Environmental Partisanship in the Crowdfunding of Technology*

Vesa Pursiainen†, Meichen Qian‡ and Dragon Yongjun Tang§

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Abstract

We study the implications of environmental commitments by technology entrepreneurs in their reward-based crowdfunding campaigns. Technology projects with public environmental commitments are significantly less likely to receive funding, but this varies depending on local climate opinions and political views. Backers in areas less concerned about climate change and more Republican areas are significantly less likely to fund campaigns with environmental commitments. The negative relationship between campaign outcomes and environmental commitments is stronger in cases where such commitments might be assumed more costly, suggesting that at least some backers interpret there to be a trade-off between sustainability and other product features.

JEL classification: G11, M13, Q55, Q56

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†University of St.Gallen and Swiss Finance Institute, E-mail: vesa.pursiainen@unisg.ch

‡University of Chicago Booth School of Business, E-mail: meichen.qian@chicagobooth.edu

§University of Hong Kong, E-mail: yjtang@hku.hk

1 Introduction

As consumer and investor attention on sustainability and the environment have substantially increased in recent years, these topics have also become highly politicized and polarized. A number of studies suggest that sustainability may have reputational benefits and be a source of competitive advantage.[1] There is also evidence that a sustainability may facilitate firms' access to capital markets and help obtain financing (Krueger et al. (2020), Houston and Shan (2022)). Yet a number of studies also suggest that there is substantial heterogeneity in preferences for sustainability (for example, Colonnelli et al. (2023), Anderson and Robinson (2024)). Even if individuals perceive sustainability in general as a positive attribute, their willingness to pay for it may vary substantially. As political polarization increases, it also becomes increasingly uncertain what the financial impact of firms' investment in sustainability and their public statements about it is.

In this paper, we study the role of environmental commitments in technology-focused crowdfunding campaigns, using data from Kickstarter, the largest reward-based crowdfunding platform in the U.S.[2] In November 2018, Kickstarter introduced an option for entrepreneurs to make a public commitment to reduce the environmental impact of their project. These commitments are prominently displayed as part of the campaign page that potential project backers see. They include five key areas: long-lasting design, reusability and recyclability, sustainable materials, environmentally friendly factories, and sustainable distribution. There is also a sub-category named "something else", capturing other environment-related efforts.

This setting is ideal for studying the effect of environmental statements on the willingness of different types of backers to fund the project, as it allows us to study both the aggregate effect of environmental commitments, as well as the cross-sectional differences in the effect in

[1] See, e.g., Albuquerque et al. (2019), Arora and Henderson (2007), Elfenbein and McManus (2010).

[2] In reward-based crowdfunding, campaign backers commit funds in return for the promise of a *reward*, which is typically the product to be manufactured by the project. This effectively means contracting to buy the product before the entrepreneur invests in producing it.

locations with different environmental and political views. Importantly, we are able compare the propensity of backers in different locations to fund the same project, mitigating any concerns about results being driven by general differences between projects. Similarly, it allows comparing the willingness of backers in the same city to fund different projects, depending on whether or not the entrepreneur decides to include environmental commitments.

For our analysis, we construct a comprehensive dataset of technology-focused crowdfunding campaigns by U.S. entrepreneurs on Kickstarter from November 2018, when the environmental commitments option was introduced, until November 2023. We focus on technology projects for two reasons. First, technology entrepreneurship is generally an important driver of economic growth.[3] Second, only a fraction of new firms represent growth-oriented entrepreneurship (Hamilton (2000), Schoar (2010), Hurst and Pugsley (2011), Botelho et al. (2021)), and among the four categories of Kickstarter projects in which environmental commitments are common (technology, design, fashion, and games), technology is intuitively the one most likely to represent such growth-oriented entrepreneurship and hence possibly the most important proxy for technological innovation. Technology projects are also substantially larger than those in the other three categories with environmental commitments.[4]

We begin our analysis by studying the relationship between campaign outcomes and environmental commitments by the entrepreneur. We find that projects with environmental commitments are, on average, significantly less likely to succeed. They also achieve significantly lower pledged amounts relative to the project goal amount. These results are robust to controlling for an extensive set of project and entrepreneur characteristics, as well as including project sub-category (15 categories within technology) and launch year-month fixed effects. The difference is also economically large. A project with environmental commitments is 3.8 percentage points less likely to succeed than a comparable project without

[3]Most models of economic growth attribute much of it to technological change (e.g., Solow (1957, 1962), Romer (1986, 1990), Aghion and Howitt (1992)).

[4]We show the share of projects with environmental commitments and the average project size by project category in Internet Appendix Section IA.1. In the Internet Appendix, we also show that our main findings remain qualitatively similar when including all four categories that have environmental commitments.

commitments. This represents a 10% reduction relative to the sample average success rate of 0.40. This finding contrasts some existing literature arguing that sustainability helps firms access funding.

We then study the cross-sectional differences in the estimated effect of environmental commitments on campaign outcomes. As a proxy for environmental opinions, we measure local climate concerns using data from the Yale Climate Opinion Maps. We define a variable *Climate Concern* as the share of people who think citizens should be doing more or much more to address global warming. Given the polarization of environmental views along party lines, we also include Democrat vote share as another cross-sectional variable. First, we study the role of environmental opinions and political views at the entrepreneur's home location. As local backers are important for funding success, this likely represents a noisy proxy for backer opinions.[5] We find that the negative relationship between environmental commitments and campaign success likelihood comes from projects in areas that are less concerned about climate change. There is no significant difference in the success rates of projects with and without environmental commitments in more climate-concerned areas. Similarly, the negative relationship between environmental commitments and campaign success rates is stronger in areas with lower Democrat vote share – although this difference is not statistically significant.

Next, we construct a project-city-level dataset that allows us to study *within-project* and *within-city* differences in backers' decisions to fund projects, conditional on the climate opinions in the backer's home city and whether or not the project includes environmental commitments. This sample consists of the intersection of all technology projects where at least one of the top 10 backer cities is in the U.S. (5,514 projects) and all U.S. cities that appear as top 10 city for any of these projects in the sample (1,930 cities). Consistent with the project-level analysis, we find that backers in areas less concerned about climate change are significantly less likely to fund projects with environmental commitments than backers

[5]Xu (2018) shows that 20% of campaign backers come from the same city as the entrepreneur, and 30% from the same state.

in more climate-concerned areas. Similarly, backers in more Democrat-leaning areas are significantly more likely to back projects with environmental commitments. This analysis includes project fixed effects, controlling for any project-level differences, as well as city fixed effects, capturing differences between different locations to fund projects in general. Hence, it represents a clean test of project-backer matching conditional on environmental commitments by the entrepreneur and local opinions at the backer location.

The decision to include environmental commitments is made by the entrepreneur, making it difficult to estimate any causal effects of such commitments. The ideal experiment would randomly assign environmental commitments to some projects and not to others, allowing a comparison of the two groups. As that is not possible in practice, we study the implications of Kickstarter introducing the *possibility* to include environmental commitments in November 2018. First, we use the sample from the period after November 2018 to estimate the likelihood of a given project including environmental commitments, based on other project characteristics. We use the number of green words in the project description as the main independent variable for estimating the likelihood of environmental commitments. Next, we extend the sample to the four years before November 2018, and for each project, use the coefficient estimates from the first step to estimate a likelihood of the project including environmental commitments, if that was possible to do. Finally, we perform a regression analysis of campaign outcomes before versus after the introduction of the environmental commitments option, conditional on the estimated likelihood of the entrepreneur wanting to include such commitment. We find that projects more likely to want to include environmental commitments become significantly less likely to succeed after it becomes possible to actually include them.

Our findings suggest that at least some backers are more reluctant to fund projects with environmental commitments. There are several potential reasons why this could be the case. It might reflect simply personal preferences and views on sustainability – or political identity. In this case, the substance of environmental commitments would be irrelevant, and

their mere existence could generate a uniformly negative response. Alternatively, backers might be worried that environmental commitments impose real costs on the project and on the entrepreneur. Therefore, there could be a genuine trade-off between such commitments and, say, product quality or product price. In this case, we might expect backers' reactions to differ depending on the expected cost of such commitments, in addition to their opinions on the value of such trade-off. Finally, backers might consider environmental commitments to be attempts at "greenwashing" the projects, without real substance. In this case, we might expect backers that are more concerned about sustainability to react more negatively to such attempts.

While we cannot directly assess the costs to the entrepreneur, we can observe indirect proxies for it. First, it seems likely that the economic cost of environmental commitments also depends on the type of product. In particular, technology projects include both software and hardware products. It seems reasonable to assume that for hardware, environmental commitments might be more meaningful, or "real", in that they probably have a larger environmental footprint to begin with. Hence, commitments in such projects might entail more real costs and trade-offs. We find that the negative relationship between environmental commitments and campaign success rates is significantly stronger for hardware projects. This would be consistent with some project backers also being concerned about the costs of environmental commitments and the potential trade-offs that imposes on the entrepreneur.

In addition to product categories, we can also distinguish between the different types of commitments. The environmental commitments on Kickstarter include five different types: Long-Lasting Design, Reusability and Recyclability, Sustainable Materials, Environmentally Friendly Factories, and Sustainable Distribution. There is also an additional "Something Else" section. Intuitively, some of these are likely to be more concrete and costly than others. One might expect things like sustainable materials and reusability and recyclability, as well as long-lasting design, to rather concretely affect the production costs of the product – possibly more so than, e.g., sustainable distribution. Consistent with our findings on

hardware versus software projects, the types of commitments that appear most significant are indeed also the ones that might be considered more substantial and, possibly, more costly. This might also suggest that backers' aversion to projects with environmental commitments might represent their assessment of real trade-offs for the entrepreneur.

We also study whether the scope of environmental commitments matters, using two proxies for scope: the number of commitment items, and the number of words in the environmental commitments section of the campaign. When including our full sample of all technology projects, the results are very similar to our baseline regression results. Projects with more environmental commitment items and more words within these commitments are less likely to succeed and receive less in pledged funds. When limiting the sample to only projects that include some environmental commitments, there is still a negative relationship between the number of environmental commitment types and campaign outcomes, although this is only statistically significant for the pledged/goal ratio, not for the likelihood of success. The number of words in environmental commitments does not seem to matter.

To explore whether environmental commitments matter differently for different groups of potential backers, we perform an analysis of the number of backers. We distinguish between new backers that have not previously funded projects on Kickstarter and returning backers that have done so. Consistent with our main results, projects with environmental commitments generally achieve a lower number of backers. Interestingly, this relationship is clearly more pronounced for returning backers than it is for new backers. This might suggest that the traditional user base of the platform views environmental commitments more negatively than new backers. It might also be the case that while having a negative average effect, environmental commitments appeal to some new users that have not backed campaigns before.

We make several contributions. Many prior studies suggest various forms of sustainability as an advantage in marketing to consumers (e.g., Albuquerque et al. (2019), Elfenbein and McManus (2010), Arora and Henderson (2007)). Another strand of studies suggest that

ESG activities can help firms' access to capital (e.g., Krueger et al. (2020), Starks et al. (2023), Houston and Shan (2022)). Relatedly, several studies argue that high-ESG stocks perform better in downturns (e.g., Ding et al. (2021), Albuquerque et al. (2020)) or that ESG activities generally can mitigate risk (Hoepner et al. (2022), Albuquerque et al. (2019), Li et al. (2023)). Krueger et al. (2023) show that sustainable firms may be able to pay lower salaries, while Leung et al. (2023) find that positive ESG reputation may help reduce employee turnover. Some related recent studies look at consumer responses to negative ESG incidents (Houston et al. (2023), Duan et al. (2023).) While these benefits of ESG and sustainability may be real at least in some cases, our findings suggest that they are less universal than one might think. Environmental commitments are associated with lower likelihood of success in technology entrepreneurs crowdfunding campaigns.

Some recent studies also question to what extent ESG activities are actually beneficial or mostly marketing efforts. Barber et al. (2021) provide evidence that investors are willing to pay for non-pecuniary features of impact investing. Hartzmark and Sussman (2019) present experimental evidence that investors value sustainability. Heeb et al. (2023a) find that investors' willingness to pay for sustainable investments reflects an emotional rather than calculative value of impact, and Bauer et al. (2021) similarly find that pension fund members are willing to sacrifice some returns for sustainable investments. The results of Döttling and Kim (2022) suggest that such investor willingness to pay for sustainability decreases amid negative income shocks. Brandon et al. (2022) find that US investors that sign the Principles for Responsible Investment (PRI) do not do better on ESG metrics. Larcker and Watts (2020) find no evidence of investors willing to trade off financial wealth for societal benefits. Orlov et al. (2023) show that fund managers that invest more in their own fund are less likely to invest in high-ESG stocks – opposite to what one might expect if fund managers, considered ESG a way to maximize risk-adjusted returns. Relatedly, Giglio et al. (2023) show that holdings of ESG assets are positively associated with individual beliefs about their returns. Heeb et al. (2023b) find that retail investors overestimate the potential impact

of sustainable finance. Our study contributes to this strand of literature by focusing on early-stage technology projects and exploring the effect of sustainability statements depending on local climate opinions and political views.

A few prior studies focus on the political aspects of corporate sustainability and the effect of local climate views. Di Giuli and Kostovetsky (2014) find that Democratic-leaning firms invest more in CSR. Colonnelli et al. (2023) conduct a field experiment with the largest job platform in Brazil and find both an average job-seeker's preference for ESG but also substantial heterogeneity across socioeconomic groups. Anderson and Robinson (2024) use a representative sample in Sweden to show that retirement savers' climate views polarize following the intense heat wave of 2018. Pursiainen et al. (2023) find that firms in more climate-concerned areas are willing to trade off more profitability for better ESG performance when facing competitive pressure.

More broadly, we contribute to the literature on the determinants of start-ups ability to attract investors (see, e.g., Bernstein et al. (2017), Ewens and Townsend (2020), Brooks et al. (2014)). Our findings suggest that potential campaign backers in crowdfunding campaigns react to entrepreneurs' sustainability-related statements, which has important implications for funding outcomes.

