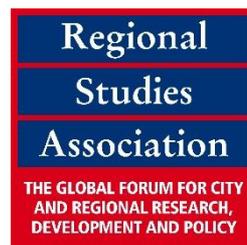


Europe's Innovation Voucher Schemes: What makes them successful and for whom?

Christopher McInnes,
Esteban Pelayo, Elzbieta
Ksiazek, and Nathalie
Boulanger



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Europe's Innovation Voucher Schemes

Introduction



**POZNAŃ SCIENCE
AND TECHNOLOGY PARK**

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Esteban Pelayo**



**Nathalie
Boulanger**

Innovation Vouchers
& ESSPO Project

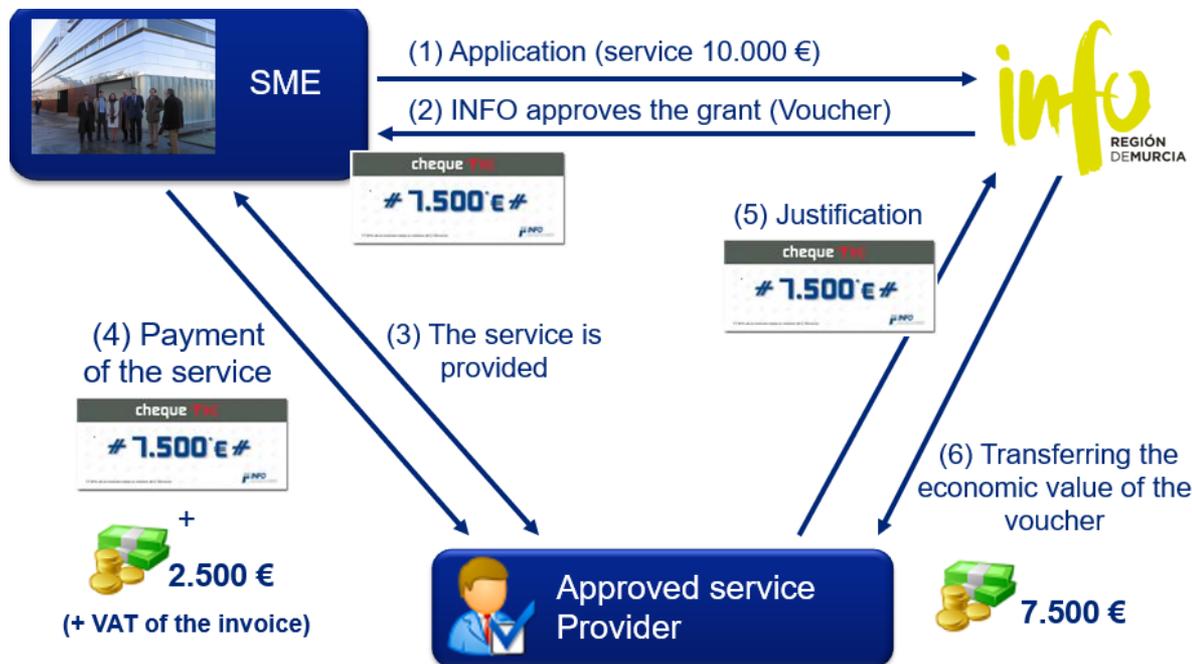
Practitioner Paper :
Case Studies

The future of
voucher schemes

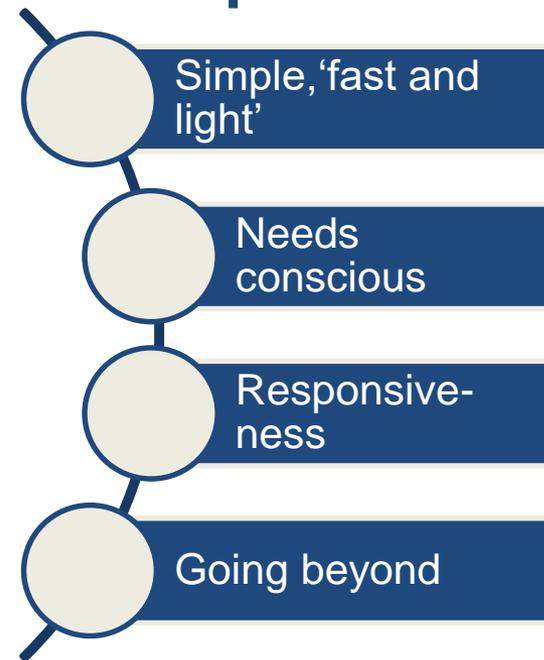
Innovation Voucher Schemes?

