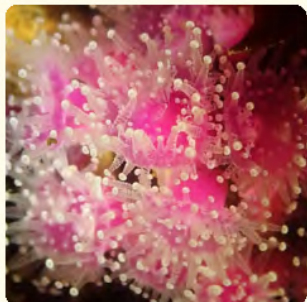


# GOPARITY

## Impact Report 2025



# Table of contents

<b>A message from Nuno</b> .....	4
<b>Goparity's mission and values</b> .....	5
<b>Goparity and our mission</b>	6
<b>Our values</b>	7
<b>Our theory of change</b>	8
<b>Investment strategy</b>	11
<b>Expanding our impact - the integration of Bolsa Social</b>	12
<b>Goparity in the world</b>	13
<b>Built by people, sustained by community</b> .....	15
<b>Company and people</b>	16
Introduction to our new Impact framework	16
Being a B Corp	19
Commitment to equality and inclusion	20
Community ownership - equity to community	22
Matching money, multiplying the impact	22
Our emissions story - another chapter	23
Goparity is a happy place to work	24
<b>Business and community</b>	27
Our numbers by the end of 2025	27
Goparity community in the world	28
Community in focus - women in finance	29
<b>Our projects in review</b> .....	31
<b>Projects' impact</b>	32
<b>Reaching payments settlement</b>	33
<b>Monitoring impact and implementation</b>	33
<b>Distribution of the portfolio</b>	34
<b>The impact of each euro invested</b> .....	35
<b>Projects spotlight</b> .....	37
<b>From soil to software: Empowering farmers with Plant on Demand</b>	40
<b>Clean energy, community impact: The Barkley Project story</b>	44

# A message from Nuno



Goparity

## Dear friend,

*This is only the second time I'm writing the opening lines for a Goparity impact report.*

*Between 2024, the last time we published one, and now, a lot has happened, in the world and in Goparity.*

*Sadly, we've entered a new military era, with disastrous human, environmental, and economic consequences. The kind of behaviour that makes us question the goodness of humanity as a species.*

*But some good things have happened too. The European Union (EU) has voted to criminalize environmental destruction, comparable to ecocide. Renewable wind and solar energy overtook fossil fuels in EU and US. The hole in the ozone layer is at its smallest since 2019. The first treaty to protect international waters was ratified. And impact investing keeps growing, with assets under management increasing at 21% over the past six years, and an 11% increase in 2025 alone.*

*At Goparity we've grown too. Users of our European platform have collectively invested more than 1M€ per month between January 2024 and December 2025, funding in total 430 projects in 18 countries, and positively impacting over 100.000 people. In Canada, CAD\$344.000 have been invested, helping bridge the funding gap that indigenous communities (not only) face to fund impactful projects locally.*

*In late 2025 we acquired a company for the first time, welcoming Bolsa Social to Goparity, growing our community in Spain and adding Equity to our investment offer.*

*In what concerns impact, a lot happened. Our impact framework has evolved: we collaborated with the UNDP Alternative Finance Lab to improve the way we estimate, measure, and communicate our impact. The result is a much more thorough and professionalized framework that will be our reference for the coming years.*

*Just like the last time I wrote this prologue, the question about writing an impact report for an investing platform came to my mind. The way I see it, impact reporting, for us, is just reporting – all that we do has the intention to generate positive change.*

*The need to highlight impact arises from the lack of visibility in traditional finance regarding how our money is used and, even more so, its impact (positive or negative). In fact, the world's 65 biggest banks committed almost 8 trillion US dollars to the fossil fuel industry in less than a decade (from 2014 to 2025) – contributing directly to our climate crisis.*

*Impact is our main decision criteria, it's how we know we're doing the right thing, and it's what keeps us moving forward when the outer world makes us doubt.*

*Knowing our money can create a better world, and that it does, even if just a fraction of the systemic change we need, is what keeps us going. That's why reporting on our impact matters: to communicate the good our community makes happen.*

***This is what shifting money from harm to impact looks like.***

Nuno Brito Jorge  
Co-founder and CEO at Goparity

# Goparity's mission and values

Empowering people and organizations to use their money for good.

Goparity

## Goparity

We are a daily life impact finance and investment app empowering our users with transparent, and ethical, investment opportunities offering a fair financial return while providing access to finance for sustainable projects.

## Our mission

**We're on a mission to make finance work for people and our planet.**

We are an impact organization, which means our impact mission is locked inside our Articles of Association. This represents our commitment to reach for impact as much as for profit.

We want to actively contribute to the reduction of the sustainability funding gap by empowering people to choose how their money is used, divesting from harmful industries while allocating resources to projects that promote the development of a greener and fairer economy.



## Our values



### We practice universality and believe in showing up.

We **design for everyone** to have access to opportunities and funding, in every context, and fight for it.



### We stand for transparency and lead by example.

We use fact-based, clear, and **unbiased communication** to allow for informed decision-making.



### We practice tangibility and report on what we achieve.

We provide investment opportunities with **clear direct results** that can be **measured and understood**.



### We believe in sustainability and are in love with our planet.

We're hands-on idealists, dreaming entrepreneurs, and hard-working team players with our bare feet on the ground, our sleeves rolled back, and our **minds set on a beautiful future**.



### We empower people and organizations to use their money for good.

We **remove obstacles and create experiences** to make impact investing and sustainable finance a central part of our daily lives.

## Our theory of change

A theory of change describes and illustrates how and why a desired change is expected to happen in a given context, providing a roadmap for the financial and non-financial interventions required to bring it about.

**Goparity's theory of change describes how as a community-based impact finance platform, we can redirect financial flows, so that more impact-driven organizations can emerge and grow, while a greater share of society actively participates in transforming the economy.**

### The problem

The current economic system is increasingly detached from real-world needs and the promotion of the common good, failing to internalize the social and environmental impacts and long-term costs of economic activity. At Goparity, we believe that the system that has caused this damage can and should be part of the solution.

Several structural drivers reinforce this dynamic: **less than 1% of global financial assets are directed to sustainability and development; traditional banking continues to finance harmful industries; and individuals and organizations largely lack visibility on how their money fuels negative impacts.**

This results in unequal and insufficient funding for sustainability and development, accelerating environmental degradation and eroding social well-being, while financial and impact literacy remain low among people and organizations. The consequences include a persistent 4 trillion USD global sustainability funding gap, continued environmental damage, weakening social cohesion, and limited awareness of financial alternatives that would allow people and organizations to align their choices with their values.

**The solution**

Goparity connects organizations to dedicated sustainability funding while empowering individuals to align their financial decisions with their world views and values.

