



**SUSTRAINY**

Sustainable action Training for Youth



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# SUSTRAINY PROJECT



## PANORAMA OF SUSTAINABLE BUSINESSES PRACTICES

SOLIDARITY AND  
COOPERATION WITH  
OTHER COMPANIES  
CONTRIBUTION TO THE  
COMMUNITY

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# SOLIDARITY AND COOPERATION WITH OTHER COMPANIES CONTRIBUTION TO THE COMMUNITY



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Category – Key words	Community, sustainable goals, solidarity, crowdfunding, positive change, global goals, sustainable campaign, development cooperation
Who?	ONG, international partners expert in solidarity and sustainability actions, donors
Location	Physical or online
Years of implementation	2009 - ongoing
Website	<a href="https://onepercentclub.com/en/">https://onepercentclub.com/en/</a>



## Abstract

The 1%Club, physically based in Amsterdam, is a social enterprise active since 2009. The founders of the 1%Club have backgrounds in development cooperation. They started the 1%Club from a viewpoint which combines two current societal trends: on the one hand, the communication and cooperation possibilities offered by the Internet, and on the other people's growing wish to have a personal influence on development cooperation and to see what happens with their money. 1%Club legally consists of a foundation and a limited company, combining social impact with business turnover. Basically an online platform financed through crowdfunding, the 1%Club aims at supporting small projects with sustainable results, expressible in supported socio-economic projects created rather than profit gained. Donors can offer 1% of their time, income or knowledge to a development project of their choice. The accent is on directly linking donors with receivers, transparent financial streams and self-reliance. Since 2011, 1%Club has expanded its operations through offline spin-offs in Africa and co-financing methods (in which the applicant needs to prove s/he can generate sufficient local support for the venture). This has led to a pan-African network of 57 technology innovation hubs in 24 African countries. Each hub serves as a nexus for entrepreneurs, technologists and investors. Indigenous technology innovation is the overarching goal. Nailab, the Nairobi "hub", has launched about 50 successful businesses, thereby creating 500 jobs (if multiplier effects are counted).

## Concept Addressed

The 1%Club story is about strengthening people in creating positive change in their community, city, country – or the whole world to support aim at making tangible improvements for everyday life, both in the Netherlands and internationally to contribute to global challenges as described in the Sustainable Development Goals (SDGs).

## Relevance

### Added value

The 1%Club is a good example of putting the power of the Internet to good use. Crowdfunding and the direct connections between the stakeholders (private donors and private receivers) open possibilities for leveraging and inspiring initiatives with potentially large impact in terms of economy and employment.



## Eventually accreditation

None

## Tips to implement

- Start your crowdfunding campaign to develop a sustainable action.
- If you aim to create positive change, you should develop initiatives that support your local community.
- So far, more than 3.75 million euro has been crowdfunded through the 1%Club platform. And via the network, the company have kick-started over 1800 initiatives in almost 100 countries.

## Bibliography

[https://www.ilo.org/wcmsp5/groups/public/--ed\\_emp/documents/publication/wcms\\_739377.pdf](https://www.ilo.org/wcmsp5/groups/public/--ed_emp/documents/publication/wcms_739377.pdf)

