



**Interreg
Europe**



European Union | European Regional Development Fund

Innovation Vouchers

*Jukka Reunavuori, Business Tampere
Business Advisor, Tampere City Region
Economic Development &
Project Manager, Innovation Voucher*

Thematic Webinar

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Tampere is A Great Place to Do Business



Second largest urban
area in Finland



The Industrial
Capital of Finland



We will help you
settle up and grow



Total workforce
250,000



Excellent railway, road
and flight connections

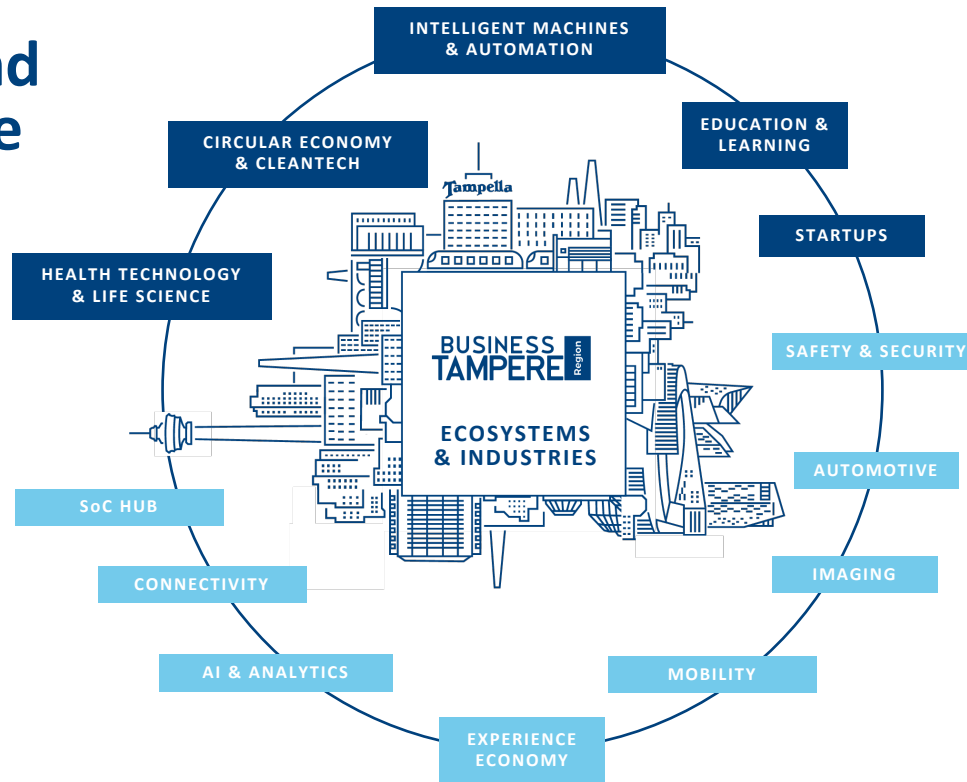


Happy people –
reliable workforce



Top Industries and Ecosystems in the Tampere Region

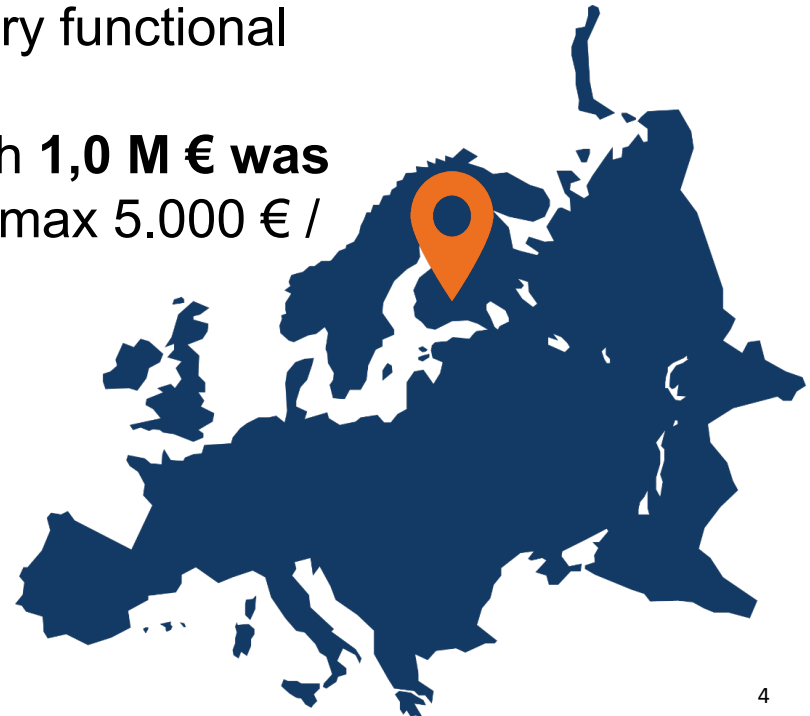
To support the business growth and to boost innovations in the region and beyond.





Innovation Voucher in Tampere region 1/3

- Project carried out by Business Tampere (regional economic development agency)
- an **ERDF – funded** project, January 2016 – June 2018
- additional funding from the City of Tampere
- before the project, preceded by preliminary functional and legal surveys - **IMPORTANT**
- the budget of the project 1,7 M €, of which **1,0 M € was distributed as vouchers** to companies (max 5.000 € / company)



Innovation Voucher in Tampere region 2/3

- the aim was to **lower the threshold to use innovation- and growth services**, and enable the management of a voucher system **on a digital platform**
- during the project, **217 vouchers** were granted to 205 companies
- **over 400 service providers** participated in the form of product cards
- no competitive tendering of service providers – **free choice** by the customer
- granting in the order of applications or by lottery
- an electric platform aiming at **fast and digital process**

