



COUNTRY SUMMARY

A social enterprise is defined by the Swedish Government as an enterprise where the business activity is a means of achieving one or more specific socially beneficial goals, such as reducing exclusion, improving the climate and the environment or contributing to a safer living environment. The common driving force for social enterprises is to create innovative solutions to societal challenges. Their own financial gain is not at the centre.

In Sweden, there are different ways of financing social enterprises, especially social funds.

Crowdfunding for social enterprises is quite limited in Sweden, due to the availability of other tools designed for supporting social enterprises, NGOs and social projects, like Mikrofonden, Arvsfonden and Vinnova.

What is crowdfunding?

Crowdfunding means that a large group of individuals with small sums helps to finance a business, instead of one or a few investors contributing a larger sum. The collection takes place via crowdfunding websites and many times the investors are unknown to the entrepreneur.

How does crowdfunding work?

In short, crowdfunding is based on a specialized website where aspirant entrepreneurs present a business idea and seek financial support from individuals and companies. The website works a bit like a bulletin board where many different business ideas are presented at the same time.

In many cases, the entrepreneur sets an investment goal that must be met for the idea to become a reality.

It is common for the backer to be given the opportunity to pre-order the product against advance payment. In this way, the entrepreneur raises capital to implement the business idea, and the backer receives the product at the first possible opportunity.



Main Relevant Platforms

- FundedByMe:

1,000 euros in the entrance fee.

8% of the amount on completed issue

Access to investors, marketing advice, inclusion in marketing communication

- <https://www.pepins.com/>

Pepins is a platform for share-based grassroots financing that was founded in 2014. It focuses on growth companies that are still small or medium-sized

- <https://lluhcrowdfunding.se/cf-listing-page/>

For free, training.

- <https://charity.gofundme.com/>

Any fee. Give basic information on how to structure fundraising.

- <https://www.crowdcube.com/>

A preferential success fee of 5.5% (exclusive of VAT) is only charged on the amount you successfully raise.

A completion fee, which is, on average 0.75% -1.25% of all funds raised, is also applied. This fee includes our third-party payment provider’s variable costs and the cost of collecting, reconciling and distributing the funds raised.



Successful Crowdfunding Campaigns

General Information:	https://startsomegood.com/supportthehomethatbuildslives
1. Name of the practice	Work empowers women
2. Organization and country	SisterWorks Incorporated, Australia
3. Description of the campaign	SisterWorks supports women who are migrants, refugees or asylum seekers to become personally and financially empowered, via the sale of their handmade products
4. Lessons learned	Effective video production; Clear goals; Rewards proportional to donation

General Information:	https://www.gofundme.com/f/learn-to-money
1. Name of the practice	Learn to money
2. Organization and country	USA
3. Description of the campaign	Learn to Money is a video series and companion classroom curriculum hosted by Tyrone Ross, an athlete and financial advisor whose mission is to empower people with the financial tools and knowledge to thrive
4. Lessons learned	<p>Fix different goals:</p> <ul style="list-style-type: none"> * At \$35,000 we will create a pilot episode and curriculum. * At \$225,000 we will create six episodes with curriculum. * At \$425,000 we will create twelve episodes with curriculum. * At \$475,000 we will create twelve episodes and a companion website.



Crowdfunding training

General Information:	
1. Name of the practice	Crowdfunding Halland
2. Organization and country	Lokalt ledd utveckling Halland, Sweden

3. Learners group /Target group / Participants' group	
age	Any limit
general/specific branch	Social enterprises
students / VET teachers / employees ...	Any specific qualification
4. Context / Learning environment	Online, onsite ad hoc consultancy
formal or non-formal education	Non-formal education
5. Need to be covered by the good practice	Guide aspiring social entrepreneurs in realizing an effective crowdfunding campaign.
6. Learning goals	Give the learner specific advice on how to create an effective crowdfunding campaign.
Knowledge?	A general overview of the different types of crowdfunding; Available crowdfunding platforms; Planning the crowdfunding campaign; Rewards
Skills?	Launch the campaign on a platform; Target the campaign to the right network; Inspiration, information and tools;

