



Bridging the gap between policy and knowledge
on biodiversity in Europe

Guidance Note 9 Crowdfunding

Eclipse's vision is to ensure a sustainable future in which decisions affecting biodiversity and ecosystems are based on evidence provided by experts following a solid, ethical and transparent process. The Eclipse request process is therefore meant to be open and available to the public. We believe that any excellent policy relevant questions should have the opportunity to be processed using the most suitable method(s) and based on a strong ethical infrastructure. However, this process frequently costs more than requesters can afford.

Eclipse utilizes crowdfunding as a means of funding requests that are lacking in sufficient financial means and/or enabling more direct involvement of society in producing and supporting requests. Four distinct procedures may be utilized based on the particular approach to crowdfunding that is taken. The procedures are as follows:

1) Societal requests

Under this approach, society directs and supports all stages of request activities. Opinions on requests that are of interest are collected via societal engagement activities (i.e. public surveys). Following the determination of high-interest request subjects, a coordinated crowdfunding campaign is enacted to fully support the process of answering the request.

2) Societal engagement add-on

This crowdfunding option is used for standard requests that are brought to Eclipse with high societal interest but without sufficient funds. The standard procedure to answer a request (processing, scoping, etc.) are performed as usual; but funding mechanisms/additional fundings are supplemented by a crowdfunding campaign, which allows the enhancement of the society's involvement through a wide dissemination to the public.





3) Follow-up on processed requests

This approach to crowdfunding is used for requests that have already been processed which are determined to be of high societal interest and which could further serve the public interest through continued or expanded activities. For such ongoing requests, a crowdfunding campaign to support additional societal engagement exercises and/or related activities would be publicly promoted and enacted if sufficient funding is raised. This follow-up request can be initiated by any parties.

4) Independent requests from Eclipse

This crowdfunding approach is used to build funding support for requests produced by Eclipse itself which are independently determined to be of high interest and societal value. Under the independent request approach, a potential high-impact request is composed or screened by the KCB and SAB. Rather than depending upon an external requester/funder, Eclipse raises support for its independently-determined request via a crowdfunding campaign to support all stages and activities of the request.

Crowdfunding requests will be processed following the Eclipse rules and procedures (see guidance notes 7 a, b and c). A high emphasis in all crowdfunding-supported requests is placed on (a) achievable targets, (b) exceptional and societally-accessible science communication, and (c) the production of tangible outputs that are in the interest and service of society.

All Eclipse crowdfunding activities are managed by Alternet, which is responsible for the accounting of funds raised and used. The Crowdfunding platform will be decided together with the involved parties.