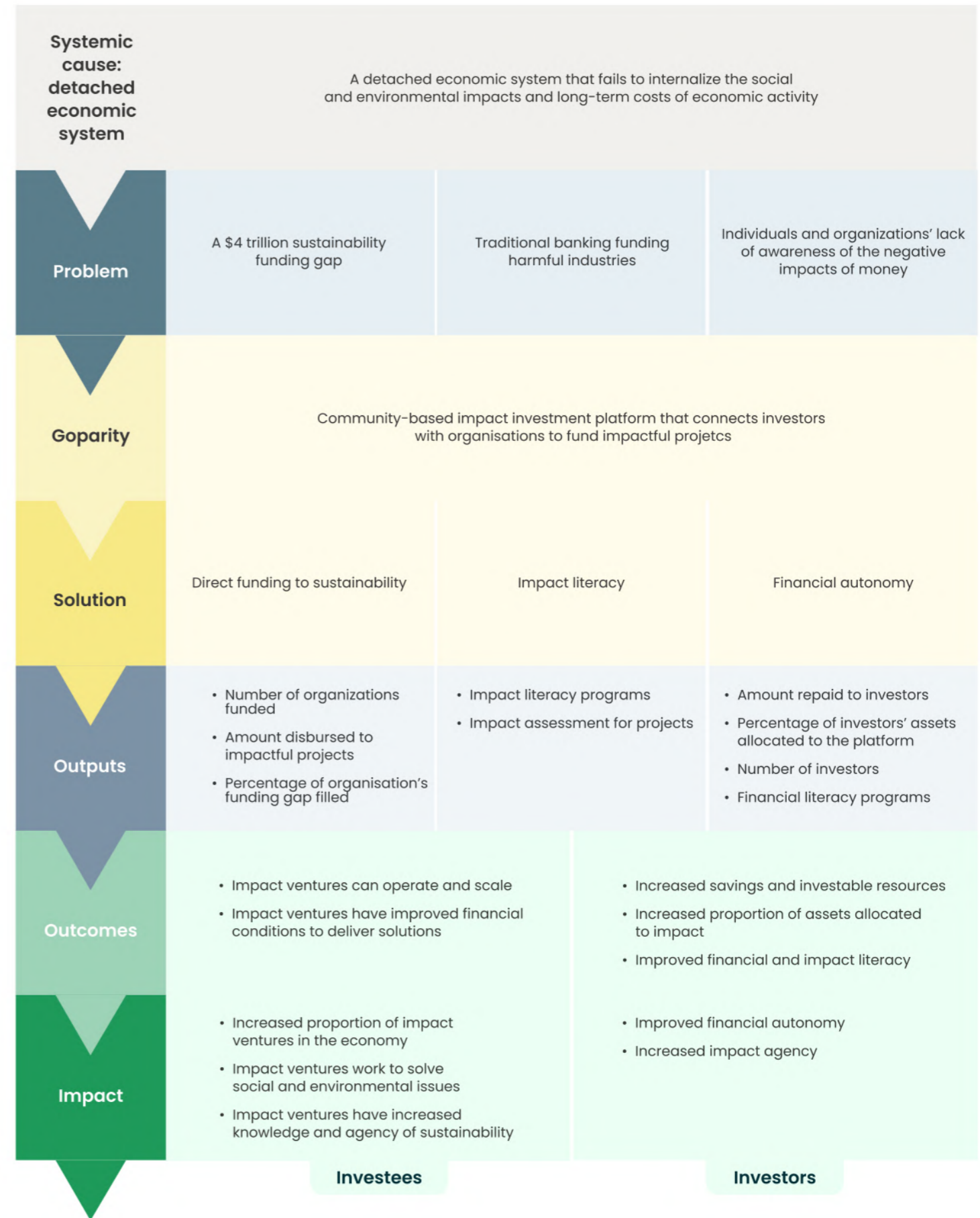
**By catalyzing this connection, we raise awareness and strengthen financial and impact literacy among both people and organizations.**

Through this approach, Goparity works towards a vision of an impact economy in which financial flows systematically support organizations with an impact purpose and where assets are consistently directed towards addressing social and environmental challenges. In this vision, agrifood systems, the blue and green economy, the social economy, and the energy system are all transformed so that production is sustainable, communities are resilient and inclusive, and energy is clean, affordable, and efficient.

**The outcomes for key actors**

For investee organizations - our project promoters - access to funding reduces their financing gap, enabling them to sustain and scale their operations while delivering solutions to social and environmental challenges. Impact assessment and advisory support deepen their impact literacy and strengthen their capacity to understand, manage, and enhance their social and environmental performance.

For investors, the platform increases the proportion of their assets allocated to impact finance, supports the growth of their savings or investable resources, and improves their financial and sustainability literacy. This contributes to greater financial autonomy and a stronger sense of impact agency.



**Vision**

The economy is an impact economy - financial flows systematically support organizations with an impact purpose; and people consistently direct assets towards addressing social and environmental challenges.

## Systemic and thematic impacts through the projects funded

Through the projects financed, Goparity applies the theory of change across several thematic areas – our categories. Each one with its own vision and a pathway to reach it.

In this report, you will discover what is Goparity's purpose and intention when offering investment opportunities in each of them. In all, we remain working towards a real impact economy that works for the good of people and the environment.

**Money for a speculative real economy.**

**Money for precarious decent work.**

**Money for business as usual a green transition.**

**Money for fossil fuels renewable energy.**

**Money for intensive regenerative agriculture.**

## Investment strategy

Goparity's investment strategy is deliberately **thematic and intentional**, focusing on five priority areas: sustainable energy, blue economy, agrifood systems, green economy, and social economy. We translate sustainability challenges into concrete themes, investable assets, and repeatable transaction models that clearly define why and how capital is deployed.

The platform plans on combining **debt crowdfunding** for assets with predictable cash flows, **equity crowdfunding** for early-stage and growth co-invested alongside professional lead investors, and **sustainability-focused ETFs** for diversified and liquid exposure to public markets. All investments follow strict screening and risk management processes, exclude harmful industries, and embed impact through a clear theory of change aimed at aligning capital with values, directing to purpose-driven organisations, and contribute to closing the sustainability funding gap.

## Expanding our impact – the integration of Bolsa Social

In 2025, Goparity reached an important milestone by acquiring Bolsa Social, Spain's first authorised impact crowdfunding platform.

Founded in 2014, Bolsa Social has built a community of more than 13.000 investors, financed over 50 Spanish impact businesses, and mobilised nearly 15 million euros through both lending and equity instruments.