Finally, we contribute to the large literature on the economics of crowdfunding and determinants of campaign outcomes (e.g., Strausz (2017), Chemla and Tinn (2020), Ellman and Hurkens (2019), Chang (2020), Mollick and Kuppuswamy (2014), Mollick (2014, 2016), Mollick and Nanda (2016), Gafni et al. (2020), Greenberg and Mollick (2017), Cascino et al. (2019), Madsen and McMullin (2020), Lin and Pursiainen (2021, 2022, 2023), Schwienbacher (2018), Blaseg et al. (2020)). Our findings suggest that including environmental commitments is not helpful for entrepreneurs' attempts to obtain funding.

2 Background on environmental commitments on Kickstarter

Kickstarter established in April 2009, is the largest reward-based crowdfunding platform in the U.S. It enables entrepreneurs to raise funds directly from a large number of individuals (the "crowd"), removing the need for financial intermediaries. In reward-based crowdfunding, campaign backers commit funds in return for the promise of a *reward*. This reward is typically the product planned to be manufactured by the project being funded. Effectively, this type of funding means contracting to buy the product before the entrepreneur commits to invest in producing it. The benefits include allowing entrepreneurs to learn about the demand for their products before having to invest in production, removing potential barriers to access to financing due to biased VC investment decisions, and providing a complementary source of financing alongside traditional forms of venture capital and angel investing.[6]

Kickstarter operates an "all-or-nothing" model, meaning that the project creators can get all the money pledged if the amount pledged exceeds the pre-determined goal. If the funding goal is not met, all the pledged funding will be distributed back to backers. Creators post their project campaign on the Kickstarter platform. The main contents include the project description, videos and pictures, potential risks, different pledging levels and their corresponding rewards. Moreover, backers can see the funding goal set by the creators and the amount that has already been pledged on the campaign page explicitly.

In November 2018, Kickstarter introduced an environmental commitments section on its campaign pages. This initiative was developed in collaboration with the Environmental Defense Fund. This feature allows entrepreneurs to include public environmental commitments in their crowdfunding campaigns and encourages them to think about sustainability of their projects from early on. When creators are creating their project via the platform,

[6]Ewens and Townsend (2020) find evidence of a gender bias in investment decisions made by male VC investors. Several studies show that crowdfunding can help mitigate uncertainty over demand and therefore lead to more efficient investment (e.g., Chemla and Tinn (2020), Chang (2020), Strausz (2017), Schwienbacher (2018).pi

they are asked if they would like to commit to reducing its environmental impact in five key areas[7]: long-lasting design, reusability and recyclability, sustainable materials, environmentally friendly factories, and sustainable distribution. There is also a sub-category named "something else", where creators may include any environment related efforts that cannot be categorized into the aforementioned aspects. This commitment is voluntary.

If the creators choose to fill in this part, their project campaign pages will have an extra section *Environmental Commitments*. This extra section appears in the same format as the *Story and Risk* section. Potential financial backers visiting these product pages will be able to see whether a creator has chosen to commit to more sustainable practices. Although this socially responsible commitment is optional, Kickstarter indicates in the web form that the disclosure of this part is recommended and will increase the chance of being featured at Kickstarter's main page.

3 Data and methodology

3.1 Data sources

Our sample contains all projects launched via Kickstarter between November 2018 and November 2023. We begin from November 2018 because the option to include environmental commitments section at campaign page was introduced in that month[8]. The main sample consists of 11,602 technology projects, and 4,955 of them have Environmental Commitments section. The Technology category includes 3D Printing, Apps, Camera Equipment, DIY Electronics, Fabrication Tools, Flight, Gadgets, Hardware, Makerspaces, Robots, Software, Sound, Space Exploration, Wearables, Web as sub-categories. The number of projects in each sub-category is presented in Figure 3. When creating the projects, creators can select which sub-category they would like to classify their projects as, and they can also choose

[7]A detailed official explanation of the five key areas can be found at Kickstarter Environmental Resources Center.

[8]This news shows the announcement made by Kickstarter

not to be classified in any of these fields.

To explore the role of environmental attitudes at project and backer locations, we use data from the Yale Climate Opinion Maps to measure the local public opinion about climate risks at county level (Howe et al. (2015)). They provide estimates of U.S. climate change beliefs, risk perceptions, and policy preferences at the state and local levels. We define a variable *Climate Concern* as the share of population who think citizens themselves should be doing more/much more to address global warming. A higher value indicates that the local citizens attach more importance to climate action.

3.2 Description of the data

Panel A of Table 1 provides summary statistics for our main sample, which includes all technology projects on Kickstarter during the sample period between November 2018 and November 2023. Approximately 43% of the projects include environmental commitments, while the average success rate is 40%. The average funding goal amount is $70,686 and the average amount pledged by backers $52,835.

Panel B of Table 1 compares the variable means of technology projects with and without environmental commitments. Projects with environmental commitments are larger in terms of goal amounts, but achieve lower amounts pledged by backers. Correspondingly, they are less likely to be successfully funded.

4 Main results

4.1 Environmental commitments and campaign outcomes

We begin by studying the relationship between environmental commitments and campaign outcomes. Panel B of Table 1 shows that projects with environmental commitments have lower average success rates. To more formally test this, we perform a regression analysis

specified as follows:

$$Outcome_i = \beta Environmental\ Commitments_i + \gamma X_i + \epsilon_i, \tag{1}$$

where the dependent variable (Outcome) is either *Success*, a dummy indicating whether the campaign reached its funding goal amount (and was hence successfully financed) or whether it failed to get funded, or *ln(1+Pledged/Goal)*, the natural logarithm of one plus the total amount pledged by backers divided by the campaign goal amount. We add one to include projects with zero pledged amounts. X is a vector of controls including a number of entrepreneur and project characteristics. Project characteristics include whether the project is a "Staff Pick", the number of videos, the number of pictures, the number of words in the *Story* and *Risks* sections respectively, the number of rewards levels and average rewards amount, and the campaign duration measured by days. Entrepreneur characteristics include the number of projects that the entrepreneur has created or backed before, and the number of websites shown in the creator profile, which can be related to the project or the creator itself. We also include sub-category fixed effects (15 different categories within Technology) and year-month fixed effects based on the project launch date. We include city fixed effects in some specifications to control for the location where the project is launched.

The results are shown in Table 2. Across all model specifications, projects with environmental commitments are significantly less likely to be successfully funded and receive significantly lower pledged amounts relative to the campaign goal. A project with environmental commitments is 3.8 percentage points less likely to succeed than a comparable project without commitments. This represents a 10% reduction relative to the sample average success rate of 0.40.

In Figure 3, we also plot the sub-categories within technology based on average success rate and share of projects with environmental commitments. This figure also suggests a negative relationship between the two. Categories with higher share of environmental

commitments tend to achieve lower success rates.

4.2 Local climate opinions and political views

Our results suggest that projects with environmental commitments receive less pledged funds from campaign backers. If this is due to some campaign backers perceiving such commitments as negative, we might expect the effect to vary depending on the backers' opinions on sustainability. To obtain a proxy for environmental opinions, we measure local climate concerns using data from the Yale Climate Opinion Maps. We define a variable *Climate Concern* as the share of people who think citizens should be doing more or much more to address global warming. Given the polarization of environmental views along party lines, we also include Democrat vote share as another cross-sectional variable.

First, we study the role of environmental opinions and political views at the entrepreneur's home location. We divide out sample into two subsamples based on whether the entrepreneur's home city is above or below median based on the *Climate Concern* variable. We also include an interaction analysis of environmental commitments with the climate concern level. This analysis is shown Panel A of Table 3. This shows that negative relationship between environmental commitments and campaign success likelihood comes from projects in areas that are less concerned about climate change. There is no significant difference in the success rates of projects with and without environmental commitments in more climate-concerned areas.

In Panel B of Table 3, we repeat the same analysis, but replacing the climate concerns proxy with the Democrat vote share. As with climate concerns, the negative relationship between environmental commitments and campaign success rates is stronger in areas with lower Democrat vote share – although this difference is not statistically significant.

As the campaign funding decisions are made by potential backers, not by the entrepreneur, a more relevant measure should be the climate opinions and political views at potential backers' home locations. To study this, we construct a project-city-level dataset that allows us

to study within-project differences in backers' decisions to fund the project, conditional on the climate opinions in the backer's home city. This sample consists of the intersection of all technology projects where at least one of the top 10 backer cities is in the U.S. (5,514 projects) and all U.S. cities that appear as top 10 city for any of these projects in the sample (1,930 cities). We then perform a regression analysis specified as:

$$Share\ of\ Backers_{i,c} = \alpha_i + \theta_c + \gamma_t + \beta Env.\ Commitments_i \times Climate\ Concern_c + \epsilon_{i,c}, \tag{2}$$

where the dependent variable is the share of backers of project i that comes from city c. We include project fixed effects (α_i), city fixed effects θ_c, capturing any general project and city characteristics, as well as launch month fixed effects (γ_t). Hence, this tests solely the pairwise matching between different projects and cities, depending on the local opinions and whether the project includes environmental commitments.

This analysis is presented in Table 4. Consistent with the project-level analysis, we find that backers in areas less concerned about climate change are significantly less likely to fund projects with environmental commitments than backers in more climate-concerned areas. Similarly, backers in more Democrat-leaning areas are significantly more likely to back projects with environmental commitments.

4.3 The introduction of environmental commitments

The decision to include environmental commitments is made by the entrepreneur, making it difficult to estimate any causal effects of such commitments. The ideal experiment would randomly assign environmental commitments to some projects and not to others, allowing comparing the two groups. As that is not possible to do in practice, we study the implications of Kickstarter introducing the *possibility* to include environmental commitments in November 2018. First, we use the sample from the period after November 2018 to estimate the likelihood of a given project including environmental commitments, based on other project

characteristics. The estimated likelihood is based on the model in column (1) of Internet Appendix Table IA.6. Next, we extend the sample to the four years before November 2018, and for each project, use the coefficient estimates from the first step to estimate a counterfactual likelihood of the project including environmental commitments, if that was possible to do.

We then perform a regression analysis specified as:

$$\begin{aligned} Outcome_i = &\beta_1 P(Env.\ Commitments_i) \times Post_{t(i)} \\ &+ \beta_2 P(Env.\ Commitments_i) + \gamma X_i + \epsilon_i, \end{aligned} \tag{3}$$

where the dependent variable (Outcome) is either *Success*, a dummy indicating whether the campaign reached its funding goal amount (and was hence successfully financed) or whether it failed to get funded, or *ln(1+Pledged/Goal)*, the natural logarithm of one plus the total amount pledged by backers divided by the campaign goal amount. We add one to include projects with zero pledged amounts. X is the same vector of controls as in Table 2.

The intuition of the analysis is that certain projects would likely have included environmental commitments, had that been possible. Given the ability to include them was introduced by the platform in November 2018, we can compare projects that would have included them but could not (among the projects launched prior to November 2018) against projects that actually could include them (among projects launched after November 2018).

This analysis is presented in Table 5. This suggests that projects more likely to want to include environmental commitments become significantly less likely to succeed after it becomes possible to actually include them.

In Figure 4, we further explore the dynamics around the introduction of the environmental commitments section by interacting the probability of environmental commitment with year dummies relative to the introduction. Panel A shows the results for success dummy and panel B for the pledged/goal ratio. While both exhibit a negative change for projects more likely to include environmental commitments, the effect seems much more pronounced for the

pledged/goal ratio. This could imply that the introduction of environmental commitments has a particularly large negative impact on projects that might have achieved very large pledged amounts relative to their goals.

5 Additional analysis and robustness checks

5.1 Hardware vs. software

To explore whether the effect of environmental commitments differs by type of product, we divide the technology projects in our sample into two categories, hardware and software. We classify the sub-categories Web, Apps and Software as software, and the remaining sub-categories (Camera Equipment, Gadgets, DIY Electronics, 3D Printing, Robots, Hardware, Wearables, Space Exploration, Fabrication Tools and Flight) as hardware. We then perform a regression analysis for each subsample, as well as an interaction analysis for the whole sample.

The results are shown in Table 6. The negative relationship between environmental commitments and campaign success rates is significantly stronger for hardware projects. One might assume that for hardware, environmental commitments might be more meaningful, or "real", in that they probably have a larger environmental footprint to begin with. Hence, commitments in such projects might entail more real costs and trade-offs.

5.2 Types of environmental commitments and funding outcomes

The environmental commitments on Kickstarter include five different types: Long-Lasting Design, Reusability and Recyclability, Sustainable Materials, Environmentally Friendly Factories, and Sustainable Distribution. In addition to these five choices, they can add other environmental-related commitments by writing in the "Something Else" section. Whether to have environmental commitments and the selection of the commitment items are at the discretion of creators.

In this section, we repeat our main regression analysis of the relationship between campaign success rates and environmental commitments but include dummies indicating each of the different commitment types separately. This analysis is shown in Table 7. The estimated coefficients are negative for all types of environmental commitments, but not statistically significant for the last two, Sustainable Distribution and Something Else. When including all of these in the same regression, Sustainable Materials and Long-Lasting Design have the most negative (and statistically significant) coefficient estimates.

Consistent with our findings on hardware versus software projects, the types of commitments that appear most significant are also ones that might be considered more substantial and, possibly, more costly. This might suggest that backers' aversion to projects with environmental commitments might represent their assessment about real trade-offs for the entrepreneur in investing in, say, product quality versus sustainability.

5.3 Scope of environmental commitments and funding outcomes

Our results suggests that inclusion of environmental commitments in crowdfunding campaigns is associated with a lower likelihood of success. In this section, we study whether the scope of these commitments also matters. To this end, calculate both the number of different commitment items (there are six types of commitments, as discussed in Section 5.2), as well as the number of words in the environmental commitments section. We then regress campaign outcomes of these indicators of the scope of environmental commitments.

This analysis is shown in Table 8. Panel A includes all of our main sample of all technology projects. In this case, there is a significant negative relationship between campaign success rates and environmental commitments. The same is true for pledged amounts. These findings are consistent with our baseline analysis shown in Table 2. Panel B of Table 8 shows an intensive margin analysis of the scope of environmental commitments conditional on the project having some environmental commitments. A larger number of environmental commitments is still negatively associated with campaign outcomes, although this relationship

is only statistically significant for the pledged/goal ratio, not for the success dummy. The number of words in environmental commitments does not seem to matter.

