

Funding Innovation through a transnational **VOUCHER SCHEME**

SVIM - Sviluppo Marche S.r.l. | EU projects Area | Ida Prospero

SC Meeting | Pula | 17 September 2019

SVIM – Sviluppo Marche S.r.l.

Development Agency of MARCHE REGION



FIGURES

Km² 9.366 in surface
1.545.155 population
GDP M€ 41.612,2
GDP pro-capite € 26.652



16 enterprises per 1000 inhabitants
Historical districts



Low R&D 0,7% PIL
25% enterprises are MICRO
Low cooperation for innovation

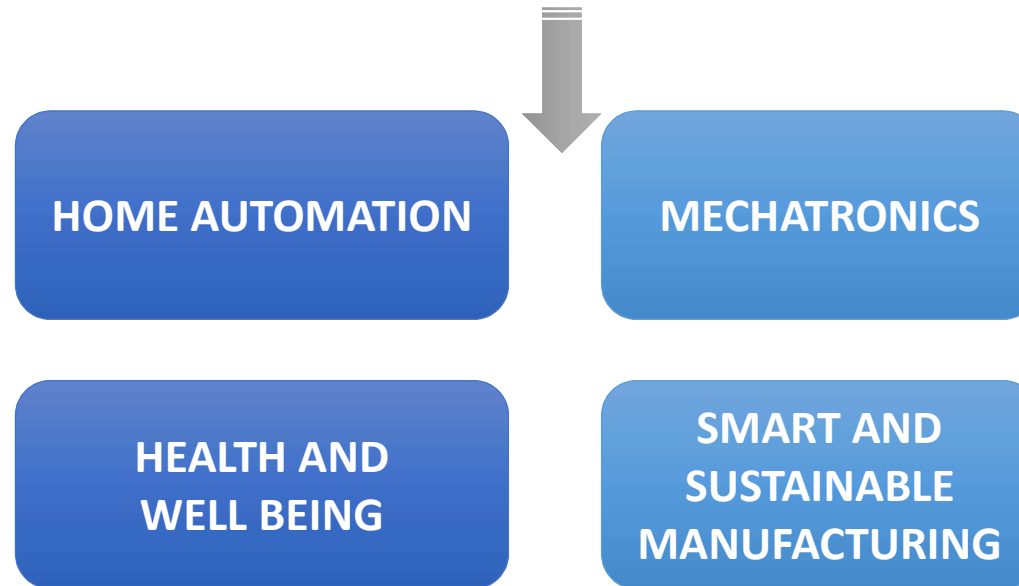


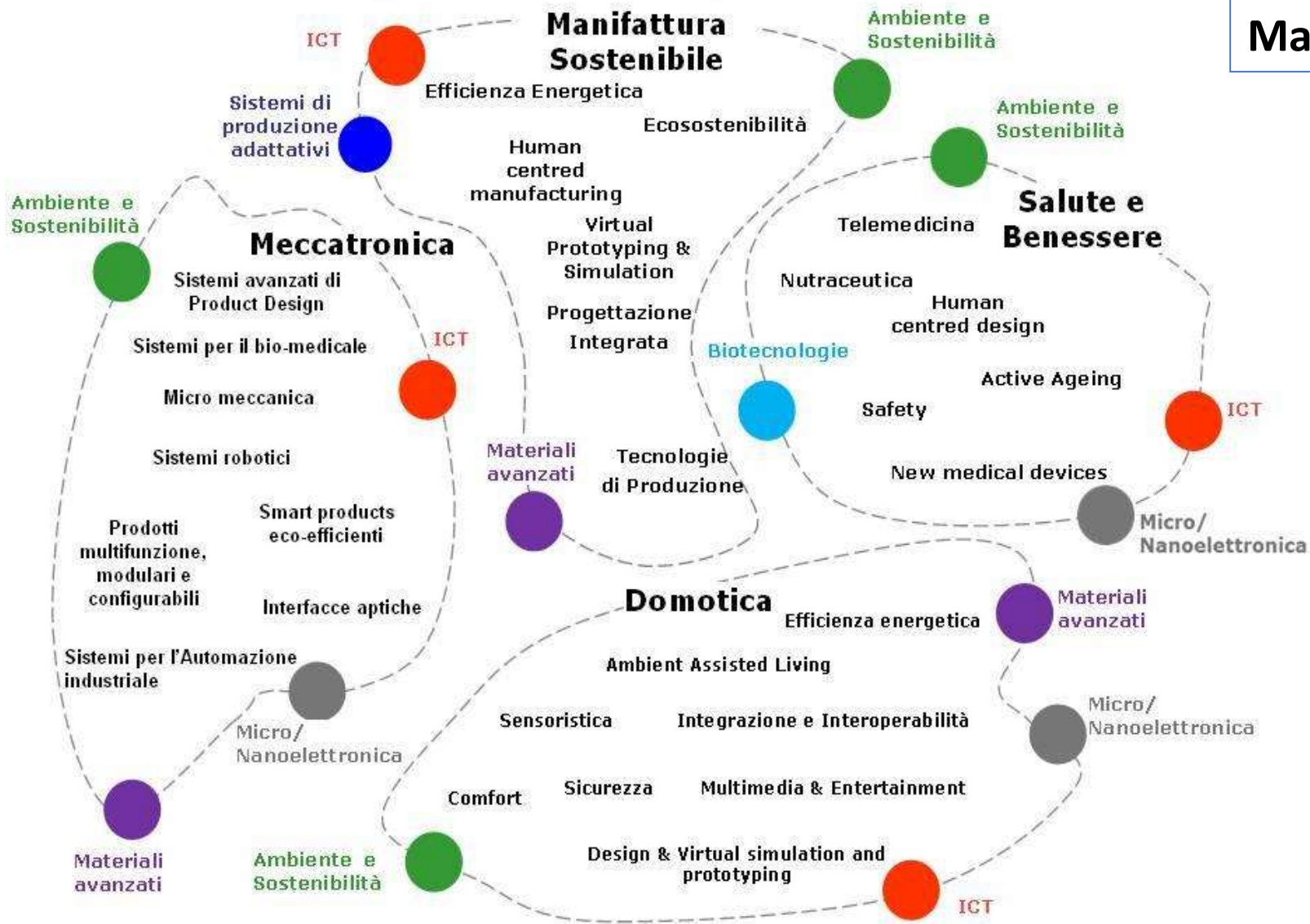
Political mandate for SVIM since 2010:

BOOST INNOVATION AND REPOSITIONING OF SMEs IN THE SMART HOME SECTORS



**MARCHE REGION
S3**





EU TC projects funded in ECO-SMART HOUSING for ELDERLY related sectors



Objectives of the VOUCHER SCHEME

- To encourage the process of innovation of Marche Region MSMEs in the field of eco-friendly assistive home automation with particular reference to the elderly **(Wider/INNOVAge projects)**
- To develop the entrepreneurial spirit of young researchers, willing entrepreneurs and young professionals in the areas related to AAL for the elderly **(SEE_INNOVA project)**

WHY TRANSNATIONAL INNOVATION VOUCHER?

- **Clear focus on regional needs & challenges**
with a wider market in mind => EU grand societal challenges
