

WithYouWeDo:

Corporate Social Responsibility and Crowdfunding



Name of platform	WithYouWeDo
Geographical focus	Italy
Active since	December 2014
Crowdfunding model	Reward based and Donation based
Type of crowdfunding	Take it all and All or nothing
Private partner	TIM
Platform partner	Starteed
Platform website	http://withyouwedo.telecomitalia.com/



Executive summary

TIM WithYouWeDo (WYWD) is a reward- and donation-based crowdfunding platform, initiated by TIM, the leading telecommunications and ICT group in Italy, and technically developed by Starteed, an Italian SME that offers white-label solutions in the crowdfunding and co-creation market. It was launched in December 2014 and offers matchfunding possibilities provided by TIM. The platform is oriented towards projects that incorporate digital technology in one of the following areas:

- **Spreading Digital Culture:** schools, art and literature, from protecting heritage to innovation in the expression of creativity.
- **Social Innovation:** from innovative projects for solidarity to building new models for integration.
- **Environmental Protection:** everything which relates to environmental sustainability.

Since its launch in December 2014, a total of €1,524,402 has been raised on WYWD through the support of 4,167 backers. €157,835 has been matchfunded by TIM to WYWD projects. In total, 71 projects have been posted on WYWD. Out of 26 projects posted on WYWD in the area of digital culture, 46% (12 projects) were successful.



The most important impact of WYWD on CCS crowdfunding, is that it has opened up crowdfunding and has provided additional matchfunding by a private actor, TIM, for digital culture in Italy. Moreover, the support provided by TIM in promoting the WYWD projects and in reaching out to its communities of followers, has given a boost to WYWD projects. The individual and free-of-charge crowdfunding consultancy offered by Starteed further strengthens the WYWD projects.

Besides the partnership between TIM and Starteed, additional partnerships between WYWD and media partners or foundations, accelerate the impact of WYWD on the crowdfunding projects: each partnership allows to reach out to and to engage a wider or new community of backers.

TIM WithYouWeDo

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- Environmental Protection: everything which relates to environmental sustainability.

The WYWD platform was initiated by TIM and technically developed by Starteed:

- TIM is the leading telecommunications and ICT group in Italy, with operations also in Brazil through TIM Brazil. The Group generated revenues of 19 billion euros in 2016.
- Starteed is an Italian “crowd company” offering white label solutions in the crowdfunding and co-creation market, that integrate management, marketing and business functions for professionals and companies, which plan to create Do-it-Yourself campaigns or multi-project platforms. The company supports crowdfunding in all its different models - from donation to equity. At this moment, the company works with a team of 12 people.

As a technical partner, Starteed maintains and manages the WYWD crowdfunding platform.

WYWD in numbers

Since its launch, a total of €1,524,402 has been raised on WYWD through the support of 4,167 backers; €157,835 of matchfunding has been provided by TIM to WYWD projects. 71 projects have been posted on WYWD up till now, of which 18 projects in the area of environmental protection, 27 projects in the area of social innovation and 26 projects in the area of digital culture. Of the 71 projects, 33 projects reached their goal (46%), of which 8 in the area of environmental protection (44% of the 18 projects in this area), 13 in the area of social innovation (48%) and 12 in the area of digital culture (46%). There are no numbers available on the amounts raised per priority area.

Project selection

At the onset of the WYWD platform, projects were initiated and selected by TIM via a call for projects, where only 10 to 15 projects were posted every 6 months.

Since 2016, the platform does not work via calls for projects anymore and is open all year round to all reward- and donation-based crowdfunding projects that fit one of the three priority areas described above. In order to get posted on the WYWD platform, projects have to go through a selection procedure. Projects are screened on their degree of “innovation, creativity, talent and passion”. In addition to these characteristics, projects are evaluated, by a special committee within the TIM WYWD team, according to the following criteria:

- their level of adherence to one of the three above-mentioned priority areas,
- their clarity and completeness,
- the quality of the presentation (images and video),
- the degree to which digital technologies are valorised in the projects,
- the credibility and references of the project holders,
- the adequacy of the budget (with respect to the crowdfunding target) and
- the justification of the use of the funds that are raised through crowdfunding.



Crowdfunding on WYWD

Projects posted on WYWD can be both donation- and reward-based campaigns, and both the “Take-it-all” or “All-or-nothing” models can be chosen by project holders. WYWD does not charge any platform fees, the only fees that apply are payment transaction fees:

- For payment via Stripe (in agreement with TIM):
 - 1.1% + €0.16 per successful transaction in Italy and Europe (Visa/MasterCard) +0.25€ per transfer from the project holder account, to his SEPA bank account.
 - 2.9% + €0.25 per successful transaction outside Europe or with American Express +0.25€ per transfer from the project holder account, to his SEPA bank account.
- For payment via PayPal (in agreement with TIM): 1.8% of the total + €0.08 per transaction.

Crowdfunding campaigns last on average 120 days and the maximum target is €250,000 (which can be exceeded in special cases).

Matchfunding by TIM

TIM provides matchfunding of up to 40% of the crowdfunding target to projects in the above-mentioned areas that are initiated by non-profit organizations, or organizations who pursue their goals in one or more of the following sectors: social welfare, social innovation and integration, education and training, scientific research, promotion and protection of historic and artistic heritage, promotion of culture in its many forms of expression or protection and safeguarding of the environment (For more information, please check <https://withyouwedo.telecomitalia.com/section/withyouwedo>). Only projects that reach their target within the time foreseen, can receive matchfunding. The matchfunding is limited to a maximum of € 10,000. In order to convince other backers to donate to the projects,

the matchfunding of 40% of the crowdfunding target, is already displayed at the start of the crowdfunding campaign.



