

# Funding Opportunities to Support Open Scholarly Communication

*What about crowdfunding?*

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# The issues

We are facing mainly 2 problems in Europe, in sciences and research, and especially in SSH sciences :

1. financing what we do
2. Visibility of research and showing that it's useful for societies.

Both issues can find a solution with the crowdfunding:

- \_ Because people can contribute to and finance projects
- \_ Because it's a way to explain research, to show processes, to present both challenges and results.

# Crowdfunding and Open Science

Crowdfunding is part of the Open Science movement:

“Open Science represents a new approach to the scientific process based on cooperative work and new ways of diffusing knowledge by using digital technologies and new collaborative tools. The idea captures a systemic change to the way science and research have been carried out for the last fifty years: shifting from the standard practices of publishing research results in scientific publications towards sharing and using all available knowledge at an earlier stage in the research process”. ([European Commission, n.d.](#))

**In particular, Open Science allows others, not only scientists, to participate, use and contribute to the research process.**

# Crowdfunding and Open Science

*Crowdfunding from the EC:*

“Crowdfunding is an emerging alternative form of financing that connects those who can give, lend or invest money directly with those who need financing for a specific project. It usually refers to public online calls to contribute finance to specific projects.”

[Proposal for a regulation on crowdfunding service providers](#), European Commission, March 2018

# HOW CROWDFUNDING WORKS



**Plan**  
You plan your project



**Clarify**  
You clarify your idea



**Create Components**  
Create all the components to post your project



**Select Rewards**  
Decide your rewards based on your goals



**Promote**  
Post, Share, Spread the message



**Post Your Project**  
Find the best platform for you



**Donate Money**  
Backers donate money to receive goodies



**Distribute Rewards**  
Distribute goodies to all your backers



**Create Success**  
Make your idea or business a success!

**RECEIVE YOUR MONEY!!**



# OPERAS

open access in the european research area through scholarly communication

# About scientific crowdfunding

## Level 4 - Extreme Citizen Science

- Collaborative science - problem definition, data collection and analysis

## Level 3 - Participatory Science

- Participation in problem definition and data collection

## Level 2 - Distributed Intelligence

- Citizens as basic interpreters  
- Volunteered thinking

## Level 1 - Crowdsourcing

- Citizens as sensors  
- Volunteered computing

### 3 main models:

\_ RP only launched by scientists and done by scientists.

\_ RP lead by scientists but with the possibility to involve citizens, companies, whoever wants to.

\_ RP suggested by people and citizens.

### To go further:

“Crowdfunding” can also be: giving something else than money: time, information, documents, human resources, data...

## Some challenges

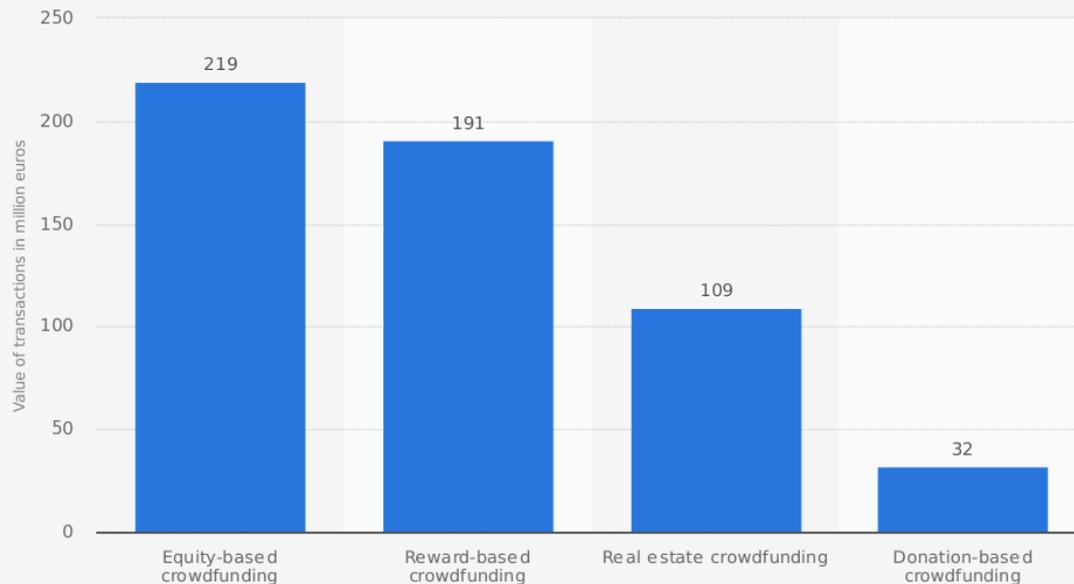
1. The use of new technologies
  2. How doing marketing on RP? Very difficult for scientists.
  3. From the SSH perspective, it's still more difficult; especially because most of researchers think their research is too specific, that citizens are not enough interested or concerned by it.
  4. Only “sexy” or useful projects can be financed
- => These are more or less linked to psychological or lack of training brake.

