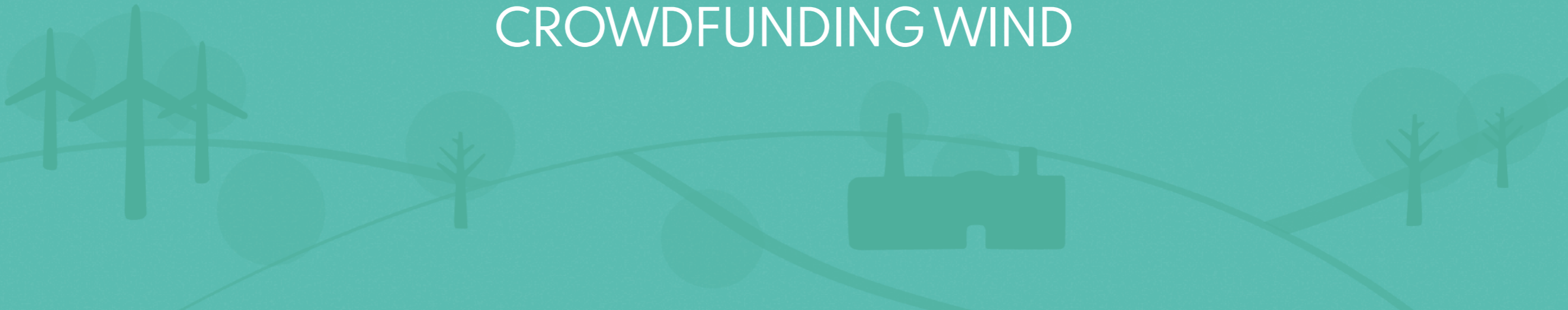


IMPACT CROWDFUNDING



CROWDFUNDING WIND



**HOW DOES THE LOCAL
COMMUNITY PERCEIVE THE
CHANCE TO CROWDFUND
WIND POWER PLANTS?**

About Joukon Voima

- Joukon Voima is a crowdfunding service for sustainable projects
- We offer companies loan based funding with which they implement project that contribute to sustainable development goals
- Our objective is to provide ordinary people with impact investing opportunities where alongside financial returns they can create a positive, measurable environmental or social impact.

Background for the research

- Joukon Voima is negotiating with a wind power project developer on crowdfunding their wind power park in Finland
 - ~500k€ quota to be crowdfunded: 3 year loan term, 5,0% annual interest
 - The crowdfunding campaign to take place in the early summer or the early autumn 2019
- The project company seeks ways to engage the local citizens and provide them with a chance to financially benefit from the project
- Even though the crowdfunded capital is more expensive than what is available from more traditional sources, the project company values the **BENEFITS** of engaging the local community

WHAT ARE THESE BENEFITS?



IS THERE A CHANCE FOR BACKLASH?



Assignment

- We are curious on finding out what kind of reactions can we expect when providing the local community a chance to invest in the wind project
 - What kind of expectations do locals have for the investment opportunity?
 - Is their perceptions more positive towards the wind project due to the inclusive approach or do they think this is questionable resulting in negative reactions?
 - How do the locals perceive the overall ownership (local, Finnish, foreign) of the project?
- **DELIVERABLE:**

We expect to gain implications and suggestions for making our future crowdfunding campaign more attractive to the local community and this to result in greater benefits for our project partner

Assignment

- The research method to be defined together with the research group:
 - Boring, but useful literature review?
 - Interviewing or surveying the local community?
 - Surveying the communities of past comparable international projects?
- The current issue is that the project partner has not disclosed all necessary information
 - Still unclear, when would we gain an access and permission to be in touch with the local community
 - This shall be clarified within a week or two

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