GOTEO

CROWDFUNDING THE COMMONS

www.goteo.org

Platoniq

FUNDACIÓN
FUENTES ABIERTAS

PROJECT NEEDS

MONEY **TASKS** **INFRASTRUCTURE** **MATERIALS GOODS**

REWARDS

Digital archives Code Manuals Design

Products Services Money Infrastructure

LICENSES

creative commons · GPLV3 Free Software · AGPLV3 Free Software · GNU FDL FREE DOC LICENSE · open hardware · open data commons · MIT · XOLN guifi·net RED ABIERTA, LIBRE Y NEUTRAL
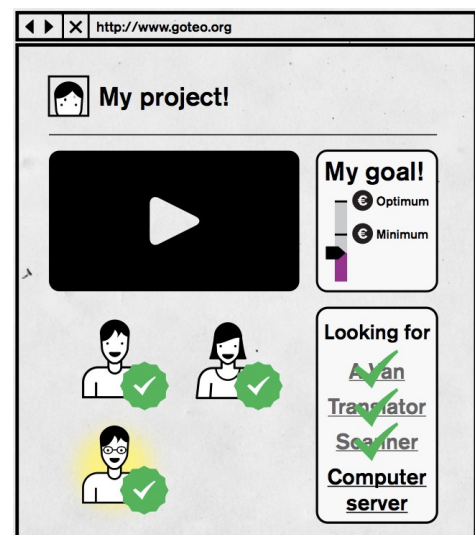
What's Goteo

Goteo is an opensource social network for **crowdfunding as well as distributed collaboration** (services, infrastructures, microtasks and other resources) for encouraging the independent development of creative and innovative initiatives that **contribute to the Commons**: shared digital goods, free knowledge, and open code.

A platform for **collective investment focused in open projects** with social, cultural, scientific, educational, technological, or ecological objectives that generate new opportunities for the improvement of society and the enrichment of community goods and resources.

Why are we different

- **Distributed collaboration**: In Goteo, apart from monetary contributions, people collaborate offering services, material resources, infrastructure or by participating in specific microtasks needed for the development of projects.
- **Collective return**: Goteo seeks the social return of investments and for this reason apart from individual rewards for backers, the system is based on collective returns for the development of the Commons.
- **Transparency**: Each campaign must specify the details about where the money would go to, if it succeeds. Added to the two-rounds scheme, it makes even very successful campaigns responsible about how to use extra money obtained.
- **Two co-funding rounds**: Each with a duration of 40 days. The first is an "all or nothing" round for the minimum essential budget, while the second is for an optimum sum to carry out additional improvements.
- **Tax-deductible**: Donations to projects via Goteo are tax-deductible
- **Training**: More than 1,000 people from cultural, social, academic, entrepreneurial, environmental and many other areas trained and advised throughout 50 workshops.
- **Community of local nodes:** Goteo grows as a community of communities, a network of local, independent, inter-coordinated nodes which serve to localise the digital, contextualising it. The first one has started already in the Basque country, supported by Basque government. The second one in the region of Andalusia. The next to come in Nantes (France)
- **Free/open licences**: projects that wish to be cofunded with the help of Goteo must permit, through the use of licences, the copying, public communication, distribution, modification and/or use of part or all of each creation.
- **Opensource**: The core code of Goteo is freely available under a GPL3 license, allowing for the appropriation as well as participatory development of the tool: https://github.com/Goteo/Goteo

Some examples

Our work with project leaders is based in **three main pillars**:
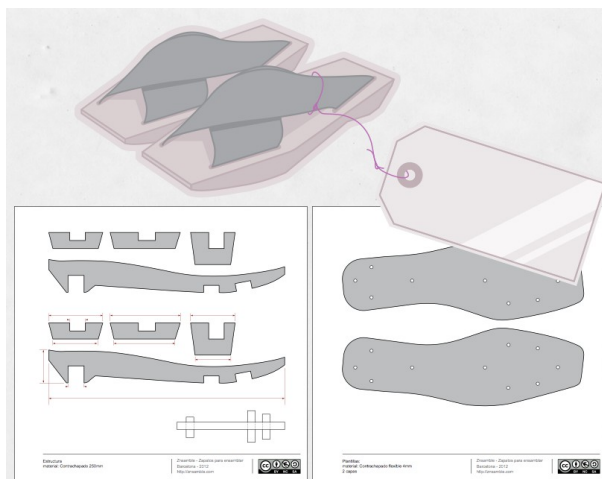
1. **Open ecosystem**: Goteo represents an environment based in the forges of free software, designed around a main value which is opening. That's why we actively encourage cross-pollination, solidarity and cooperation between users. Since we only promote initiatives that encourage the common good, the platform becomes a portal to various interests around that shared philosophy.