Communication and other crowdfunding support

Both TIM and Starteed support project holders in different ways:

- Besides matchfunding, TIM also provides communication support to project holders in order to foster donations. TIM offers support through several channels, such as their own social media or through a partnership with a radio programme where project holders can promote their projects. Moreover, TIM shares WYWD projects with its own communities to reach out to a large number of potential backers, such as the community of Fondazione TIM.
- The WYWD website offers collective guidelines on how to set up a crowdfunding campaign (<https://withyouwedo.telecomitalia.com/section/how-it-works/tips-for-organising-a-project>) and each project holder is also provided with more individual advice on how to create a crowdfunding campaign, how to promote it, how to follow up the campaign,... This consultancy service is available to every project that is published on the WYWD platform and is offered by both TIM and Starteed.

TIM Crowdfunding Tours to stimulate the uptake of crowdfunding in Italy

TIM has organized three “Crowdfunding Tours” across Italy to present crowdfunding in general and the WYWD platform. In these workshops, the following topics were presented:

- Crowdfunding in general (how it works, when to use it and why to use it),
- The position of crowdfunding in the social sphere and the possibilities of crowdfunding for non-profit companies, exploring how digital crowdfunding can become a complementary solution to traditional ways of fundraising,
- Tips and tricks on how to create an effective crowdfunding campaign, including the definition of a crowdfunding target, the creation of a video presentation, the choice of a reward and the technique(s) to communicate about and promote a crowdfunding project. This part of the workshop also includes an analysis of the history of successful and non-successful cases, with an overview of the most common errors.
- The WithYouWeDo crowdfunding platform, with a presentation of the advantages and incentives put in place by TIM for potential project holders.

In total, the Crowdfunding Tours have visited 20 Italian cities and were able to attract more than 1,500 participants.

WYWD Partnerships

At the onset

In 2013, Starteed was selected under the TIM accelerator programme for start-ups, TIM #WCAP. Within the accelerator program, Starteed received a working capital grant of €25,000 and an acceleration and mentoring course in Milan. It is in those three months of intense work alongside professionals, start-ups, investment funds and companies that Starteed developed its white-label solutions for both the development of other crowdfunding platforms and for the creation of customized crowdfunding campaigns. Following their participation to the accelerator programme, Starteed became TIM's technology infrastructure provider for the WYWD platform due to its specific expertise in crowdfunding platforms. The partnership between TIM and Starteed was set up in 2014 with a long-term perspective.

Evolution in the partnership between TIM and Starteed

Where Starteed was first a pure technology provider, the company evolved to also offer consultancy and platform management: Starteed now contributes in giving advice to project holders on how to create and promote a crowdfunding campaign and it also moderates the community of users of the platform.

Furthermore, Starteed also conducts a first screening of submitted crowdfunding projects to see whether they are eligible for the WYWD platform. After this first screening, the final selection is done by a special committee within the TIM WYWD team. The consultancy services provided by Starteed to WYWD project holders are free of charge for project holders and are paid for under the partnership with TIM.

Evolution in developing other types of partnerships

Besides the partnership with the technology partner Starteed, TIM has also set up partnerships with other partners for specific projects, such as:

- Partnership with media partners in the #unautosubito campaign. The #unautosubito campaign refers to the large national relief campaign which aims to raise funds for the population living in the areas devastated by the recent Central Italy earthquake. In the context of this campaign, TIM set up a partnership with the Italian newspaper Corriera della Sera and TV channel La7, to open up the WithYouWeDo platform to also raise funds for the #unaitosubito through crowdfunding.

- Partnership with the Foundation Sodalitas to promote social responsibility programs. Sodalitas is a foundation grouping more than 100 leading companies in Italy that want to invest in social responsibility projects. Under the “Sodalitas Social Innovation Programme” 3 projects that fit the WYWD areas are selected to set up a crowdfunding campaign on WYWD and are supported throughout their crowdfunding campaigns. In the years 2016-2017, Sodalitas has “curated” in total 4 projects on WYWD.

WYWD is planning to increase the number of project-driven partnerships with companies and institutions – recently also by offering them the chance to get a fully personalized service/partnership: WYWD will also offer, through Starteed, a "Do-it-yourself crowdfunding" solution to companies and institutions that want to host the campaign on their own domain.



Impact of TIM’s crowdfunding initiative WithYouWeDo

Promoting the uptake of crowdfunding in Italy

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Impact of TIM's crowdfunding initiative WithYouWeDo

High crowdfunding targets – wide community outreach for projects

The crowdfunding targets on the WYWD are very high in comparison to the rest of the Italian crowdfunding market. This is an effect of the rigorous selection conducted by the TIM WYWD team. Project holders can also count on the communication and outreach efforts of TIM to its different communities and when the WYWD teams up with other partners, this allows to open up and reach new communities of backers.

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Impact on start-up company Starteed

Valuable learning experience

For Starteed the collaboration with TIM provided a valuable learning experience: being a young start-up when the partnership with TIM was set up, the company was not used to negotiating and dealing with large companies such as TIM. Also the legal and administrative procedures were new to the company. Entering into the partnership with TIM, allowed Starteed to gain lots of experience in these domains.

Visibility toward other potential customers

The collaboration with TIM has given Starteed a greater visibility towards other potential customers (active in other sectors than TIM). In this sense, the partnerships that WYWD has built under the #unaitosubito campaign with media partners has also given Starteed the possibility to the spread the word about their products and services.





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*Values of
Culture &
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Do you have questions after reading this case study?
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