

**Nina Horstmann**

**Crowdfunding:  
Democratising  
finance for the  
green economy**

**Myths and the  
Battle of Lines**

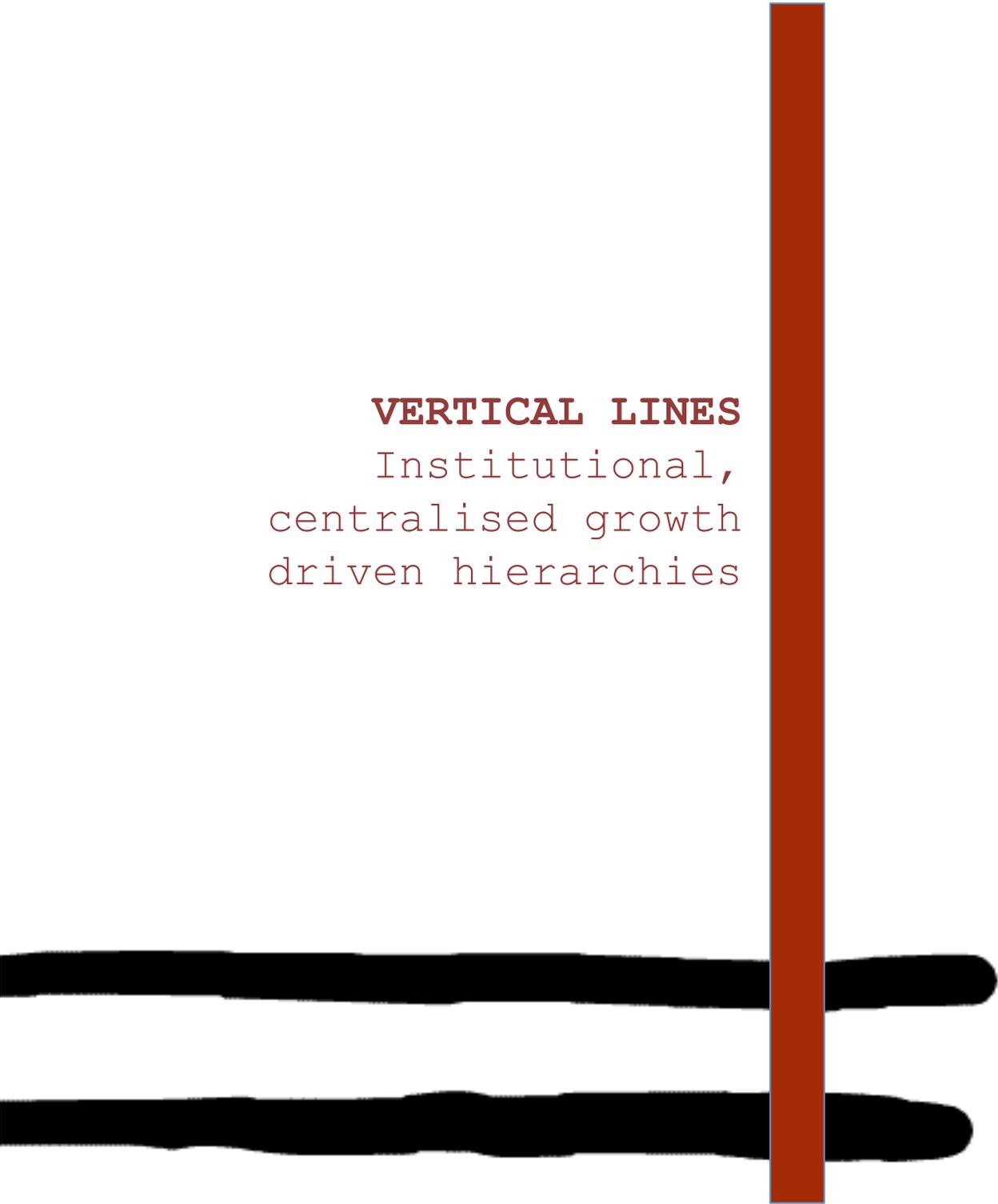
**Can the Big Six  
become the Big  
Sixty Thousand?**

**Virtuous  
bankers, flying  
pigs**

**Crowdfunding:  
Democratising  
finance for the  
green economy**

1. **Financing** of renewable energy
2. **Alternative models** to traditional banking systems
3. **Crowdfunding** for renewable energy and the
4. **Motivations** of the 'green crowd'

