



**PEER REVIEW**  
**Interreg Europe Policy Learning Platform**  
**SETTING UP SME VOUCHER SCHEME IN UPPER SILESIA**  
**Peer Review hosted by Upper Silesian Accelerator for  
Commercial Enterprises Ltd.**  
**Date: 9-10 February 2022**  
**Venue: Online**

# Agenda

**Wednesday, 9. February 2022**

**1. Internal pre-meeting of the peers**

(10.00 – 10.30)

Session facilitated by Rene Tonnisson  
& Mart Veliste, Thematic Experts,  
SME Competitiveness, Interreg  
Europe Policy Learning Platform

- Final technical checks
- Update of last changes made
- Rules of presentation and discussion



<p><b>2. Joint Welcome</b> (10:30 – 11.00) Session facilitated by PLP team</p> <p><b>3. Interactive Discussion</b> (11:00 – 13:00)</p>	<ul style="list-style-type: none"> <li>▪ Words of welcome by the director of GAPR and <b>Rene Tonnisson</b>, Thematic Experts for SME Competitiveness of the Policy Learning Platform</li> <li>▪ Short Introduction of the Participants from the host region and Interreg Europe side.</li> <li>▪ Introduction of IE PLP and the concept of peer reviews, Interreg Europe Policy Learning Platform</li> <li>▪ Short introduction of the peers (2 min. each), briefly presenting their backgrounds, organisations and previous experiences <ul style="list-style-type: none"> <li>- Maciej Chrzanowski, Rzeszow University of Technology, Poland</li> <li>- Nives Justin, BSC Kranj, Gorenjska, Slovenia</li> <li>- Christina Koch, Austria Wirtschaftsservice, Austria</li> <li>- Pablo Morales, Chamber of Commerce of Seville, Andalusia, Spain</li> </ul> </li> </ul> <p>Presentation of the policy challenge and context, the general policy environment as well as the host's plans and expectations for coming years.</p> <ul style="list-style-type: none"> <li>- <b>Pawel Lejman</b>, Upper Silesian Accelerator for Commercial Enterprises Ltd.,</li> <li>- Marshal Office</li> </ul> <p>Presentation of the peer experiences and interactive discussion between the participants and the peers focusing on the following topics:</p> <p>Questions related to setting up and implementing voucher scheme</p> <ul style="list-style-type: none"> <li>• What are the roles and responsibilities of Managing Authority and the implementing body of the voucher scheme?</li> <li>• What are the award criteria and mechanisms to give the vouchers to SMEs?</li> <li>• How to evaluate the quality and impact of R&amp;D services to be financed by the vouchers?</li> <li>• What public aid criteria have to be taken into account while providing vouchers to SMEs?</li> <li>• What are the appropriate Key Performance Indicators and how to monitor the impact of the instrument?</li> </ul> <p>Questions related to the size and budget of voucher scheme:</p> <ul style="list-style-type: none"> <li>• What is the optimal budget of voucher scheme and how many SMEs should receive voucher? How do operational costs increase as a function of programme participants?</li> <li>• What are the ways of verifying the value of the provided advisory services and the purchased capital goods?</li> <li>• What are relevant proportions in the total budget for operational, promotion and evaluation costs?</li> </ul>
<p><b>Lunch Break</b> (13:00 – 14:00)</p>	



<p><b>4. Interactive Discussion (continuation)</b> (14:00 – 16:30)</p> <p><b>Coffee Break,</b> (15.15-15.30)</p>	<p>Continuation of exchanges on the host's learning needs and presentation of the peer experiences under the following topics:</p> <p>Questions related how to communicate the voucher scheme:</p> <ul style="list-style-type: none"> <li>• When should the information campaign on the voucher programme start? What communication channels should be used?</li> <li>• Is there a need to setting up information points for the scheme?</li> <li>• How long do voucher projects last and what are the rules for receiving applications?</li> <li>• How to involve local authorities (cities, counties, communes) in promotion of the scheme to their local companies?</li> <li>• Does the media (including non-public media) participate in communication with entrepreneurs and in what form?</li> </ul> <p>Questions related to how to encourage innovation:</p> <ul style="list-style-type: none"> <li>• How to encourage entrepreneurs to implement innovations of a broader nature than just the enterprise?</li> <li>• What tools should be used to convince entrepreneurs that innovation can be an opportunity for the development of their companies?</li> <li>• How can entrepreneurs gain knowledge that will allow them to include innovations in their enterprise strategies?</li> <li>• What criteria should be used to assess the validity of support for specific projects of innovative character?</li> <li>• What forms of communication with entrepreneurs are the most effective in terms of promoting innovativeness?</li> </ul>
<p><b>16.30 End of the Day</b></p>	
<p><b>Thursday, 10. February</b></p>	
<p><b>5. Internal meeting of the peers and the host – preparation of policy recommendations and follow-up actions</b> (14.00 – 15.00) Session facilitated by the PLP team</p>	<ul style="list-style-type: none"> <li>▪ Joint analysis and reflection on the insights gained during the first day</li> <li>▪ Review and update of recommendations based on the discussions of the previous day. Agreeing the presentation of recommendations by peers</li> </ul>



<p><b>6. Presentation of concrete policy recommendations and discussion</b> (15:00 – 16:00) Moderation of the session by the PLP team</p> <p><b>7. Follow-up actions and next steps</b> (16:00 – 16:30) Moderation of the session by the PLP team</p>	<ul style="list-style-type: none"> <li>▪ Presentation of the drafted conclusions and recommendations of policy actions to the host staff and regional stakeholders</li> <li>▪ Interactive discussion between the host and the peers on the presented recommendations and solutions (suitability, feasibility, preconditions)</li> <li>▪ Feedback from the host will allow the peers to reflect on proposed recommendations and to draw final conclusions for the peer review report</li>   <li>▪ Discussion on how to operationalise and take up the discussed recommendations. Following the peer review meeting, the main conclusions should be translated into a proposal for concrete policy action (“to do-list” presenting the actions to be taken – document to be drafted after the peer review meeting).</li> <li>▪ Moreover, the closing sessions should allow to discuss between the host and the peers about possible joint follow-up actions and opportunities for partnerships.</li> </ul>
<p><b>16:30 End of the Day</b></p>	