2. **Intense support**: At each phase of discussion prior to the publication of a campaign (even around those that ultimately are not published, whatever the reason), collective returns and free licenses of choice are subject to intense group discussions. Because we know that's the key in any intensive open-knowledge process.

3. **Gate for open culture**: Quite often, following discussions and campaign editing, projects that initially were not familiar with the world of collective digital goods and copyleft licenses (but just looking for funding and resources) can discover this environment and its resulting benefits.

Here are some examples of successful campaigns in Goteo, projects that have not only meet their crowdfunding goals, but also **gathered help and participants for their activities**, meaningful friends (in the real sense of the world, where people not just say "I like it", but help ideas with what they know or love to do):

Open design

- [Assemblable shoes:](#) two DIY shoe models designed and produced at a FabLab, with design and production instructions freely available.
- [Infinit Loop:](#) a smart solution for wrapping up gifts and geolocating them, produced by social integration NGO's and people with special needs.

Open data

- [Tuderechoasaber.es:](#) online platform for accessing and creating information requests to Spanish public bodies. (see full story in the "impact of goteo" section of this document
- [Smart Citizen:](#) open hardware and software for data collection and sharing by citizens in urban environments. Smart Citizen won the Innovative Initiative Prize @ Smart City Expo World Congress!

Open hardware

- Nodo Móvil: a replicable, travelling wifi connection unity for social movements and the public space.
- KinoRaw: free/libre documentation, software and hardware for film and audiovisual documentaries.
- Foldarap: foldable 3d printer has collected 53.435€ from 98 backers. By offering mostly kit without printed part it creates a demand that the community can answer, locally (why ship printed parts when you can have them made near you?). Distributing the production over the community is also a way to scale up with agility, allowing to supply a greater number of kits while sharing the profit with others.

Open activism

- ¡Rebelaos!: publication for massive distribution around self-empowerment and social transformation.

- #CrowdfundPaRato: transparent funding for the first citizen lawsuit against banks in Spain.

Open culture

- Demodrama faces: interactive digital masks, an open source technological tool used for stage innovation.
- Freedonia: example of a studio album released under a Creative Commons license.

Social Economy

- The Social Coin is a NGO fully dedicated to producing and distributing coins that initiate chains of random acts of kindness. Any organization can collaborate with The Social Coin by minting social coins which can be tracked in real time, allowing them to measure the positive impact in the world. The coins are biodegradable, and contain a seed that can be planted at the end of the chain. The Social coin has been claimed of the **best social innovation crowdfunded project by the EU comission**.
- The Social Market. Cooperation for change, building tools to promote economic relations (P2P/B2B/P2B) based in fair, sustainable and kindly with people ways of production and consumption. A project by the Spanish Alternative and Solidarity Network that links more than 230 companies that work with solidarity economy values (employment, equity, cooperation, non-profit, sustainability and linked with their communities), in 11 local and sectorial networks.

Some figures

When writing this, after 24 months of activity, Goteo is a platform with **38.000 registered users** already, more than **15.000 daily visits**, and followed in social networks by around **15.000** Twitter users and **8.200** Facebook ones. More than 200 open projects have been fully funded and supported so far, gathering all together **1.5M € (64 % success rate)** and around **1.500 offers of different type of collaboration** from volunteers. We like those figures, nearly as much as the different type of projects and people around the platform, which grow in attention and respect from us every day. Ecological, educational, cultural and technological are amongst the **most successful project categories.**

Who's behind Goteo

Unlike other crowdfunding platforms, Goteo is an initiative **managed by a non-profit foundation** (Fundación Fuentes Abiertas - Open Sources Foundation) in order to ensure that the core principles of **openness, neutrality, transparency and independence** are maintained through all its development and management. The Foundation also promotes an experimentation laboratory through **practical workshops** which are applied in turn for the benefit of the common good, open source code, and free knowledge in various social, cultural, and economic spheres.