Innovation Voucher in Tampere region 3/3

➤ Main objectives:

- An **open and market-based** innovation voucher system, utilizing a **digital platform**
- A co-operative process among all the parties involved (Voucher applicants, service providers, administrator)
- **A dynamic process** reacting to companies' innovation needs

➤ Principles:

- **"An opening to something new"** for the company
- Supporting growth and innovation activities
- Max 5.000 €/company
- 5 different themes

IoT

HEALTH AND
WELLBEING

RENEWING INDUSTRY

SMART TRAFFIC AND
MOBILITY

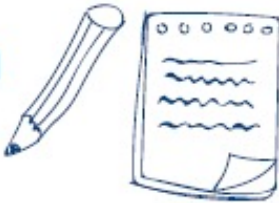
SOLUTIONS FOR SMART
CITY DEVELOPMENT

This is how the Innovation Voucher system works

Before you issue a voucher, check the following:

Administrator checklist

- Legal adviser analysis
- Funding in order
- Voucher applicant terms set
- National service voucher and out-sourcing (PSOP) system under control
- Communications plan set

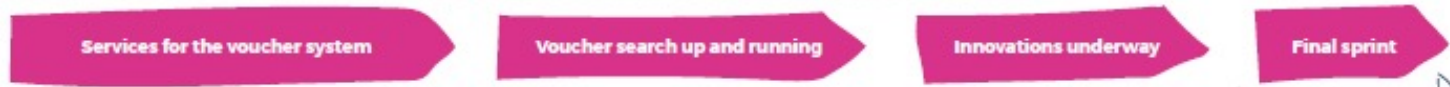


The Administrator makes

- Service search announced
- Product card check and approval
- Service launched and voucher application call announced
- Confirmation -> Notification for the service provider and vouchers for the applying business
- Acknowledgement -> The Administrator acknowledges and transfers the payment to the service provider
- Monitoring and impact reporting for funding providers

Communications: for participants • for authorities • for funding providers • for the media/press

Preparations made



The service provider joins the Tilasjaves-tuu Reliable Partner service

The service provider registers with the system and makes product cards

The applicant checks the service category

Opening discussion -> Service provider and applicant talk about what constitutes a suitable service

