



SOCIAL VOUCHERS INNOVATIVE TOOLS FOR SOCIAL INCLUSION AND LOCAL DEVELOPMENT

Amal Chevreau, Policy Analyst OECD

29 November 2021

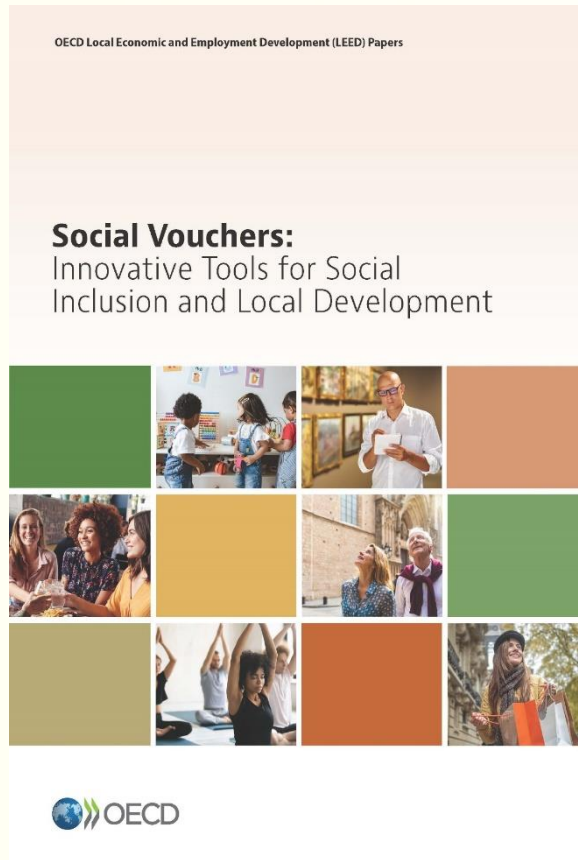
OECD Centre for Entrepreneurship, SMEs, Regions and Cities

 @OECD_local

 www.linkedin.com/company/oecd-local

 www.oecd.org/cfe

Social Vouchers: why this paper ?



MAIN OBJECTIVE

Understand social vouchers and their contribution to social inclusion and local development

ANALYSIS

Typology and use

Challenges and opportunities

Recommendations

7 country profiles

7 TARGET COUNTRIES

Belgium

Brazil

Czech Republic

France

Mexico

Morocco

Romania



Social vouchers gaining momentum worldwide, reaching >80M people in >40 countries

BELGIUM

- Eco vouchers
- Personal and household services vouchers
- Innovation vouchers

UNITED KINGDOM

- Meal vouchers to help vulnerable children

SWEDEN

- Gift vouchers face value increase

GERMANY

- Meal vouchers in replacement of food boxes

LUXEMBOURG

- Extension of meal vouchers' expiry date
- Vouchers to relaunch consumption

ROMANIA

- 100% digital holiday vouchers for 2020 and 2021
- Hot meal vouchers for vulnerable citizens (FEAD programme)

FRANCE

- Meal vouchers
- Gift vouchers
- Culture vouchers
- Childcare vouchers
- Personal and household services vouchers
- Bike repair vouchers

BULGARIA

- 33% face value increase on the face value of meal vouchers

ITALY

- Meal vouchers distributed by municipalities
- Childcare vouchers to help parents during school closures
- Digital vouchers for bike and alternative motilities

GREECE

- Creation of a holiday gift voucher benefit



3 types of social vouchers for 3 different *but not mutually exclusive* objectives