![FUNDACIÓN FUENTES ABIERTAS logo]

Goteo's principal promoter is **Platoniq**, an international organization of **cultural producers and software developers** who are pioneers in the production and distribution of copyleft culture. Since 2001, **Platoniq** has worked on projects and activities where the **social uses of information technology and networking** are applied to the development of communication, self-training, and civic organization. Noted among these projects are Burn Station, OpenServer, Banco Común de Conocimientos [Bank of Common Knowledge] and S.O.S, and all are available on the online research platform YouCoop.org

Network and community

We're building a **community of communities**, with the support from great individuals and organizations. From translations to distributed communication, or even for developing parts of the software and data visualizations, Goteo has an **emerging network of volunteers** and open enthusiasts. As well an increasing number of **recurrent backers**, whose main motivation is the same: to make open projects and shared resources grow, even when they're from very different areas or shapes. Also small organizations which help with what they can, in the same way. All those are the best signals we're in the right track

Learning and training the SOE

Goteo's mision, well transcending its funding purpose, is also to **recruite and train entrepreneurs to join the open/shareable movement by helping them turn their initiatives into an *open ADN*:** developing workshops to help entrepreneurs make their initiative more open/shareable/actionable and also showing how they can also benefit from other previous open initiatives that have been developed, benefiting from previous efforts, existing knowledge, etc. More than 1.000 people have been partipating in more than 60 Goteo workshops and side events around Europe.

Goteo is about creating an ecosystem for the Productive Commons and Peer collaboration, based on openness and transparency. Raising awarness facilitating a deeper democratic engagement trough creating open standards for the economy. Open Data/Government and new modes of Internet-enabled citizenship, Open Design, Open Science, Open ecology, Open business models are new fields for social entrepreneurship to explore. Only trough that exploration a new type of entrepreneurship could rise: the **social + open entrepreneur (SOE)**.

Impact of Goteo in building open ecosystems: The [Civio](#) case

Actors involved:

· Goteo, as the collaborative and funding platform

· Fundación Civio, as the organization promoting the initiative (Civio is dedicated to promoting transparency and open data through the use of technology)

· Irekia: department dedicated to open government and civic participation within the regional government/administration of the Basque Country

What happened:

- David Cabo is a programmer and member of an NGO that promotes the right to acces information within Europe.

- David attended a workshop organized by Goteo, to deepen on the opportunities that opening up projects, building community around them and mobilizing resources have.

- David, realizing the potential of using the platform, decides to publish and mobilize support for his initiative through Goteo. Goteo helps the process of defining the project (from an open perspective) and advices David on how to launch and conduct the fund/resources raising campaign.

- The campaign is strategically designed to make it parallel to the deadline the national government had promise to work on a Transparency Act.

- The campaign is a success: raises 150% of the funds needed to develop the application. More than 150 participate and 80 others offer volunteer collaborations, including translations and data mining. The campaign itself is featured in many national media outlets.

Impact:

- 40 days later the initiative David was proposing is up and running in a beta version, also under a free licence so that everyone can use/improve/replicate the code (sharing the code - is just one example of how initiatives can be made open through Goteo).

- Goteo is invited to a meeting on open data/open government organized by the regional government of the Basque Country. As a result, this administration decides to organize workshops on open data, that Goteo conducts.

- As a result of the visibility obtained by the platform created through the initiative David promoted in Goteo (called: "your rightoknow"), a new foundation was created by the working group that gathered around the project: Civio

- The regional administration gets involved and promotes that other regional governments start financing and supporting open projects that contribute to the commons, run by the citizenship.

- 6 months after the launch of "yourrighttoknow", Fundación Civio promotes again, yet another project through Goteo: an application to research in depth the data related to the fires that burnt more than 100 hectares in Spain from 2001-2010.

- Again the campaign has a great success and as a result the ministry of agriculture makes accessible all data related to fires in Spain. And these data are available in such a format that can be used for further research and policy making in fire prevention.

- A year later: David is in charge of a weekly section about open Government on spanish national Tv political programm called "el Objetivo" (la Sexta). Primer time!

