



# EU MISSIONS

## RESTORE OUR OCEAN AND WATERS



### CROWDFUNDING

**Crowdfunding** is an approach allowing fundraisers to raise capital from a large number of people who contribute relatively small amounts via online platforms. This can be in the form of donations, loans, or equity financing, among others.

### CASE STUDY 1: THE OCEAN CLEANUP



With the support of over **38,000 funders** from 160 countries, over **2 million USD** was raised in 100 days. The money raised helped The Ocean Cleanup initiate the engineering process as well as a series of expeditions. The collected oceanographic data is used by our engineers when designing the cleanup system. Thank you to all crowdfunders, professional in-kind contributors, as well as the many volunteers and ambassadors who enthusiastically invested their time when The Ocean Cleanup was merely in the concept phase.



The Ocean Cleanup

### TYPES OF CROWDFUNDING

**Peer-to-peer lending**  
loans repaid with interests

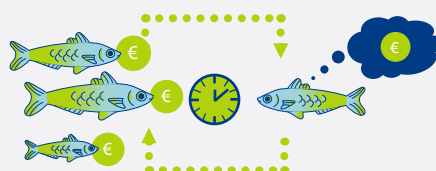


**Equity crowdfunding**  
sale of a stake in return for investment

**Profit-/revenue-sharing**  
future profits or revenues are shared with the crowd in return for funding

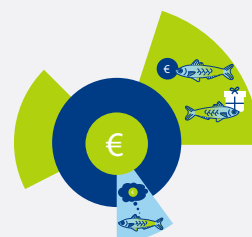


**Rewards-based crowdfunding**  
donations with expectations of receiving a non-financial reward



**Debt-securities crowdfunding**  
investments in a debt security, such as a bond

**Hybrid models**  
combinations of elements of more than one crowdfunding type



**Donation-based crowdfunding**  
donations with no financial or material return