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DEVENEZ ACTEUR DE LA TRANSITION ÉNERGÉTIQUE

# Crowdfunding on Renewable Energies in France :

# A new way to improve acceptability and debates

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ENERFIP est régulée auprès de l'Autorité des Marchés Financiers (AMF) et est agréée **Conseiller en Investissements Participatifs** (CIP) et **Intermédiaire en Financement Participatif** (IFP)

# Our history

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**Septembre 2014**
Création de la société au RCS de Montpellier

**Avril 2015**
Obtention de l'agrément C.I.P.

**Juin 2015**
Intégration du Pôle Réalis, incubateur de l'E.S.S. de la Région LR

**Septembre 2015**
Lancement effectif de la plateforme avec une 1ère collecte

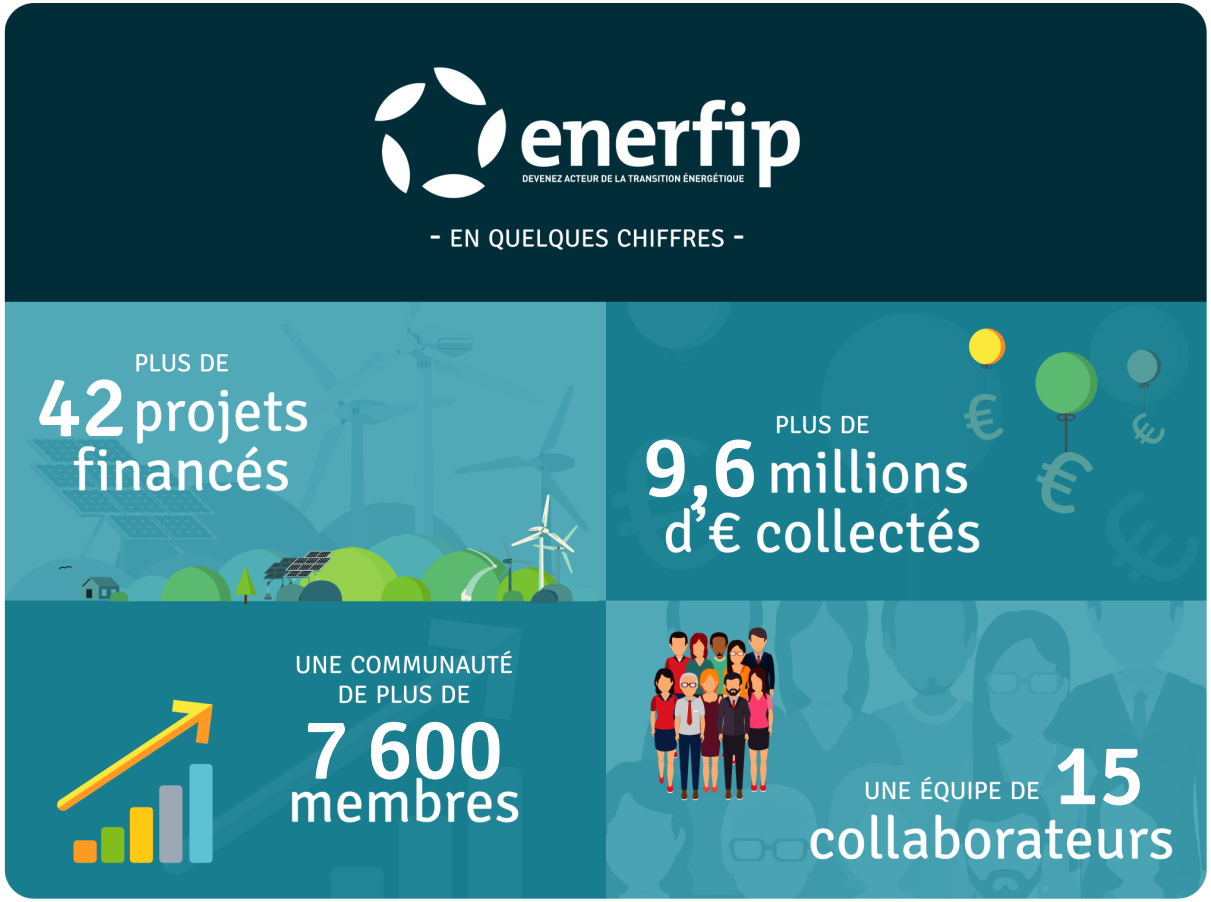
**Janvier 2016**
Augmentation de capital SOFILARO (Crédit Agricole Languedoc)

**Avril 2017**
Signature de la convention de partenariat avec la banque privée du crédit agricole Languedoc

**Décembre 2017**
Intégration du Village Montpellier by CA

**Mars 2018**
Augmentation de capital

# Key figures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DEVENEZ ACTEUR DE LA TRANSITION ÉNERGÉTIQUE
- EN QUELQUES CHIFFRES -
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 agrement 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 plateform