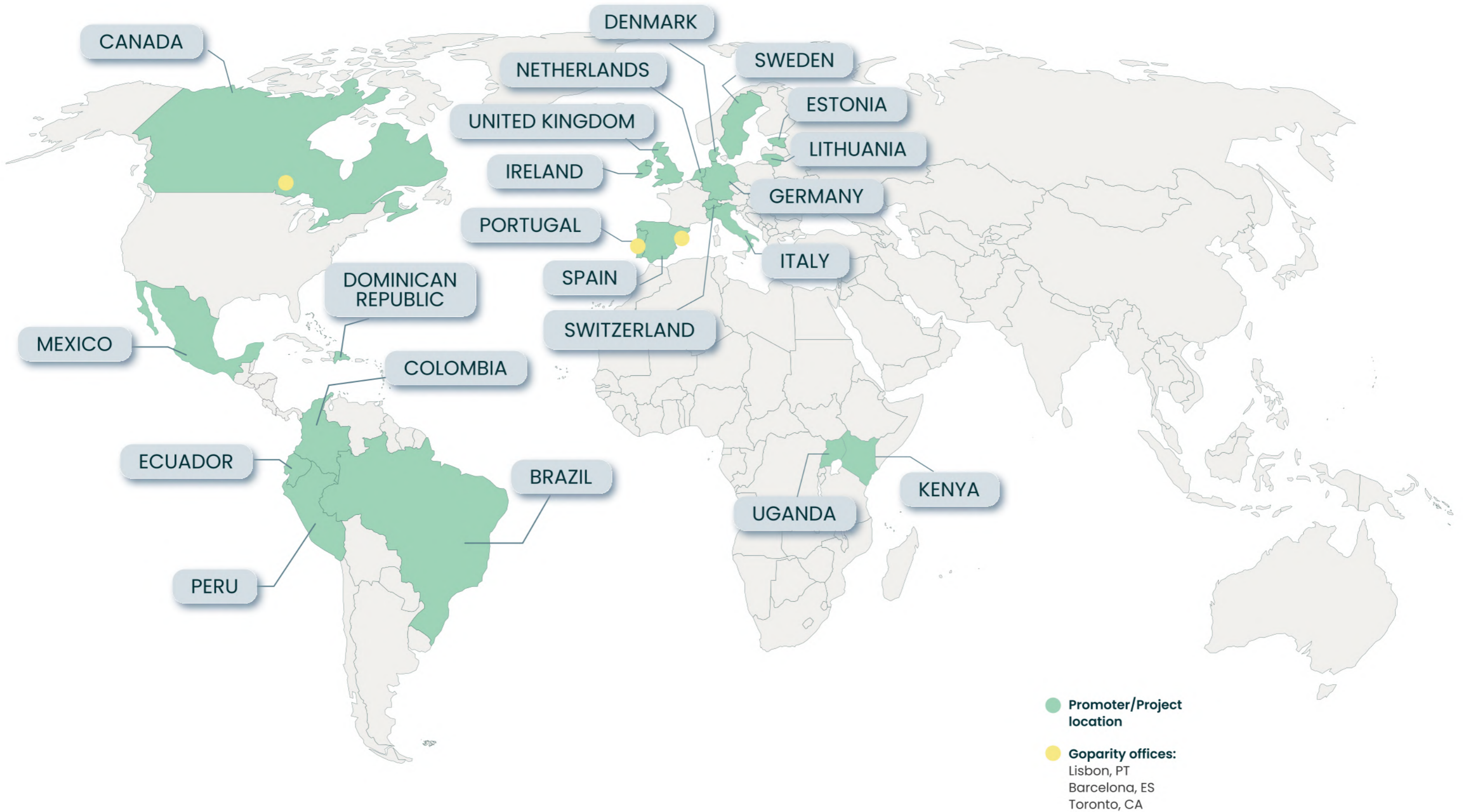
**By joining forces, we now form a community of over 72.000 impact investors across the Iberian Peninsula and beyond, strengthening our shared mission to expand access to sustainable finance.**

This strategic consolidation brings together two long-aligned organisations and reinforces our presence within the Spanish impact ecosystem. Bolsa Social's strong local reputation among investors and entrepreneurs will help elevate Spanish impact projects while creating cross-border investment opportunities for Portuguese, Spanish, and European investors.

The acquisition will also enable broadening our offer to include equity investing. In 2026, Goparity will begin offering equity opportunities alongside existing lending projects, allowing users to build more diversified impact portfolios.

This step strengthens our capacity to drive a fairer and more sustainable economy. Integrating Bolsa Social accelerates this trajectory, expanding our reach, and the collective impact we can achieve together.

### Goparity in the world



# Built by people, sustained by community

The organisation behind the platform  
and the ecosystem we serve

## Company and people

Goparity plays an important role through its approach to natural and human resources. We prioritize people and responsible practices, and we are on a path of continuous improvement.

**This is how we do business; our values guide our actions.**

In this section you see the workings of Goparity's machine - we go back to the ground work with the new impact framework, we can see the positive results with the B Corp certification, and our commitment to stay on track towards being a great place to work, gender equality, and reduced emissions.

## Introduction to our new Impact framework

Since 2020, Goparity has used its own impact framework to measure and monitor the results of its financed projects. This initial model provided an objective methodology aligned with international standards while remaining feasible for the company's resources. As Goparity expanded, so did the need to refine and deepen its approach.

In 2025, Goparity collaborated with AltFinLab, a UNDP initiative focused on innovative finance, to further develop and strengthen its impact framework. The work, part of a partnership between Goparity and AltFinLab, focused on strengthening how Goparity manages impact.



**Introduction to our new impact framework**

The review consisted in assessing existing procedures, refining the theory of change, and rethinking the project categories to better align with industry standards. A new set of 25+ indicators was developed, structured from outputs through outcomes to impact, and linked to SDG targets. All of this is now part of the broader theory of change that frames the impact of the funded projects.


Data management systems were also updated to support the new framework with improved collection and assessment processes.

The result is a clearer and more robust framework that better connects funded projects to measurable impact, and allows scaling with quality of impact.


**New categories**

 **Sustainable energy**

Contributing to the expansion of sustainable energy infrastructure, increasing clean energy production, and avoiding CO<sub>2</sub> emissions.


 **Green economy**

Supporting job creation, reducing energy intensity, increasing recycling rates and water-use efficiency, and expanding areas that are protected, certified, or under Indigenous-led protection.


 **Agrifood systems**

Increasing the share of land under sustainable agricultural practices, reducing food loss and waste, and improving the productivity and incomes of small-scale food producers.

