“THE VALUE OF VOUCHER SCHEME FOR MSMES IN THE FRAMEWORK OF 4HELIIX+ PROJECT”

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4helix+ AIMS at stimulating, coaching and funding CREATIVE INNOVATION within the BLUE GROWTH SECTOR in the MED area.

In order to IMPROVE the existing gap between the 8 Mediterranean maritime clusters and within their 4 regional helixes, through an OPEN SOURCE, KNOWLEDGE SHARING and COMMUNITY-BASED approach, resulting from cooperation with BLUE COMPANIES AND CULTURAL AND CREATIVE INDUSTRIES.

- 10 Partners
- 7 Countries
- €2.2 M Budget
- 30 months Duration

THE “4HELIX+” FACTS & FIGURES: FROM THE ORIGINS TO THE END
THE PILOT ACTION:
THE MAIN ACTORS OF
THE VOUCHERING PROCESS

BOTH TRADITIONAL BLUE SECTORS
AND EMERGING ONES

CULTURAL AND CREATIVE COMPANIES
FROM ALL PILOT REGIONS

- Companies - Professionals
- Universities and research bodies operating in the sectors classified as Cultural and Creative Industries

EOI - according to the eligibles activities

Credits: https://ec.europa.eu/maritimeaffairs

EOI - according to the eligibles activities

Credits: https://auartwonks.wordpress.com

e-Blue Agora - the first online BLUE DEAL Business Forum | 11 November 2020
THE PILOT ACTION:
THE VOUCHER SCHEME PROCESS
THE VOUCHER APPROACH IS RELEVANT ESPECIALLY FOR THE MSMEs:

- Introduce **small scale innovation** at the company level
- Establish **new relationships** and expand their **network** in the MED area
- Engage with **knowledge providers** and gain access to **innovation support** services
- Promote its business at **transnational** level
- Have a **fast and simple application** process and reporting
- Vouchers are issued by a **local/ regional/ national agency** by making a commitment to pay the service provider > **no cash outlay for the company**
THE WINNER PROJECTS: THE CROSS FERTILIZATION IN THE BLUE ECONOMY

- TOURISTIC SERVICES
  - BEACHTIME
- TOURISTIC HOSPITALITY
  - SEA LAND
- TOURISTIC SERVICES
  - E-Bike telling
- MARITIME TRANSPORT
  - MFM
- MARITIME ASSOCIATION
  - Gente di Mare
- SEA FOOD PRODUCTION
  - Biopackaging

- TECHNOLOGY FOR SERVICE INNOVATION (device/informatic system)
- INNOVATIVE COMMUNICATION SERVICES
- TECHNOLOGY FOR PRODUCT INNOVATION
THE WINNER PROJECTS: THE REAL VALUE AND IMPACTS OF THE VOUCHER SCHEME – BLUEB EXAMPLES

1. BEACHTIME: Services for the maritime touristic hospitality sector.

2. SEA LAND: Innovative Communication for organic farmhouse located in a sealand area.


4. GENTE DI MARE: Communication services for new branding & image in favor of a maritime association, focusing on environmental protection.

5. BIO PACKAGING: The use of innovative biodegradable and compostable packaging for some of the product lines of the seafood.

6. MFM: Designs and develops an innovative monitoring system for the company’s maritime fleet and a dashboard for real-time monitoring the position of vessels, speed and other info.

National: Blue SME and KP same region

Transnational: Italian Blue SME and Albanian KP
**1. BEACHTIME:**

Services for the maritime touristic hospitality sector through a new App for the beach (reservation of umbrella, consultation of events, social function, booking and payments)
2. SEA LAND:

Innovative Communication strategy for organic farmhouse located and related to the sea-land heritage, food and natural resources.

The project SEALAND combines communication activities never used before by the B&Bs: heritage tourism storytelling, digital PR management, digital PR event and new food product/recipe testing. A new storytelling was created through heritage tourism, using the fascinating territory’s history that combines life stories of fishermen, peasants, and cooks. The manuscript (in future will mount of the B&Bs) was a relevant part of the story, created in collaboration with the local partners Porto Novo Fishing Cooperative and Slow Food Arona & Cervo. A digital PR campaign has been developed, inviting main bloggers and guests to live this 360° experience from the land to the sea – a tour in the Fishing Cooperative with Slow Food, a tour in the Farmhouse Rustico del Cervo to understand the history of the land and all the services offered, and a special event with dinner to taste the combination of seafood and organic raw materials of the Farmhouse. Enthusiastic photos, articles, and posts have been shared on the blog and online channels. The event format could be replicated in the future also for tourists as a cooking show or special events.
3. E-Bike telling:

Innovative Communication for a new experiential bike tourism service: a storytelling approach combines arts & business, exploiting creative and disrupting competences.
communication services for new branding & image in favor of a maritime association, focusing on environmental protection.

4. GENTE DI MARE:
5. BIO PACKAGING:

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SVIM BELIEVES IN ....

IN THE POWER OF COOPERATION

INNOVATION VOUCHER*

AND ....

IN LOOKING BEYOND TO CATCH NEW OPPORTUNITIES FOR THE TERRITORY

Svim awarded by EURADA «Best Development Agency of 2020»

* Since 2012 → N. 7 projects concerning Innovation Voucher scheme & 350.000 € value for the territory