Crowdfunding on Renewable Energies in France: A new way to improve acceptability and debates

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Our history

- Septembre 2014 : Création de la société au RCS de Montpellier
- Juin 2015 : Intégration du Pôle Réalis, incubateur de l'E.S.S. de la Région LR
- Janvier 2016 : Augmentation de capital SOFILARO (Crédit Agricole Languedoc)
- Décembre 2017 : Intégration du Village Montpellier by CA
- Avril 2015 : Obtention de l’agrément C.I.P.
- Septembre 2015 : Lancement effectif de la plateforme avec une 1ère collecte
- Avril 2017 : Signature de la convention de partenariat avec la banque privée du crédit agricole Languedoc
- Mars 2018 : Augmentation de capital
Key figures

PLUS DE
42 projets financés

PLUS DE
9,6 millions d’€ collectés

UNE COMMUNAUTÉ
DE PLUS DE
7 600 membres

UNE ÉQUIPE DE
15 collaborateurs
Our vision

Allow each citizen to become energetic transition actor

- Make pedagogy on renewable energies and financing, for all
- To allow the appropriation of the projects by giving an early access of investment to the residents of the projects
  ➔ The commons
- Give meaning to your savings
  ➔ Knowing where my money is going
An adapted legal frame

In France, 3 laws that boost the development of crowdfunding

- Crowdfunding law, October 2014: Creation of an agreement for platform

- Energetic Transition law (LTECV), August 2015: To allow town and local authorities to invest in project without a « SEM » status

- PACTE law, Q3 2018: Maximum ceiling of collect raise to 8 million € - eligibility for no taxe plan

In Europe, work in progress for an European frame, with same rules for each platform
Acceptability : actual report

- **Debt on information**, mostly at the start of development:
  - Time-consuming
  - An other work than to develop
  - Some old-fashion strategy adopt by some developer

- **Residents may feel powerless** = a potential seed of opposition

- **Only people against projects express their opinion**:
  - You don’t demonstrate when you’re ok
  - No expression space to federate people for the project
What crowdfunding may do before collect

- Not being only a money collector
  - Information action, digital and on the spot
  - Pedagogic tools (videos, infographics...etc)
  - Be associate from the start or asap

- Embark residents into the project = project ecosystem

- Create an open space to group people who support the project :
  - By information actions on the territory
  - Through on online project page on Enerfip.fr : likes, asks, comments...etc
What crowdfunding may do before collect
What crowdfunding may do before collect
What crowdfunding may do during collect

- To adapt investments tools to people
  - By credit card
  - By transfer
  - Be check

- To be available to answer and to guide by phone, email or mail

- To organize investment meeting on the territory

- To give an early access for residents during first weeks of collect
What crowdfunding may do during collect
Impact of crowdfunding

- Debates are balanced: opposed people are not often representative
- Local investor become ambassadors and defend the project
- Average investment is higher for local people: 4100 € Vs 1450 €
- Too early for stats but development time could be shorter

- An answer of an ask of territories who wants to be parts of projects
- An investment for futur: more participations for less oppositions
#TimeToAct

4 900 milliards d’e€

100 milliards d’e€

2 %
SO, LET’S TALK ABOUT YOUR PROJECTS!
YOU MAY ALSO BE A SMART INVESTOR ON ENERFIP.FR ;-)