

**Aruba, August 14, 2015** - Crowdfunding has democratized investing and made it more efficient. But the landscape has evolved significantly. Once dominated by platforms simply enabling people to make donations to causes, debt-based crowdfunding is now by far the largest subsector, and fashionable equity gets a lot of airtime. But despite less exposure these days, the original donation-based crowdfunding is advancing too. One of the most interesting developments is the growing relationship between crowdfunding and corporate social responsibility (CSR).

It's still a tiny market, but growing numbers of businesses are considering crowdfunding in their CSR strategy. Crowdfunding "definitely offers a viable alternative" for companies looking to further their CSR," says Peter Baeck, principal researcher at Nesta. Platforms enable firms to leverage the cash they've got and give in a more efficient way, he says. The fact that they are in direct contact with projects adds to this.

Read more: [http://](http://www.cityam.com/222211/growth-csr-crowdfunding)

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