5.4 New versus returning backers

To explore whether environmental commitments matter differently for different groups of potential backers, we perform an analysis of the number of backers. We distinguish between new backers that have not previously funded projects on Kickstarter and returning backers that have done so.

This analysis is presented in Table 9. Consistent with our main results, projects with environmental commitments generally achieve a lower number of backers. Interestingly, this relationship is clearly more pronounced for returning backers than it is for new backers. This might suggest that the traditional user base of the platform views environmental commitments more negatively than new backers. It might also be the case that while having a negative average effect, environmental commitments appeal to some new users that have not backed campaigns before.

5.5 Further analysis presented in the Internet Appendix

In the Internet Appendix, we perform a number of additional analyses and robustness checks. We briefly summarize them in this section.

Additional summary statistics. In Internet Appendix Section IA.1, we provide additional summary statistics, including project size and the share of projects with environmental commitments by project category.

Propensity score matched control group. A potential concern for interpreting the negative relationship between environmental commitments and campaign outcomes is that this might be driven by campaigns with and without commitments being different in other ways as well. To mitigate this concern, in Internet Appendix Section IA.2, we construct a propensity score matched control group. For each technology project with environmental

commitments we select a technology project that has the nearest propensity to have environmental commitments but does not include this in its campaign page.The results remain very similar to our baseline results. This provides further comfort that our findings are not driven by differences in other project characteristics.

Determinants of environmental commitments. Panel B of Table 1 shows that projects with and without environmental are different on a number of characteristics. In Internet Appendix Section IA.3, we perform a regression analysis of the determinants of entrepreneurs deciding to include environmental commitments in their crowdfunding campaign. Larger projects are more likely to include environmental commitments, as are entrepreneurs that have backed a larger number of projects themselves.

Heckman selection model. In Internet Appendix Section IA.4, we use Heckman's two-stage procedure (Heckman (1979)) to mitigate the issue of selection bias possibly affecting our results. In the first stage, we model the probability of choosing to have the Environmental Commitments section. We use the variable *ln(1+#Green Words in Story)*, the number of green words in the Story section, as a plausible variable that only affects the selection equation but not the outcome equation. The coefficient estimates for *Environmental Commitments* using the Heckman model remain very similar to the baseline results presented in Table 2.

U.S. projects only. In our main analyses, we include all technology projects in Kickstarter, including non-U.S. ones. In Internet Appendix Section IA.5, we repeat our baseline analyses for U.S.-based projects only. The results remain very similar to our main results.

Results including all categories with environmental commitments. Our main analysis focuses on technology projects. In Internet Appendix Section IA.6, we extend the analysis to include all of the four categories that have non-negligible numbers of environmental commitments. These include Technology, Design, Fashion, and Games. The results are qualitatively similar to our main results for technology projects.

Staff pick analysis. Some campaigns are highlighted as "staff picks" by the platform.

These campaigns are also more likely to succeed in raising funds. Hence, one potential motivation for entrepreneurs to include environmental commitments could be the platform's preference for having them and therefore an improved chance of being chosen as a staff pick campaign. In Internet Appendix Section IA.7 we explore this conjecture. Indeed, campaigns with environmental commitments are more likely to obtain a staff pick status, but this does not appear to help them succeed on balance. Even when excluding the staff pick dummy as control variable, campaigns with green commitments are still significantly less likely to succeed.

6 Conclusion

Our findings suggest that technology crowdfunding projects with public environmental commitments are less likely to get successfully funded. This contrasts many studies suggesting that sustainability can be a source of competitive advantage and facilitate access to capital for firms. While some backers may be willing to pay for sustainability, in the aggregate, campaigns including environmental commitments receive less pledged funding relative to their goals. There are two important observations from our results. First, the heterogeneity in backers' responses to such commitments seems to result in a negative average effect for entrepreneurs' funding efforts. Second, even in the areas where people are more concerned about sustainability, environmental commitments do not seem to increase campaign success rates – they are simply neutral to them.

Our findings are consistent with backers perceiving a trade-off between sustainability and other project attributes. If environmental commitments signal costly investment in sustainability, all else equal, this might imply either worse product quality or higher price. Backers that care more about sustainability, as proxied by local climate opinions, appear more willing to pay for such trade-off. This conjecture is supported by our finding that the negative relationship between campaign outcomes and environmental commitments is

stronger in cases where such commitments might be assumed more costly.

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Appendix A: Definitions of variables

Variable	Definition
Env. Commitments	
Env. Commitments	A dummy indicating whether a project has the Environmental Commitments Section in its campaign page
#Env. Commitments Items	Number of Environmental Commitments items among the five key areas: Reusability and Recyclability, Sustainable Materials, Long-Lasting Design, Environmantally Friendly Factories, Sustainable Distribution. There is also a sub-category named "Something Else". The number can vary from zero to six.
#Env. Commitments Words	Number of words in the Environmental Commitments Section
#Green Words in Story	Number of environment-related or green-related words in the Story section. We utilize a list of 144 green-related words to be searched in the Story section, such as "corporate social responsibility", "air pollution", "climate change", "ecosystem", etc.
Reusability and Recyclability	A dummy indicating whether a project has the commitments in Reusability and Recyclability area in its Environmental Commitments Section
Sustainable Materials	A dummy indicating whether a project has the commitments in Sustainable Materials area in its Environmental Commitments Section
Long-Lasting Design	A dummy indicating whether a project has the commitments in Long-Lasting Design area in its Environmental Commitments Section
Env.-Friendly Factories	A dummy indicating whether a project has the commitments in Environmantally Friendly Factories area in its Environmental Commitments Section
Sustainable Distribution	A dummy indicating whether a project has the commitments in Sustainable Distribution area in its Environmental Commitments Section
Something Else	A dummy indicating whether a project has the commitments in Something Else area in its Environmental Commitments Section
Campaign Outcomes	
Success	A dummy indicating whether a project has reached its funding goal or not within the pre-specified duration
$Pledged '000	$Amount pledged for a project
Pledged/Goal	Ratio of $amount pledged to $goal
#Backers	Number of backers for a project
#New Backers	Number of new backers (who have never backed a project on Kickstarter before) for a project
#Returning Backers	Number of returning backers (who have already backed a project on Kickstarter before) for a project
Control Variables	
$Goal '000	Pre-specified $goal of a project

Staff Pick	A dummy indicating whether the project is a "Staff Pick". If the project is "Staff-Pick", a label "Project We Love" will appear in the campaign page. This is a way that Kickstarter selects some projects they like and signal to backers.
#Videos	Number of videos on the project campaign page
#Pictures	Number of pictures on the project campaign page
#Story Words	Number of words in the Story section on the proejct campaign page
#Risk Words	Number of words in the Risks section on the proejct campaign page
#Projects Backed Before	Number of projects that the creator has backed before
#Projects Created Before	Number of projects that the creator has created before
#Websites	Number of websites shown in the creator profile. The websites may be related to the project or the creator.
#Rewards Level	Number of rewards level set for the project
$Avg. Rewards '000	Average $rewards across all rewards levels
Project Duration	The length of the project that will be active in Kickstarter (in days)
Hardware	A dummy indicating whether a technology project belongs to hardware. We classify the sub-categories Web, Apps and Software as software, and the remaining sub- categories (Camera Equipment, Gadgets, DIY Electronics, 3D Printing, Robots, Hardware, Wearables, Space Exploration, Fabrication Tools and Flight) as hardware.
Location Variables	
Climate Concern	The share of people in a city who think citizens should be doing more or much more to address global warming from Yale Cliamte Opinion Maps
Climate Concern High	A dummy indicating whether the Climate Concern in a city is higher than median
Democrat Vote Share	County-level vote share for democrat party in 2020 presidential election
Democrat Vote Share High	A dummy indicating whether the Democrat Vote Share in a city is higher than median
Same City	A dummy indicating whether the backers are from the same city as the project city
Same State	A dummy indicating whether the backers are from the same state as the project state
Other Variables	
Post	A time dummy indicating whether a project is launched after November 2018
P(Env. Commitments)	Estimated likelihood of the project including environmental commitments, if it was possible to do. The estimation is based on the sample from the period after November 2018, based on other project characteristics using the model in column (1) of Internet Appendix Table IA.6. We then extend the sample to the four years before November 2018, and for each project, use the coefficient estimates from the first step to estimate a counterfactual likelihood of the project including environmental commitments, if that was possible to do.

IMR	Inverse Mills ratio calculated from the first stage of Heckman selection model Heckman (1979) in Internet Appendix Table IA.7

Figure 1: Technology projects by county

This figure shows the distribution of technology projects in the U.S. by county.

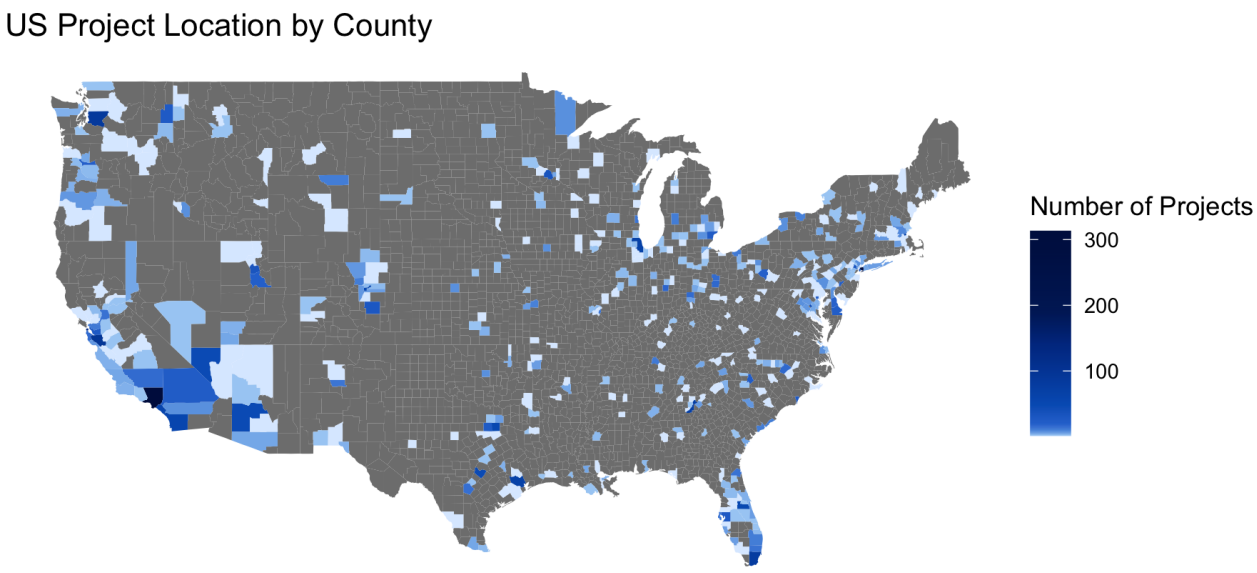


Figure 2: Project backers by county

This figure shows the distribution of the backers of technology projects in the U.S. by county.

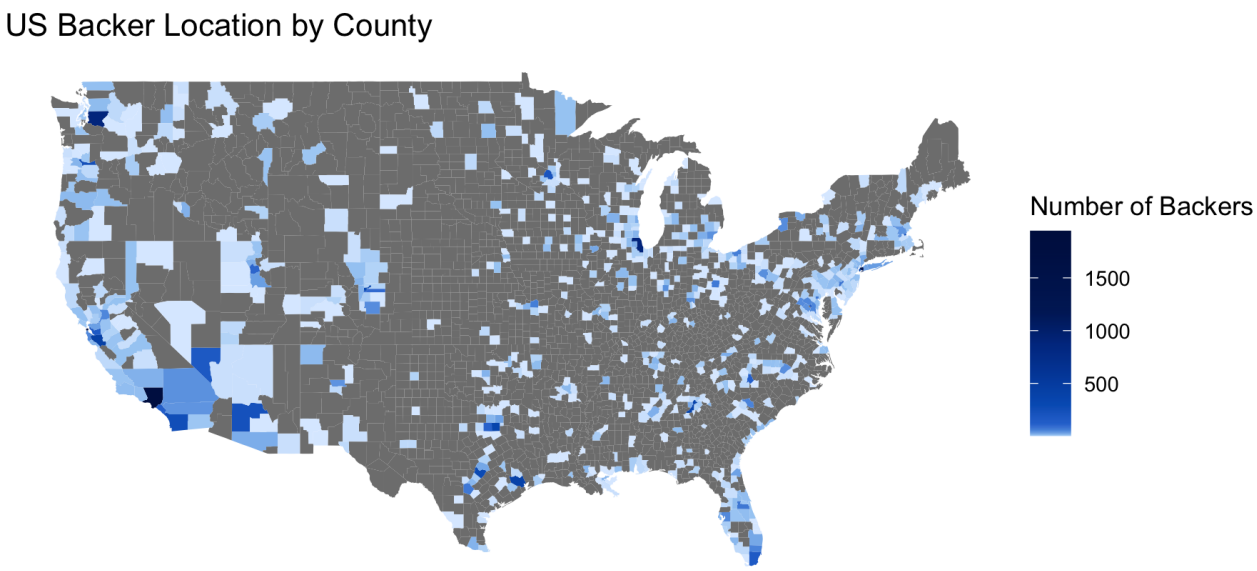


Figure 3: Success rate and environmental commitments by project category

This figure shows the relationship between campaign success rate and the share of projects with environmental commitments by sub-categories of technology projects. The number of project are represented by the size of the bubbles and shown below the sub-category name. The colour indicates hardware, software, and unclassified projects.