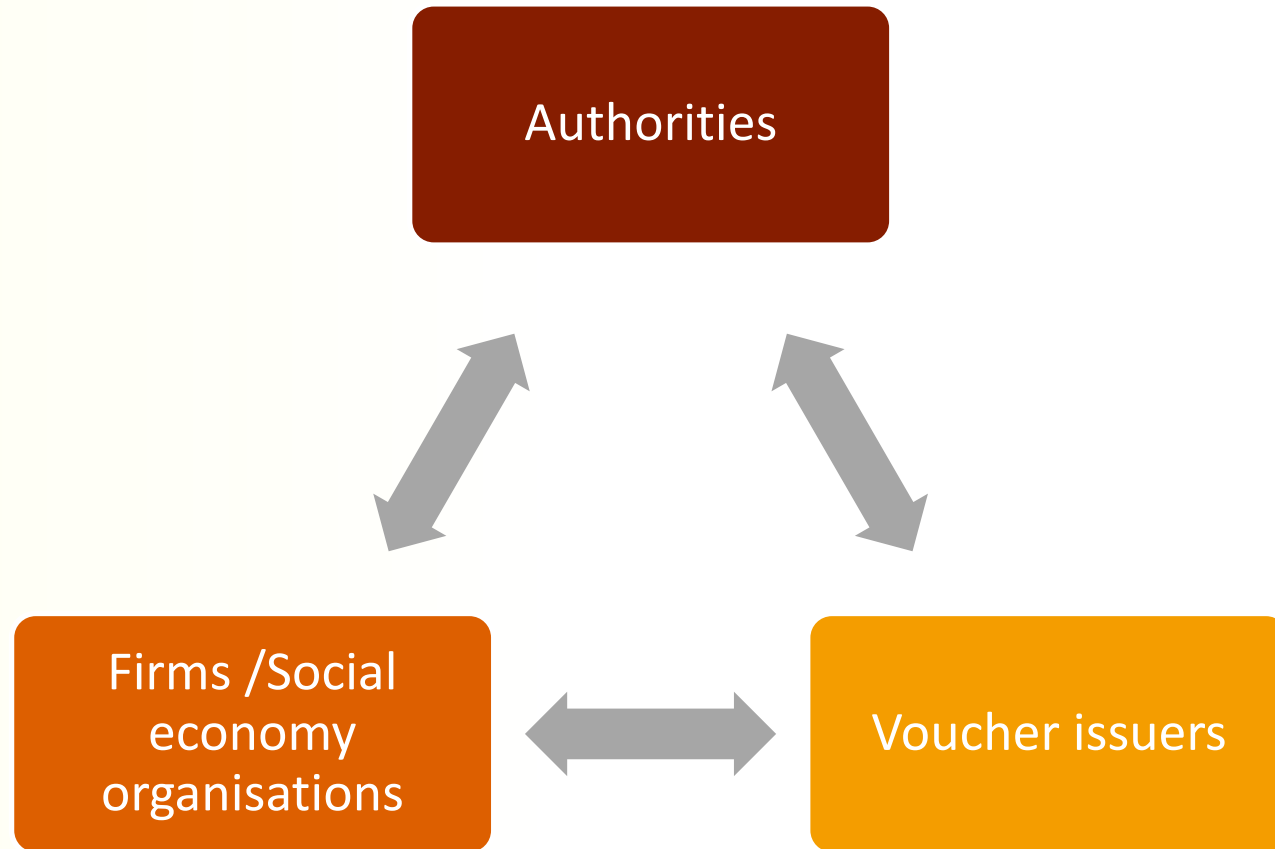


Targeted spending through social vouchers supports specific groups/sectors/firms





Social vouchers depend on collaborative relationships





Social vouchers can have numerous social and economic benefits



Nudge consumer behaviour



Increase well-being of users



Enhance social inclusion

Help reduce undeclared work



Support more tax collection



Boost local development





Social vouchers work best in clear institutional, regulatory and fiscal frameworks

Regulatory Framework

- Defines the scope objectives and clarifies roles and obligations of stakeholders involved
- E.g. Law 2018 in Romania

Tax exemption

- Exemption from health and other social contributions, and frequently from income tax to a given limit

A network of providers

- Local networks of providers to supply earmarked goods & services

Oversight and monitoring

- Specific bodies support the monitoring of voucher systems.
- E.g. CNTR, France



Giving further momentum to social voucher systems



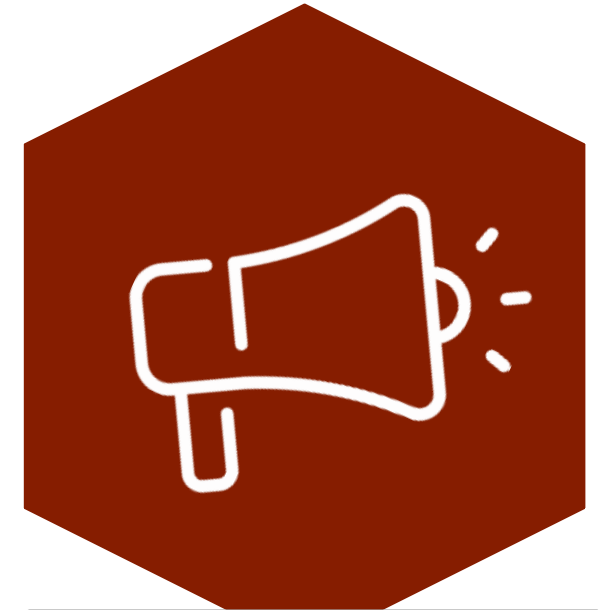
Encourage digitalisation



Clarify institutional and fiscal frameworks



Encourage impact assessment



Raise awareness about benefits

Thank you!

 amal.chevreau@oecd.org

Twitter: @OECD_local

LinkedIn: www.linkedin.com/company/oecd-local

Website: www.oecd.org/cfe



<https://oe.cd/ll/4cttqr>