**New indicators**

 **Blue economy**

Contributing to the expansion of marine areas that are protected or under Indigenous management, increasing the share of sustainable fisheries, and reducing food loss and waste across blue value chains.

 **Social economy**

Beyond job creation, enhancing access to essential community services for the population, such as health, education, culture, and other foundational services that strengthen social cohesion.



At the first level, outputs, we measure the direct results of project activities. These are usually expressed in raw units, such as kW of installed capacity, number of jobs created, or tonnes of waste managed. At the outcomes level, we aggregate data at the portfolio level, capturing the changes that result from these outputs, as increases over the baselines. Finally, impact indicators are assessed by comparing the portfolio's performance against relevant benchmarks, highlighting its contribution to long-term change.

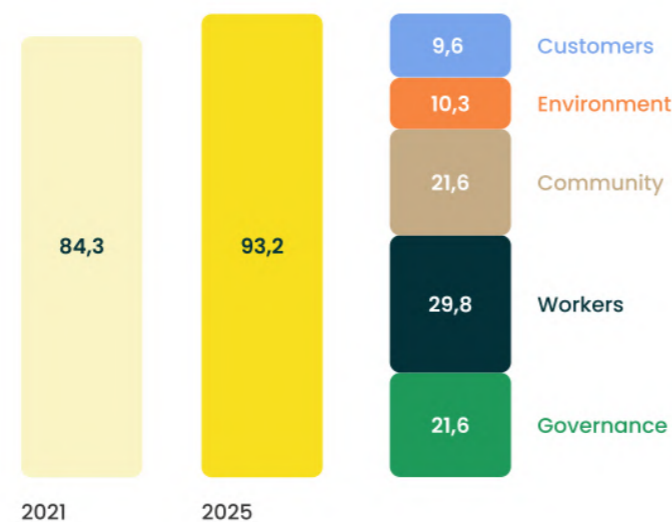
Being a B Corp

**In 2025, Goparity was proudly recertified as a B Corporation, achieving a higher score than in our initial 2021 certification.** Over the past three years, the B Corp framework has served as a tool for measurement, accountability, and continuous improvement, guiding our growth and strengthening our positive impact.

Through the B Impact Assessment, we improved our overall score by nearly 9 points, an 11% increase from 2021, and now perform 24% above the median Portuguese company. This achievement reflects our sustained commitment to responsible governance, employee well-being, community engagement, and environmental stewardship, where we continue to outperform relevant benchmarks.

Recertification was an opportunity to pause and reflect on who we are and how far we've come. Impact remains central to every decision we make and every relationship we build. As part of a global community, we continue to embrace the belief that B Corp is not a destination but an ongoing journey of improvement - for our team, our community, and our planet.

**B Corp impact score**



**Commitment to equality and inclusion**

Goparity is committed to fostering a work environment that celebrates diversity, promotes inclusion, and respects the fundamental human rights of all employees. We believe that creating a space where everyone feels valued, respected, and empowered to reach their full potential is essential to our success.

We implement a set of practices that aim to offer equal opportunities for recruitment, training, and promotion, and that fosters a work environment based on collaboration and that values everyone for their unique contribution.

Goparity commits to non-discrimination including but not limited to gender, race, religion, sexual orientation or gender identity, marital and parental status, pregnancy, national origin, age, or ability.

How we are doing that:



**Training and development**

We provide a framework that includes three main types of training – business based, technical for a role, and expansive, to build up skills beyond the current role.



**Career and progression**

We have a career structure for professional progression inside Goparity, bringing clarity to next steps and expectations. This framework is supported by the performance reviews and company-wide goals.

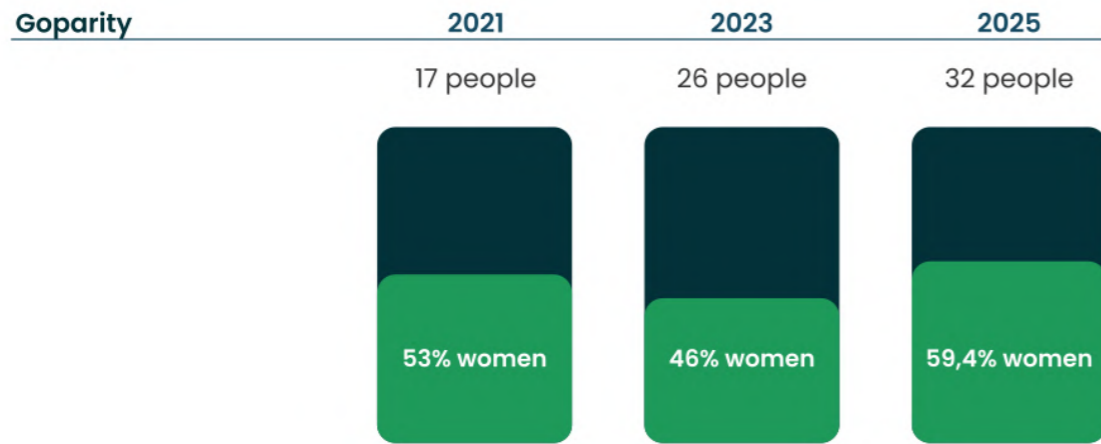


**Performance and recognition**

Alongside company-level goals, every team and team member sets objectives for their role, that can be monitored and measured. Besides the goals achievements, we implement performance reviews to strive for continuous feedback and improvement.

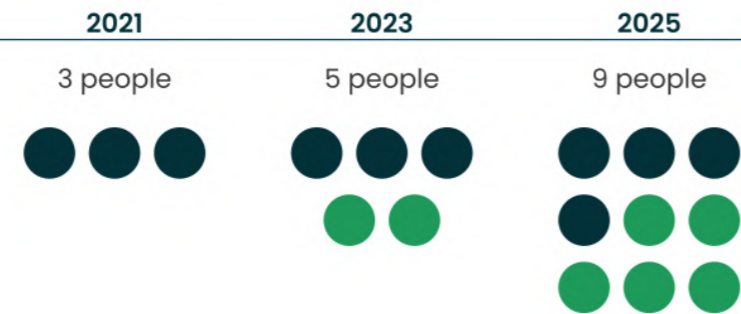
**Gender balance**

Since 2021 we monitor closely the evolution of gender equality indicators in the company.

