



Escape2



THE ROLE OF CROWDFUNDING IN THE DEVELOPMENT OF RURAL TOURISM IN Portugal – Glamping na Figueirinha Ecoturismo

Country

Portugal

*Example of Accessing Resources – innovative access to
finance public, crowdfunding potential and attracting
corporate sponsors*

Website

[PPL | Crowdfunding Portugal](#)

[Glamping na Figueirinha Ecoturismo | PPL](#)

[Figueirinha Ecoturismo – Um óasis na costa alentejana](#)

[FIGUEIRINHA ECOTURISMO](#)

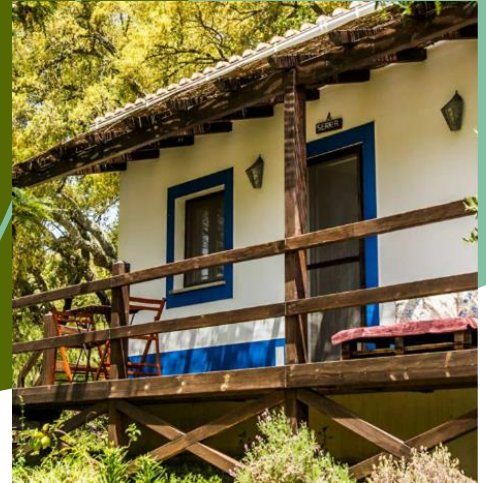
PPL is the crowdfunding platform of reference in Portugal. Its focus is above all on people, hence the name PPL (people), in supporting social, creative and entrepreneurial projects. Through crowdfunding, which is the practice of financing a project gathering contributions from several people or entities, that is, through collective collaboration, it is possible: invest in ideas, projects or institutions that interest a collective. Thus, in the PPL platform, the modus operandi is based on the sharing and synergy of ideas, social respect (for society, projects and the common good) and technical flexibility to accept different points of view, innovative ideas, adaptation to new business models, new operational models and new visions of the industry. Currently, PPL is the platform that is operational and active in Portugal, with the possibility of donating and/or investing in ideas, projects or institutions from various areas, which interest a collective (crowdfunding). Since its creation in 2011, until May 2015, 323 projects have been funded, with 960,396€ invested. (Medeiros, 2015).





"The best of both worlds! Figueirinha Ecoturismo was, for us, love at first sight! And if you are attentive you will see, along the way, the red earth, the flocks of sheep welcoming you, the centenary cork oaks and the bee-eaters painting the skies in various colours. And at night? We are in the region called the dark sky Alentejo, where the millions of stars visible will not fail to dazzle you."

Paula Carvalho Silva and Alexandre Coutinho - founders



HOW IS YOUR PRODUCT OR SERVICE INNOVATIVE? WHAT GAP IN THE MARKETPLACE DOES IT FILL?

The implementation of this initiative or pilot project, called Glampp, was carried out through the PPL platform, and is an innovative product because it embraces the concept of Ecotourism, which translates into an innovative way of practicing tourism, it is more than walking or relaxing in Nature, it's a way of life. Ecotourism came to fill some gap or lack in the tourism sector market, because ecotourism allows to involve and raise awareness of all its stakeholders to Nature. Through platforms such as PPL and the crowdfunding strategy, we move towards sustainability, protecting the entire ecological context, as it enables the existence of innovative initiatives such as Ecotourism. Crowdfunding is capable of filling a capital gap in the market, by demonstrating a form of financing for the creation of this type of innovative projects and products, where the capital requirement is higher in the initial phase. Tourism has a great weight in the Portuguese economy, so its exploitation has been increasingly intensive, which ends up having a negative environmental and social impact. Ecotourism is essential in combating this trend because it is self-sufficient in energy through solar energy generation, and uses permaculture concepts for the treatment of solid waste. (Silva, 2019) Venture capital institutions, because they are very selective and rigorous in measuring risk, fail to invest in many innovative ideas, and if they invested in crowdfunding platforms they could benefit, as they have greater ease and chance of finding promising startups and of all the information they would have from the beginning. Or even create your own crowdfunding platform, and innovative companies would have a wider range of opportunities to realize their ideas and projects. (Medeiros, 2015)