- **Stimulate Innovation**
new products/service development
- **Stimulate Cooperation**
knowledge providers & SME's
- **Process is simple and quick**

A COMMON TRANSNATIONAL SCHEME

- **COMMON/SHARED RULES**
- **FLEXIBLE** to the 7 DIFFERENT PILOT REGIONS' NEEDS
- **MANAGED AT REGIONAL LEVEL** WITH THE SUPPORT OF LOCAL INNOVATION EXPERTS (*Local Innovation Committee*)
- **SPECIFIC PROJECT TIME CONSTRAINT**
- **UNDER THE FRAMEWORK OF ERDF RULES**
(*Need to select KP with public procurement*)



SOME FIGURES: APPLICATIONS ARRIVED



Italy

Application No. 17 KP All from Italy



Spain

Application No. 12 KP All from Spain



Portugal

Application No. 10 KP All from Portugal, 1 Spain



Bosnia Herzegovina

Application No. 8 KP All from Bosnia Herzegovina



Greece

Application No. 14 KP All from Greece



Slovenia

Application No. 8 KP All from Slovenia



France

Application No. 10 All from France

MORE THAN 90 APPLICATIONS in less than 1 year

More than 90 projects received at transnational level

The budget: € 114,500.00

➤ € 50,000.00: VOUCHER A - WIDER

n. 5 vouchers of € 10,000.00

➤ € 30,000.00: VOUCHER B - Innovage

n. 4 vouchers of € 7,500.00

➤ € 30,000.00: VOUCHER C1 - SEEINNOVA

n. 4 vouchers of € 7,500.00

➤ € 4,500.00: VOUCHER C2- SEEINNOVA GENIUS

n. 3 vouchers of € 1,500.00

Lessons Learnt...

