

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

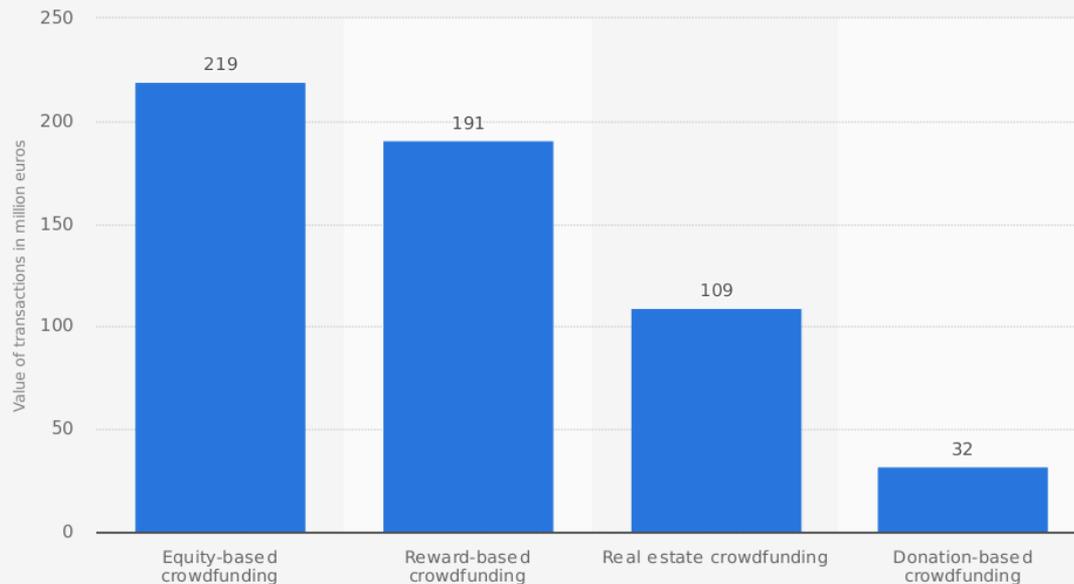
1. The use of new technologies
 2. How doing marketing on RP? Very difficult for scientists.
 3. From the SSH perspective, it's still more difficult; especially because most of researchers think their research is too specific, that citizens are not enough interested or concerned by it.
 4. Only “sexy” 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
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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 : very interesting book and general on Crowdfunding in Europe.

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 : 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...