

«The co-financing of Public Private Partnership Cleantech and GreenNet in Russia. Achieving world standards investment appeal for Cleantech Clusters for urban environment»

Pilot Project in Crowdfunding of Energy Efficiency Projects in Russia

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About the concept

Crowdfunding is the practice of funding a project or venture by raising small amounts of money from a large number of people, typically via the Internet.

Crowdfunding is a form of [crowdsourcing](#) and [alternative finance](#). In 2015, a worldwide estimate totaling over US\$34 billion was raised by crowdfunding.

This modern crowdfunding model is generally based on three types of actors: the project initiator who proposes the idea or project to be funded, individuals or groups who support the idea, and a moderating organization (the "platform") that brings the parties together to launch the idea, (also known as Peer2Peer financing).

Crowdfunding has been used to fund a wide range of commercial or non-profit, [entrepreneurial ventures](#) such as community-oriented [social entrepreneurship](#) projects (Public Private Partnerships). Another kind of crowdfunding is to raise funds for a project where a digital or software-based value token is offered as a reward to funders which is known as [Initial coin offering](#) (abbreviated to ICO).

Source: Wikipedia

Crowdfunding with documentation of CO2 emission reduction

- A Pilot Projects will be developed with the concept of financing solutions based on commercial incentives and to introduce Energy Service Contracts. This may take place in in cooperation with investment companies, banks and public funding institutions. The investors into the projects will receive profit from the investments and emission reduction documentation based on the reductions in CO2 emissions from the investment projects.

CIC AS
Dokumentasjon av miljøeffekt av lån.

Følgende dokumentasjon utarbeides ved tegning av lån og drettes hvert regnskapsår.

Långiver

Lånebeløp

Dato for innbetaling lån

Dato for beregning av miljøvirkning

Total investering i portefølje av prosjekter i CIC AS pr

Dokumentert energibesparelse av portefølje pr dato for tegning av lån kWh/NOK/år

Dokumentert reduksjon CO2 utslipp av portefølje pr dato for tegning av lån kg CO2/NOK/år

Dokumentert resultat for regnskapsåret

Energibesparelse kWh/NOK

Redusert CO2 utslipp kg CO2/NOK

Besparelsen av energi er dokumentert i rapporter basert på avtaler mellom CIC AS og selskaper partnere. Avtalen med hver energiforbruker beregner på årlig basis reduksjon av forbruk som følger av hver investering.

Besparelsen av energi regnes om til CO2 enheter basert på den gjennomsnittlige faktor for utslipp av CO2 fra energiforbruk og som fastsett iht internasjonale standarder.

Konklusjoner

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CIC AS



- The CO2 emission reduction will be documented and environmental benefits calculated for investors, similar to CO2 emission quota calculations and based on a concept by CIC AS (Norway).

- The Pilot Project will cooperate with partner Easylend AS to develop a crowdfunding solution and with software developer Akeo AS.

The Partners



Nordic Commodities is member of
St. Petersburg Cleantech Cluster /
Global Cleantech Cluster
Association



Green Energy One AS - a
Norwegian investment company
funding projects in Smart
Technologies and energy
efficiency



Easylend AS/PLC – a Norwegian
crowdfunding company with a
leading platform to offer
investment opportunities and
loans