The applicant applies for a voucher

Innovation Voucher agreement -> Applicant and service provider reach an agreement

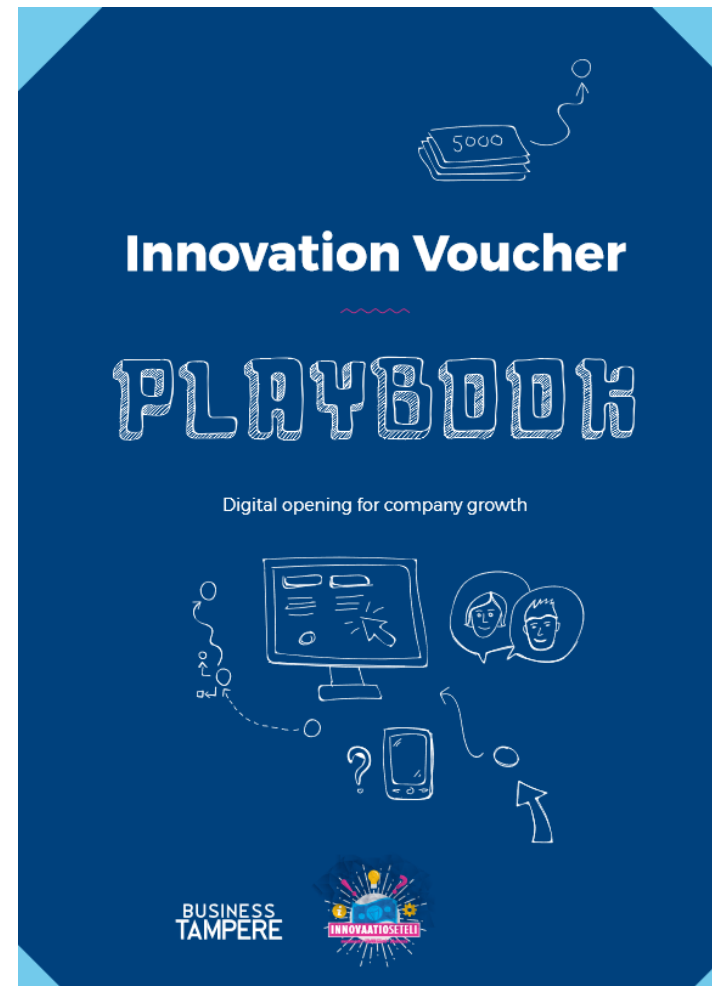
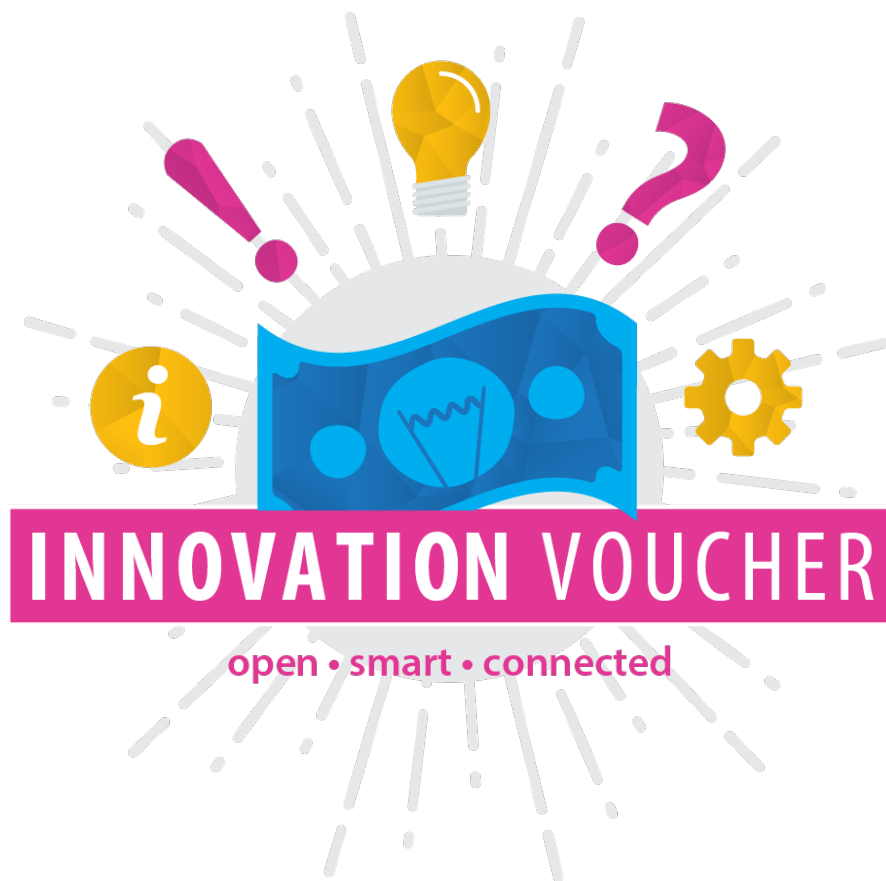
Done! - The applicant acknowledges receiving the service and gives feedback on the work performed

