

CROWDFUNDING AND SOCIAL RESPONSIBILITY: CREATING ECONOMIC VALUE AND SOCIAL VALUE

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Abstract: *This work begins with the study of the phenomena of crowdfunding, highlighting its importance as an alternative form of financing. In the crowdfunding world the dimension of the social impact that it can generate is increasing, supporting projects of high civic and moral value. Crowdfunding campaigns increasingly finance innovative projects focused on biotech and environmental sustainability. The focus of this work is the study of crowdfunding as a tool for best practices, capable of creating not only economic value but also social value. In order to demonstrate the perfect union between economy and social responsibility, an empirical survey will be carried out, analyzing the strengths and opportunities offered by the European reward based crowdfunding platform, Ulule, which for now is the only one to have obtained the certification of B Corp. Ensuring compliance with social and environmental performance standards is a driving force for success and competitiveness.*

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Key words areas specialization: balance sheet, accountancy, social reporting, corporate social responsibility, accountability.



Key words: *corporate social responsibility, accountability, crowdfunding, shared value creation, reward based*

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