PRO



PRO



- Transnational scheme is useful to stimulate and support SMEs to internationalize and get in contact with international advanced systems and business environment.
- Transnational scheme is considered simple and quick.
- The Voucher gave the chance to young researchers who want to build up something new to: get in contact with new players, meet others with similar ideas, merge them and raise with something better , build first prototypes.
- The Voucher pushed SMEs to work in the specific sectors of S3.
- The Voucher helped Regions to: establish a new open market FOR SMEs and boost active cooperation among all involved actors, offer high-quality knowledge facilities or services that probably would not have been available in the region.

- **SMEs need support to develop innovation and deal with foreign KP**

POSSIBLE SOLUTION: Have an expert/facilitator that help SMEs in the application and in the choice of foreign KP

- **Knowledge provider need to be “certified”**

POSSIBLE SOLUTION: Use existing platform for certification or intermediary BODY

- **Voucher scheme linked to specific sectorial needs has to be managed by specialized managers**

POSSIBLE SOLUTION: Contract expert to support the scheme

CON



CON



INNOVOUCHER

Main Objective

To develop a new model of innovation voucher programme supporting the transnational exchange of innovation services in Europe, through a collaborative framework across the Union.

Funded by Horizon 2020 - Innosup Programme

Partners

Country	Organisation
Spain	INFO – Instituto de Fomento de la Región de Murcia (Regional Development Agency, Region of Murcia) (COORDINATOR)
Italy	SVIM - Sviluppo Marche Srl Regional Development Agency of Marche Region
Belgium	Flanders Innovation & Entrepreneurship (VLAIO)
Romania	UEFISCDI – Executive Agency for Higher Education, Research, Development and Innovation Funding
Poland	PARP – Polish Agency for Enterprise Development

RIGA DECLARATION

5. *Innovation vouchers schemes should be implemented at local, regional and national level, thus fully taking into account the subsidiarity principle. The European level is **encouraged to develop with national and regional entities a voluntary collaboration and brokerage framework for innovation voucher programmes** that aims at making excellent knowledge, skills and innovation support services from both public and private service providers across Europe more effectively accessible for SMEs.*

The labelled **VOUCHER SCHEME** has the **MAIN** following requirements:

- **TMA**s managing the voucher are **free to define their own catalog of services** depending on real needs of local SMEs;
- **Accreditation Principle**. Service Providers need to be accredited by their own local voucher schemes to supply innovation services in their Territories;
- TMAs accept the '**Mutual Recognition Principle**'. If a service provider is accredited in one 'labelled voucher scheme' all the other Vouchers schemes in the network have to unconditionally accept this accredited service provider without any additional conditions or restrictions;

The labelled **VOUCHER SCHEME** has the **MAIN** following requirements:

- In this context, an innovation voucher scheme has an **European dimension** and so, international collaboration is boosted between requesters and providers belonging to **different States** within the European Union.

-  **TRANSNATIONAL APPROACH**



4helix+ INNOVATION VOUCHER

1st of FEBRUARY – 30th of APRIL 2019

Project co-financed by the European Regional Development Fund



The objective of the Call is to offer the **opportunity** to micro, small and medium sized enterprises and Start-ups operating in blue growth sectors or blue economy **to acquire knowledge and coaching services** supplied by Knowledge Providers (KP) who will help MSMS to develop an **innovation project**