Institutional calls and cloudfunding capital (redefining social responsibility)

One of our current priorities is to merge people's crowdfunding with resources from public and private institutions. We have developped specific, time-sensitive calls for open projects (via preestablished formulas, or through ad hoc agreements) which partners can host and make public. This way investing organisms can, through additional feeder capital (aka "cloudfunding", Social investment funds in the cloud:), give wings to some of their areas of concern and their programs in an innovative way, as well as to their political obligations and social responsibilities. By bringing in nontraditional players like public administration to the open/commons field, Goteo is bringing efficiency and fairness to public funding and resources. And yes, we have the right experience-based knowledge to assist them through all the process.

In April 2013 we began the first pilots, sharing with the following organisations and institutions who have dared to jump into the churning sea of crowdfunding alongside us, the commitment to funding open projects supported by civil society: projects of sociocultural and educational innovation through UNIAcapitalriego I and UNIAcapitalriegoII of the International University of Andalusia. Open entrepreneurship initiatives through the CoFinancia call of the Government of Extremadura as well as projects on health and healthy lifestyles through Crowdsasuna promoted by Innobasque. We also have to acknowledge the support of the Technical University of Catalonia (UPC) in its call for accreditation of scientific and technological projects of the university community .

What we have ahead...

We think we can revolutionize (even more!) the way people give support to projects online, changing the paradigm of crowdfunding to **more openness, social responsibility and effectiveness**: around the user's **experience** (how they fund, in relation to others) and **motivation** (why they fund, in relation to society). In order to achieve this, we have more ideas, awesome plans and ongoing processes, such as:
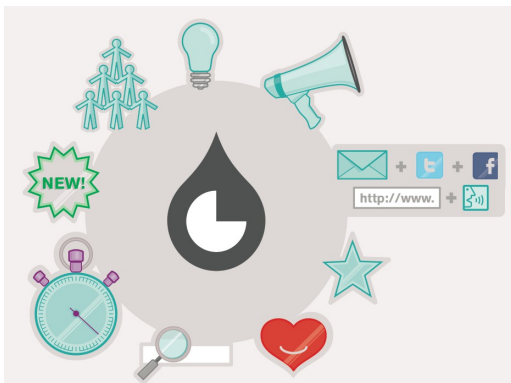
Development of alternative payments/currencies

Rather than just making the platform available in other country currencies, we're in conversations and aligning with experienced partners for making alternative and social currencies take a real role in crowdfunding. Imagine people backing projects under time-banking basis, or with open digital coins they can obtain from other platforms, or a personal wallet for spending with social responsibility. We already imagined it, and are now looking for ways to put it into practice.

Improvement of open data and social tools/badges:

Another field of improvements has to do with reinforcing the platform as social network and open data forge of collaboration, where users are not only recognized by their monetary support but also skills and areas of knowledge, and campaigns by their performance and impact. We're planning a badges system, as well as more stats and indicators of activity based in shared data which could be nicely visualized. This way, open crowdfunding could be also a gate for more constructive learning, economic opportunities and community building. And more fun, also! :)

Expand team and international impact

Although our core team is very small (8 of us) we have gone so far in this first months, with occasional help from great friends and professionals in programming, design, communication. We're now ready to host more campaigns in other languages, areas and communities, improving our processes and critical areas for keep opening projects at a higher scale, helping them to get the resources they need. But for this we must guarantee full-time dedications in the long term, making the team more consistent while consolidating and improving different aspects of our platform and services.

How can you help

We need individuals and civic organizations, but also public and private entities of all stripes, whose common focus is an interest in the **development of a collective, open source, knowledge-based society**.

