

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



## PRACTICE ABSTRACT No: 18

### Alternative funding system: the lending crowdfunding

Crowdfunding is an increasingly common practice in France and internationally. It takes different forms, including lending crowdfunding or crowdlending. Lending crowdfunding (also named Crowdlending) is aimed at more mature businesses that can repay a loan and have financial statements to verify that the business is viable. Crowdlending takes two forms: interest-free solidarity loans for modest projects and micro-entrepreneurs, often located in developing countries, and interest-bearing loans which are regulated. Non-remunerated loans work like zero interest microcredits for which lenders are reimbursed without any profit. Non-remunerated loan platforms are aimed at legal entities as well as associations, public interest foundations and individuals. Paid loan platforms are aimed at legal entities and individuals acting for professional purposes. They offer the lender a regular interest payment in return for the risk taken. This type of financing has its limits, since platforms have a high default rate, project holders cannot know whether the objectives will be achieved and there is a risk of over indebtedness. In France, there are crowdlending platforms specialised in the agricultural sector: AgriLend (agricultural and wine industry), Blue Bees (ecological agriculture and food) and WineFunding (wine industry). The advantages of crowdlending are that it represents a serious financing alternative in the event of refusal by traditional financiers (banks), the diversity of actors involved allows for numerous feedbacks, is relatively simple and fast and can also be a communication tool.

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#### End Users

Farmer & Cooperative

#### Country

France



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Name or Worldwide

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### Links for additional information

[HTTPS://WWW.CROWDFUNDING.FR/](https://www.crowdfunding.fr/)

[HTTPS://WWW.CAIRN.INFO/REVUE-INNOVATIONS-2018-2.HTM](https://www.cairn.info/revue-innovations-2018-2.htm)



[FairchainEU](#)



[FAIRCHAIN EU](#)



[www.fairchain-h2020.eu](http://www.fairchain-h2020.eu)

All Practice Abstracts prepared by FAIRCHAIN can be found [here!](#)

### ABOUT FAIRCHAIN

The FAIRCHAIN project launched in 2020 and coordinated by INRAE, is developing intermediate food value chains in the fruits and vegetable and dairy sectors. Through technological, organizational and social innovations and by developing business models FAIRCHAIN will enable small and mid-size stakeholders to scale up to supply fresh, sustainable and high-quality food products to consumers at a regional level.

### FAIRCHAIN PARTNERS



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### Le “lending crowdfunding”, un système de financement alternatif

Le crowdfunding (financement participatif) est une pratique de plus en plus courante, en France et à l'international. Il revêt différentes formes dont le lending crowdfunding (financement participatif sous forme de prêt, aussi appelé crowdlending). Le Lending crowdfunding s'adresse aux entreprises plus mures, capables de rembourser un crédit et justifiant d'états financiers permettant de vérifier que l'activité est viable. Le financement participatif sous forme de prêt revêt deux formes : le prêt solidaire sans intérêts destiné à des projets modestes et à des micro-entrepreneurs, souvent situés dans des pays en voie de développement, et le prêt rémunéré, qui est lui règlementé. Les prêts non rémunérés fonctionnent comme des microcrédits à taux zéro pour lesquels les prêteurs sont remboursés sans aucun profit. Les plates-formes de prêts non rémunérés s'adressent aussi bien aux personnes morales qu'aux associations, aux fondations reconnues d'intérêt général et aux particuliers. Les plates-formes de prêts rémunérés s'adressent aux personnes morales et aux particuliers agissant à des fins professionnelles. Elles offrent au prêteur un versement d'intérêts à échéance régulière, en contrepartie du risque pris. Ce type de financement a des limites puisque les plateformes connaissent un fort taux de défaut, que les porteurs de projet ne peuvent pas savoir si les objectifs seront atteints et ont un risque de surendettement. Il existe en France des plateformes de crowdlending spécialisées dans le domaine agricole : Agrilend (filiale agricole et viticole), Blue bees (agriculture et alimentation écologiques) ou encore Winefunding (univers du vin). Les avantages du crowdlending est qu'il représente une alternative sérieuse de financement en cas de refus des financeurs traditionnels (banques), la diversité d'acteur engagés permet d'avoir de nombreux feedback, est relativement simple et rapide et peut également être un outil de communication.

