



المدرسة العليا للتكنولوجيا
École Supérieure de Technologie

The Higher School of Technology of Oujda
– ESTO –



The Research Laboratory on Management and
Development of Enterprises and Organizations
– MADEO –



Hanns Seidel Foundation – Morocco
– FHS –

To be held on November 12–13, 2025

INTERNATIONAL CONFERENCE

On the following theme:

ALTERNATIVE CSR FINANCING: HOW CROWDFUNDING CONTRIBUTES TO SOCIETAL TRANSFORMATIONS

CALL FOR PAPERS

Mohammed first university Campus, Oujda

colloque.rsecf@gmail.com

[Submission form link](#)



REGISTRATION
& SUBMISSIONS




Reviews :



Institutional and academic partners :





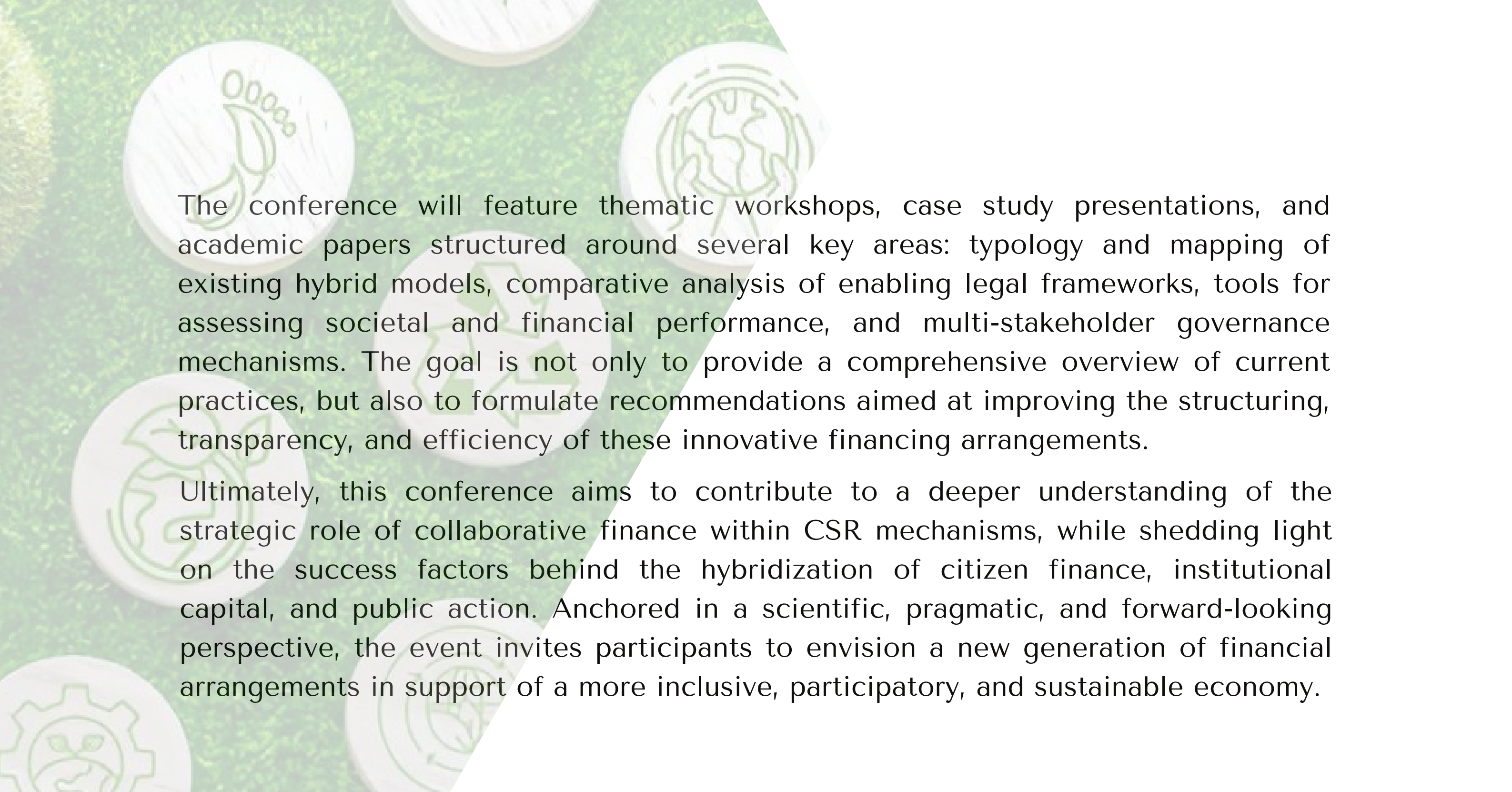
In a context marked by increasingly complex social, environmental, and economic challenges—such as climate change, financial exclusion, and the withdrawal of traditional institutions—the mobilization of resources to support projects with societal impact has become a critical issue. As it becomes increasingly difficult to fund Corporate Social Responsibility (CSR) initiatives through conventional channels, new hybrid mechanisms are emerging. These combine crowdfunding, institutional capital, and public support. These innovative forms of co-financing raise a central question that this conference aims to explore: What hybrid models are emerging at the intersection of crowdfunding, institutional investment, and public support for CSR-driven projects?