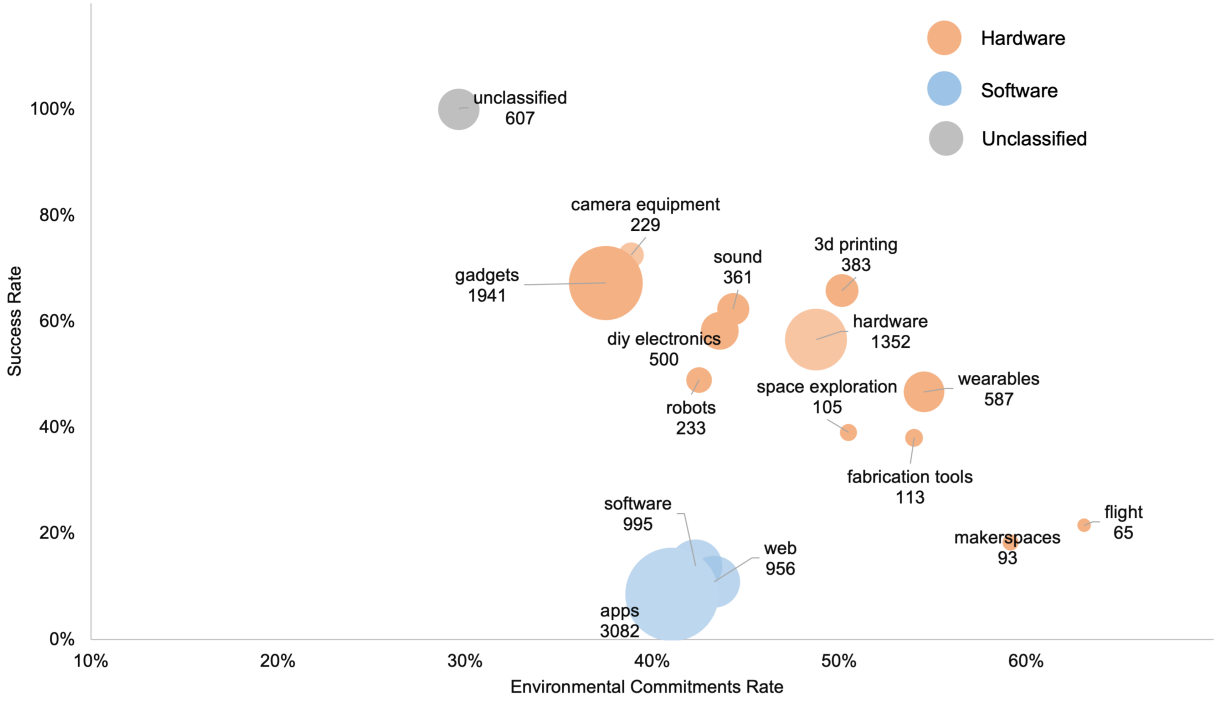


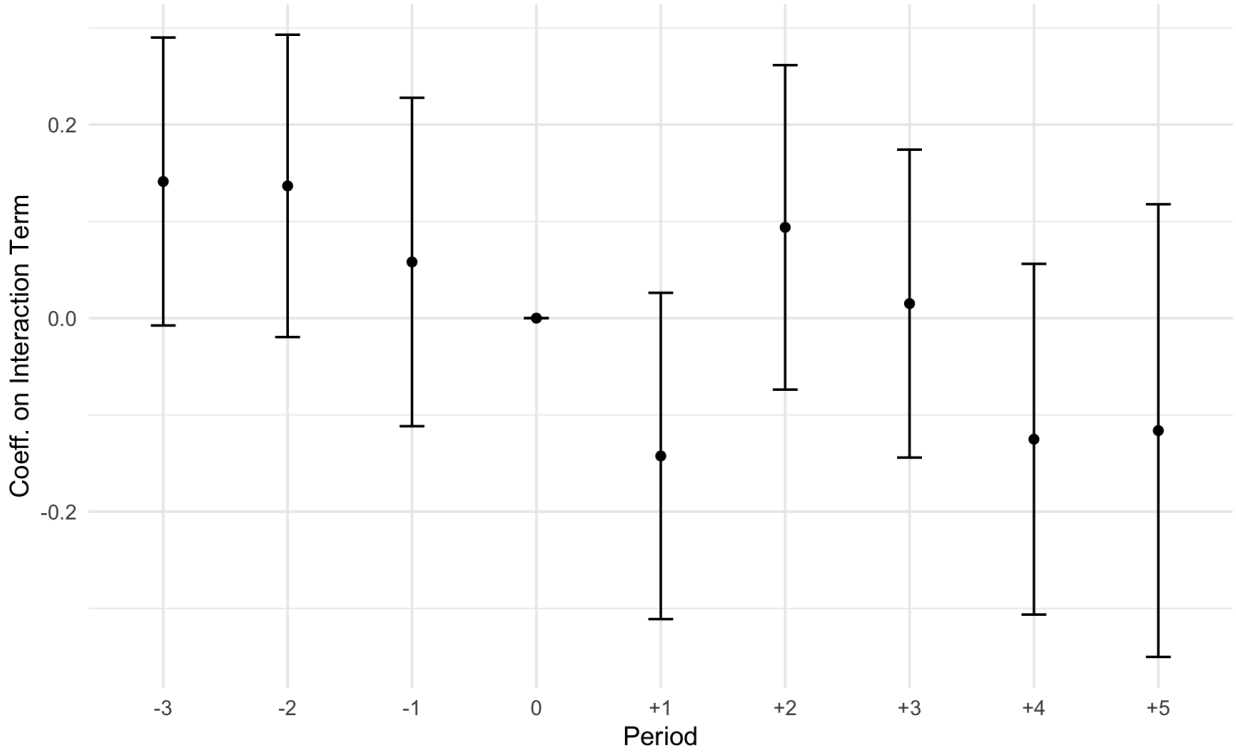
Figure 4: Introduction of environmental commitments and campaign outcomes

This figure shows regression coefficients around the introduction of environmental commitments for the intereaction of $P(Env.\ Commitments_i)$ and the year dummy from the following regression:

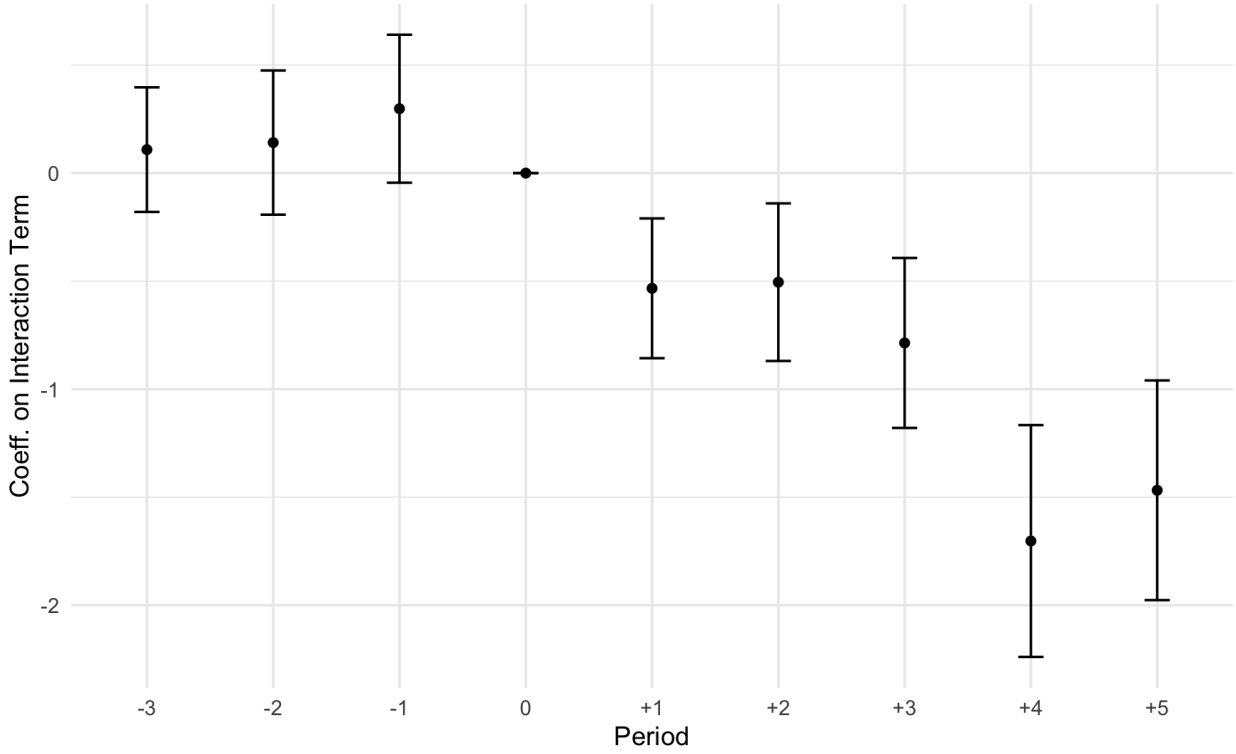
$$\begin{aligned} Outcome_i = &\beta_1 P(Env.\ Commitments_i) \times Year_{t(i)} \\ &+ \beta_2 P(Env.\ Commitments_i) + \gamma X_i + \epsilon_i, \end{aligned}$$

where the dependent variable (Outcome) is either *Success*, a dummy indicating whether the campaign reached its funding goal amount (and was hence successfully financed) or whether it failed to get funded, or *ln(1+Pledged/Goal)*, the natural logarithm of one plus the total amount pledged by backers divided by the campaign goal amount. We add one to include projects with zero pledged amounts. X is the same vector of controls as in Table 2. $P(Env.\ Commitments_i)$ is the estimated likelihood of the project including environmental commitments, if it was possible to do. The estimation is based on the sample from the period after November 2018, based on other project characteristics using the model in column (2) of Internet Appendix Table IA.6. We then extend the sample to the four years before November 2018, and for each project, use the coefficient estimates from the first step to estimate a counterfactual likelihood of the project including environmental commitments, if that was possible to do.

A. Regression coefficients – *Success)*



B. Regression coefficients – *ln(1+Pledged/Goal)*



C. Share of projects with environmental commitments

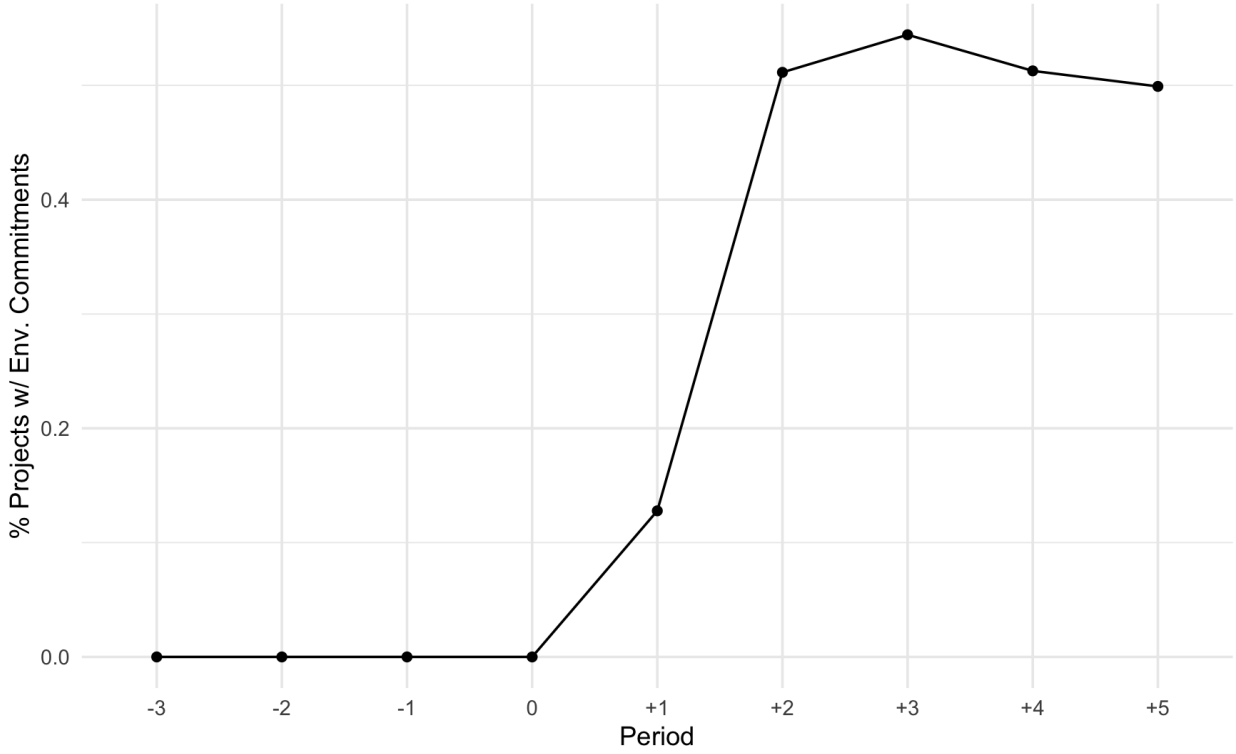


Table 1
Summary statistics

This table shows summary statistics for our main sample. Panel A shows the generaly summary statistics. Panel B shows the means of variables separately for projects with and without environmental commitments. The sample includes all technology projects on Kickstarter between November 2018 and November 2023.