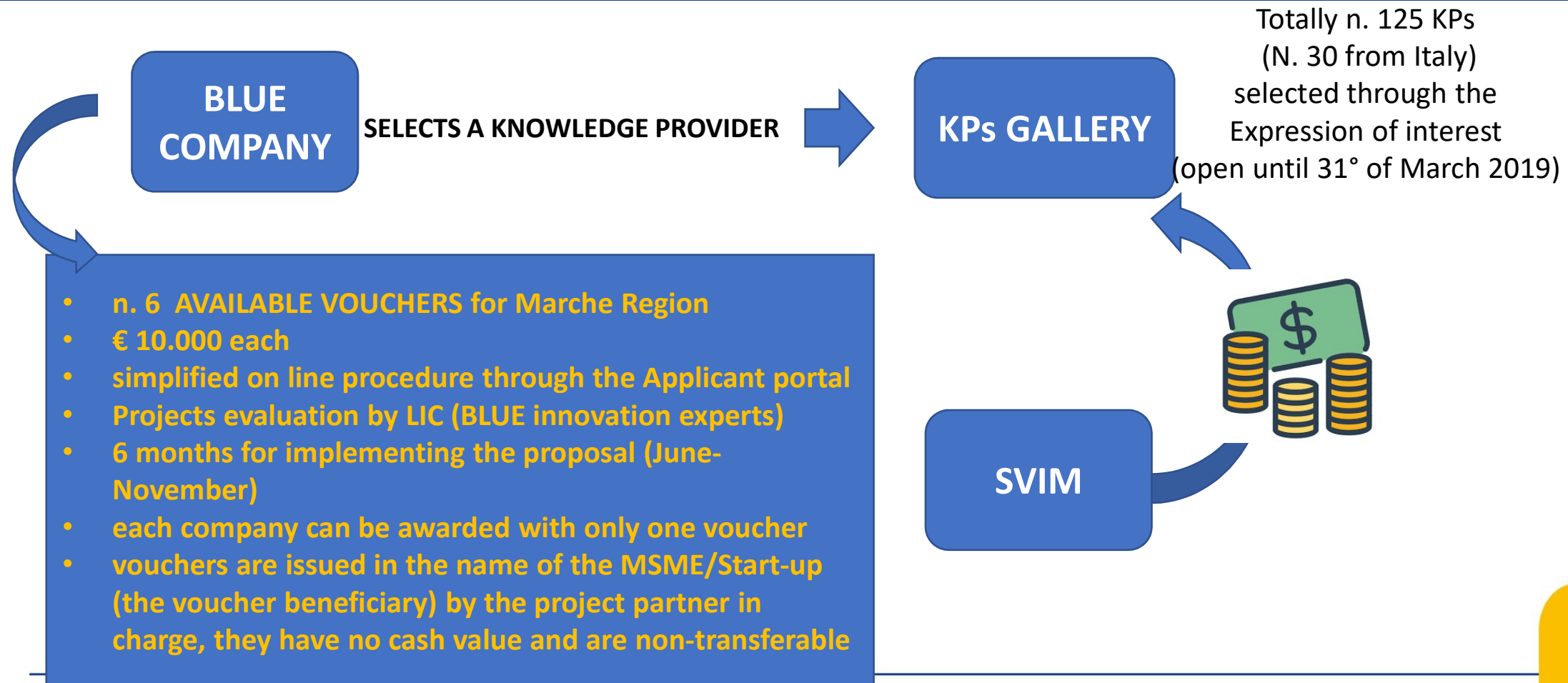
What is meant for **innovation project**?

Innovation project is defined as one that **transfers knowledge of innovative nature that it is new to the MSME/Start-up.**

The enterprise may then use the new knowledge **to design, create or innovate a product, process or service**