# 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 oposition

- **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

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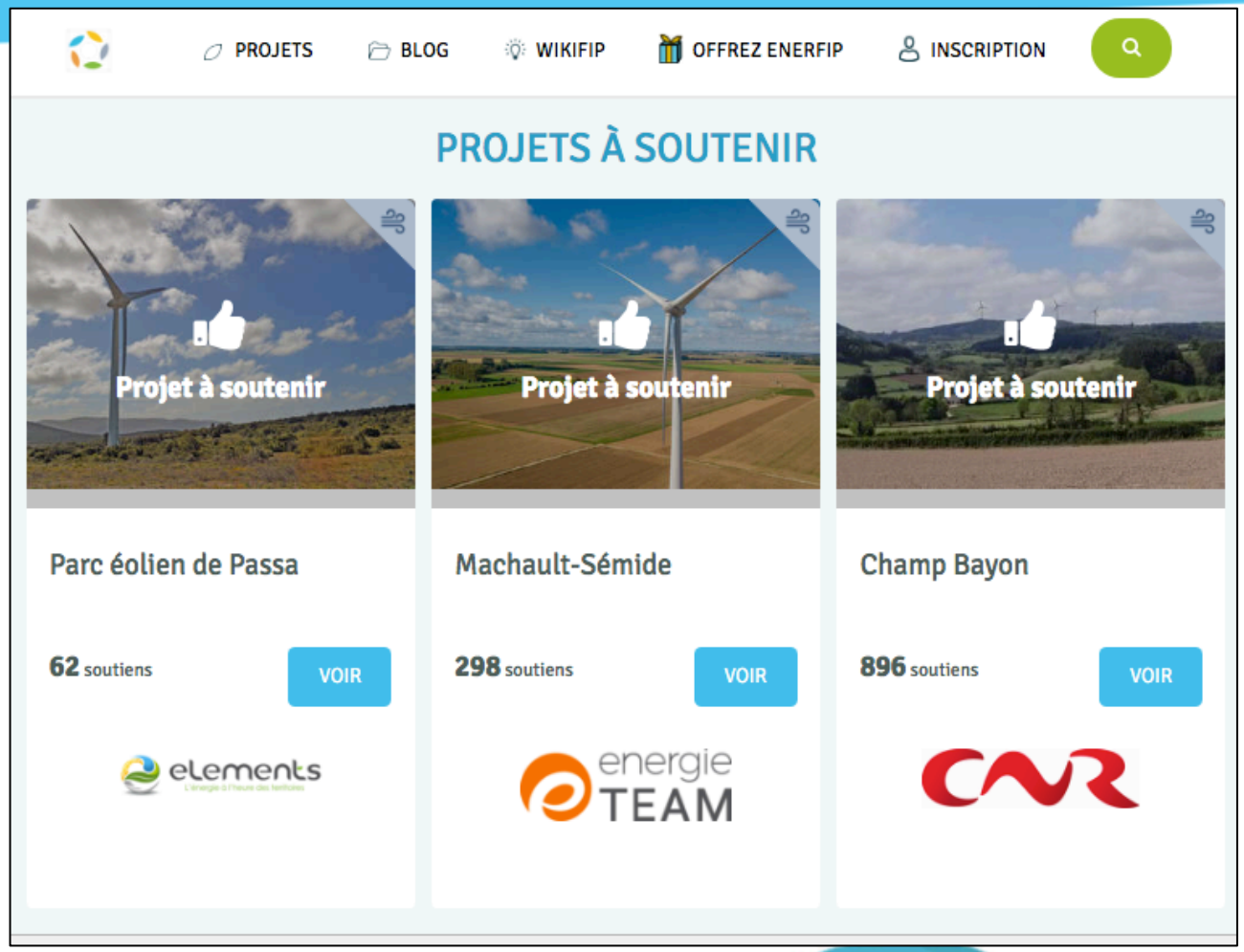

