the following issues:

- ✓ Development of blue-economy related commercial products
- ✓ Harvesting and trade marine living resources
- ✓ Promoting the use of renewable natural sea-related forces
- ✓ Commerce/trade activities such as growth in seaborne trade, ports and related services, transport demand, marine transport industries (shipbuilding, port operations, seafaring, etc)
- ✓ Sustainable tourism and leisure activities connected to the sea
- ✓ Other projects of the blue economy sector, related to use of marine resources in accordance with the criteria defined in these terms.

2. Applicants are operating in MED cooperation area

Applicants must have their premises geographically located in Interreg MED cooperation area: <https://interreg-med.eu/about-us/cooperation-area/>

3. Branding and Publicity rules of Interreg MED programme and European Commission

Project is co-financed from Interreg MED programme, therefore publicity rules of the Programme need to be taken into consideration:

https://interregmed.eu/fileadmin/user_upload/Sites/Programme/Toolbox/Reference_documents/23.-Project_branding_information_and-publicity_rules.pdf

4. Deadline for finalization of crowdfunding campaign

Deadline for finalization: 31.05.2021

2. Applicants will be selected based on the following evaluation criteria:

- 1.) Scope of blue-economy field (prerequisite)
- 2.) Time readiness of the project (1-3 points)
- 3.) Quality of description of the project (1-5 points)
- 4.) Experiences of the team (1-3 points)
- 5.) Applicant social media capability (1-3 points)

Applicants provide their application to following address: marko.tomljanovic@efri.hr, pavle.jakovac@efri.hr

Deadline for submission of applications: **December 1st, 2020**

Selected applicants will receive support in the form of different services provided. Exact support will be negotiated with each selected applicant, considering budgetary limits of respected project partner and needs of selected applicant.

Examples of offered services:

- Provide extensive advice, with crowdfunding experts, during the application period
- Online Training Sessions to design the project's crowdfunding campaigns and communication/dissemination plan
- Realization and production of a 1 minute video of the project
- Personalized advice with crowdfunding experts during the project campaigns for possible readjustments
- All call-related news and updates will be published on or by (define channel)
- Publication of campaign on the project web site and social media
- Advertising the campaign in different media channels

For further information, please contact us on marko.tomljanovic@efri.hr, pavle.jakovac@efri.hr.