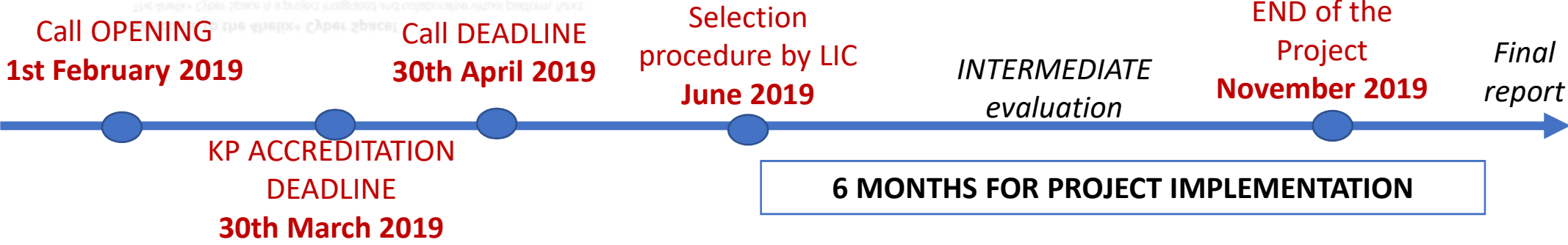
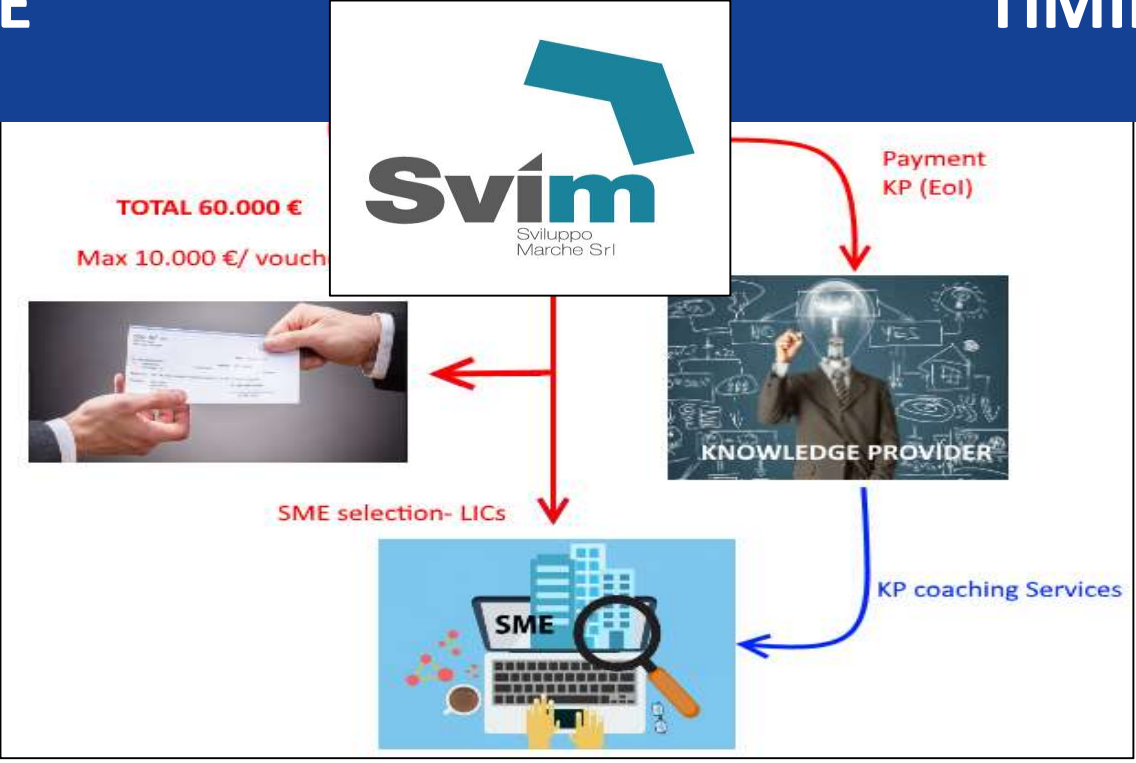
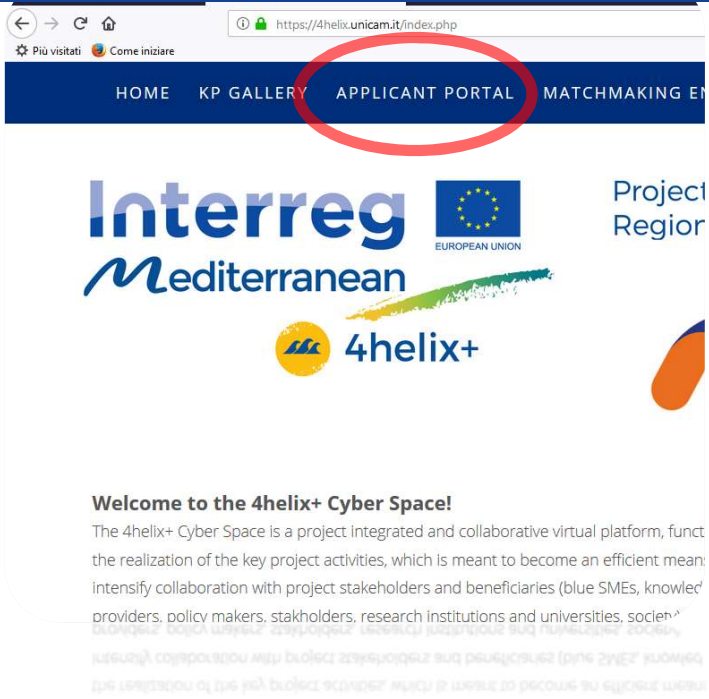