This line of inquiry is part of a rapidly expanding research dynamic. Recent literature on sustainable finance highlights the importance of blended finance as a key lever for mobilizing capital in support of sustainable development (OECD, 2018; Bugg-Levine & Emerson, 2011). At the same time, studies on crowdfunding emphasize its growing role in fostering economic inclusion and social innovation (Lehner, 2013; Belleflamme et al., 2014). By bridging these two fields, this conference seeks to explore how these heterogeneous sources of financing can converge to support projects with high societal and environmental value.

The aim of this event is to bring together researchers in management and finance, crowdfunding practitioners, impact fund managers, public sector representatives, and social entrepreneurs to critically and collectively examine hybrid financing models applied to CSR. Discussions will focus on concrete research questions stemming from our central issue: How can we articulate, in a complementary logic, citizen engagement, institutional investor requirements, and public support instruments in order to enhance the reach and sustainability of CSR commitments?

Numerous examples of emerging models can be observed. Some projects combine citizen contributions via crowdfunding platforms with local government grants, particularly in sectors such as green energy or the circular economy. Others employ a “match-funding” mechanism, whereby each amount contributed by a citizen is matched by a public actor or an impact investor. There are also cases in which investment funds use crowdfunding campaigns as a form of social validation before committing financially (Block et al., 2018). Finally, more complex instruments such as green or social bonds are gradually becoming accessible to individual investors through dedicated platforms.

These models offer notable operational advantages: risk-sharing, leverage effects on private investment, stronger local anchoring, and project legitimization through citizen participation. However, they also raise significant challenges: coordinating stakeholders with sometimes conflicting logics, navigating the legal complexity of financial structures, regulatory uncertainties, and the difficulty of measuring the overall impact of such initiatives. Addressing these issues calls for a thorough, cross-disciplinary reflection involving both scholars and practitioners.



The conference will feature thematic workshops, case study presentations, and academic papers structured around several key areas: typology and mapping of existing hybrid models, comparative analysis of enabling legal frameworks, tools for assessing societal and financial performance, and multi-stakeholder governance mechanisms. The goal is not only to provide a comprehensive overview of current practices, but also to formulate recommendations aimed at improving the structuring, transparency, and efficiency of these innovative financing arrangements.

Ultimately, this conference aims to contribute to a deeper understanding of the strategic role of collaborative finance within CSR mechanisms, while shedding light on the success factors behind the hybridization of citizen finance, institutional capital, and public action. Anchored in a scientific, pragmatic, and forward-looking perspective, the event invites participants to envision a new generation of financial arrangements in support of a more inclusive, participatory, and sustainable economy.

Axes of Discussion


Main axis: Collaborative Financing and the Sustainability of Civil Society Organizations in Morocco

- Analysis of the key provisions of Law No. 18.18 on Public Generosity and Law No. 15.18 on Collaborative Financing: opportunities and constraints for CSOs.
- The role of the Government in providing regulatory, fiscal, and technical support for collaborative financing in the non-profit sector.
- Contribution of large corporations through CSR initiatives and public–private partnerships to support crowdfunding for civil society.
- Strategies for CSOs to integrate collaborative financing into their economic model and secure financial autonomy.
- International best practices in crowdfunding for the non-profit sector and their applicability to the Moroccan context.

Associated Axis 1: Financial Innovation and the Design of Hybrid CSR Financing Models (Finance & Financial Engineering)

- Blended Finance: Structure, Risks, and Returns
- Participatory Financial Instruments (Equity, Debt, Royalties, etc.)
- Sustainable Business Models and Financial Viability of CSR Projects
- The Role of ESG Ratings and Social Performance Metrics (SROI, IRIS+)
- Crowdfunding vs. Venture Capital: Complementarity or Substitution?

