

<Croatia> Sustainable mobility for Krugovi NGO



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 785081. Disclaimer: The content of this material does not reflect the official opinion of the European Union. Responsibility for the information and views expressed lies entirely with the author(s).

Sustainable mobility for Krugovi NGO

- Country: Croatia
- Localization: City of Zagreb
- Status of the project: Finished
- Date of finalizing: 30th November 2020



- Financial model (EPC, Leasing, Crowdfunding): Crowdfunding (reward model)
- Total investment size [EUR]: 7 000
- Total energy related investment size (EUR): 5 000
- Financing (own contribution, grants etc.) [%]: -



- Platform croenergy.eu
- Investment size based on average price for one bicycle with additional equipment (baskets, padlocks, bicycle stands)
- 10 bicycles
- Reward model (additional costs for production of rewards included)- designed expression of gratitude, bookmarkers, name of the donator on the purchased bike, surprise gifts
- Donations - from 7-135 EUR
- 9 donators - raised only 2%



- Primary energy savings [GWh/a]: 0.03
- RES production [GWh/a]: -
- Other energy related benefits: -



- Procurement of new bicycles will provide diligent volunteers a faster, energy efficient and healthier alternative during home visits, delivery of groceries and medicines to elderly and infirm, socially disadvantaged users in the City of Zagreb
- Currently they have old bicycles, which need to be repaired often
- Through the project they want to provide support and reduce the loneliness of the elderly people through home visits, socializing and help at home, provide psychotherapeutic support to lonely and depressed ones, encourage active and productive aging support workshops, organize local humanitarian actions and workshops for support and assistance to poor citizens and to encourage volunteering in work with the elderly



- COVID-19 situation
- Earthquake in Zagreb in March 2020
- Not wide enough scope of the action
- Insufficient contact with backers- especially private companies



- Campaign has been promoted, besides the internet pages of Krugovi and croenergy.eu platform, also on social media channels (Facebook, Youtube, national television)
- Krugovi developed special video for the campaign in order to additionally sensitize potential backers- the plan was also to have stands on the main points of the City but due to COVID-19 situation this was postponed
- Campaign prolongation
- Taking in consider initializing 2nd campaign on other platform with wider scope of audience and more socailly focused projects



Conclusions

- Standard issues occurred: small market and lack of awareness among potential backers, lack of support from entrepreneurial sector, project developers' lack of strong initiative and risk mitigation plan, as well as lack of experience with communication with potential backers (need for professional help with marketing activities)
- Possibility for re-initialization of campaign in late Spring/beginning of Summer 2021