Panel A: Summary statistics

Statistic	N	Mean	St. Dev.	Pctl(25)	Median	Pctl(75)
Env. Commitment Variables						
Env. Commitments	11,602	0.427	0.495	0	0	1
#Env. Commitments Items	11,602	0.923	1.431	0	0	1
#Env. Commitments Words	11,602	30.780	69.320	0	0	34
#Green Words in Story	11,602	1.298	3.675	0	0	1
Campaign Outcomes						
Success	11,602	0.398	0.490	0	0	1
$Pledged '000	11,602	52.835	293.342	0.052	1.277	15.806
Pledged/Goal	11,602	11.061	513.819	0.003	0.125	2.243
#Backers	11,602	247.956	933.884	3	14	111
Control Variables						
$Goal '000	11,602	70.686	1,417.652	5.000	10.822	34.971
Staff Pick	11,602	0.074	0.262	0	0	0
#Videos	11,602	2.071	2.507	1	1	3
#Pictures	11,602	18.702	22.203	2	9	30
#Story Words	11,602	781.371	660.809	320	616	1,026.8
#Risk Words	11,602	104.369	91.101	46	80	133
#Projects Backed Before	11,602	2.335	15.840	0	0	1
#Projects Created Before	11,602	2.148	4.470	1	1	2
#Websites	11,602	0.989	1.182	0	1	1
#Rewards Level	11,602	6.106	4.410	3	5	8
$Avg. Rewards '000	11,602	425.896	831.830	58.275	152.500	395.000
Project Duration	11,602	38.147	13.161	30	30	45
Location Variables						
Climate Concern	5,290	67.764	4.736	64.795	67.603	71.253
Democrat Vote Share	5,290	0.629	0.149	0.534	0.651	0.726

Panel B: Projects including and excluding environmental commitments

Variable	Env. Commitments	No Env. Commitments	Diff.	t-stat
Campaign Outcomes				
Success	0.34	0.44	-0.10	-11.15
$Pledged '000	41.35	61.40	-20.05	-3.84
Pledged/Goal	16.81	6.78	10.03	0.90
#Backers	213.25	273.82	-60.57	-3.43
Control Variables				
$Goal '000	110.85	40.75	70.10	2.29
Staff Pick	0.08	0.07	0.02	3.18
#Videos	1.97	2.14	-0.17	-3.64
#Pictures	16.04	20.69	-4.65	-11.41
#Story Words	802.81	765.39	37.42	2.97
#Risk Words	106.68	102.65	4.04	2.32
#Projects Backed Before	2.65	2.10	0.56	1.73
#Projects Created Before	2.05	2.22	-0.17	-2.14
#Websites	1.02	0.96	0.06	2.65
#Rewards Level	5.90	6.26	-0.37	-4.43
$Avg. Rewards '000	438.52	416.48	22.04	1.40
Project Duration	38.60	37.81	0.79	3.17
Location Variables				
Climate Concern	67.44	67.99	-0.54	-4.09
Democrat Vote Share	0.62	0.64	-0.02	-4.85

Table 2
Environmental commitments and funding outcomes

This table shows a regression analysis of campaign outcomes. The dependent variable is shown above each column. *Success* is a dummy taking the value of one if the campaign reaches its funding goal and is therefore successfully funded. *ln(1+Pledged/Goal)* is the natural logarithm of one plus the total amount pledged by campaign backers divided by the campaign goal amount. The sample includes all technology projects on Kickstarter between November 2018 and November 2023. Heteroscedasticity-consistent standard errors, clustered by year-month, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

Dependent Variables:		Success			ln(1+Pledged/Goal)	
Model:	(1)	(2)	(3)	(4)	(5)	(6)
Variables						
Env. Commitments	-0.101***	-0.057***	-0.038***	-0.245***	-0.190***	-0.126***
	(0.011)	(0.005)	(0.007)	(0.034)	(0.018)	(0.023)
ln(1+$Goal)		-0.084***	-0.083***		-0.194***	-0.195***
		(0.002)	(0.002)		(0.008)	(0.009)
Staff Pick		0.293***	0.262***		0.902***	0.904***
		(0.012)	(0.013)		(0.050)	(0.053)
#Videos		0.006***	0.006***		0.030***	0.029***
		(0.002)	(0.002)		(0.005)	(0.006)
ln(1+#Pictures)		0.100***	0.092***		0.232***	0.197***
		(0.003)	(0.004)		(0.008)	(0.009)
ln(1+#Story Words)		0.0007	-0.001		-0.002	0.004
		(0.003)	(0.003)		(0.006)	(0.006)
ln(1+#Risk Words)		0.020***	0.021***		0.022***	0.022**
		(0.004)	(0.004)		(0.008)	(0.010)
#Projects Backed Before		0.0005	0.0004		0.0008	0.0004
		(0.0006)	(0.0006)		(0.001)	(0.0009)
#Projects Created Before		0.004***	0.003***		0.029***	0.040***
		(0.0009)	(0.001)		(0.002)	(0.003)
#Websites		0.011***	0.013***		0.0001	-0.005
		(0.003)	(0.003)		(0.007)	(0.008)
#Rewards Level		0.007***	0.007***		0.019***	0.021***
		(0.001)	(0.001)		(0.003)	(0.003)
ln(1+$Avg. Rewards)		0.018***	0.019***		0.036***	0.035***
		(0.002)	(0.002)		(0.005)	(0.006)
Project Duration		-0.0007***	-0.0008**		0.004***	0.004***
		(0.0002)	(0.0003)		(0.0005)	(0.0006)
Fixed-effects						
Sub-Category		Yes	Yes		Yes	Yes
Launched Year-Month		Yes	Yes		Yes	Yes
City			Yes			Yes
Fit statistics						
Observations	11,602	11,602	11,602	11,602	11,602	11,602
R^2	0.011	0.574	0.672	0.011	0.569	0.660

Table 3
Climate opinions and political views at project location

This table shows a regression analysis of campaign outcomes. The dependent variable is *Success*, a dummy taking the value of one if the campaign reaches its funding goal and is therefore successfully funded. *Controls* are the same as included in Table 2. The sample includes all U.S.-based technology projects on Kickstarter between November 2018 and November 2023. Heteroscedasticity-consistent standard errors, clustered by year-month, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

Panel A: Climate opinions

Dependent Variable:	Success					
Model:	(1)	(2)	(3)	(4)	(5)	(6)
Subsample w. Climate Concern	Low	Low	High	High	All	All
Variables						
Env. Commitments	-0.060***	-0.061***	-0.012	-0.010	-0.060***	-0.057***
	(0.014)	(0.013)	(0.014)	(0.017)	(0.012)	(0.011)
Climate Concern High					-0.002	
					(0.011)	
Env. Commitments × Climate Concern High					0.044**	0.046**
					(0.020)	(0.021)
Controls	Yes	Yes	Yes	Yes	Yes	Yes
Fixed-effects						
Sub-Category	Yes	Yes	Yes	Yes	Yes	Yes
Launched Year-Month	Yes	Yes	Yes	Yes	Yes	Yes
City		Yes		Yes		Yes
Fit statistics						
Observations	2,887	2,887	2,406	2,406	5,293	5,293
R^2	0.580	0.695	0.586	0.629	0.574	0.660

Panel B: Political views

Dependent Variable:	Success					
Model:	(1)	(2)	(3)	(4)	(5)	(6)
Subsample w. Democrat Vote Share	Low	Low	High	High	All	All
Variables						
Env. Commitments	-0.049***	-0.047***	-0.026**	-0.022	-0.042***	-0.042***
	(0.013)	(0.014)	(0.012)	(0.013)	(0.012)	(0.011)
Democrat Vote Share High					0.050***	
					(0.010)	
Env. Commitments × Democrat Vote Share High					0.009	0.014
					(0.017)	(0.017)
Controls	Yes	Yes	Yes	Yes	Yes	Yes
Fixed-effects						
Sub-Category	Yes	Yes	Yes	Yes	Yes	Yes
Launched Year-Month	Yes	Yes	Yes	Yes	Yes	Yes
City		Yes		Yes		Yes
Fit statistics						
Observations	2,679	2,679	2,611	2,611	5,290	5,290
R^2	0.553	0.688	0.602	0.638	0.576	0.659

Table 4
Climate opinions and political views at backer location

This table shows a regression analysis of the number of project backers by city. The dependent variable is *Share of Backers*, the share of project backers from each city. The unit of observation is project × city, and the sample includes all U.S.-based technology projects on Kickstarter between November 2018 and November 2023 and all U.S. cities that appear in the top 10 cities in any project in this sample. Heteroscedasticity-consistent standard errors, clustered by project, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

Dependent Variable:	Share of Backers (%)			
Model:	(1)	(2)	(3)	(4)
Variables				
Env. Commitments × Climate Concern	0.0002^{***}			
	(5.73×10^{-5})			
Env. Commitments × Climate Concern High		0.002^{***}		
		(0.0005)		
Env. Commitments × Democrat Vote Share			0.010^{***}	
			(0.002)	
Env. Commitments × Democrat Vote Share High				0.002^{***}
				(0.0005)
Same City	3.40^{***}	3.40^{***}	3.40^{***}	3.40^{***}
	(0.148)	(0.148)	(0.148)	(0.148)
Same State	0.048^{***}	0.048^{***}	0.048^{***}	0.048^{***}
	(0.002)	(0.002)	(0.002)	(0.002)
Fixed-effects				
Project	Yes	Yes	Yes	Yes
City	Yes	Yes	Yes	Yes
Launched Year-Month	Yes	Yes	Yes	Yes
Fit statistics				
Observations	10,642,020	10,642,020	10,642,020	10,642,020
R^2	0.088	0.088	0.088	0.088

Table 5
Introduction of environmental commitments and project outcomes

This table shows a regression analysis of campaign outcomes. The dependent variable is shown above each column. *Success* is a dummy taking the value of one if the campaign reaches its funding goal and is therefore successfully funded. *ln(1+Pledged/Goal)* is the natural logarithm of one plus the total amount pledged by campaign backers divided by the campaign goal amount. *Post* is a dummy taking the value of one from November 2018 onwards, when the environmental commitments option was introduced on the platform. $P(Env.\ Commitments_i)$ is the estimated likelihood of the project including environmental commitments, if it was possible to do. The estimation is based on the sample from the period after November 2018, based on other project characteristics using the model in column (2) of Internet Appendix Table IA.6. We then extend the sample to the four years before November 2018, and for each project, use the coefficient estimates from the first step to estimate a counterfactual likelihood of the project including environmental commitments, if that was possible to do. *Controls* are the same as included in Table 2. The sample includes all technology projects on Kickstarter between November 2014 and November 2023. Heteroscedasticity-consistent standard errors, clustered by year-month, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

Dependent Variables:	Success		ln(1+Pledged/Goal)	
Model:	(1)	(2)	(3)	(4)
Variables				
Prob(Env. Commitments)	0.124**	0.171***	0.485***	0.533***
	(0.048)	(0.049)	(0.112)	(0.119)
Prob(Env. Commitments) × Post	-0.192***	-0.143***	-1.23***	-1.04***
	(0.038)	(0.044)	(0.112)	(0.112)
Controls	Yes	Yes	Yes	Yes
Fixed-effects				
Sub-Category	Yes	Yes	Yes	Yes
Launched Year-Month	Yes	Yes	Yes	Yes
City		Yes		Yes
Fit statistics				
Observations	29,153	29,153	29,153	29,153
R^2	0.515	0.599	0.523	0.603

Table 6
Hardware vs. software

This table shows a regression analysis of campaign outcomes. The dependent variable is *Success*, a dummy taking the value of one if the campaign reaches its funding goal and is therefore successfully funded. *Controls* are the same as included in Table 2. The sample includes all technology projects on Kickstarter between November 2018 and November 2023. Heteroscedasticity-consistent standard errors, clustered by year-month, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

Dependent Variable:	Success					
Model:	(1)	(2)	(3)	(4)	(5)	(6)
Subsample:	Hardware	Hardware	Software	Software	All	All
Variables						
Env. Commitments	-0.067***	-0.043***	-0.021***	-0.024**	-0.022***	-0.021**
	(0.008)	(0.010)	(0.006)	(0.009)	(0.008)	(0.009)
Env. Commitments × Hardware					-0.074***	-0.044***
					(0.012)	(0.012)
Controls	Yes	Yes	Yes	Yes	Yes	Yes
Fixed-effects						
Sub-Category	Yes	Yes	Yes	Yes	Yes	Yes
Launched Year-Month	Yes	Yes	Yes	Yes	Yes	Yes
City		Yes		Yes		Yes
Fit statistics						
Observations	5,962	5,962	5,033	5,033	10,995	10,995
R^2	0.500	0.658	0.278	0.449	0.551	0.657

Table 7
Environmental commitment types

This table shows a regression analysis of campaign outcomes. The dependent variable is *Success*, a dummy taking the value of one if the campaign reaches its funding goal and is therefore successfully funded. *Controls* are the same as included in Table 2. The sample includes all technology projects on Kickstarter between November 2018 and November 2023. Heteroscedasticity-consistent standard errors, clustered by year-month, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

Dependent Variable:	Success						
Model:	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Variables							
Reusability and Recyclability	-0.033***						-0.011
	(0.010)						(0.014)
Sustainable Materials		-0.042***					-0.028*
		(0.011)					(0.014)
Long-Lasting Design			-0.034***				-0.025**
			(0.008)				(0.010)
Env.-Friendly Factories				-0.023*			0.005
				(0.013)			(0.015)
Sustainable Distribution					-0.018		0.008
					(0.013)		(0.015)
Something Else						-0.009	-0.005
						(0.008)	(0.008)
Controls	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Fixed-effects							
City	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sub-Category	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Launched Year-Month	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Fit statistics							
Observations	11,602	11,602	11,602	11,602	11,602	11,602	11,602
R^2	0.666	0.666	0.666	0.666	0.666	0.666	0.666

Table 8
Scope of environmental commitments and funding outcomes

This table shows a regression analysis of campaign outcomes. The dependent variable is shown above each column. *Success* is a dummy taking the value of one if the campaign reaches its funding goal and is therefore successfully funded. *ln(1+Pledged/Goal)* is the natural logarithm of one plus the total amount pledged by campaign backers divided by the campaign goal amount. *Controls* are the same as included in Table 2. The sample includes all technology projects on Kickstarter between November 2018 and November 2023. Heteroscedasticity-consistent standard errors, clustered by year-month, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

Panel A: All projects

Dependent Variables:	Success		ln(1+Pledged/Goal)		Success		ln(1+Pledged/Goal)	
Model:	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Variables								
ln(1+#Env. Commitments Items)	-0.047***	-0.032***	-0.174***	-0.119***				
	(0.004)	(0.006)	(0.015)	(0.019)				
ln(1+#Env. Commitments Words)					-0.014***	-0.009***	-0.049***	-0.031***
					(0.001)	(0.002)	(0.005)	(0.006)
Controls	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Fixed-effects								
Sub-Category	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Launched Year-Month	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
City		Yes		Yes		Yes		Yes
Fit statistics								
Observations	11,602	11,602	11,602	11,602	11,602	11,602	11,602	11,602
R^2	0.574	0.672	0.570	0.661	0.574	0.672	0.570	0.660

