

123subsidie.nl

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Organisation: Samenwerkingsverband Noord-Nederland (SNN) - Northern Netherlands Provinces

Country: Netherlands

Level of government: Regional/State government

Sector:

Type: Digital, Public Service

Launched in: 2009

Link to the innovation's website

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Description

123subsidie.nl aims to enable entrepreneurs in the three Northern provinces of the Netherlands to gain a faster and better understanding of the subsidy schemes available for the Northern Netherlands. The initiative resulted from many conversations with entrepreneurs who did not have a sufficient overview or understanding of possible sources of funding in the form of subsidies in various areas. The development of the website was geared towards answering the question 'What does the applicant want?' This makes the website one of a kind, as most organisations that issue subsidies only provide information about their own products and develop their arguments from the point of supply.

Why the innovation was developed

The initiative was the result of many conversations with entrepreneurs who did not have a sufficient overview or understanding of possible sources of funding in the form of subsidies in various areas. Furthermore, a report published by the Social and Economic Council of the Netherlands (SER) declared that in the (Northern) Netherlands, subsidy schemes were virtually an impenetrable maze for entrepreneurs.

Objectives

Improve access, Improve effectiveness, Improve service quality, Improve user satisfaction, Support economic growth

- To improve the current website for entrepreneurs in the Northern Netherlands.
 - To broaden the scope of the target groups: by providing a clear overview of all subsidies in and for the Northern Netherlands for citizens, entrepreneurs and government agencies in the Northern Netherlands.
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Main beneficiaries

Businesses

Entrepreneurs in the Northern Netherlands.

Results

Results not available yet

Development

Design

Consulting with users: The initiative resulted out of many conversations with entrepreneurs who did not have a sufficient overview or understanding of possible sources of funding in the form of subsidies in various areas.

Testing

- During the website development process, a user panel was set up to ensure that 123subsidie.nl was effectively aligned with the needs of its users. Two groups of entrepreneurs tested the website during the preliminary stage:
 - Those experienced in applying for subsidies.
 - Those interested but inexperienced in applying for subsidies.
 - The use of crowdsourcing and co-creation ensured that the use of language, search and selection options and user-friendliness were consistent with the experience and expectation pattern of the entrepreneur.
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Partnerships

User-group from the private sector

Private sector

During the website development process, a user panel was set up to ensure that 123subsidie.nl was effectively aligned with the needs of its users.

Lessons Learned

Lessons Learned

Since we are still in the process of implementation, we don't have any concrete best practices or worst practices to share.

Conditions for success

An open mind and the ability to think 'outside of the public sector box'.

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