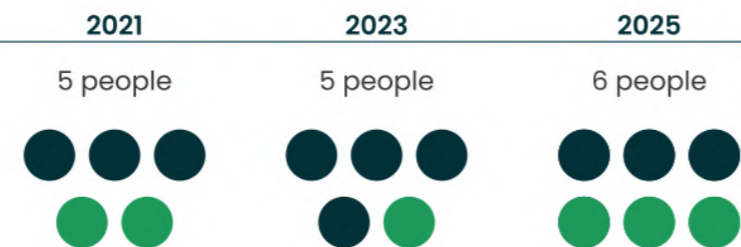


**Leadership team**

Bear into account that the three founders are men and also have an executive role.



**Board of Shareholders**



● Man  
● Woman

**Community ownership - equity to community**

In 2019 Goparity opened the company's ownership structure: first a small 100.000€ angel round, and stock options were handed to key employees for the first time. In 2021 we did the pre-seed investment round of 200.000€. In 2022 Goparity did an equity raise of over 2.000.000€ and opened an equity crowdfunding campaign to the whole community. In 2025, Goparity closed a 2.900.000€ funding round, led by 3XP, with the participation from Mustard Seed Maze, Schneider Electric, Regenerative.eco, InvestEco, and more than 800 small shareholders, many of which are Goparity users, via Crowdcube.

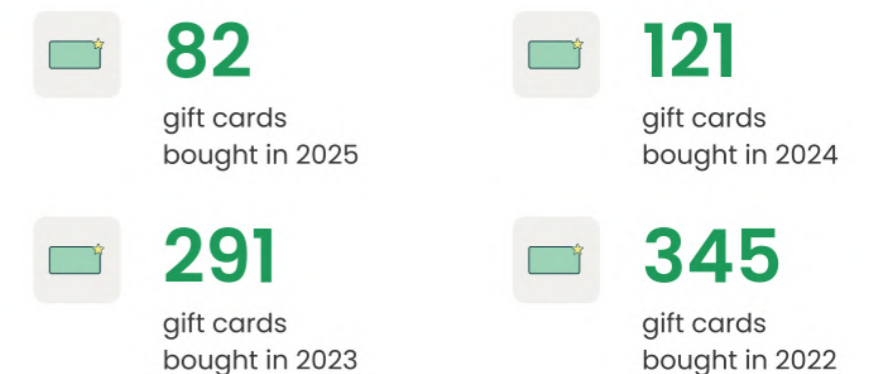
**Currently, Goparity is 7,3% owned by its community of investors and 2,5% by its employees - the remaining by founders and institutional investors. With this structure, Goparity intends to make people and companies in our community an even bigger part of our progress.**

**Matching money, multiplying the impact**

Goparity's impact investment gift cards are a more sustainable alternative to traditional, and often wasteful gifts, especially during the festive season.

Since 2023 Goparity makes donations, 1€ for every gift card issued during the month of December, to go a step further in the impact chain and promote donations to stress-relief initiatives globally.

In the first year, Goparity donated to Doctors Without Borders (MSF). In 2024, the donations went to Fundació Horta Sud, an NGO supporting recovery following the floods in Valencia. And in 2025, we donated to Stichting Rewilding Europe, an NGO supporting wildlife and nature.



## Our emissions story - another chapter

As a digital services company, Goparity's emissions are primarily indirect across our value chain and remote-flexible operations. This year, we upgraded our emissions assessment to strive towards greater compliance with the Greenhouse Gas Protocol.

Since our operations are digital and our team remote-flexible, we have no relevant direct emissions that are a consequence of burning fuel or company vehicles, relating to Scope 1.

Also, at our office in Lisbon, the electricity consumed comes from 100% renewable energy sources, making our Scope 2 emissions less relevant.

And finally, in the analysis of Scope 3 emissions, that are indirect from business travel, purchased goods, transport, and commuting, that we can focus our measurement efforts.

In the past years, one of our most relevant sources of emissions were related to the team members travels to the quarterly meetings which were held in person in Lisbon.

In 2025, Goparity reduced the amount of in person meetings, and made office visits more flexible throughout the year. At the same time, it is part of the company's policy that the trips supported must prioritise public transportation whenever possible. This change was made to reduce transportation-related costs and emissions, while maintaining team's cohesion and company culture.

## Goparity is a happy place to work



Goparity earned the top-tier Platinum HappyAtWork® certification, based solely on employee feedback, following bronze, silver, and gold levels. This achievement highlights our strong performance in key areas like support, motivation, and wellbeing, aligning with our coherent HR policies as a growing company now employing over 30 people.

This process provided valuable insights into our strengths and areas for improvement, while highlighting our HR policies that value the specificities of our organization and team.

“ Goparity challenges me to think more critically, take ownership, and develop a stronger, more solution-oriented mindset. A typical day feels dynamic and meaningful, knowing that the work we do supports projects with real environmental and social impact. I strongly connect with using finance as a force for good, making sustainable investing more accessible and impactful.



**André Tapadas**

Customer Success Manager

“ Goparity has given me the opportunity to scale what I was already building at Bolsa Social, bringing equity investing into a broader, more international context. It's helping me grow by combining impact, finance, and strategy at a much larger level.



**Marta Abbad**

Head of Equity

“ We're not just building a platform: we're reshaping how people access and think about sustainable finance. Every day, I'm motivated to help channel capital into industries and projects that aren't just non-harmful, but actively making the planet a better place. Being part of that shift makes everything we do feel purposeful.



**Rita Rodrigues**

Head of Operations



Team Goparity at our  
yearly retreat in  
October 2025.

## Business and community

Our numbers by the end of 2025  
Goparity Global



**53 M€**

invested in sustainable projects



**32 M€**

of capital and interests paid back to investors



**430**

impactful projects with access to financing



**199**

organisations received financing

**9%**

non-profit organisations and cooperatives

**91%**

companies



**78.451**

registered users in the platform



**21.537**

investors



**1.285**

people with investment strategies

## Goparity community in the world



**38**

investors average age

**38**

women

**40**

men

**37**

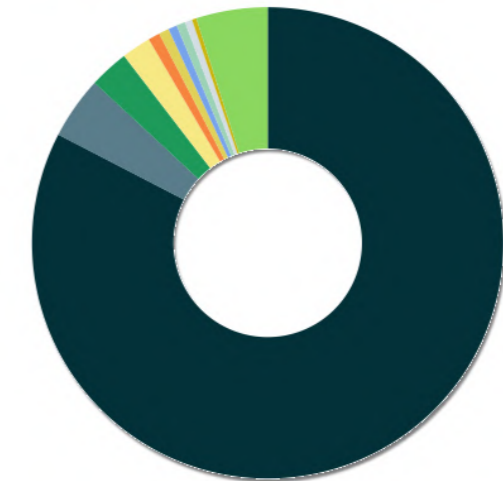
nonbinary



**165**

Nationalities among our users

Users nationalities distribution



PT = 82,6% (48.349)	DE = 0,6% (339)
FR = 4,4% (2.552)	AO = 0,6% (331)
ES = 2,7 (1.580)	GB = 0,5% (294)
BR = 2,0% (1.142)	NL = 0,3% (188)
IT = 0,8% (460)	Other nationalities = 4,9% (2.870)
PL = 0,7% (389)	