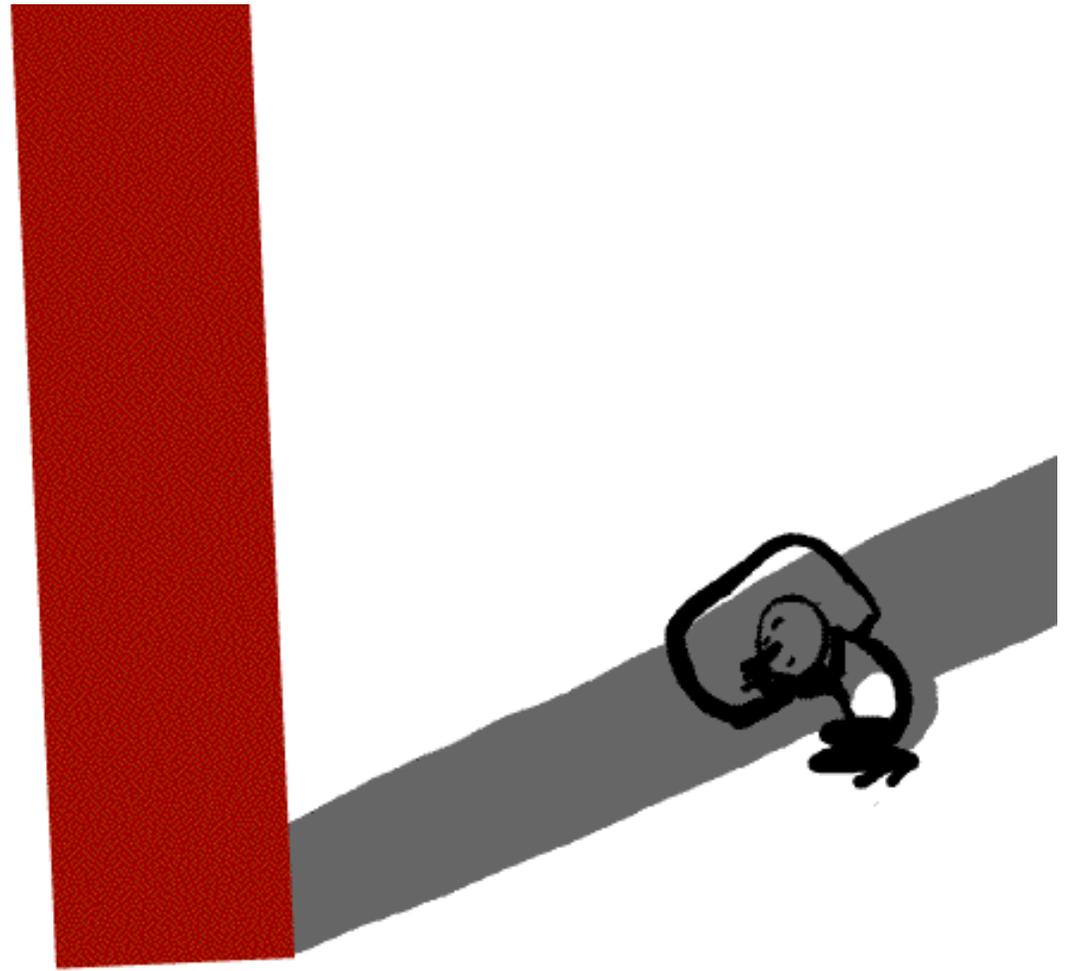


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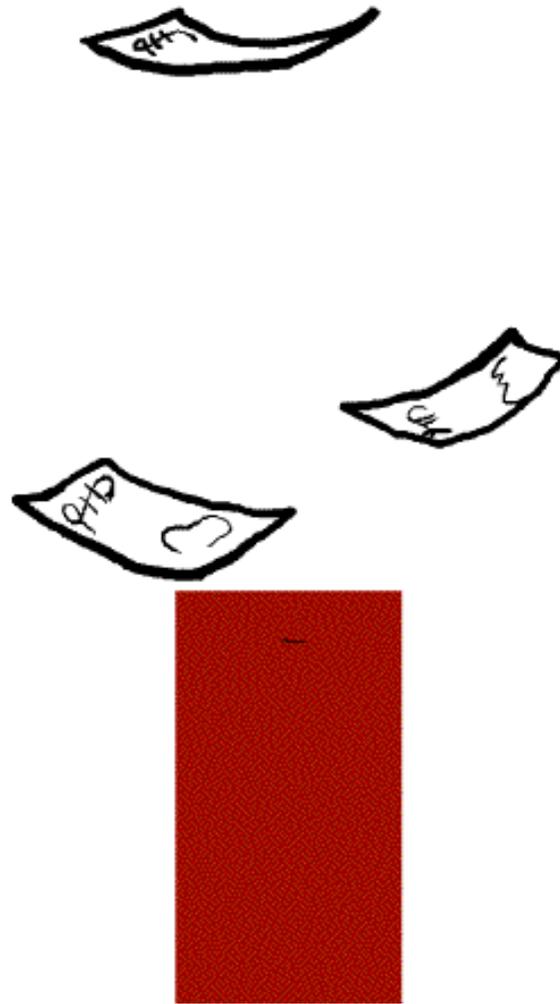
**VERTICAL LINES**  
Institutional,  
centralised growth  
driven hierarchies