INNOVATION VOUCHER SCHEME in brief



INNOVATION VOUCHER SCHEME

TIMING



To be eligible, the MSME/Start-up* must:

- be legally established in 4helix+ Pilot Regions;
- operate in at least one of the Blue Growth/Blue Economy sectors listed in the Call → in accordance to NACE CODES ACTIVITIES (Annexe 12)
- have a small-scale innovation problem to solve;
- choose a Knowledge Provider from the 4helix+ DB Gallery and apply with an innovation project to purchase coaching/R&D service/ prototyping support

**Criteria according to the EU definition: < 250 staff headcount; < 50M € turnover; < 43 M € balance sheet total*



INNOVATION VOUCHER SCHEME

WHO CAN APPLY

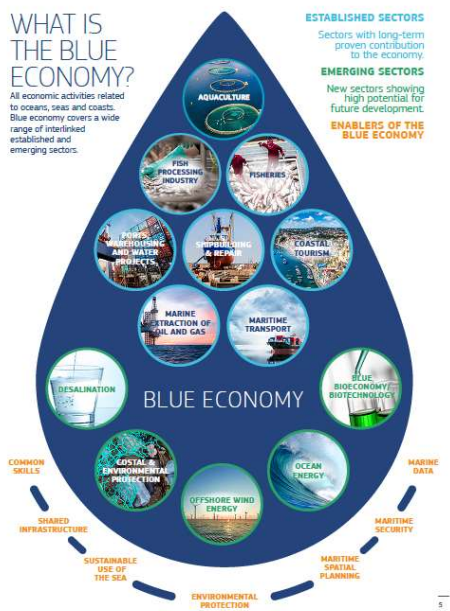
COMPANIES BLUE SECTORS

ACQUACULTURE, FISH PROCESSING INDUSTRIES, FISHERIES, PORTS WAREHOUSING AND WATER PROJECTS, SHIPBUILDING AND REPAIR, COASTAL TOURISM, MARINE EXTRACTION OF OIL AND GAS, MARITIME TRANSPORT