Projects in the world



# 21 countries across 3 continents

Countries in which we have funded projects and promoters

- |                |                    |
|----------------|--------------------|
| Portugal       | Brazil             |
| Spain          | Colombia           |
| Ireland        | Dominican Republic |
| United Kingdom | Ecuador            |
| Netherlands    | Peru               |
| Italy          | Mexico             |
| Germany        | Canada             |
| Lithuania      | Denmark            |
| Sweden         | Estonia            |
| Uganda         | Switzerland        |
|                | Kenya              |

Community in focus - women in finance

Women are proportionally underrepresented in the financial and investment sectors, and the situation is no different at Goparity. Studies show that, among other reasons, women feel they don't have enough knowledge or time to invest and fear financial loss.

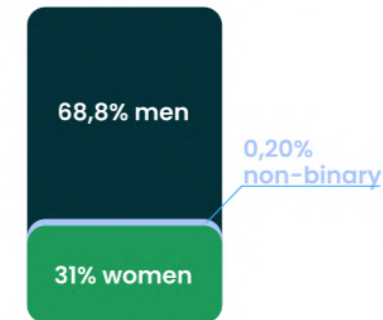
At Goparity, we started monitoring indicators on this issue and have seen a growing trend in the number of women investors, from 18% in 2020 to 31% in 2023 and keeping this number in 2025. Goparity is committed to continuing to track these numbers and pushing to balance them by closing the financial literacy gap for women.

On the platform, we focus on a literacy approach for the investment process, clarifying and simplifying financial concepts in all steps. At the same time, we intend to deepen our offer of financial literacy content focusing on gender equality in the coming years.

Our investors

31% of Goparity's investors community are women.

There is one woman in our top five investors in terms of amount invested to date.

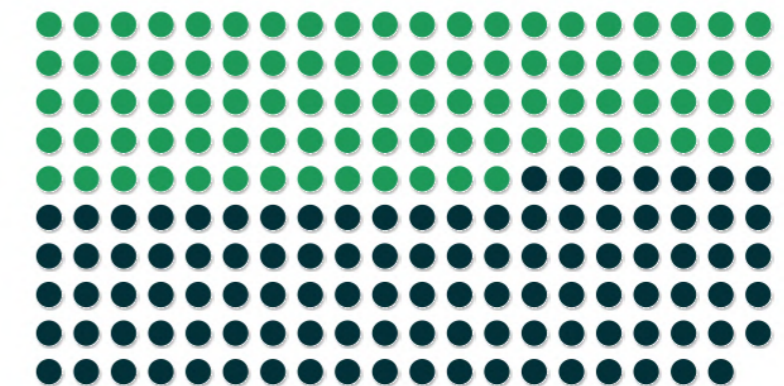


Top 5 investors



Project promoters

46,7% of all our promoter organisations have at least one woman on the Board, an increase from the 40,6% proportion in 2023.



- Man
- Woman
- Non-binary

# Our projects in review

// *[Goparity] fills a gap in the financing spectrum for impact driven companies. Very impressive how it connects with thousands of small investors.* //

Gabriela Alvarez  
Co-founder of Colcocoa SARL  
and Goparity promoter

## Projects' impact

Aggregated impact metrics at the end of 2025 - forecasted and implemented metrics

### People impacted



Forecasted for all funded projects

**105.389**

Confirmed for all implemented projects

**30.590**

### Jobs created



Forecasted for all funded projects

**4844**

Confirmed for all implemented projects

**17**

### CO2 emissions avoided every year



Forecasted for all funded projects

**31.311 tonnes**

Confirmed for all implemented projects

**1.214 tonnes**

### Clean energy generated every year



Forecasted for all funded projects

**36.430 MWh**

Confirmed for all implemented projects

**5.794 MWh**

### Area under sustainable management



Forecasted for all funded projects

**1853 ha**

Confirmed for all implemented projects

**240 ha**

## Reaching payments settlement

Goparity reached an important milestone with 150 fully repaid impact loans, returning 19.300.000 euros to the community of investors. More than half of the capital in these completed projects, around 53%, was deployed in Portugal, supporting sustainable initiatives led by local companies and resulting in the return of over 10.000.000 euros. In total, the projects settled have collectively improved the lives of over 82.000 people, avoiding 14.000 tonnes of CO<sub>2</sub> emissions per year, generating or saving 6.7 GWh of energy, and contributing to the creation of more than 4.600 jobs.

The 150 completed loans financed the operations of 64 companies across more than 10 countries, with 45% of those companies including women in leadership roles. With an average annual return of 5.4% and a typical duration of 30 months, **these results show how collective finance can reduce the sustainability funding gap while generating measurable and meaningful impact for people and the planet.**

## Monitoring impact and implementation

Goparity's approach to the funded projects impact is based on a pre-implementation assessment, analysing the organization's potential and ability to create impact.

This impact is realised once the project gets implemented: promoters use the funds received for their intended purposes and the forecasted outcomes for impact are reached.

Monitoring impact focuses on accompanying promoters post-funding, understanding both the project's financial and operational viability, the activities executed, and impact outputs reached.

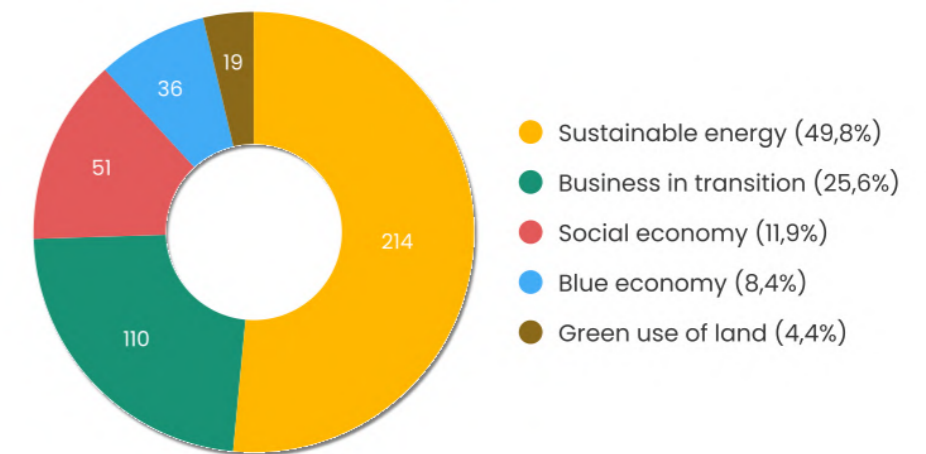
A part of the projects funded have completed their implementation phase, with results verified by us. These are the results you see in the previous page.