Panel B: projects with environmental commitments only

Dependent Variables:	Success		ln(1+Pledged/Goal)		Success		ln(1+Pledged/Goal)	
Model:	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Variables								
ln(1+#Env. Commitments Items)	-0.014	-0.007	-0.108***	-0.066*				
	(0.012)	(0.014)	(0.029)	(0.034)				
ln(1+#Env. Commitments Words)					0.002	0.006	-0.010	0.011
					(0.005)	(0.007)	(0.009)	(0.014)
Controls	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Fixed-effects								
Sub-Category	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Launched Year-Month	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
City		Yes		Yes		Yes		Yes
Fit statistics								
Observations	4,955	4,955	4,955	4,955	4,955	4,955	4,955	4,955
R^2	0.553	0.692	0.551	0.680	0.553	0.692	0.549	0.680

Table 9
New versus returning backers

This table shows a regression analysis of campaign backers. The dependent variable is shown above each column. *ln(1+#Backers)* is the natural logarithm of the total number of people backing the campaign. *ln(1+#New Backers)* is the natural logarithm of the number of new backers, i.e. people that have not funded campaigns before, backing the campaign. *ln(1+#Returning Backers)* is the natural logarithm of the number of returning backers, i.e. people that have funded campaigns before, backing the campaign. The sample includes all technology projects on Kickstarter between November 2018 and November 2023. Heteroscedasticity-consistent standard errors, clustered by year-month, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

Dependent Variables:	ln(1+#Backers)		ln(1+#New Backers)		ln(1+#Returning Backers)	
Model:	(1)	(2)	(3)	(4)	(5)	(6)
Variables						
Env. Commitments	-0.292***	-0.232***	-0.080***	-0.029	-0.385***	-0.239***
	(0.023)	(0.028)	(0.029)	(0.044)	(0.037)	(0.044)
ln(1+$Goal)	-0.063***	-0.057***	0.195***	0.204***	-0.010	0.012
	(0.008)	(0.010)	(0.016)	(0.019)	(0.013)	(0.015)
Staff Pick	1.71***	1.61***	1.39***	1.33***	1.35***	1.28***
	(0.057)	(0.067)	(0.061)	(0.075)	(0.049)	(0.055)
#Videos	0.026***	0.028***	0.040***	0.043***	0.011	0.014
	(0.007)	(0.008)	(0.008)	(0.010)	(0.007)	(0.009)
ln(1+#Pictures)	0.545***	0.515***	0.289***	0.292***	0.590***	0.533***
	(0.013)	(0.015)	(0.023)	(0.029)	(0.022)	(0.028)
ln(1+#Story Words)	0.018	0.015	-0.007	0.001	0.010	0.027
	(0.011)	(0.012)	(0.015)	(0.018)	(0.019)	(0.019)
ln(1+#Risk Words)	0.131***	0.135***	0.128***	0.132***	0.029	0.031
	(0.014)	(0.017)	(0.026)	(0.032)	(0.025)	(0.028)
#Projects Backed Before	0.004	0.003	0.004**	0.003**	0.008***	0.006***
	(0.003)	(0.003)	(0.001)	(0.001)	(0.002)	(0.002)
#Projects Created Before	0.011***	0.023***	-0.027***	-0.018***	0.019***	0.037***
	(0.003)	(0.005)	(0.003)	(0.006)	(0.003)	(0.006)
#Websites	0.049***	0.043***	0.119***	0.118***	0.039***	0.044**
	(0.011)	(0.013)	(0.016)	(0.022)	(0.015)	(0.018)
#Rewards Level	0.072***	0.072***	0.065***	0.065***	0.047***	0.048***
	(0.005)	(0.005)	(0.005)	(0.006)	(0.005)	(0.005)
ln(1+$Avg. Rewards)	-0.069***	-0.071***	-0.064***	-0.078***	-0.184***	-0.200***
	(0.008)	(0.011)	(0.019)	(0.022)	(0.018)	(0.024)
Project Duration	0.0008	0.001	0.002	0.003	0.007***	0.008***
	(0.0009)	(0.001)	(0.002)	(0.002)	(0.002)	(0.002)
Fixed-effects						
Sub-Category	Yes	Yes	Yes	Yes	Yes	Yes
Launched Year-Month	Yes	Yes	Yes	Yes	Yes	Yes
City		Yes		Yes		Yes
Fit statistics						
Observations	11,602	11,602	6,456	6,456	6,456	6,456
R^2	0.631	0.715	0.331	0.486	0.479	0.613

Internet appendix

IA.1 Additional summary statistics

IA.1.1 Summary statistics by project category

Table IA.1
Project size by category

This table shows the average project size by product category.

Category	Average goal ($)	Average amount pledged ($)
Technology	70685.54	52834.52
Film & Video	63377.86	11839.01
Food	37539.53	10606.28
Journalism	27359.23	5509.96
Dance	18377.15	4981.05
Theater	14867.87	5177.59
Music	13912.20	7415.01
Design	13682.37	66299.03
Photography	12133.68	9977.85
Fashion	12065.97	9542.88
Games	11078.97	51808.70
Art	10105.21	6776.87
Crafts	7394.94	5205.75
Publishing	7276.07	15292.75
Comics	5632.86	13038.09

Table IA.2
Environmental commitments by category

This table shows the share of projects with environmental commitments by product category.

Category	% w. Env. Commitments	N projects w. Env. Commitments	N projects
Design	0.4658	5085	10917
Technology	0.4271	4955	11602
Fashion	0.3163	2476	7829
Games	0.3041	5664	18623
Crafts	0.0194	50	2581
Art	0.0123	172	13956
Food	0.0051	29	5739
Journalism	0.0041	4	972
Publishing	0.0025	29	11642
Dance	0.0023	1	441
Photography	0.0021	4	1949
Comics	0.0010	10	10402
Music	0.0009	7	8214
Theater	0.0007	1	1411
Film & Video	0.0005	5	10715

IA.1.2 Summary statistics for backer location analysis

Table IA.3
Summary statistics for backer location analysis

This table shows summary statistics for our backer location sample, used in the analysis shown in Table 4. The unit of observation is project-city and the sample includes all U.S.-based technology projects on Kickstarter between November 2018 and November 2023 and all U.S. cities that appear in the top 10 cities in any project in this sample.

Statistic	N	Mean	St. Dev.	Pctl(25)	Median	Pctl(75)
Env. Commitments	10,642,020	0.389	0.488	0	0	1
Share of Backers (%)	10,642,020	0.010	0.320	0.000	0.000	0.000
Climate Concern	10,642,020	64.429	4.997	60.588	64.661	67.832
Democrat Vote Share	10,642,020	0.510	0.160	0.397	0.529	0.614
Same City	10,642,020	0.0003	0.017	0	0	0
Same State	10,642,020	0.034	0.182	0	0	0

IA.2 Propensity score matched control groups

A potential concern for interpreting the negative relationship between environmental commitments and campaign outcomes is that this might be driven by campaigns with and without commitments being different in other ways as well. To mitigate this concern, we construct a propensity score matched control group. For each technology project with environmental commitments we select a technology project that has the nearest propensity to have environmental commitments but does not include this in its campaign page. We compute the propensity score to have environmental commitments using logistic regression where the independent variables are *ln(1+#Green Words in Story)*, *ln(1+$Goal)*, *#Videos*, *ln(1+#Pictures)*, *ln(1+#Story Words)*, *ln(1+#Risks Words)*, *#Projects Backed Before*, *#Projects Created Before*, *#Website*, *#Rewards Level*, *ln(1+Avg. $Rewards)* and *Project Duration*. Internet Appendix Table IA.4 shows summary statistics for the matched sample.

Table IA.5 shows regression results using the matched sample. The results remain very similar to our baseline results, shown in Table 2. Environmental commitments remain significantly negatively associated with campaign outcomes. This provides further comfort that our findings are not driven by differences in other project characteristics.

Table IA.4
Summary statistics – propensity score matched sample

This table shows summary statistics for the propensity score matrched sample used in the analysis in Table IA.5.

Variable	Env. Commitments	No Env. Commitments	Diff.	t-stat
Campaign Outcomes				
Success	0.34	0.37	-0.03	-3.34
$Pledged '000	41.35	51.27	-9.92	-1.91
ln(1+$Pledged)	6.43	6.59	-0.16	-2.12
Pledged/Goal	16.81	4.91	11.89	1.07
ln(1+Pledged/Goal)	0.64	0.71	-0.07	-3.38
#Backers	213.25	229.01	-15.75	-0.88
ln(1+#Backers)	2.96	3.11	-0.15	-3.75
Control Variables				
$Goal '000	110.85	50.36	60.48	1.96
ln(1+$Goal)	9.53	9.46	0.07	2.04
Staff Pick	0.08	0.07	0.02	3.38
#Videos	1.97	2.02	-0.05	-0.94
#Pictures	16.04	17.57	-1.53	-3.58
ln(1+#Picture)	2.03	2.05	-0.02	-0.85
#Story Words	802.81	756.82	45.98	3.40
ln(1+#Story Words)	6.25	6.22	0.02	1.01
Risk Words	106.68	101.67	5.02	2.68
ln(1+#Risk Words)	4.33	4.32	0.01	0.73
#Projects Backed Before	2.65	2.26	0.40	1.16
#Projects Created Before	2.05	2.12	-0.07	-0.78
#Websites	1.02	1.02	-0.00	-0.06
#Rewards Level	5.90	5.96	-0.06	-0.68
Avg. $Rewards '000	438.52	447.31	-8.79	-0.50
ln(1+Avg. $Rewards)	5.01	5.01	0.00	0.10
Project Duration	38.60	38.36	0.24	0.89

Table IA.5
Propensity score matched control group

This table shows a regression analysis of campaign outcomes, using a propensity score matched control sample. The sample includes all technology projects on Kickstarter between November 2018 and November 2023 that included environmental commitments and matched for each the closest project without environmental commitments. The dependent variable is shown above each column. *Success* is a dummy taking the value of one if the campaign reaches its funding goal and is therefore successfully funded. *ln(1+Pledged/Goal)* is the natural logarithm of one plus the total amount pledged by campaign backers divided by the campaign goal amount. Heteroscedasticity-consistent standard errors, clustered by year-month, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

Dependent Variables:	Success		ln(1+Pledged/Goal)	
Model:	(1)	(2)	(3)	(4)
Variables				
Env. Commitments	-0.053***	-0.039***	-0.149***	-0.090***
	(0.006)	(0.008)	(0.018)	(0.023)
ln(1+$Goal)	-0.082***	-0.082***	-0.180***	-0.183***
	(0.002)	(0.003)	(0.008)	(0.010)
Staff-Pick	0.317***	0.284***	0.908***	0.903***
	(0.013)	(0.016)	(0.054)	(0.060)
#Videos	0.006***	0.006***	0.030***	0.030***
	(0.002)	(0.002)	(0.005)	(0.006)
ln(1+#Pictures)	0.091***	0.086***	0.211***	0.178***
	(0.004)	(0.004)	(0.009)	(0.010)
ln(1+#Story Words)	0.0008	-0.0001	-0.005	0.005
	(0.003)	(0.004)	(0.006)	(0.006)
ln(1+#Risk Words)	0.020***	0.022***	0.019**	0.022**
	(0.004)	(0.005)	(0.009)	(0.011)
#Projects Backed Before	0.0005	0.0004	0.0008	0.0003
	(0.0006)	(0.0006)	(0.0010)	(0.0008)
#Projects Created Before	0.005***	0.005***	0.030***	0.038***
	(0.001)	(0.001)	(0.003)	(0.004)
#Websites	0.013***	0.014***	0.010	0.005
	(0.003)	(0.003)	(0.008)	(0.009)
#Rewards Level	0.007***	0.007***	0.017***	0.018***
	(0.001)	(0.001)	(0.002)	(0.003)
ln(1+$Avg. Rewards)	0.017***	0.018***	0.030***	0.031***
	(0.002)	(0.002)	(0.005)	(0.006)
Project Duration	-0.0008***	-0.0010***	0.003***	0.003***
	(0.0002)	(0.0003)	(0.0006)	(0.0007)
Fixed-effects				
Sub-Category	Yes	Yes	Yes	Yes
Launched Year-Month	Yes	Yes	Yes	Yes
City		Yes		Yes
Fit statistics				
Observations	9,910	9,910	9,910	9,910
R^2	0.567	0.669	0.566	0.663

IA.3 Determinants of environmental commitments

Panel B of Table 1 shows that projects with and without environmental are different on a number of characteristics. In this section, we perform a regression analysis of the determinants of entrepreneurs deciding to include environmental commitments in their crowdfunding campaign. We regress the *Environmental Commitments* dummy variable on a number of campaign and entrepreneur characteristics.

This analysis is presented in Table IA.6. Larger projects are more likely to include environmental commitments, as are entrepreneurs that have backed a larger number of projects themselves.

In Table IA.7. We also present a probit regression version of this analysis. This specification is used as the first stage for our Heckman selection analysis, discussed in Section .