WHERE DID YOU SOURCE THE MAIN SUPPORT AND RESOURCES

Crowdfunding works as the practice of financing an entrepreneurial idea by bringing together small contributions from several people. Anyone can propose a project, explaining their innovative idea, and how the funds raised through the PPL will be used, using the PPL platform, which connects them with the community that will finance. There are many reasons why supporters invest in campaigns: pre-purchase to receive a reward; support a community, business or industry you believe in; collaborate and be part of a project. Registration on the platform is free, and only in the case of raising funds, a commission of 7.5% (+VAT) is charged. If the campaign is financed, PPL transfers the funds in 2 working days, which is very fast. Supporters contribute to the campaign for a predefined period (maximum 60 days), if the contributions reach or exceed the previously defined amount, the promoter receives the funds. Otherwise, all contributions are returned to supporters. See here: <https://ppl.pt/como-funciona>



HOW SUCCESSFUL HAS IT BEEN?

Tourism has always been a solution to the human need for well-being and personal development, through interaction with a different environment (people, culture, environment), but the excessive growth of this sector, devoid of sustainable awareness, has threatened some environmental assets in tourist destinations (air, water, biodiversity, land). Tourism is very important for both the Portuguese and European economies, but for the survival of the tourism sector it is necessary to ensure greater sustainability of the sector, monitor and measure the impact that tourist activities have on the environment. Figueirinha Ecoturismo is the realization of self-sustainable tourism, which emerged through the PPL platform. The Figueirinha Ecoturismo project was inaugurated in 2012. In 2013, the pilot project Glampp (Glamorous Camping) was implemented. Solar panels that guarantee total energy self-sufficiency, a biological pool, the use of permaculture concepts for the treatment of solid waste, the use of sustainable and recyclable materials, the possibility of sending consumption reports or alarms by email or accessing technical data in the Cloud, making Glampp a product suitable for self-sufficient ecotourism: all these characteristics have been successful. Glamping is asserting itself as a trend and is an ecological and environmentally friendly form of accommodation, providing you with direct contact with nature in an extraordinary way. Spread around the world, the Glamping option is a growing trend, which attracts all types of travelers and has also been reaffirming itself as an ecologically correct accommodation, as it has the advantage of resorting to elements of nature, being a solution in areas where the cost energy and building materials is too high. See here: [Glamping at Figueirinha Ecotourism | PPL](#)



WAS A SUCCESS RESULT A INNOVATIVE ACCESS TO CROWDFUNDING POTENTIAL?

Innovative access to crowdfunding potential is a successful result, because PPL is an online platform for anyone with an entrepreneurial or creative spirit to raise support with the help of third parties, quickly and transparently. This initiative is called “Crowdfunding”. On the platform, a campaign corresponds to a space in which the promoter presents and explains to the public the project he intends to finance. The promoter will have to offer its supporters or investors unique and original counterparts that encourage them to contribute to the project and support the campaign, becoming campaign promotion agents themselves. Depending on the value, the supporter will receive something in return, usually a product or service related to the project. The more creative, generous and attractive the rewards are, the more likely they are to gain support. For example, someone who wants to support with 10€, can enjoy a morning or an afternoon in the biological pool of Figueirinha Ecoturismo, with the right to a soft drink. See here: <https://ppl.pt/figueirinha> The establishment of a mutually beneficial relationship between the organization and its audiences is a success factor in the objective of raising more funds and exercising crowdfunding, but above all involving supporters/investors in the construction of a new way of 'doing' tourism – the Ecotourism. Crowdfunding makes it possible to maintain a favorable relationship between the sociocultural and ecological contexts – privileging actions that propose to educate the community and tourists towards sustainability. (Silva, 2019)