Behaviours?	N/A
attitudes?	N/A
7. Methods – Approach/ Types of activity (f.e. workshop).	An online workshop for a general presentation. Personal consultancy for a deeper training
8. Materials: are there specific materials that are needed?	Any specific material
9. Evaluation and description	
what kind of reflection is included in the practice?	Which is your crowd; Collaboration; Planning
how are the learning outcomes evaluated in this best practice?	Successful campaign. Duration of the project.
what kind of feedback do the learners receive?	N/A
10. Transferability potential/Variations	N/A

General Information:

1. Name of the practice

Direct consultancy

2. Organization and country

Coompanion, Sweden

3. Learners group /Target group /
Participants' group

age

Any limit

general/specific branch

Social enterprises

students / VET teachers / employees ...

Any specific qualification

4. Context / Learning environment

Online, onsite ad hoc consultancy

formal or non-formal education

Non-formal education

5. Need to be covered by the good practice

Guide aspiring social entrepreneurs in fundraising.

6. Learning goals

Give the learner overall advice on how to develop a social entrepreneurial idea.

Knowledge?	How to develop a social enterprise; how to raise funds; how to start a social enterprise
Skills?	Inspiration, information and tools;
Behaviours?	N/A
Attitudes?	N/A
7. Methods – Approach/ Types of activity (f.e. workshop).	Personal consultancy for a deeper training
8. Materials: are there specific materials that are needed?	Any specific material
9. Evaluation and description	
What kind of reflection is included in the practice?	Collaboration; Planning
How are the learning outcomes evaluated in this best practice?	Successful campaigns. Duration of the project.
What kind of feedback do the learners receive?	N/A
10. Transferability potential/Variations	N/A



Innovation Toolkits

General Information:

<https://www.crisp.se/bocker-och-produkter/planning-poker>

1. Name of the practice

Planning poker

2. Organisation and country

Mountain Goat Software, LLC

3. Aims of the tool

It makes team-estimating faster, more accurate, and more fun.

4. Methods – Approach/ Types of activity

Card game used for facilitating group decision-making

5. Materials: are there specific materials that are needed?

Specific cards

6. Evaluation and description

What kind of reflection is included in the practice?

How are the learning outcomes evaluated in this best practice?

The game gives to participants the opportunity to take decision more rapidly

What kind of feedback do the learners receive?

7. Transferability potential/Variations

General Information:

Leadfarm Erasmus+ project

1. Name of the practice

Game on Decision making

2. Organisation and country

Changemaker, Sweden

3. Aims of the tool

Making decisions is hard, making a decision in a cooperative is even harder. There are a lot of factors to consider and all members wishes must be taken into account.

4. Methods – Approach/ Types of activity

Board Game

5. Materials: are there specific materials that are needed?

<https://leadfarm.eu/training-app/co-operative-games/>

6. Evaluation and description

What kind of reflection is included in the practice?

This game will give to users the opportunity to test their decision-making skills and ability to come to a consensus.

How are the learning outcomes evaluated in this best practice?

At the end of the game, participants will agree on common decisions

What kind of feedback do the learners receive?

How to agree and take collective decisions

7. Transferability potential/Variations

General Information:

Leadfarm Erasmus+ project

1. Name of the practice

Game on Leadership

2. Organisation and country

Changemaker, Sweden

3. Aims of the tool

Be effective in what you are communicating

4. Methods – Approach/ Types of activity

Board Game

5. Materials: are there specific materials that are needed?

<https://leadfarm.eu/training-app/co-operative-games/>

6. Evaluation and description

What kind of reflection is included in the practice?

This game will give to users the opportunity to test their abilities in communication

How are the learning outcomes evaluated in this best practice?

At the end of the game, participants will create new strategies to better communicate

What kind of feedback do the learners receive?

How to communicate in an effective way

7. Transferability potential/Variations