## Distribution of the portfolio

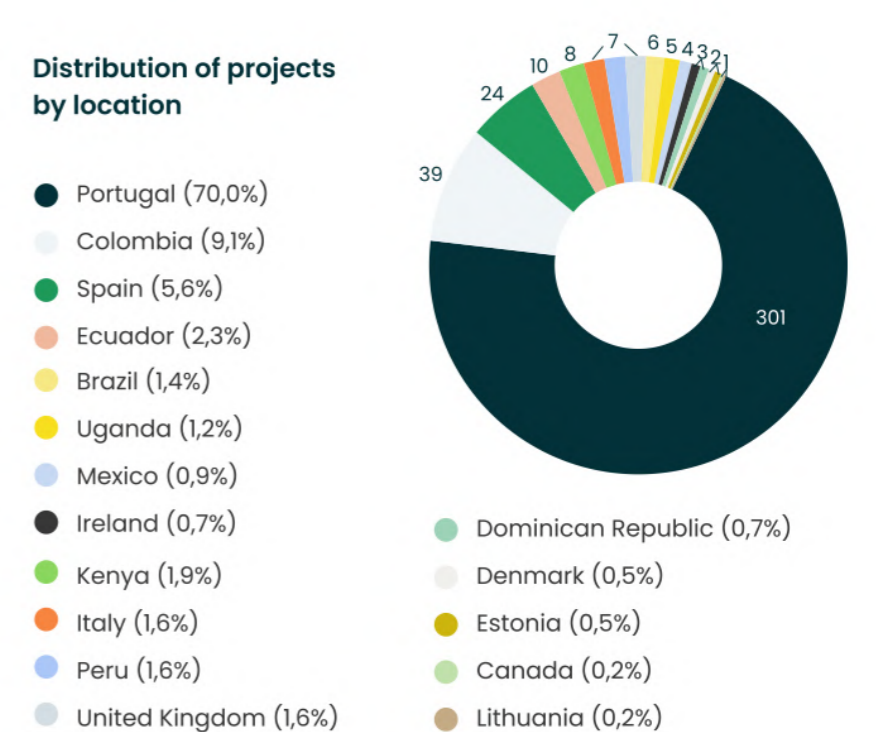
Goparity's portfolio distribution remains broadly consistent over the years. Around half of the funded projects fall under the Sustainable Energy category, representing over 38% of assets, totalling 20.700.000€ lent through the platform.

In 2025 we aggregated projects using the previous set of categories. From 2026 onward, the new categories will be represented here.

Distribution of projects by category



Distribution of projects by location



# The impact of each euro invested

*“ Unlike many investors who claim to want change but remain overly risk-averse, Goparity recognizes that no deal is the same and that meaningful impact often requires adaptability ”*

Eva Teekens,  
CEO of Jord AB  
and Goparity promoter

Every amount of money invested in impactful projects through Goparity has the potential of enabling impact. And usually we showcase the impact metrics for the whole portfolio of projects as you've seen in the previous page.

### But how much good can each euro invested enable?

Here you can see how much impact, on average, can be created through your investments in projects that contain these metrics.

### In average, every 1.000€ invested through Goparity enables:

**14 people**  
positively impacted



**1.6 tonnes**  
CO2 avoided every year  
equivalent to 78 trees



**2.2 MWh**  
clean energy generated  
equivalent to seven months of an  
EU household energy consumption



### While an investment of 10.000€ through Goparity in average allows:

**4 jobs**  
decent and in the  
real economy



**4 hectares**  
of land or on water  
sustainably



# Projects spotlight

These are little squares from every project funded – and a big part of Goparity.



We fund, on average, four projects per week. Some are campaigns from recurrent promoters, and some are new in every way.

Every project has at least one story. Some stories stay with us a bit longer – they are perfect examples of our motivation to do what we do daily.

It is the power of a community coming together to provide impact finance to these projects that motivates us to keep going.



**From soil to  
software:  
Empowering  
farmers with  
Plant on  
Demand**

**Plant on Demand begins with a simple yet transformative belief: that farmers, especially small organic producers, should have the tools they need to succeed in a fair, resilient, and sustainable food system. The project is rooted in collaboration, transparency, and ecological responsibility. Technology is not a barrier but a bridge - connecting farmers to communities, and communities to healthier, more ethical food.**

For years, organic farmers have had to work within systems that don't really support them. While their work benefits ecosystems and local communities, the tools available to them often remain fragmented, outdated, and inefficient. Plant on Demand emerged as a response to this gap, a full-service Software as a Service (SaaS) platform designed to digitalize agricultural operations, streamline sales, and enable cooperative local food networks.

Early on, the team also turned to their community to grow. In 2022, Plant on Demand launched an equity crowdfunding campaign with Bolsa Social, bringing together impact-driven investors who believed in their vision. That campaign wasn't just about raising capital, it was about building a network of supporters aligned with their mission and values.

Yet as the business grew, Plant on Demand reached a pivotal moment: they had built something valuable, but wanted to go further - making the platform more powerful, more intuitive, and even more useful for farmers. They needed investment to develop new features, improve user experience, and enhance logistics tools vital to farmers' daily work. That's when Plant on Demand partnered with Goparity to raise investment to further innovate.

Today, the Plant on Demand platform supports nearly 200 producers, cooperatives, and food hubs. Each one plays a role in building healthier soils, resilient local economies, and sustainable farming practices. By centralising tasks such as inventory, invoicing, sales, and shipping, Plant on Demand reduces the administrative burdens on farmers, allowing them to focus on what truly matters: growing food that nourishes land and community.

In 2025, Natalia Aguirre, the CEO and co-founder of the company, was awarded the Women Startup Awards 2025 prize in the Early Stage category, a recognition that highlights her commitment to building fair, purpose-driven solutions for local food systems and the company's innovative approach to empowering farmers through technology.

