

# Implementing a transnational voucher programme - and scaling it to the European level.

# SVIM – Sviluppo Marche SpA

Development Agency of  
MARCHE REGION

## FIGURES

Km<sup>2</sup> 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**

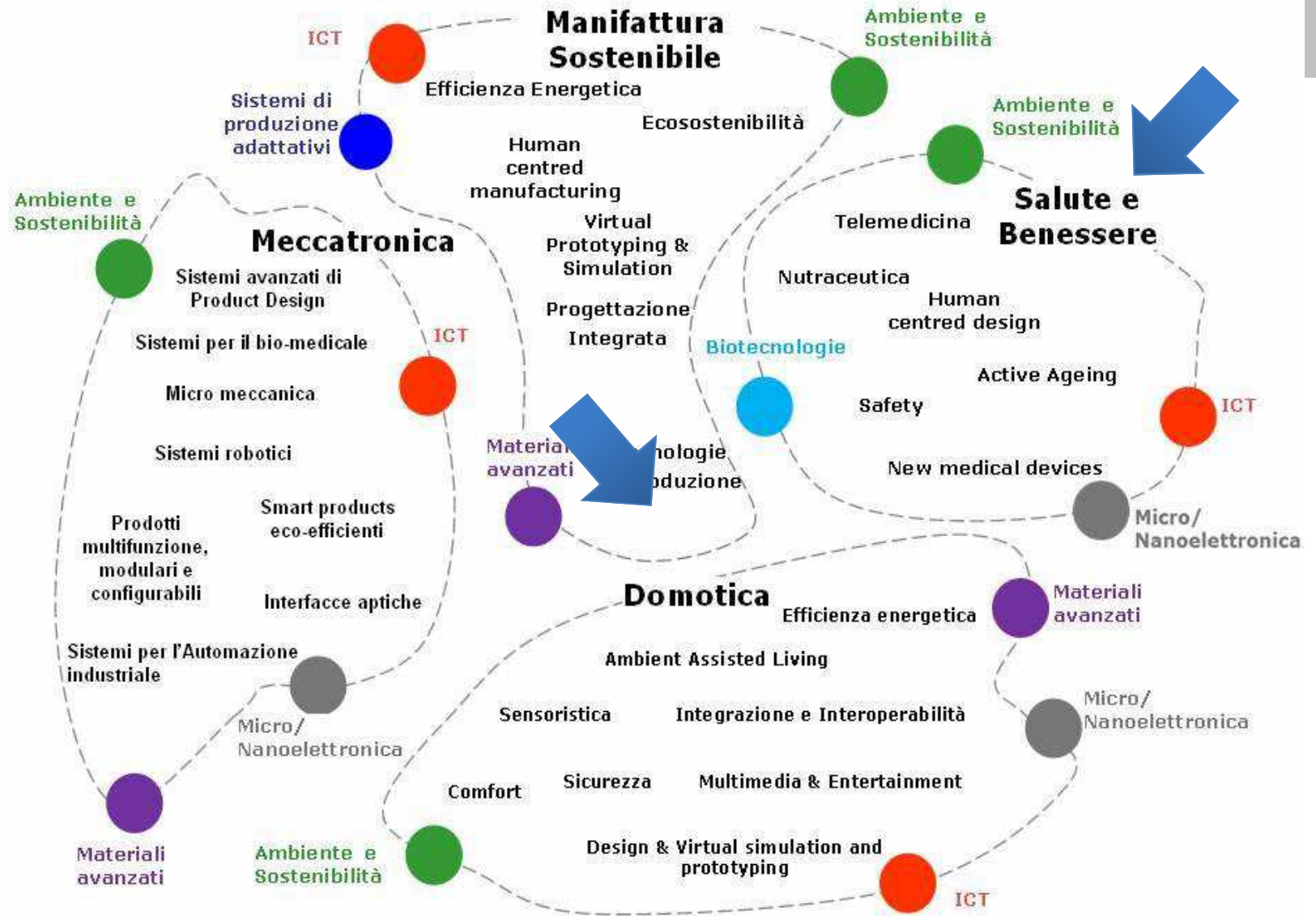


**25% enterprises are MICRO**

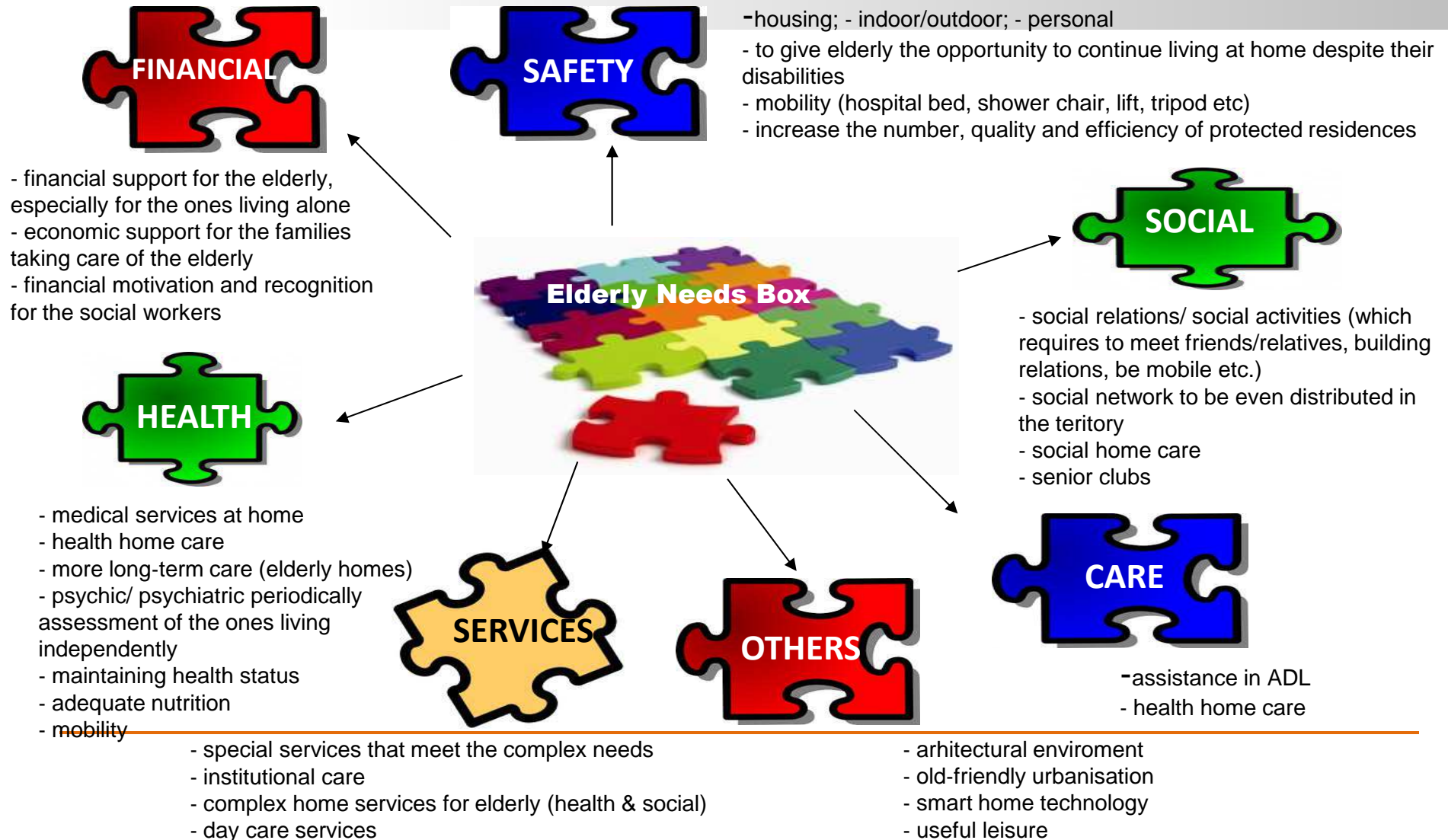
**Low cooperation for innovation**

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# Needs identified



# Political mandate for SVIM:

## BOOST INNOVATION AND REPOSITIONING OF SME IN THE SMART HOME SECTORS



HOME AUTOMATION

MECHATRONICS

HEALTH AND  
WELL BEING

SMART AND SUSTAINABLE  
MANUFACTURING

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# Implementing a transnational voucher programme...

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



## WHY INNOVATION VOUCHER?

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

