

Fostering services innovation in the renewable energy and sustainable building sectors:

**First feed backs from the tests of innovation voucher
schemes in France supported by the EC - *DG Industry &
Entrepreneurship* - and OSEO**

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**APPLIED POLICY SEMINAR
“PROMOTING INNOVATION IN THE SERVICES SECTOR”**

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Talk Plan

- The KIS-PIMS and GreenConServe activities supported to boost services innovation
- The French voucher scheme experiments
- First feed backs from the KIS-PIMS experiments
- Recommendations about voucher schemes dedicated to service innovation

KIS-PIMS and GreenConServe

- **Objective: to accelerate innovation in services linked to the renewable energies and the sustainable construction sectors**
 - Huge markets in Europe (estimated at 450-500 B€ in EU27 for RE over 2006-2020)
 - Reducing the cost of ownership make RE more competitive when compared to fossil fuel solutions
 - Better integration of stakeholders and services is a prerequisite for sustainable construction

French voucher scheme

- **Tests of external expert assistance using OSEO support schemes dedicated to SMEs**
 - Voucher: small amount (15.000€ max) to access external expertise(s)
 - SME refunded of 50% of eligible costs (internal+external)
- **Expertise**
 - Mainly business expertise (risks analysis, business model definition, sensitivity analysis, international competition,...)
 - Possible aggregation of several complementary expertises
 - Qualification training of experts

First feedbacks

- Service innovation and innovation based on services still a fuzzy concept for SMEs
- Need of mindset change in favour of value adding services accompanying technology delivery
- Cash out is THE issue for young SMEs willing to use external expertise
- 2/3 of supported SMEs access significant development funding following a voucher
- Benchmarking with other EU27 Member States very valuable (involving EC support)

Recommendations about voucher schemes dedicated to service innovation and innovation by services

- Keep it simple
- Bring it online to speed up fund allocation
- Ease cash out expenditures of SMEs to access external expertise
- Finance 100% of the external expertise and accept internal co-financing
- External experts must go through an ad-hoc qualification scheme to bring the right business added value to SMEs
- Think « GLOCAL »: GLObal business approaches for loCAL applications

THANK YOU

www.europe-innova.eu/kis-pims/
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