Table IA.6
Determinants of environmental commitments

This table shows a regression analysis of the determinants of environmental commitments. Heteroscedasticity-consistent standard errors, clustered by year-month, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

Dependent Variable:	Env. Commitments					
Model:	(1)	(2)	(3)	(4)	(5)	(6)
Variables						
ln(1+#Green Words in Story)	0.075***	0.069***	0.066***			
	(0.007)	(0.007)	(0.008)			
ln(1+$Goal)	0.024***	0.028***	0.020***	0.026***	0.030***	0.021***
	(0.004)	(0.003)	(0.003)	(0.004)	(0.003)	(0.003)
#Videos	-0.002	-0.004*	-0.0005	-0.003	-0.004**	-0.0009
	(0.002)	(0.002)	(0.002)	(0.002)	(0.002)	(0.002)
ln(1+#Pictures)	-0.053***	-0.066***	-0.047***	-0.049***	-0.062***	-0.043***
	(0.006)	(0.005)	(0.006)	(0.006)	(0.005)	(0.006)
ln(1+#Story Words)	-0.003	-0.0010	-0.004	0.009*	0.010**	0.006
	(0.005)	(0.005)	(0.005)	(0.005)	(0.005)	(0.006)
ln(1+#Risk Words)	0.003	0.002	-0.001	0.005	0.004	0.0001
	(0.007)	(0.006)	(0.007)	(0.007)	(0.006)	(0.007)
#Projects Backed Before	0.0007***	0.0007***	0.0005*	0.0007***	0.0008***	0.0005*
	(0.0002)	(0.0003)	(0.0003)	(0.0002)	(0.0003)	(0.0003)
#Projects Created Before	0.0006	-0.0005	-0.002*	-0.0001	-0.001	-0.003**
	(0.001)	(0.0010)	(0.001)	(0.001)	(0.0010)	(0.001)
#Websites	0.017***	0.024***	0.020***	0.017***	0.024***	0.020***
	(0.005)	(0.004)	(0.005)	(0.005)	(0.004)	(0.005)
#Rewards Level	-0.0010	0.002*	0.002	-0.0006	0.003*	0.002
	(0.002)	(0.001)	(0.001)	(0.002)	(0.001)	(0.001)
ln(1+$Avg. Rewards)	-0.004	-0.007**	-0.002	-0.002	-0.006**	-0.001
	(0.003)	(0.003)	(0.004)	(0.004)	(0.003)	(0.004)
Project Duration	0.0002	0.0001	0.0006*	0.0003	0.0001	0.0007*
	(0.0003)	(0.0003)	(0.0004)	(0.0003)	(0.0003)	(0.0004)
Fixed-effects						
Sub-Category	Yes	Yes	Yes	Yes	Yes	Yes
Launched Year-Month		Yes	Yes		Yes	Yes
City			Yes			Yes
Fit statistics						
Observations	11,602	11,602	11,602	11,602	11,602	11,602
R^2	0.045	0.182	0.371	0.036	0.174	0.365

IA.4 Heckman selection model

In this section, we use Heckman's two-stage procedure (Heckman (1979)) to mitigate the issue of selection bias possibly affecting our results. In the first stage, we model the probability of choosing to have the Environmental Commitments section. We use the variable *ln(1+#Green Words in Story)*, the number of green words in the Story section, as a plausible variable that only affects the selection equation but not the outcome equation[9]. The rationale is that including more discussion about green or sustainable issues predicts a higher likelihood of adding Environmental Commitment section, while green words may not directly affect funding success. Using a probit regression as selection equation, shown in Internet Appendix Table IA.7, we confirm that number of green words is an important predictor of environmental commitments.

Based on these estimates, we calculate the inverse Mills ratio and include this in the second-stage regression to control for potential endogenous sample selection. The estimation results of the OLS regression after adding the inverse Mills ratio are shown in Table IA.8. The coefficient estimates for *Environmental Commitments* remain very similar to the baseline results presented in Table 2.

[9]we utilize a list of 144 green-related words to be searched in the Story section, such as "corporate social responsibility", "air pollution", "climate change", "ecosystem", etc.

Table IA.7
Determinants of environmental commitments – Heckman first stage

This table shows a probit regression analysis of the determinants of environmental commitments. Heteroscedasticity-consistent standard errors, clustered by year-month, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

	Dependent variable:
	Env. Commitments
ln(1+#Green Words in Story)	0.211***
	(0.018)
ln(1+$Goal)	0.061***
	(0.008)
#Videos	0.002
	(0.006)
ln(1+#Pictures)	−0.104***
	(0.011)
ln(1+#Story Words)	−0.011
	(0.012)
ln(#Risk Words)	0.004
	(0.016)
#Projects Backed Before	0.003**
	(0.001)
#Projects Created Before	0.001
	(0.003)
#Websites	0.040***
	(0.011)
#Rewards Level	−0.004
	(0.003)
Avg. $Rewards	−0.008
	(0.009)
Project Duration	0.0001
	(0.001)
Constant	−0.568***
	(0.110)
Observations	11,602
Pseudo R^2	0.022

Table IA.8
Heckman selection

This table shows a Heckman selection analysis of campaign outcomes. The first stage for estimating probability of environmental commitments is presented in Internet Appendix Table IA.7. The dependent variable is shown above each column. *Success* is a dummy taking the value of one if the campaign reaches its funding goal and is therefore successfully funded. *ln(1+Pledged/Goal)* is the natural logarithm of one plus the total amount pledged by campaign backers divided by the campaign goal amount. Heteroscedasticity-consistent standard errors, clustered by year-month, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

Dependent Variables:	Success		ln(1+Pledged/Goal)	
Model:	(1)	(2)	(3)	(4)
Variables				
Env. Commitments	-0.058***	-0.041***	-0.188***	-0.126***
	(0.005)	(0.007)	(0.018)	(0.023)
ln(1+$Goal)	-0.086***	-0.088***	-0.189***	-0.194***
	(0.002)	(0.002)	(0.008)	(0.010)
Staff-Pick	0.293***	0.262***	0.903***	0.904***
	(0.012)	(0.013)	(0.049)	(0.053)
#Videos	0.006***	0.006***	0.030***	0.029***
	(0.002)	(0.002)	(0.005)	(0.006)
ln(1+#Pictures)	0.104***	0.099***	0.225***	0.196***
	(0.004)	(0.005)	(0.009)	(0.011)
ln(1+#Story Words)	-0.0003	-0.003	-0.0008	0.005
	(0.003)	(0.003)	(0.006)	(0.006)
ln(1+#Risk Words)	0.020***	0.020***	0.023***	0.022**
	(0.004)	(0.004)	(0.008)	(0.010)
#Projects Backed Before	0.0004	0.0003	0.0009	0.0005
	(0.0006)	(0.0006)	(0.001)	(0.0009)
#Projects Created Before	0.004***	0.004***	0.029***	0.040***
	(0.0009)	(0.001)	(0.002)	(0.003)
#Websites	0.009***	0.010***	0.003	-0.004
	(0.003)	(0.003)	(0.008)	(0.008)
#Rewards Level	0.007***	0.008***	0.019***	0.021***
	(0.001)	(0.001)	(0.002)	(0.003)
ln(1+$Avg. Rewards)	0.018***	0.019***	0.036***	0.035***
	(0.002)	(0.002)	(0.005)	(0.006)
Project Duration	-0.0007***	-0.0008**	0.004***	0.004***
	(0.0002)	(0.0003)	(0.0005)	(0.0006)
IMR	-0.065**	-0.113***	0.111	0.020
	(0.032)	(0.038)	(0.082)	(0.096)
Fixed-effects				
Sub-Category	Yes	Yes	Yes	Yes
Launched Year-Month	Yes	Yes	Yes	Yes
City		Yes		Yes
Fit statistics				
Observations	11,602	11,602	11,602	11,602
R^2	0.574	0.672	0.569	0.660

IA.5 Results including only U.S. projects

In our main analyses, we include all technology projects in Kickstarter, including non-U.S. ones. In this section, we repeat our baseline analysis for U.S.-based projects only.

Table IA.9
Summary statistics (U.S. only)

This table shows summary statistics for a sample including all U.S. based technology projects on Kickstarter between November 2018 and November 2023.

Statistic	N	Mean	St. Dev.	Pctl(25)	Median	Pctl(75)
Env. Commitment Variables						
Env. Commitments	5,494	0.411	0.492	0	0	1
#Env. Commitments Items	5,494	0.859	1.381	0	0	1
#Env. Commitments Words	5,494	27.796	66.078	0	0	31
#Green Words in Story	5,494	1.116	3.111	0	0	1
Campaign Outcomes						
Success	5,494	0.384	0.486	0	0	1
$Pledged '000	5,494	61.098	341.589	0.055	1.185	15.761
Pledged/Goal	5,494	5.709	37.699	0.003	0.102	1.920
#Backers	5,494	281.004	1,053.075	3	13	112
Control Variables						
$Goal '000	5,494	69.224	1,374.098	5.000	12.000	40.000
Staff Pick	5,494	0.072	0.258	0	0	0
#Videos	5,494	1.954	2.336	1	1	2
#Pictures	5,494	17.238	21.830	1	7	26
#Story Words	5,494	735.779	625.120	297	576	976
#Risk Words	5,494	103.840	92.355	45	78	131
#Projects Backed Before	5,494	2.596	12.174	0	0	1
#Projects Created Before	5,494	2.084	4.006	1	1	2
#Websites	5,494	0.983	1.133	0	1	1
#Rewards Level	5,494	6.047	4.321	3	5	8
$Avg. Rewards '000	5,494	450.687	894.955	59.153	157.360	412.097
Project Duration	5,494	38.493	13.379	30	31	48
Location Variables						
Climate Concern	5,290	67.764	4.736	64.795	67.603	71.253
Democrat Vote Share	5,290	0.629	0.149	0.534	0.651	0.726

Table IA.10
Environmental commitments and funding outcomes (U.S. only)

This table shows a regression analysis of campaign outcomes. The dependent variable is shown above each column. *Success* is a dummy taking the value of one if the campaign reaches its funding goal and is therefore successfully funded. *ln(1+Pledged/Goal)* is the natural logarithm of one plus the total amount pledged by campaign backers divided by the campaign goal amount. The sample includes all U.S. based technology projects on Kickstarter between November 2018 and November 2023. Heteroscedasticity-consistent standard errors, clustered by year-month, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

Dependent Variables:		Success			ln(1+Pledged/Goal)	
Model:	(1)	(2)	(3)	(4)	(5)	(6)
Variables						
Env. Commitments	-0.085***	-0.039***	-0.035***	-0.231***	-0.169***	-0.154***
	(0.014)	(0.007)	(0.009)	(0.041)	(0.022)	(0.028)
ln(1+$Goal)		-0.080***	-0.082***		-0.174***	-0.178***
		(0.003)	(0.004)		(0.009)	(0.012)
Staff Pick		0.286***	0.260***		0.897***	0.878***
		(0.017)	(0.020)		(0.058)	(0.060)
#Videos		0.010***	0.010***		0.045***	0.042***
		(0.002)	(0.003)		(0.008)	(0.010)
ln(1+#Pictures)		0.099***	0.091***		0.227***	0.204***
		(0.004)	(0.006)		(0.011)	(0.014)
ln(1+#Story Words)		-0.003	-0.006		-0.005	-0.007
		(0.004)	(0.005)		(0.009)	(0.011)
ln(1+#Risk Words)		0.012**	0.013**		0.019	0.015
		(0.005)	(0.006)		(0.011)	(0.014)
#Projects Backed Before		0.002***	0.002***		0.002	0.002
		(0.0006)	(0.0006)		(0.001)	(0.001)
#Projects Created Before		0.006***	0.006***		0.030***	0.038***
		(0.001)	(0.002)		(0.003)	(0.005)
#Websites		0.006	0.004		0.0001	-0.010
		(0.004)	(0.005)		(0.010)	(0.011)
#Rewards Level		0.009***	0.009***		0.019***	0.023***
		(0.001)	(0.002)		(0.004)	(0.004)
ln(1+$Avg. Rewards)		0.016***	0.018***		0.031***	0.036***
		(0.003)	(0.004)		(0.006)	(0.009)
Project Duration		-0.0004	-0.0006		0.005***	0.004***
		(0.0003)	(0.0004)		(0.0007)	(0.0008)
Fixed-effects						
Sub-Category		Yes	Yes		Yes	Yes
Launched Year-Month		Yes	Yes		Yes	Yes
City			Yes			Yes
Fit statistics						
Observations	5,494	5,494	5,494	5,494	5,494	5,494
R^2	0.007	0.575	0.666	0.010	0.577	0.658

Table IA.11
Climate opinions and political views at backer location (U.S. only)

This table shows a regression analysis of the number of project backers by city. The dependent variable is *Share of Backers*, the share of project backers from each city. The unit of observation is project × city, and the sample includes all U.S.-based technology projects on Kickstarter between November 2018 and November 2023 and all U.S. cities that appear in the top 10 cities in any project in this sample. Heteroscedasticity-consistent standard errors, clustered by project, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

Dependent Variable:	Share of Backers (%)			
Model:	(1)	(2)	(3)	(4)
Variables				
Env. Commitments × Climate Concern	0.0003^{***}			
	(9.85×10^{-5})			
Env. Commitments × Climate Concern High		0.003^{***}		
		(0.0009)		
Env. Commitments × Democrat Vote Share			0.012^{***}	
			(0.003)	
Env. Commitments × Democrat Vote Share High				0.003^{***}
				(0.0009)
Same City	4.08^{***}	4.08^{***}	4.08^{***}	4.08^{***}
	(0.178)	(0.178)	(0.178)	(0.178)
Same State	0.046^{***}	0.046^{***}	0.046^{***}	0.046^{***}
	(0.002)	(0.002)	(0.002)	(0.002)
Fixed-effects				
Project	Yes	Yes	Yes	Yes
City	Yes	Yes	Yes	Yes
Launched Year-Month	Yes	Yes	Yes	Yes
Fit statistics				
Observations	5,604,720	5,604,720	5,604,720	5,604,720
R^2	0.101	0.101	0.101	0.101

IA.6 Results including all categories with environmental commitments

Our main analysis focuses on technology projects. In this section, we extend the analysis to include all of the four categories that have no-negligible numbers of environmental commitments. The include Technology, Design, Fashion, and Games.

Table IA.12
Summary statistics (4 categories)

This table shows summary statistics for a sample including all projects on Kickstarter between November 2018 and November 2023 in the categories Technology, Design, Fashion, and Games.

