



UNIVERSITÀ  
di **VERONA**

Dipartimento  
di **ECONOMIA AZIENDALE**

Seminario

***The COOLCROWD project - Crowdfunding climate-  
friendly technologies for local farmers***

Natalia Maehle

*Associate Professor*

*Mohn Centre for Innovation and Regional Development, Western  
Norway University of Applied Sciences*

Giovedì 9 maggio 2019

Ore 11:00

presso il Dipartimento di Economia Aziendale  
Polo SantaMarta, Il piano, Aula 2.3

The COOLCROWD project investigates the concept of local climate crowdfunding in Norway. Crowdfunding has huge unexplored potential for financing local climate initiatives. In particular, the COOLCROWD project assesses the potential of crowdfunding to enable Norwegian farmers to install climate-friendly technologies and the Norwegian public to invest in local climate change mitigation measures. As a result, the project develops and evaluates alternative business models for climate crowdfunding applicable to the Norwegian context.

*Referente: Roberta Capitello*