- A simple and effective instrument of regional and territorial development (a direct government support).
- A small line of credit for Small-to-Medium Sized Enterprises (c. €5K).
- First introduced 20 years ago and now counting at least > 50 across the EU.

How does a Voucher Scheme work?



Observations from regional developers



Europe's Innovation Voucher Schemes

A successful instrument?

- **Promotes innovation in regional SMES**
- **Boosts regional market of innovation services for KSPs**
- **Low level and bureaucratically simple tool of economic development for delivery agencies/development agencies**
- **Allows development agencies to foster new relationships - a 'wedge'.**

Europe's Innovation Voucher Schemes

3 Regions: 3 Voucher Schemes?



WIELKOPOLSKA
REGION



bpifrance



A Voucher Scheme in development

STAGE I : DIAGNOSIS

1

The agency delegates the networked advisers (intermediaries) to a specific group of SMEs

2

The adviser arranges an appointment with the company owner/manager

3

Diagnostic conversation about products, market, financial results, clients, competition, staff potential ...

4

The adviser prepares diagnostic report with recommendations and inserts it in IT coordination tool for a quality check

5

The adviser presents the report & works out company development plan with the owner/manager

STAGE II : VOUCHER

6

The SME applies for a voucher: a few questions on-line, development plan as an attachment.

7

The SME chooses the supplier from an accreditation list or on the market (it gets enrolled & a contract to participate in the voucher system)

8

The supplier provides support, sends the invoice to the SME and the report to the agency

9

The SME presents a short report and an invoice to the agency

10

The agency pays 80% of the invoice value, but not more than 50,000 PLN

National/Regional Voucher Schemes



- “This low level instrument needs to be accompanied by ‘soft support’ (coaching, singposting, networking) to increase its leverage effect.”
- “Financial instruments must meet the main needs of the companies and avoid overlaps but there is no systematic relation between each financial instruments but an informal continuum.”

Regional voucher towards a European Label



Europe's Innovation Voucher Schemes

3 Regions; 3/2 Voucher Schemes?

Wielkopolska, Poland

- 2 phase scheme in development

Centre Val De Loire, France

- Nationally funded programme, regionally administered scheme

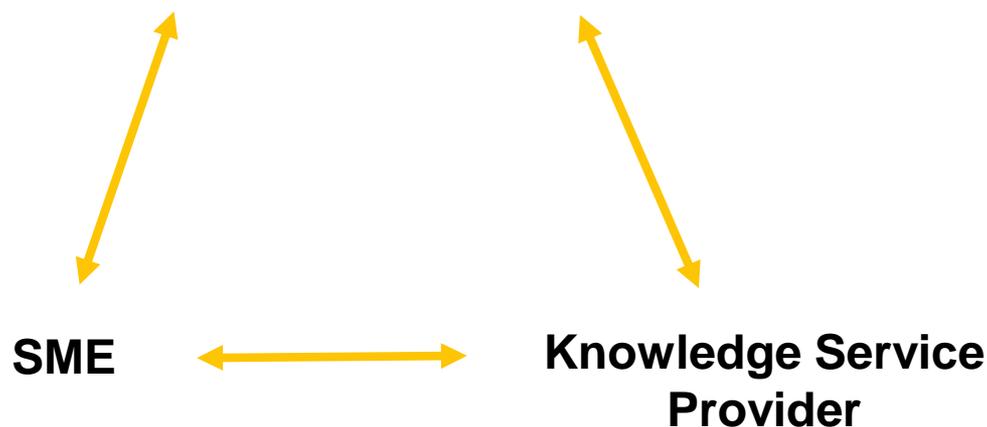
Murcia, Spain

- Regional scheme & future European label

An instrument for whom?



**Development Agency
and/or Delivery Agency**



Considerations

- **Review of the literature: understudied.**
- **Review of policy debate: most recent JRC publication was in 2016.**
- **Methodology and Methods: ex-ante evaluations of delivery agencies is a starting point.**

Questions

- **Measuring the Impact of voucher schemes beyond a case per case basis?**
- **Situating voucher schemes in their wider private and public financing context: do they fit?**



Europe's Innovation Voucher Schemes



The Future of Innovation Voucher Schemes : a Brexit voucher scheme

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Thank you!

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