

DTP Priority Innovative and socially responsible Danube region:

CROWDfunding to mainSTREAM innovation: CrowdStream

Overview

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AEI – Agency for European Integration and Economic Development

- Founded in **2003**
- **Public equivalent body, non -profit**
- „**Fully mandated body** status“ for EU Projects
- Platform to **provide Austrian best practice**
- **More than 200 projects with a total volume of over 200 million Euros**
- **Cross-linking** of policy, administration and business
- **Coordination of international development and research projects**
- **Representation** function for Austrian entities and administrative bodies

DTP Project CrowdStream – Facts

Program Priority 1

- Innovative and socially responsible Danube Region

Project Team

- 10 PPs (9 countries)
- 6 ASPs (5 countries)

Duration

- 12/2016-05/2019 (30 months)










Challenges

Challenges

SMEs still contribute more than half of total value added in non-financial economy & provided 80% of all new jobs

<u>Finance</u> <u>Access</u> 		25% Availability of bank loans
		34% Collateral requirements
		economy innovation & job market
		Banks or public guarantee funds cannot solve this challenge

EC identified this as a **European Challenge**
Answer: **Strategies on alternative financing**



Objectives and envisioned results



Objectives



Access to high quality
alternative financing



Initializing a change
in the financing market

Envisioned results



Improved cooperation
between business-support-
organizations and enterprises



creation of
transnational
crowdfunding platforms

Outputs and targeted activities

Training

- Trainings for public actors
- Trainings for businesses



Tools

- Transnational quality label



Pilot Actions

- Pilot actions on campaigns



Strategies

- Transnational &
- Regional **Action Plans**



Results

Improved **regional support structures** for innovative spin-offs, start-ups & social enterprises to gain financing via **alternative financing sources** via

Study visits		Policy recommendations	
Learning interactions		Pilot actions	
Trainings		Quality monitoring tool	
Field missions, study visits		Regional action plans	

Next steps and cooperation opportunities

Next steps and cooperation opportunities

Communication activities

Quality labelling

**Crowdfunding update and
desk research/baseline
study**

Policy support

Knowledge exchange

**Training and inclusion of
stakeholders/ capacity
building**



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Questions



THANK YOU