



**SUSTRAINY**

Sustainable action Training for Youth



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# SUSTRAINY PROJECT



## PANORAMA OF SUSTAINABLE BUSINESSES PRACTICES

SUSTAINABLE FINANCE  
AND ENVIRONMENT

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# Sustainable finance and environment



*Picture from cottonbro from Pexels*

Category – Key words	Sustainable finance, social impact, crowdfunding, crowdimpacting, equity, financial ethic, sustainable development goals
Who?	La Bolsa Social + 25 companies funded so far
Location	Spain
Years of implementation	2014 - ongoing
Website	<a href="https://www.bolsasocial.com/">https://www.bolsasocial.com/</a>



## Abstract

Things are changing all over the world. More and more companies are seeking to have a positive impact on society and the environment. And there are more and more investors who, in addition to profitability, want to make sense of their investments. They are companies and investors with social impact. The Bolsa Social was born to support those: it is the first crowdimpacting platform in Spain: equity crowdfunding of investors and companies with a positive social impact. In October 2014, a team of enthusiastic professionals set out to create the Bolsa Social as an active agent in the ethical transformation of society and finance, convinced of the enormous transformative potential of participatory financing and impact investing. La Bolsa Social is a project aimed at promoting the financing of companies with growth potential that have a positive impact on society and the environment. It promotes ethical finance and democratize impact investing. The Bolsa Social was born to connect companies and investors with social impact to promote the UN Sustainable Development Goals.

The process of La Bolsa Social relies on 4 steps:

- Selection of the best companies looking at aspects such as social impact, business model, scalability, or potential for future profitability
- Analysis of the selected companies
- Campaign: During a period of 2 months, people can invest through the platform in the capital of the companies published.
- Follow-up: If the company achieves the minimum goal, La Bolsa Social formalize the capital increase operation. Thereafter, the company will report its economic and social impact results to its partners on a quarterly basis.

To this date, La Bolsa Social funded 25 companies with an amount of 5.184.757 € obtained from 1024 investors.

## Concept Addressed

La Bolsa Social wants to become the reference financial market for investors with social impact and companies with positive values.





The main concepts behind this initiative are:

- Impact: they unite investors and companies that improve society and the environment.
- Innovation: They support innovative solutions to social problems.
- Rigor; in the selection of scalable projects with high impact
- Transparency in the way of providing information about the projects, associated risks and impact measurement.

## Relevance

### Added value of the action

This initiative is relevant either for people seeking for funding to implement a project with positive impact on society and environment, as for people seeking for investing in projects, as it helps them to invest in relevant initiatives that will have a positive impact.

La Bolsa Social is an open community of investors and companies that support new companies and projects that are compromised with the SDG objectives. They are focused on 5 major social and environmental challenges:

- Health and wellbeing
- Quality Education
- Responsible production and consumption
- Climate change and environment
- Integration and social development

### Challenges to be able to apply and / or improve this type of circular action

This project requests a team of highly qualified experts in finances and economy so as to assess the different projects presented and their viability / scalability.

A major challenge linked to this kind of funding system is the risk associated to the inversion. Since they are generally in an initial phase, investing in the companies of the Social Exchange is high risk: when someone decide to invest in the capital of a project, he/she become a partner of the company and the value of his/her investment will depend on the success that the company has. This means that the investment is not guaranteed: if things do not go well for the company, investors may not obtain the profitability expected and, even, in the worst-case scenario (for example, if the company goes bankrupt), may lose all or part of the money invested.



## Eventually accreditation

This project takes credit out from collaboration with recognised stakeholders from the business funding and sustainable finances words, such as Triodos Bank, Edmond De Rothschild Foundations, Ashoka or Social Nest foundation.

## Tips to implement

If you want to join this type of initiative, you can do it through 2 different roles: as a company / project seeking for funds or as an investor.

If you are seeking for funds:

- Look well at the different crowdfunding platforms and their services
- Prepare a good presentation of your project that will be attractive for the investors

If you want to invest money in a social project:

- Have a good look at the different projects published
- Choose one that answer to some of your major worries or with which you feel identified.
- Be ready to assume the risks if the company do not reach the expected results.

Learn more about financing the circular economy in the following report published by Ellen MacArthur Foundation

## Bibliography

<https://www.bolsasocial.com/discover/completed/>