DESALINATION, COASTAL AND ENVIRONMENTAL PROTECTION, OFFSHORE WIND ENERGY, BLUE BIOECONOMY BIOTECHNOLOGY

KEY BLUE SECTORS IDENTIFIED IN THE MARCHE REGION

1. FISHERIES AND ACQUACULTURE
2. COASTAL TOURISM
3. SHIP-BUILDING AND OFF-SHORE INDUSTRY



CHECK THE ELIGIBLE ACTIVITY CODES (NACE) annex 12

Annex 12
Eligible SMEs Business Activities

BLUE GROWTH SECTORS	NACE - DESCRIPTION OF ACTIVITIES
Biotechnology	72.11 Research and experimental development on biotechnology; 72.1 Research and experimental development on natural sciences and engineering;
Renewable Energy	35.11 Production of electricity
Coastal and Maritime Tourism	55 Accommodation; 56 Food and beverage service activities; 79 Travel agency, tour operator reservation service and related activities; 55.10 Hotels and similar accommodation; 55.20 Holiday and other short stay accommodation; 55.30 Camping grounds, recreational vehicle parks and trailer parks; 55.90 Other accommodation; 77.11 Renting and leasing of cars and light motor vehicles; 77.34 Renting and leasing of water transport equipment; 93 Sports activities and amusement and recreation activities; 93.29 Other amusement and recreation activities
Aquaculture	03.2 - Aquaculture; 03.21 - Marine aquaculture;
Mineral Resources	07.29 Mining of other non-ferrous metal ores; 08.1 Quarrying of stone, sand and clay; 08.9 Mining and quarrying n.e.c.; 09.9 Support activities for other mining and quarrying
BLUE ECONOMY SECTORS	NACE - DESCRIPTION OF ACTIVITIES
Offshore oil and gas	06 Extraction of crude petroleum and natural gas; 09.1 Support activities for petroleum and natural gas extraction; 19.20 Manufacture of refined petroleum products;
Shipbuilding and Ship Repair	33.15 Repair and maintenance of ship and boats; 30.1 Building of ships and boats; 30.11 Building of ships and floating structures; 30.12 Building of pleasure and sporting boats
Sea shipping/Transport	50 Water transport; 50.10 Sea and coastal passenger water transport; 50.2 Sea and coastal freight water transport; 52.22 Service activities incidental to water transportation;
Fisheries	03.1 - Fishing ; 03.11 - Marine fishing;
Coastal Protection	91.04 Botanical and zoological gardens and nature reserves activities



Examples of potential activities

- Innovative product design/development
- Innovative service design/development
- Innovative process design/development
- Business model generation
- Experimental testing/measuring
- Prototype development
- New market/sector development

***Eligible activities are to be considered all services supplied by Knowledge Providers that have added value to the beneficiaries MSMEs/Start-ups**



Types of not eligible activities

- Routine replacement or upgrade of plant and equipment using simple technologies;
- Activities that would be undertaken in the normal course of business, such as capacity expansion;
- Up-skilling of individuals where there is negligible benefit to the innovation capability of the wider organisation;
- Activities that have been started before the submission of the applications;
- Activities financed by a different National or European Programme;
- Activities not directly related with the purposes of 4helix+ Voucher scheme

CULTURAL AND CREATIVE COMPANIES FROM ALL PILOT REGIONS called «KNOWLEDGE PROVIDERS»

Companies - Professionals - Universities and research bodies

operating in the sectors classified as Cultural and Creative Industries*

according to the eligibles Activity Nace codes, listed in the Annex 2 of the Expression of interest

and

Entities active in the innovative cross – sectorial collaboration

(Fablabs, Maker spaces, Living labs, co-working spaces, tech shops, contamination lab, ecc)

interested in providing support to the SMEs operating in the blue economy sector to innovate their businesses through transferring of knowledge and creative breake-through solutions, to enroll as 4helix+ Knowledge Providers, by applying online.

*Painters, sculptors, musicians, actors, writers, designer, architects, Producers of audiovisual and multimedia content, Experts in cultural activities management, New innovation agents

EVALUATION CRITERIA

Submitted Applications will be evaluated on a “competitive basis” in base of the following criteria and according to the grid reported in Annex 7:

a) Excellence (40%)

- a.1 Clarity of the objectives and pertinence with the general aims of 4helix+;
- a.2 Technical /Scientific quality;
- a.3 Innovation potential (ground-breaking objectives, novel approaches);
- a.4 Effectiveness of the proposed budget;
- a.5 International collaboration (if selected Knowledge Provider is not located in the country of the Applicant);

- Additional scores will be assigned to the **transnational partnerships** (Company and KP from different Pilot regions)
- SME and KP will subscribe a **collaboration agreement** ensuring a relationship free of conflict of interested

b) Impact (30%)

- b.1 Enhancement of the innovation capacity of the company;
- b.2 Market Potential;
- b.3 Energy savings;
- b.4 Contribution to the protection of the environment;

c) Capability (30%)

- c.1 Experience of the applicant in collaborative projects with research institutions or R&D skilled companies;
- c.2 Adequacy of the Knowledge Provider to the requirements/objectives of the project;
- c.3 Availability of relevant human resources and technical infrastructure assuring knew knowledge integration in the company.