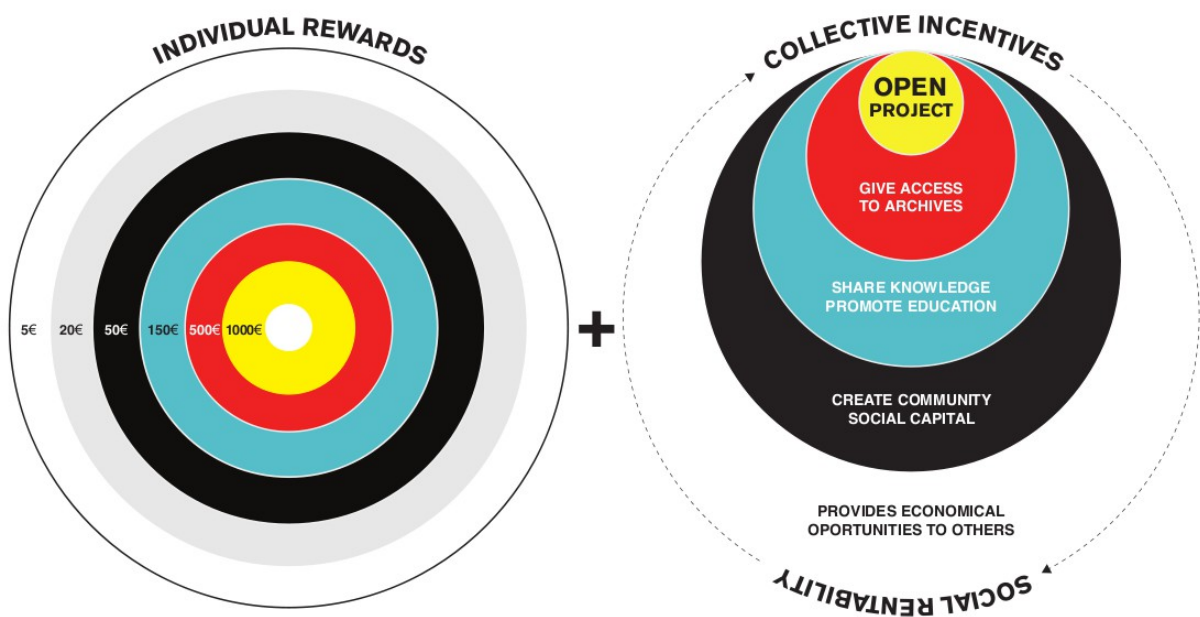So if you're an institution looking for...

- **Redefining your social responsibility approach**: We can work with you for creating your own call for open projects, in a specific area or location. Assessing through all the process and finally allowing successful campaigns add value and solutions for the common good.
- **Developing tools for digital social innovation**: If you can share resources and priorities with us, we would be able to provide faster more tools and technical improvements in the crossroad between collective funding, community building and distributed collaboration.
- **Giving support to world-changing institutions**: We're ready for big commitments with global leading partners, which share with us the same vision: openness is not only good, but each day critical for better societies and social development. Maybe together we could multiply resources and help more open projects grow?

...just say hola! hola@goteo.org

Some links

- More info about us here: http://www.goteo.org/about?lang=en and in our FAQ http://www.goteo.org/faq?lang=en
- A quite complete interview to two team members (Shareable blog): http://www.shareable.net/blog/crowdfunding-the-commons-interview
- Some thoughts prior to our launching (P2PFoundation blog): http://blog.p2pfoundation.net/crowdfunding-as-the-trojan-horse-of-the-commons/2011/07/21
- Goteo featured on United Nations Development Programme blog as a fair funding policy model based on the commons. http://europeandcis.undp.org/blog/2013/07/08/is-austerity-the-best-shot-for-development-2-0/

INDIVIDUAL REWARDS

5€ 20€ 50€ 150€ 500€ 1000€

+

COLLECTIVE INCENTIVES

OPEN PROJECT

GIVE ACCESS
TO ARCHIVES

SHARE KNOWLEDGE
PROMOTE EDUCATION

CREATE COMMUNITY
SOCIAL CAPITAL

PROVIDES ECONOMICAL
OPORTUNITIES TO OTHERS

SOCIAL RENTABILITY

Goteo is a platform for crowdfunding or collective financing (monetary contributions) and distributed collaboration (services, infrastructures, microtasks) for projects which, apart from giving individual rewards, also generate a collective return through fomenting the commons, open code and/or free knowledge.

A new way, based on the crowdfunding model, to stimulate collaborative projects of an open and/or free nature. As an alternative or complement to financing from public administrations or private companies, Goteo reactivates the co-responsable role of civil society.

Goteo provides an opportunity for individuals and small organisations with non-generalist projects and with difficulties in accessing resources to get help to begin projects which will later be sustainable and durable.

If you like how that sounds, contact us :)

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http://www.goteo.org/
@goteofunding