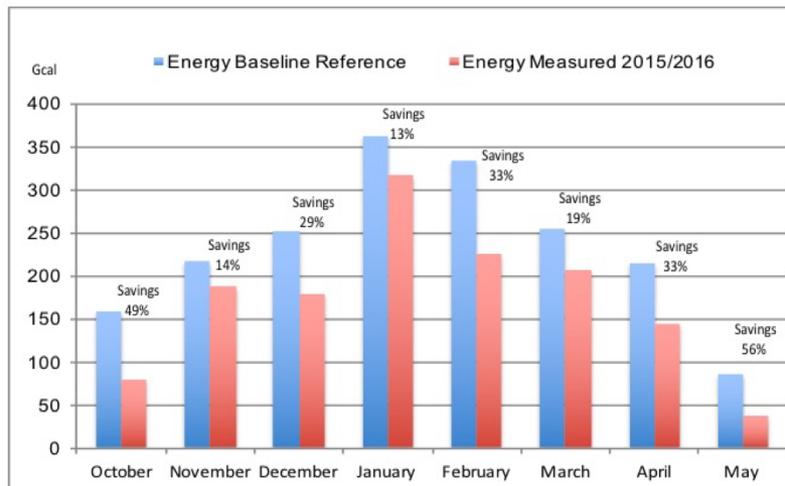
FIRST St. Petersburg Energy
Service Company – a
Russian/Norwegian joint
venture in energy efficiency



Akeo is a Norwegian partner
in concept development,
through the project going live,
and further into a maintenance
agreement.

The Heating System

- Heat Central Optimisation – to introduce control systems and hot water flow management equipment in apartment buildings, introduced as a pilot project in cooperation with FIRST St. Petersburg Energy Service Company and the Homeowners Associations and apartment owners and heat supplier. The project has been proven successful over three years and shows a Pay Back time of only 3 years.



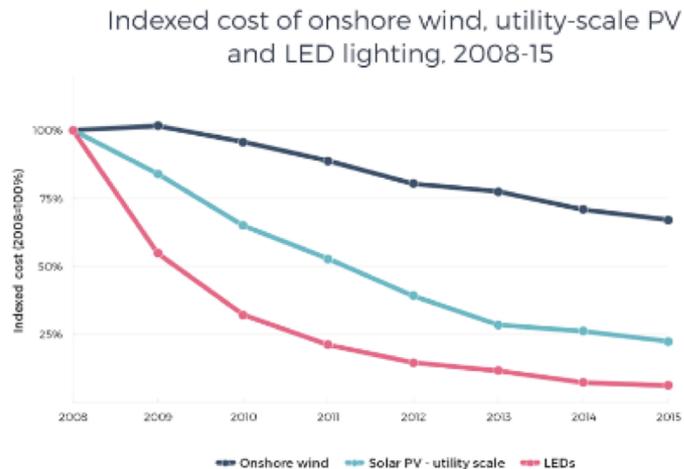
- The ESM implemented in a heating central has given documented savings



- The equipment is automated and has been in operations for three heating seasons

LED Lighting

- LED lighting – to introduce LED technology in additional applications, including public buildings, parking houses, auditoriums, offices etc. In cooperation with building owners and businesses and institutions. Typical saving 40 % compared to other lighting technology. outdoor lighting etc



- The prices of High Quality LED lighting equipment has been reduced
- Several providers will be used, with focus on equipment manufactured in Russia

Example of Easylend Crowdfunding Platform

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EASY LEND

HOME BORROW INVEST FAQ CONTACT US

PERSONAL ONLINE LOAN – WHEN YOU NEED IT
QUICK AND EASY

No bank, No security

INVEST NOW BORROW NOW

HOW IT WORKS

Easylend connects people who have money to invest, with people who need to borrow.



WANT TO INVEST

Register

Register and adjust your risk level as per your desired returns.

Invest

Your fund is invested in best loans based on your selection.

Earn

Enjoy returns into your account.

[INVEST NOW](#)



WANT TO BORROW

Apply

Apply for desired loan.

Receive

Receive the desired loan amount in your bank account.

Repay

Borrowers make fixed, scheduled payments every month.

[BORROW NOW](#)

WHY EASYLEND

A great way to get success in financial services



QUICK AND EASY

Apply, receive,
repay



FULLY AUTOMATIC PROCESS

All online, No paper work,
No verifications



HIGH RETURNS ON YOUR INVESTMENT

Solid return according to
the risk level you choose



ADJUST YOUR RISK LEVEL

Change the risk level as and
when you want

If you have any query related to borrow or invest money... We are available

[CONTACT US](#)

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