INNOVATION VOUCHER SCHEME

ON LINE APPLICATION

HOME GALLERY APPLICANT PORTAL MATCHMAKING TRANSFERRING CORNER

EXPRESSION OF INTEREST FOR KP

CALL FOR VOUCHERS

CALL FOR TRAVEL FICHES

CALL FOR BROKERAGE EVENT ZADAR

https://4helix.unicam.it/kp_voucher.php

Voucher for MSMEs and START-UPS

The 4helix+ Innovation Voucher Call offers MSMEs/Start-Ups operating in blue growth or blue economy sectors the possibility to explore a business opportunity or solve a small-scale innovation related problem by acquiring knowledge and coaching services supplied by a registered Knowledge Provider who will help the company develop such an innovation project.

Blue sector SMEs/Start-Ups applying for 4helix+ Innovation Voucher will select a registered [Knowledge Provider](#) in order to acquire knowledge and be assisted in its project proposal elaboration and, if awarded, project implementation. You can explore the 4helix+ [Knowledge Providers Gallery](#) in order to select the most suitable provider for your innovation need and contact him/her for the purpose of a successful application for Innovation Voucher.

The goal of the Innovation Voucher Call is thus to help MSMEs to design and/or create, through small innovation projects, new products, services, processes or business models.

VOUCHER AMOUNT: For this purpose, the consortium has a budget of 480.000€ in innovation vouchers, amounting to €10.000 per project, that will be granted upon evaluation to up to 48 MSMEs/Start-Ups located in pilot projects' regions (6 vouchers available for each target region).

The deadline for applying the call is 30th of April 2019. You need to register for applying.

[REGISTER AS MSME](#)

Please read carefully the text of call before applying:

[→ View or download the text of the Call here](#)

[→ View or download the annexes of the Call here](#)

With its transnational partnership network and objectives, the project will contribute to relevant EU macro-regional strategies and innovation policies. We believe that creativity leads to innovation and that bringing people together from various backgrounds and engaging them in collaboration can stimulate innovation processes among industries.

Applications must be submitted on line and in English and each applicant can submit only one application.

EVENTS AND OPPORTUNITIES

WIN A TRAVEL FICHE !!
REIMBURSEMENT FOR TRAVEL & ACCOMODATION

8 PILOT REGIONS BOOTCAMPs
N.2 *4helix+* Knowledge Providers
Registered in the Gallery per
Territory

**TRANSNATIONAL BROKERAGE
EVENTS**
N. 3 *4helix+* Knowledge Providers
+
N. 3 BLUE COMPANIES

<https://4helix.unicam.it/index.php>



SUMMING UP....

VOUCHER AMOUNT: total budget of 480.000 € in innovation vouchers, €10.000 per project, granted upon evaluation to up to 48 MSMEs/Start-Ups located in pilot projects' regions (6 vouchers available for the n. 8 target Regions).

TIMING: The Call for 4helix+ Innovation Vouchers has been launched on February 1st. ONLY MSMEs already registered in the Platform were allowed to apply the call for innovation voucher by 10th of May at Midnight.

Evaluation - Contracting Phase: 1st of June 2019 - 30th of June 2019

Implementation period: 1st of July 2019 – 31th of December 2019 (6 months)

Request for Payment: 1st of January 2020 – 15th January 2020

All the process was supported by a dedicated virtual platform, functional to the realization of the key project activities, named >> [Cyber Space](#): an efficient mean for intensifying collaboration among project stakeholders and beneficiaries (i.e. blue SMEs, knowledge providers, policy makers, stakeholders, research institutions and Universities.)

The vouchering process at a glance:

- n. 6 voucher for each partner Region: totally n. 48 (480.000 €)
- n. 1 Virtual dedicated web platform Cyberspace
- n. 194 registered Knowledge providers Creative & Cultural Industry services suppliers (starting from September 12th 2018)
- n. 120 registered Blue SMEs belonging to the Med Area (starting from January 31th 2018)
- n. 85 submitted projects by Blue SMEs
- n. 21 transnational projects

Operative Proposal 4.4.1. Capitalisation of Innovation Voucher Scheme

Open Discussion...on:


- Preparing the joint open tender 4.2.1.
- Selection and Assessment of the 48 SMEs
- Awareness blue boot camps
- Testing phase...Service based approach


Thank-you

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