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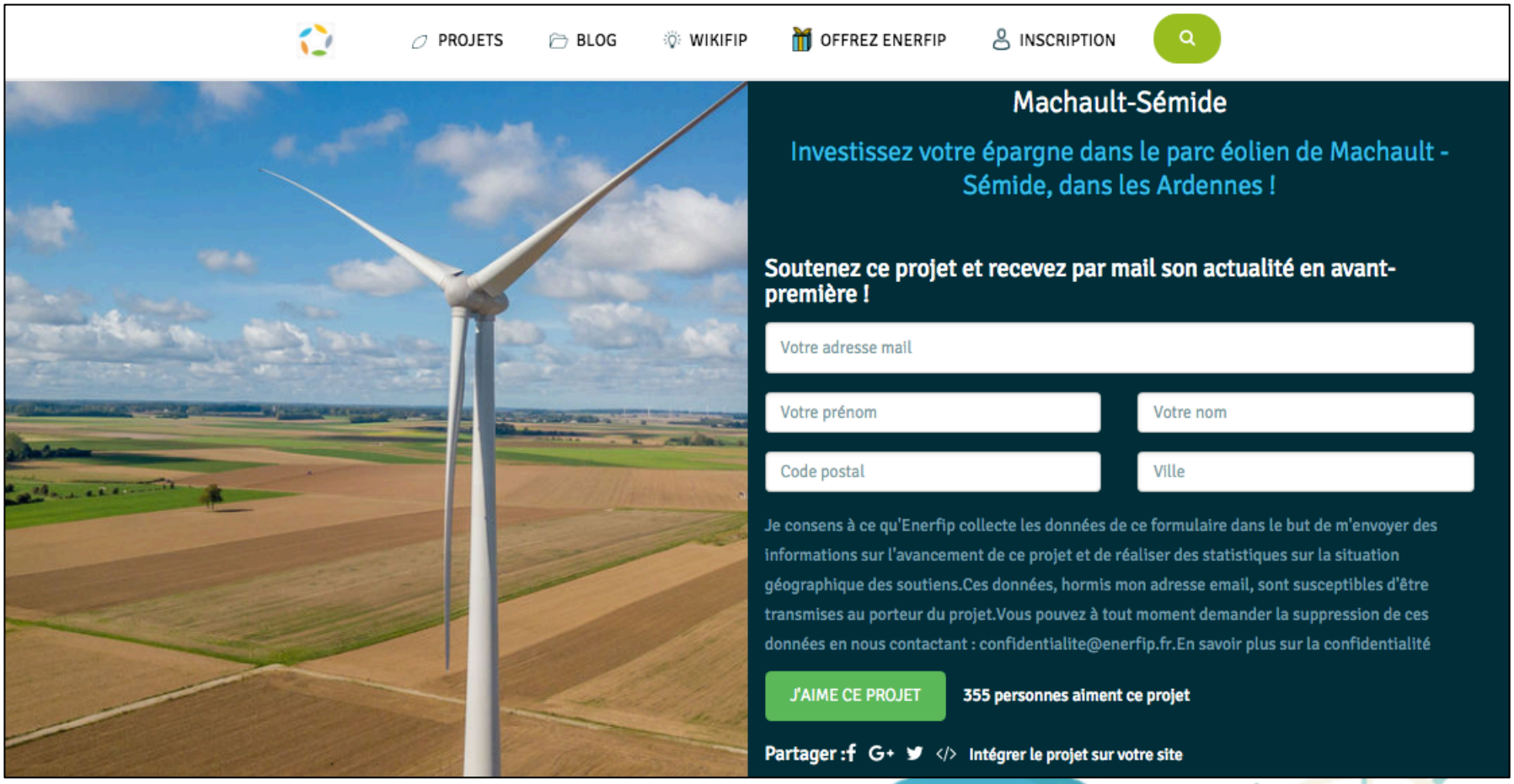


# What crowdfunding may do during collect

- **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

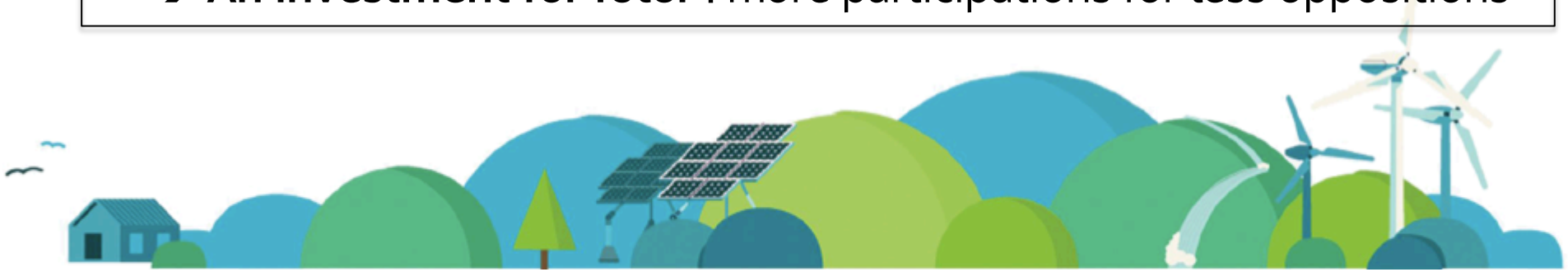
# What crowdfunding may do during collect

# 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

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## SO, LET'S TALK ABOUT YOUR PROJECTS !

## YOU MAY ALSO BE A SMART INVESTOR ON ENERFIP.FR ;-)

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