# Advantages of crowdfunding

- \_ Involving very different people
- \_ A way to finance research, at least starting projects
- \_ Developing other skills and competencies
- \_ Creating links with other researchers. Interdisciplinary projects
- \_ Developing projects directly linked to the needs/interests of citizens.
- \_ Helping to finance very local projects
- \_ Bringing innovation in what you do
- \_ Last but not least: crowdfunding helps to measure impact and interest. It creates impact.

## Some numbers

**Crowdfunding transaction value in Europe (excluding the UK) in 2016, by type (in million euros)**



Sources  
 Cambridge Judge Business School; CME Group Europe; Cambridge Judge Business School; BBVA; June to September 2017; 344 European platforms; online alternative  
 Foundation  
 © Statista 2018

Additional Information:

\_ 4.2 billion in 2015 -  
 €2.2 billion were raised  
 globally by crowdfunding  
 platforms in 2012—up 80%  
 from €1.2 billion in 2011.

\_ More than 80% of growth for  
 crowdfunding platforms

\_ Between 40 and 70% of  
 success for projects.

\_ Between 2013 and 2014,  
 amounts raised grew by more  
 than 100%: 112% for loan  
 crowdfunding and 167% for  
 equity crowdfunding.

## **As a conclusion...**

Crowdfunding must be considered as a Business Model in itself, or at least part of a bigger one.

It brings transparency, is built on trust between researchers and citizens.

Finance more innovative projects and often, with a higher level of risk

Crowdfunding practices are linked to crowdsourcing, but also to open peer-review: this is a new way of making research.

It fits with SSH needs : Creating links with societies, highlighting role of SSH science, finding money. *Thanks to the crowd, let's show to companies and public institutions, that SSH must be financed as well!*

**THANK YOU!**

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# A short webography...

<http://crowdfunding4innovation.eu/> : registry of platforms for crowdfunding.

[https://www.researchgate.net/profile/Sebastiaan\\_Hooghiemstra2/publication/300558496\\_The\\_Perfect\\_Regulation\\_of\\_Crowdfunding\\_What\\_Should\\_the\\_European\\_Regulator\\_Do/links/577f7fc808ae9485a43988f0.pdf#page=38](https://www.researchgate.net/profile/Sebastiaan_Hooghiemstra2/publication/300558496_The_Perfect_Regulation_of_Crowdfunding_What_Should_the_European_Regulator_Do/links/577f7fc808ae9485a43988f0.pdf#page=38) : very interesting book and general on Crowdfunding in Europe.

[http://oro.open.ac.uk/41478/1/CivicCrowdfunding\\_NMS\\_December2014.pdf](http://oro.open.ac.uk/41478/1/CivicCrowdfunding_NMS_December2014.pdf) : General article on crowdfunding.

[https://www.sbs.ox.ac.uk/sites/default/files/Entrepreneurship\\_Centre/Docs/OxEPR2/current-state-crowdfunding-europe-2016.pdf](https://www.sbs.ox.ac.uk/sites/default/files/Entrepreneurship_Centre/Docs/OxEPR2/current-state-crowdfunding-europe-2016.pdf) : crowdfunding in Europe; regarding the different laws in each country.

[http://www.europarl.europa.eu/RegData/etudes/BRIE/2017/595882/EPRS\\_BRI\(2017\)595882\\_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/BRIE/2017/595882/EPRS_BRI(2017)595882_EN.pdf) : document by the European Parliament – about crowdfunding in Europe.

<https://www.econstor.eu/bitstream/10419/52302/1/671522264.pdf> : general books with guidelines + mapping projects.

<http://www.dw.com/en/europes-scientists-experiment-with-crowdfunding/a-19172242> : interesting article on science crowdfunding platform.

<https://www.euroscientist.com/the-brave-new-worlds-of-crowdfunding-science/> : interesting article with numbers about crowdfunding

<https://www.theguardian.com/higher-education-network/blog/2013/nov/11/science-research-funding-crowdfunding-excellence> : The Guardian. How reconnect science and citizens? Crowdfunding!

<http://fundedscience.com/list-crowdfunding-platforms-scientific-research/>

<https://ec.europa.eu/programmes/horizon2020/en/news/new-report-assesses-role-crowdfunding-and-other-forms-alternative-finance-research-and> report from the EC, 2017, on research and crowdfunding.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4364865/> : for health topic, but show that it brings innovation.

<http://theconversation.com/crowdfunding-of-science-leads-to-innovation-and-better-public-engagement-26268> : innovation and public engagement thanks to crowdfunding.

<https://pdfs.semanticscholar.org/c1e2/a1068f0af1c3120c62be5943340518860ecb.pdf> : From the point of view of funders...