Statistic	N	Mean	St. Dev.	Pctl(25)	Median	Pctl(75)
Env. Commitment Variables						
Env. Commitments	48,971	0.371	0.483	0	0	1
#Env. Commitments Items	48,971	0.897	1.480	0	0	1
#Env. Commitments Words	48,971	29.788	71.445	0	0	28
#Green Words in Story	48,971	1.162	3.107	0	0	1
Campaign Outcomes						
Success	48,971	0.748	0.434	0	1	1
$Pledged '000	48,971	48.525	249.807	0.851	5.224	22.010
Pledged/Goal	48,971	11.887	301.818	0.824	1.707	5.348
#Backers	48,971	459.769	1,760.337	17	81	291
Control Variables						
$Goal '000	48,971	25.939	694.693	1.069	5.000	12.740
Staff Pick	48,971	0.099	0.299	0	0	0
#Videos	48,971	1.766	2.584	0	1	2
#Pictures	48,971	22.485	21.876	6	16	33
#Story Words	48,971	827.178	694.273	340	649	1,106
#Risk Words	48,971	115.480	107.620	51	88	144
#Projects Backed Before	48,971	23.347	82.335	0	2	13
#Projects Created Before	48,971	5.364	9.382	1	2	5
#Websites	48,971	1.365	1.394	0	1	2
#Rewards Level	48,971	7.382	5.312	4	6	9
$Avg. Rewards '000	48,971	228.139	509.466	40.330	84.670	200.000
Project Duration	48,971	31.708	12.585	26	30	35
Location Variables						
Climate Concern	23,468	67.472	4.759	64.601	67.603	71.141
Democrat Vote Share	23,468	0.621	0.151	0.530	0.645	0.726

Table IA.13
Environmental commitments and funding outcomes (4 categories)

This table shows a regression analysis of campaign outcomes. The dependent variable is shown above each column. *Success* is a dummy taking the value of one if the campaign reaches its funding goal and is therefore successfully funded. *ln(1+Pledged/Goal)* is the natural logarithm of one plus the total amount pledged by campaign backers divided by the campaign goal amount. The sample includes all projects on Kickstarter between November 2018 and November 2023 in the categories Technology, Design, Fashion, and Games. Heteroscedasticity-consistent standard errors, clustered by year-month, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

Dependent Variables:		Success			ln(1+Pledged/Goal)	
Model:	(1)	(2)	(3)	(4)	(5)	(6)
Variables						
Env. Commitments	-0.038***	-0.019***	-0.013***	-0.052*	-0.066***	-0.050***
	(0.011)	(0.002)	(0.002)	(0.029)	(0.010)	(0.011)
ln(1+$Goal)		-0.058***	-0.060***		-0.245***	-0.250***
		(0.002)	(0.002)		(0.006)	(0.006)
Staff Pick		0.113***	0.106***		0.595***	0.586***
		(0.004)	(0.005)		(0.023)	(0.025)
#Videos		0.0009	0.0006		0.017***	0.015***
		(0.0006)	(0.0006)		(0.003)	(0.004)
ln(1+#Pictures)		0.076***	0.079***		0.235***	0.228***
		(0.002)	(0.002)		(0.005)	(0.006)
ln(1+#Story Words)		0.005***	0.004***		0.016***	0.018***
		(0.001)	(0.001)		(0.004)	(0.004)
ln(1+#Risk Words)		0.021***	0.021***		0.051***	0.054***
		(0.002)	(0.002)		(0.005)	(0.005)
#Projects Backed Before		2.99×10^{-5}**	7.44×10^{-5}***		3.1×10^{-5}	0.0005***
		(1.14×10^{-5})	(2.34×10^{-5})		(5.95×10^{-5})	(8.15×10^{-5})
#Projects Created Before		0.0004***	0.0005**		0.013***	0.016***
		(0.0002)	(0.0002)		(0.0005)	(0.0007)
#Websites		0.015***	0.015***		0.033***	0.029***
		(0.0008)	(0.0010)		(0.003)	(0.004)
#Rewards Level		0.005***	0.005***		0.017***	0.018***
		(0.0004)	(0.0004)		(0.0009)	(0.001)
ln(1+$Avg. Rewards)		0.018***	0.017***		0.059***	0.058***
		(0.001)	(0.001)		(0.004)	(0.004)
Project Duration		-0.001***	-0.001***		0.006***	0.006***
		(0.0001)	(0.0001)		(0.0004)	(0.0004)
Fixed-effects						
Sub-Category		Yes	Yes		Yes	Yes
Launched Year-Month		Yes	Yes		Yes	Yes
City			Yes			Yes
Fit statistics						
Observations	48,971	48,971	48,971	48,971	48,971	48,971
R^2	0.002	0.627	0.679	0.0005	0.497	0.570

Table IA.14
Environmental commitments and climate opinions at backer location (4 categories)

This table shows a regression analysis of the number of project backers by city. The dependent variable is *Share of Backers*, the share of project backers from each city. The unit of observation is project × city, and the sample includes all U.S.-based projects on Kickstarter between November 2018 and November 2023 in the categories Technology, Design, Fashion, and Games, and all U.S. cities that appear in the top 10 cities in any project in this sample. Heteroscedasticity-consistent standard errors, clustered by project, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

Dependent Variable:	Share of Backers (%)			
Model:	(1)	(2)	(3)	(4)
Variables				
Env. Commitments × Climate Concern	$3.84 \times 10^{-5***}$			
	(1.08×10^{-5})			
Env. Commitments × Climate Concern High		0.0003^{***}		
		(8.52×10^{-5})		
Env. Commitments × Democrat Vote Share			0.001^{***}	
			(0.0004)	
Env. Commitments × Democrat Vote Share High				0.0003^{***}
				(8.82×10^{-5})
Same City	2.58^{***}	2.58^{***}	2.58^{***}	2.58^{***}
	(0.045)	(0.045)	(0.045)	(0.045)
Same State	0.024^{***}	0.024^{***}	0.024^{***}	0.024^{***}
	(0.0004)	(0.0004)	(0.0004)	(0.0004)
Fixed-effects				
Project	Yes	Yes	Yes	Yes
City	Yes	Yes	Yes	Yes
Launched Year-Month	Yes	Yes	Yes	Yes
Fit statistics				
Observations	125,566,716	125,566,716	125,566,716	125,566,716
R^2	0.087	0.087	0.087	0.087

Table IA.15
New vs. returning backers (4 categories)

This table shows a regression analysis of campaign backers. The dependent variable is shown above each column. *ln(1+#Backers)* is the natural logarithm of the total number of people backing the campaign. *ln(1+#New Backers)* is the natural logarithm of the number of new backers, i.e. people that have not funded campaigns before, backing the campaign. *ln(1+#Returning Backers)* is the natural logarithm of the number of returning backers, i.e. people that have funded campaigns before, backing the campaign. The sample includes all projects on Kickstarter between November 2018 and November 2023 in the categories Technology, Design, Fashion, and Games. Heteroscedasticity-consistent standard errors, clustered by year-month, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

Dependent Variables:	ln(1+#Backers)		ln(1+#New Backers)		ln(1+#Returning Backers)	
Model:	(1)	(2)	(3)	(4)	(5)	(6)
Variables						
Env. Commitments	-0.142***	-0.114***	0.089***	0.082***	-0.180***	-0.135***
	(0.015)	(0.015)	(0.019)	(0.021)	(0.018)	(0.018)
ln(1+$Goal)	0.201***	0.185***	0.466***	0.440***	0.296***	0.275***
	(0.007)	(0.007)	(0.008)	(0.008)	(0.007)	(0.007)
Staff Pick	1.14***	1.09***	1.01***	0.995***	0.958***	0.926***
	(0.026)	(0.030)	(0.032)	(0.033)	(0.025)	(0.027)
#Videos	0.019***	0.014***	0.036***	0.033***	0.012***	0.006
	(0.005)	(0.005)	(0.005)	(0.005)	(0.004)	(0.004)
ln(1+#Pictures)	0.490***	0.505***	0.118***	0.153***	0.446***	0.454***
	(0.008)	(0.008)	(0.011)	(0.010)	(0.009)	(0.010)
ln(1+#Story Words)	0.031***	0.031***	-0.008	-0.004	0.029***	0.034***
	(0.006)	(0.006)	(0.007)	(0.008)	(0.006)	(0.007)
ln(1+#Risk Words)	0.161***	0.157***	0.124***	0.129***	0.098***	0.098***
	(0.009)	(0.009)	(0.009)	(0.009)	(0.010)	(0.010)
#Projects Backed Before	0.0007***	0.001***	-0.0003***	-0.0007***	0.0007***	0.002***
	(9.08×10^{-5})	(0.0002)	(9.48×10^{-5})	(0.0001)	(9.8×10^{-5})	(0.0002)
#Projects Created Before	0.010***	0.013***	-0.015***	-0.016***	0.016***	0.020***
	(0.0006)	(0.0008)	(0.0007)	(0.0008)	(0.0007)	(0.0009)
#Websites	0.083***	0.077***	0.057***	0.066***	0.070***	0.063***
	(0.005)	(0.006)	(0.006)	(0.007)	(0.005)	(0.006)
#Rewards Level	0.046***	0.047***	0.030***	0.031***	0.033***	0.035***
	(0.002)	(0.002)	(0.002)	(0.002)	(0.002)	(0.002)
ln(1+$Avg. Rewards)	-0.166***	-0.166***	-0.083***	-0.081***	-0.301***	-0.297***
	(0.008)	(0.008)	(0.009)	(0.009)	(0.010)	(0.010)
Project Duration	0.0005	0.002**	0.006***	0.007***	0.006***	0.006***
	(0.0007)	(0.0007)	(0.0008)	(0.0010)	(0.0008)	(0.0009)
Fixed-effects						
Sub-Category	Yes	Yes	Yes	Yes	Yes	Yes
Launched Year-Month	Yes	Yes	Yes	Yes	Yes	Yes
City		Yes		Yes		Yes
Fit statistics						
Observations	48,971	48,971	39,655	39,655	39,655	39,655
R^2	0.615	0.678	0.438	0.525	0.469	0.561

IA.7 Staff pick analysis

Table IA.16
Staff pick determinants

This table shows a regression analysis of the determinants of staff pick selections by the platform. The dependent variable is *Staff Pick*, a dummy taking the value of one if the campaign is highlighted as a staff pick by the platform. The sample includes all technology projects on Kickstarter between November 2018 and November 2023. Heteroscedasticity-consistent standard errors, clustered by year-month, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

Dependent Variable:	Staff-Pick			
Model:	(1)	(2)	(3)	(4)
Variables				
Env. Commitments	0.022***	0.018***	0.015***	0.013**
	(0.005)	(0.005)	(0.004)	(0.006)
ln(1+$Goal)	0.009***	0.010***	0.011***	0.011***
	(0.001)	(0.001)	(0.001)	(0.002)
#Videos	0.017***	0.014***	0.015***	0.016***
	(0.002)	(0.002)	(0.002)	(0.002)
ln(1+#Pictures)	0.024***	0.020***	0.019***	0.020***
	(0.002)	(0.002)	(0.002)	(0.003)
ln(1+#Story Words)	0.003	0.002	0.002	0.0008
	(0.002)	(0.002)	(0.002)	(0.003)
ln(1+#Risk Words)	0.015***	0.015***	0.015***	0.016***
	(0.003)	(0.003)	(0.003)	(0.004)
#Projects Backed Before	0.001*	0.0010*	0.0010*	0.0009*
	(0.0006)	(0.0006)	(0.0005)	(0.0005)
#Projects Created Before	-0.0006	-0.001*	-0.001*	-0.001*
	(0.0007)	(0.0006)	(0.0006)	(0.0007)
#Websites	0.015***	0.015***	0.015***	0.015***
	(0.002)	(0.002)	(0.002)	(0.003)
#Rewards Level	0.002***	0.003***	0.003***	0.003***
	(0.0007)	(0.0007)	(0.0007)	(0.0010)
ln(1+$Avg. Rewards)	0.007***	0.004***	0.003**	0.005***
	(0.001)	(0.001)	(0.001)	(0.002)
Project Duration	-3.38×10^{-5}	4.46×10^{-5}	3.02×10^{-5}	0.0002
	(0.0002)	(0.0002)	(0.0002)	(0.0002)
Fixed-effects				
Sub-Category		Yes	Yes	Yes
Launched Year-Month			Yes	Yes
City				Yes
Fit statistics				
Observations	11,602	11,602	11,602	11,602
R^2	0.126	0.154	0.162	0.308

Table IA.17
Environmental commitments and funding outcomes (ex. staff pick)

This table shows a regression analysis of campaign outcomes. The dependent variable is shown above each column. *Success* is a dummy taking the value of one if the campaign reaches its funding goal and is therefore successfully funded. *ln(1+Pledged/Goal)* is the natural logarithm of one plus the total amount pledged by campaign backers divided by the campaign goal amount. The sample includes all technology projects on Kickstarter between November 2018 and November 2023. Heteroscedasticity-consistent standard errors, clustered by year-month, are shown in parentheses. Significance levels: * 0.1, ** 0.05, *** 0.01.

Dependent Variables:	Success		ln(1+Pledged/Goal)	
Model:	(1)	(2)	(3)	(4)
Variables				
Env. Commitments	-0.052***	-0.035***	-0.177***	-0.115***
	(0.006)	(0.008)	(0.018)	(0.024)
ln(1+$Goal)	-0.080***	-0.080***	-0.184***	-0.184***
	(0.002)	(0.002)	(0.007)	(0.009)
#Videos	0.010***	0.010***	0.043***	0.043***
	(0.002)	(0.002)	(0.005)	(0.006)
ln(1+#Pictures)	0.106***	0.098***	0.249***	0.215***
	(0.003)	(0.004)	(0.009)	(0.010)
ln(1+#Story Words)	0.001	-0.001	-0.0006	0.005
	(0.003)	(0.003)	(0.007)	(0.007)
ln(1+#Risk Words)	0.025***	0.025***	0.035***	0.036***
	(0.004)	(0.005)	(0.009)	(0.011)
#Projects Backed Before	0.0008	0.0006	0.002	0.001
	(0.0008)	(0.0007)	(0.001)	(0.001)
#Projects Created Before	0.004***	0.003**	0.028***	0.038***
	(0.0010)	(0.001)	(0.002)	(0.004)
#Websites	0.015***	0.017***	0.014*	0.009
	(0.003)	(0.003)	(0.007)	(0.008)
#Rewards Level	0.008***	0.008***	0.021***	0.024***
	(0.001)	(0.001)	(0.003)	(0.003)
ln(1+$Avg. Rewards)	0.019***	0.020***	0.039***	0.039***
	(0.002)	(0.002)	(0.005)	(0.006)
Project Duration	-0.0007**	-0.0008**	0.004***	0.004***
	(0.0002)	(0.0003)	(0.0005)	(0.0006)
Fixed-effects				
Sub-Category	Yes	Yes	Yes	Yes
Launched Year-Month	Yes	Yes	Yes	Yes
City		Yes		Yes
Fit statistics				
Observations	11,602	11,602	11,602	11,602
R^2	0.554	0.659	0.533	0.630