

All CCS and Cross-sectoral Events All Europe Countries Open Call

Navigating Alternative Finance: The Crowdequity Edition

CREATIVESUNITE

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Rural Radicals is hosting an online session focused on Crowdequity as a transformative tool for financing property and Cultural and Creative Industry (CCI) projects in non-urban areas. The event will feature discussions led by leading experts in alternative finance and community ownership.

Online Event Date: Wednesday, January 29, 2025
Time: 15:30–17:00 CET
Who is it for: Creatives, entrepreneurs, and community leaders interested in leveraging Crowdequity for real estate and cultural initiatives

Register here.

About the Event

The financial landscape is shifting, with alternative finance models such as crowdfunding, peer-to-peer lending, and impact investing decentralizing capital distribution. These changes create new opportunities, especially for those seeking to buy property in non-urban areas for Cultural and Creative Industry (CCI) projects.

Crowdequity, a key alternative finance model, allows communities and entrepreneurs to pool resources and fund property purchases and creative projects through collective investment. With the alternative finance market projected to grow 20% from 2023–2030, understanding how to leverage

these models is essential.

What You'll Learn:

- What Crowdequity is and how it works
- A real-life case study from Portugal
- Practical steps toward Crowdequity and community ownership

Speakers

Joep de Roo (NL): Policy and project advisor with over 20 years of experience in spatial-economic development, cultural heritage, and rural transition. Senior policy advisor at the Dutch Ministry of Agriculture, working on agriculture and nature preservation policies.

Lars Willemse (NL): Serial entrepreneur specializing in social media growth, real estate arbitrage, and community building. Founder of the CoFunding program and a strong advocate for community-based real estate financing.

Denis Altschul (BR/DE): Social entrepreneur and real estate developer, co-creator of Ser Água—a cultural center and boutique resort in the Azores integrating eco-tourism and creative sustainability. Former director of Agora Collective in Berlin.

Ronald Kleverlaan (NL): Chairman of Stichting MKB Financiering and director of the European Centre for Alternative Finance at Utrecht University. Senior advisor to the European Commission and expert in crowdfunding and community ownership.

Moderator: Ella Overkleeft, Founder of Rural Radicals and advocate for community-led rural initiatives.

Why Attend?

This online session provides a unique opportunity to engage with policy leaders and advisors, explore practical strategies, and discover how Crowdequity can transform financial landscapes for CCI projects and beyond. Participation is free, but registration is required.

For more information and to register, visit Rural Radicals official website.

About Rural Radicals:

Rural Radicals is an agency for culture-led rural development.

We believe in the transformative power of creative spaces to foster the regeneration of underpopulated areas. In a time when thousands of rural villages fall into decay, leaving empty properties behind with isolation of the elderly, we need social and cultural pioneers that use these abandoned buildings to benefit local communities and nature centered innovation overall; ‘using property for good’.

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