**HORIZONTAL LINES**

Democratic,  
decentralised value  
driven connections

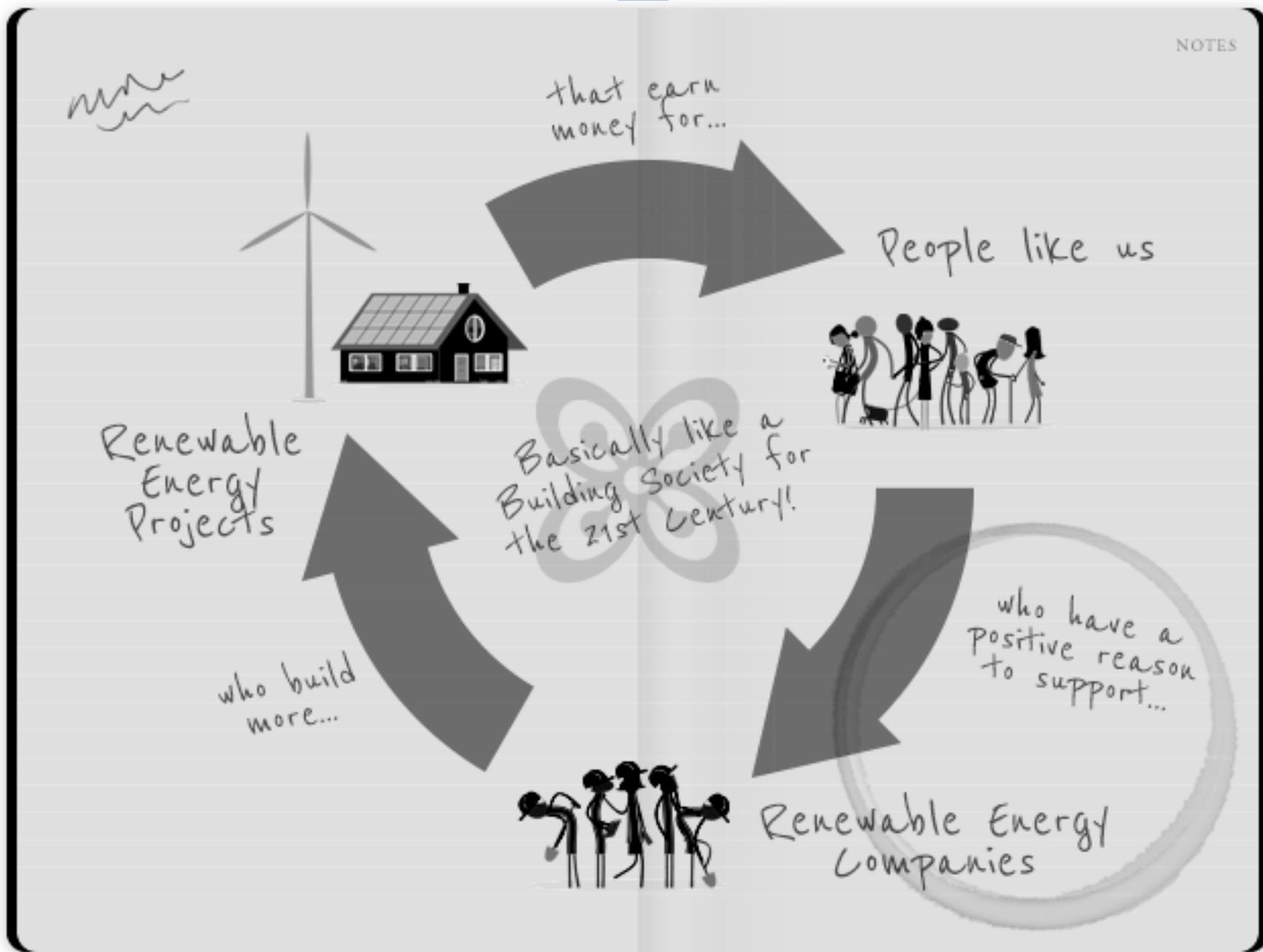


**Crowdfunding connects directly  
people with money to the people  
who need it.**



**Crowdfunding turns an exclusive investment market into an inclusive one.**

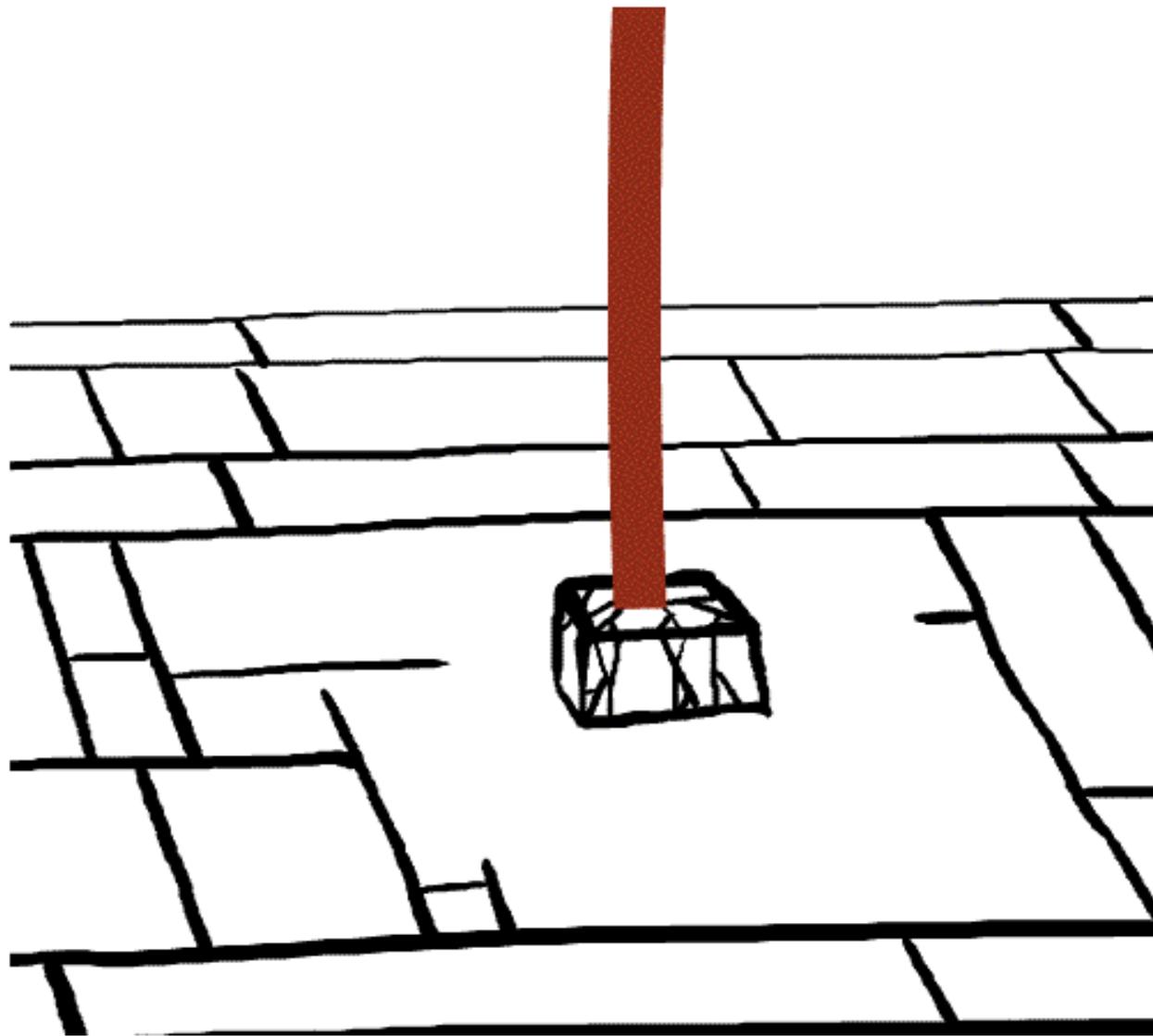
3. Crowdfunding for renewable energy



project's cause  
financial return  
support of  
renewable energy  
benefits for the  
communities  
democratic  
finance  
~~risk & portfolio  
considerations~~

4. Motivations of the 'green crowd'

~~ownership~~  
transparent  
ethical  
investment  
male  
well-educated  
~~local support of  
renewable energy  
projects~~  
financial  
education



Crowdfunding as an opportunity to bring change from a vertical power distribution to a horizontal one.



**Thank you for  
your attention**

Illustrations 'The Story of the Line'  
by Matt Abiss & Charlotte Webster  
<http://blog.abundancegeneration.com>

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