Associated Axis 2: Regulatory Frameworks and Governance of Hybrid CSR Financing Models (Governance, Law, and Regulation)

- Legal Framework for Crowdfunding: Transparency and Investor Protection
 - Contracts, Obligations, and Stakeholder Responsibilities
 - Multi-Stakeholder Governance and Dialogue Among Funders
 - CSR Standards and Corporate Legal Responsibility
 - Incentive-Based Tax Frameworks and Public–Private Partnerships
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Associated Axis 3: Public Policies, Social Economy, and Territorial Dimensions of Crowdfunding

- The Role of Local Authorities and Public Policies Supporting Citizen Finance
- Economic Effectiveness of Hybrid Models at the Territorial Level
- Public Grants and Leverage Effects on Private Investment
- Financing the Ecological and Energy Transition
- Crowdfunding and the Social and Solidarity Economy

Associated Axis 4: Corporate Strategies and Positioning within Responsible Finance Ecosystems (Strategy and Management of Impact-Driven Enterprises)

- Hybrid Business Models and Sustainable Value Chains
- CSR Communication and Financial Attractiveness
- Stakeholder Engagement in Funded Projects
- Collaborative Fundraising Strategies for Mission-Driven Enterprises
- Competitive Positioning Through Impact

Associated Axis 5: Perceptions, Motivations, and Behaviors of Contributors in Impact-Oriented Crowdfunding Campaigns (Stakeholder Behavior and Responsible Marketing)

- Engagement Drivers in Responsible Crowdfunding
- Impact Communication and Social Marketing
- Financial Psychology of Citizen Contributors
- Transparency, Reputation, and Loyalty in Collaborative Finance
- The Influence of Social Media on the Performance of CSR Campaigns

Associated Axis 6: Performance Measurement and Reporting of Co-Financed CSR Projects (Accounting, Auditing, and Non-Financial Reporting)

- Assessment of Social and Environmental Impact of Projects (SROI, ESG, etc.)
- Integrated Reporting Practices (Financial + Societal)
- Auditing CSR-Oriented Crowdfunding Campaigns
- Accountability Indicators and Transparent Communication of Results
- Linkages Between Financial Performance and Social Impact

Note: This list is indicative rather than exhaustive. Any contribution that aligns with the spirit of the proposed themes or offers an original perspective on the convergence between CSR and collaborative finance will be warmly welcomed and carefully considered.




Funding Tomorrow Together, Sharing Corporate Responsibility



Organizing Committee




Submission Guidelines

- Papers may be submitted in French, English, or Arabic, with a maximum length of 25 pages, including appendices.
 - Format requirements:
 - File format: .doc .docx .pdf
 - Font: Times New Roman, size 12
 - Line spacing: 1.5
 - Margins: 2.5 cm on all sides
 - Justified text, with clearly structured headings and subheadings
 - Citation style: APA, 6th edition
 - The submitted document must include:
 - A cover page with the following information:
 - Title of the paper
 - Name(s) of the author(s)
 - Institutional affiliation(s)
 - Email address(es)
 - Abstract (150 to 250 words)
 - 4 to 6 keywords
 - A structured main body, including:
 - Introduction
 - Theoretical framework
 - Methodology
 - Results
 - Conclusion
- 



