

Best practices presented during the first interregional site visit

REUNION

- *Best practice #1: Simplifying access to business Support schemes: the SAV (Support, accompany, enhance)*

SAV is a five years measure that aims to inform, guide and accompany project leaders in applying for funding, through the implementation of three different structures: 1) a mobile application and a platform (www.entreprises-reunion.re) which enable stakeholders to identify potential subsidies and financial instruments according to the nature of their activity, the size of the businesses and the expenses; 2) physical information desks (entry points) deployed in multiple geographical sectors to ensure a high level of proximity; and 3) a partnership with the actors of business creation.

The responsible organizations of SAV initiative is the Regional Council, in partnership with the Employment office, Consular chambers - Chamber of commerce and industry/chamber of crafts, the High Council of Chartered Accountants and entrepreneurship support structures.

- *Best practice #2: Service-design approach to tailor support services to the specific needs of entrepreneurs (SRDEII)*

The regional scheme for economic development, innovation and internationalization (SRDEII) is a 5 years program which determines the orientation of public policies and the instruments used to increase the quantity and quality of entrepreneurial projects, build competitive advantages and create jobs notably in the field of blue and green economy.

Regional intervention aims at:

- developing entrepreneurial capabilities, through educative programs, life-long learning, events, and the promotion of inspiring local success stories
- stimulating business ideas emergence, through creativity and design programs and the reinforcement of the valorisation of research activities
- simplifying business creation, through a clearer access to information on available financing and support tools (cf. best practice n°1, the “SAV”), the creation of a common network pooling together the multiple business-support structures operating on the island, and the development of cooperative instruments (such as co-working places, incubators, etc.)
- easing access to financial instruments, human and technical resources necessary to sustain businesses' growth
- exploring international markets

- promoting business' collaboration, through the creation of exchange platforms (barter), mutualisation and clustering experiences

The singularity of the SRDEII lies in the development of a user-centred and bottom-up approach of public policies, in which each service proposed is co-constructed with beneficiaries through several steps:

- identifying users' concrete issues, needs and expectations, through participatory methods, quantitative and qualitative analysis
- defining users' profiles or categories
- building prototypes adapted to the specific needs of users
- trying services with users to adjust their contents and delivery modes

- *Best practice #3: Financial instruments for SME creation and development*

Access to finance remains the main bottleneck to SME creation and growth. To lift these barriers, the regional council develops financial instruments, tailored to entrepreneurs' needs.

. This fund of funds mobilizes 74,5 million euros on September 2017, coming from the ERDF dotation, the European Investment Bank, the French Investment Public bank and the Council own resources. The financial instruments are implemented through three principal channels: medium and long-term soft loans, accounting for 44M€; equity for innovative firms, representing 28,5M€; and guarantees corresponding to 2M€.

- *Best practice #4: Regional programme for economic insertion (ex-NACRE)*

In order to stimulate entrepreneurship and self-employment of socially marginalized public, and simplify services delivery, Reunion regional council organizes a common network which brings together the different support-structures of the island. This network will propose several services, from information, project set-up programs, training sessions to post creation advice. The project started with a call launch on 15th November 2016, and network setup will be arranged by March 2018.

- *Best practice #5: Creation of a Maritime Pole*

The Regional Council is currently running a feasibility study for the creation of a center of skills entitled "Pôle Mer de La Réunion" (PMR) – Maritime pole. This potential structure or network would bring together local stakeholders implicated in marine sciences, economy and policies to reach a critical mass and establish an enabling environment for knowledge transfers, experimentation and economic activities related to the sustainable management of marine ecosystems.

The study is currently mapping the resources and expectations of stakeholders and evaluating the potential of the maritime basin. Based on these objectives, it will, by the

end of 2017, propose an economic and legal prefiguration of the pole. Then, the pole should be created by 2021.

The organisations involved in this process are the following: Research centres (IRD, IFREMER, University of La Reunion), Technical centre (Hydrô Réunion), Economic clusters (Qualitropic, Maritime, Temergie), Professional organizations (CRPM) and other public bodies such as Marine Reserve.