The service provider reports (voluntarily) and submits a VAT invoice to the voucher applicant

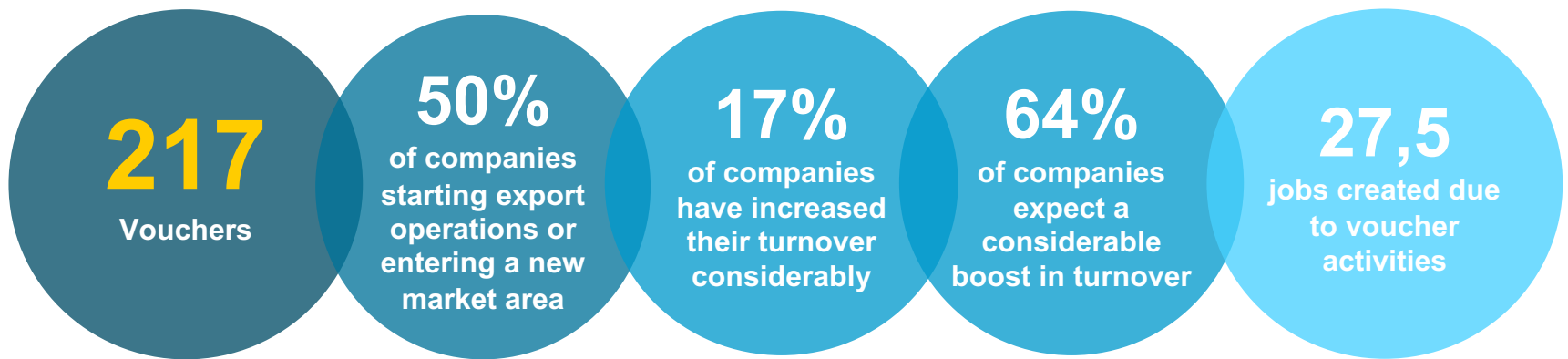
★ Need for business development



<https://business tampere.com/entrepreneurs/innovation-voucher-experiences/>



Evidence of success



User comments

"An easy and fast process"

"A concrete tool with real impact"

"Enables new innovation activities in our company"

"We were able to buy professional know-how we were lacking ourselves"





Recommendations

1. Targeting and combining with national and regional strategies
2. Digital platform and minimizing manual work
3. Openness to all service providers (minimum criteria) allowing local markets to develop as well, no tendering, customer's free choice
4. The quality and amount of service/product cards must be high enough
5. No ranking of applications – granting of vouchers by applying order or by lottery (minimum administrative costs)



Thank you for listening!

Jukka Reunavuori

Tel +358 40 637 8702

jukka.reunavuori@businessstampere.com