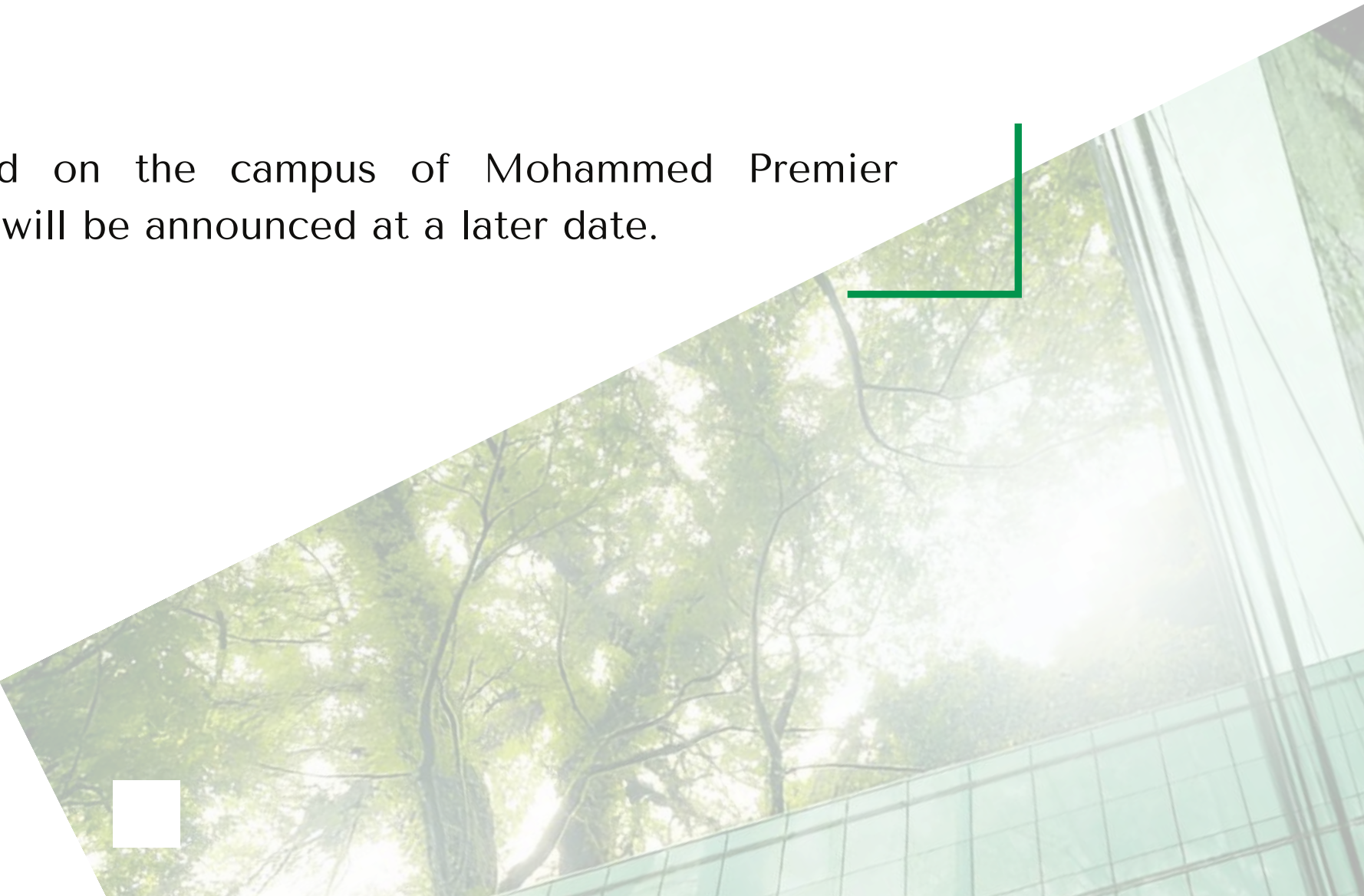

Important Dates

- September 14, 2025 – Deadline for submission of proposals
 - September 19, 2025 – Notification to authors and delivery of peer review reports from the Scientific Committee
 - September 28, 2025 – Deadline for submission of final papers incorporating recommended revisions
 - November 12–13, 2025 – Conference dates
 - November 30, 2025 – Submission of selected papers for publication in partner reviews
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Conference Venue

The conference will be held on the campus of Mohammed Premier University. The specific venue will be announced at a later date.



Submission Process

Participation will be confirmed upon registration and submission of the full paper (maximum 25 pages, including references and appendices, in Word format) via the following form or by scanning the QR code:

<https://forms.gle/7vZN5UFo4fxd1UR1A>



Publication

The best papers presenting completed research will be considered for publication in the partner reviews:

- Review I : Moroccan Business Review Research (MB2R) ;
- Review II : Revue Internationale de Management et d'Économie Appliquée (RIMEA).

Papers accepted by the Scientific Committee and presented during the conference will be published in the conference proceedings.

Awards and Distinctions

In order to promote scientific excellence and encourage transdisciplinary research on CSR and collaborative finance, the Organizing Committee of the International Conference will award honorary prizes to the best papers within the thematic axes outlined above.

These awards will recognize scientific quality, originality of the research question, methodological rigor, and the relevance of findings or proposals in relation to the key issues surrounding CSR and crowdfunding.

Award recipients will receive an official certificate, public recognition during the closing session, and opportunities to showcase their work through publication channels.

Excursion & Guided Tour

At the conclusion of the International Conference, a guided tour will be organized for participants to explore the cities of Oujda and Saidia.

This excursion will offer an opportunity to discover the historical and architectural heritage of Oujda's medina, as well as the coastal attractions of the seaside city of Saidia.

Designed as both a cultural and convivial activity, the tour aims to foster informal exchanges among participants while showcasing the regional richness of the host city.

- Participation fee: 500 MAD
- Reservation deadline: One week prior to the event
- The detailed program of the excursion will be announced before the conference.

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