

## Good Practices

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### ✓ Reunion

- **Good 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](http://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.

- **Good 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 proposed service 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

- **Good 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 has mobilised 74,5 million euros in 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€.

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

In 2017, the newly created French Agency for Entrepreneurship launched a call for interest dedicated to the stimulation of entrepreneurship in fragile territories (affected by sluggish economic growth and/or mass unemployment), with a special attention to marginalized public. This support will replace the previous NACRE dispositive, which had been financing micro-credit and economic insertion structures for years.

In that context, the Regional Council has proposed to implement a territorial network to support the economic insertion and self-employment of social public through enterprise creation and takeover. This network will be designed to clarify and simplify the services delivered by support structures (through cooperation), increase the number of beneficiaries (only 22.5% of entrepreneurs being accompanied today), limit the obstacles to entrepreneurship and sustain the growth of firms. To setup this network, a regional call for interest will soon be organized to select the competent organizations, whose intervention will be compensated through public subsidies.