**Plant on Demand provides a shift in how small farmers compete with industrial agriculture, giving them the digital power to expand their reach while staying rooted in ecological integrity. It's a contribution to a better, more sustainable food system.**

**Promoter: Plant on Demand**

Company's and project's location:  
Madrid, Spain

Raised amount 206.846€

Financed by 1.624 investors

Impact indicators achieved



**Farmers receiving support**

**445** smallholder farmers with access to the PoD platform

**50%** margin improvement  
**15%** sales increase on average

**Project's contribution to the SDGs**



**Local food production and consumption**

**20** food hubs centralizing food distribution among producers

**180** schools sourcing their food from local producers



*"The mission of Plant on Demand is giving back the power, the tools, to the local farmers who can help build a more sustainable, fair, and organic food system."*

Natalia Valle Aguirre, co-founder and CEO of Plant on Demand



**Clean energy,  
community  
impact:  
The Barkley  
Project story**

**Across Canada, a powerful movement is taking root, one where clean energy is no longer just about protecting the environment, it's becoming a way to build stronger, fairer, and more self-reliant communities.**

At the heart of this transformation stands Barkley Project Group, a project management firm dedicated to advancing Indigenous-led clean energy across Western Canada. For over two decades, Barkley has supported Indigenous Nations across Canada in developing hydro, solar, wind, biomass, tidal, and geothermal infrastructure. Their approach is rooted in partnership, longterm trust, and the belief that true energy transition begins with Indigenous ownership.

Through four crowdfunding campaigns through Goparity, including the Canadian platform's first campaign, Goparity investors helped Barkley gain more flexibility to grow and reduce costs while continuing to implement Indigenous-owned clean energy solutions. Altogether, Barkley has deployed over 150 clean energy systems, generating over 52,000 MWh of clean energy annually, and avoiding more than 1,675 tonnes of CO<sub>2</sub> emissions, strengthening economic self-determination and climate resilience.

This work is not just visible in numbers, but on the ground. During a visit to several project sites, the Goparity team from Canada had the opportunity to meet community members, see installations firsthand, and better understand the real impact of these systems. What stood out most was not only the technology itself, but the strong sense of ownership, pride, and collaboration within each community, reinforcing how these projects are truly built from within.

The model implemented by Barkley is centered on community, developing infrastructure that prioritizes affordability, sustainability, and energy ownership. The organization serves 45 indigenous communities in Canada's British Columbia, Yukon, and the Northwest Territories, contributing to improve their resilience and empowerment.

Taken together, these projects illuminate a collective mission: to create clean energy systems that are not imposed from the outside, but grown from within, through relationships, mutual respect, and shared responsibility.

**These are not one-off initiatives, but seeds that will grow into cleaner environments, stronger communities, and empowered Nations with control over their energy. Together, they tell one story: communities reclaiming power, reconciliation in action, and a clean energy transition rooted in justice, partnership, and hope.**

**Promoter: Barkley Project Group**

Company's and project's location:  
Western Canada

Raised amount 279.200€

Financed by 1.068 investors

Impact indicators achieved



**CO2 emissions avoided**  
**1.675 tonnes** of CO<sub>2</sub> emissions avoided

Project's contribution to the SDGs



**Clean energy generated**  
**52.000 MWh** of renewable energy generated yearly

**Indigenous communities served**  
**45** indigenous communities with improved access to cleaner energy

*"You should have heard the sounds of joy and elation on the VHF [radio] when the announcement was made that we have now switched from our diesel generator to our hydro plant. Gianakaci."*

Chief Frank Johnson, Wuikinuxv Nation. Nicknaqueet River Hydro.



The Goparity Canada team joins a Barkley Engineer and local Operator at an Indigenous-owned Hydroelectric plant outside of Tofino, BC. The energy facility is owned and maintained by the Tla-o-qui-aht Nation.

## In good company

### Co-financiers



Goparity is a selected Platform Partner under Crowd Power, a programme delivered by Mercy Corps Europe / Energy 4 Impact. Through this partnership, Goparity receives catalytic grant funding to expand its crowdlending activities into emerging markets, starting with Sub-Saharan Africa and Southeast Asia.

The support covers market-entry and operational costs such as legal and regulatory assessments, project origination and due diligence, investor outreach, and de-risking tools – enabling Goparity to channel capital from retail investors into clean energy, productive-use, and e-mobility projects in regions where impact per euro invested is greatest.

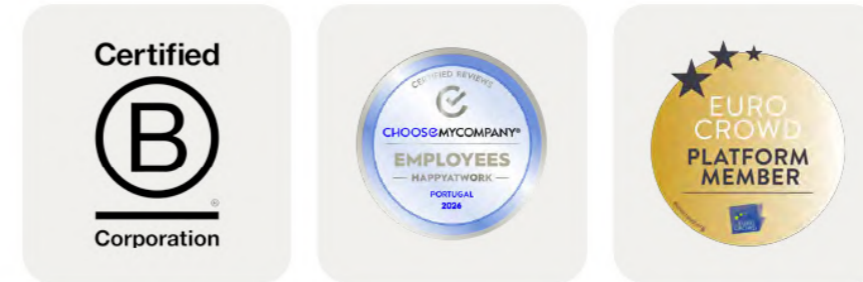


Goparity has received support from different European Commission programmes, for several collaborative projects that share a common thread: accelerating Europe's clean energy transition through technical assistance, financing innovation, and citizen empowerment.

BundleUP (Horizon 2020) pioneered a Project Development Assistance methodology in Portugal – grouping small energy efficiency projects into investor-ready bundles – and its successor BundleUP NEXT is scaling the approach across LED lighting, solar PV, building envelope and electric mobility. SMARTA (LIFE-CET) extends the same logic by offering technical, legal and financial assistance to public, private and social promoters of sustainable energy investments, including renewable energy communities and EPCs. FORTESIE (Horizon Europe, €9.56M) tackles Europe's Renovation Wave by combining smart performance-based contracts, digital verification, and innovative financing (including green-euros) to make deep building renovations bankable. POWER2PPL (LIFE-CET) democratises Power Purchase Agreements via crowdlending, while WIND4ALL focuses on widening access to wind energy.

Collectively, the projects target the same bottleneck – moving sustainable energy investments from pipeline to financed reality – by lowering the entry threshold for citizens, SMEs and public bodies. BundleUP alone triggered over €44 million across 60+ projects in Portugal, and BundleUP NEXT is expected to mobilise up to €50 million more. Together with FORTESIE's renovation packages, SMARTA's technical assistance pipeline, and the citizen-investment models of POWER2PPL and WIND4ALL, the cluster is set to channel hundreds of millions of euros into building renovations, renewable generation, and community-owned energy across Europe – building the technical, legal and financial scaffolding needed to make the energy transition replicable at scale.

### Certifications and affiliations



### Shareholders



# **GOPARITY**

**Empowering people and organizations  
to use their money for good.**

[goparity.com](https://goparity.com)