

## Interactive Session A

# 5. Social Vouchers: Efficient and Adaptable Tools to Address Poverty

Presented by  
**Edenred**

The logo for Edenred, featuring the word "Edenred" in a red, sans-serif font. The letter "E" is partially enclosed by a solid red circle.

14.15 - 15.15

**Room**

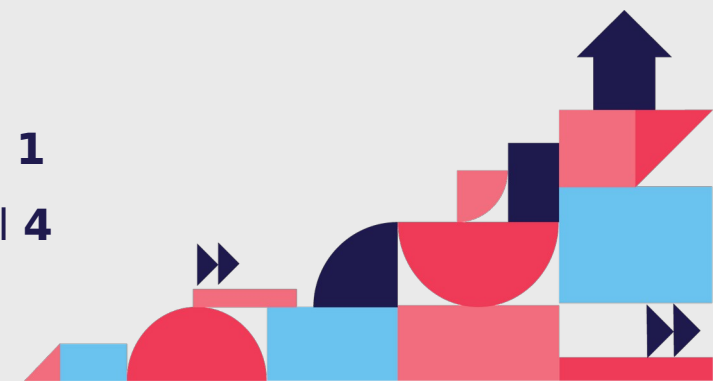
HIGH 2



**EN** - Channel 1



**IT** - Channel 4





# **SOCIAL VOUCHERS: EFFICIENT AND ADAPTABLE TOOLS TO ADDRESS POVERTY**

ESSC – Malmö, June 2023



# AGENDA

---

1. Testimonial from Romania, Mrs Creci, Ministry of European Investments and Projects, Romania
2. Testimonial from Italy, Mr Mazzarotto, Lazio Region, Italy
3. Short film on a QR code voucher practice in the UK

# E-vouchers

## within the Fund for European Aid to the Most Deprived Programme Romania

**Carmen Mihaela Creci**

**General Director**

Inclusion and Social Dignity Operational Programme

Ministry of European Investments and Projects



# 1. Hot Meals for Romania's low-income elderly & homeless people

*A Program (co-)financed by the European Union  
from the Fund for European Aid to the Most Deprived*

# First FEAD E-voucher based program in Romania



- Target groups:
  - low-income retirees, 75 y.o. and over
  - recipients of social pension
  - homeless people identified by local authorities
- Goals of the program:
  - supplement nourishment of target groups
  - facilitate access to hot/prepared meals
  - offset the increased cost of living
- The main reason of going on e-vouchers:
  - the easy access to target groups
  - the distribution chain is shorter in this way
  - the update of eligibility status was quick and easy



- Eligible beneficiaries identified with help from:
  - Romanian's National Pension Administration and
  - the Local Authorities (homeless people)
- Total number of beneficiaries: around 300,000 people (for ten months)
- Value of vouchers: 180 lei (36 euro)/person/month
- Conditions: E-vouchers could be used only for prepared (hot) meals and the total amount of transactions/day limited to 40 lei (8 euro)

List of eligible beneficiaries was sent to E-voucher issuer, E-vouchers were distributed by local authorities to beneficiaries. Allocation for hot meals was credited monthly, once eligibility was reconfirmed by national authorities



## 2. Support for Romania

**Electronic, social ticket-based material support for the purchase of food and/or the provision of hot meals for the categories of persons at risk of material deprivation and/or risk of extreme poverty**

*A Program (co-)financed by the European Union from the Fund for European Aid to the Most Deprived*





- Initiated in 2022 after Hot Meals for Romania ended
- Target groups:
  - low-income retirees
  - disabled people with income below 1,700 RON (340 euro)
  - low-income single parent families
  - low-income families with at least two children
  - homeless people
- Goals of the program: to counteract inflation and price hikes resulting from the conflict in Ukraine

Eligible beneficiaries are identified by Ministry of Labour and Social Solidarity.  
The list of eligible beneficiaries is updated every two months.



- Total number of beneficiaries: 2,500,000 people
- Value of vouchers: 250 lei (50 euro)/person/2 months
- Conditions:
  - E-vouchers can be used only for foodstuffs in 27,000 shops spread all over the country in rural and urban areas
  - No daily or transaction limit
- The e-vouchers are delivered by the Romanian National Post Company to the home address of the beneficiaries
- The list of eligible beneficiaries is sent to E-voucher issuer every two months with updates received from the Ministry of Labour and Social Solidarity.
- As a complementary measure, our department, through FEAD is providing food packages (that contain 12 base food products) every six months.



### 3. Support for Newborns

*A Program (co-)financed by the European Union  
from the Fund for European Aid to the Most Deprived*



- Support for Newborns program was launched in 2023
- Target groups:
  - mothers who benefit from the support allowance for families
  - mothers with disabilities
  - mothers in critical life situations
  - mothers without identity documents
  - minor mothers
  - foreign mothers affected by the conflict in Ukraine
- Goals of the program:
  - reduce the risk of abandonment of newborns from disadvantaged families
  - increase their quality of life



- Total number of beneficiaries: around 10,000 mother-newborn couples
- Value of vouchers: 2,000 lei (400 euro)/mother-newborn couple, credited only once
- Conditions:
  - No daily or transaction limit
  - E-vouchers can be used only for newborn care products

Eligible beneficiaries are identified by social services from every central administrative unit and are centralized at county level by prefectures.

The Ministry of Internal Affairs, through its specialised department, consolidates the data and sends it to the Ministry of Investments and European Projects.



## 4. Support for Education

*A Program (co-)financed by the European Union  
from the Fund for European Aid to the Most Deprived*



- Program launched in 2020 and is under implementation
- Target groups:
  - the most disadvantaged children in the pre-school state system
  - the most disadvantaged children in the primary education state system
  - the most disadvantaged children in the secondary education state system education
- Goals of the program:
  - increase the level of attendance of the school
  - ensure non-discriminatory access to education

Eligible beneficiaries are identified by school units.



- Total number of beneficiaries:
  - ✓ in school year 2021-2022: around 224,000 children
  - ✓ in school year 2022-2023: around 410,000 children
- Value of vouchers: 500 lei (100 euro)/child, credited once per school year
- Conditions:
  - No daily or transaction limit
  - E-vouchers can be used only for school supplies and clothing

All 42 counties from Romania are divided into eight lots. Three E-voucher issuers have been selected through a public procurement procedure to issue the E-vouchers (for each development region).



# CONCLUSIONS – USING E-VOUCHERS IN FEAD



## Public authorities

- ▶ Traceability & transparency of allocated funds
- ▶ Optimize social benefits distribution
- ▶ Quick and easy implementation & update of eligibility status



## Beneficiaries

- ▶ Better quality of life through dignity
- ▶ Social and financial inclusion
- ▶ Discreet instrument & freedom of choice (within an affiliated network)



## Local suppliers

- ▶ Increased direct and regular sales
- ▶ Simple process



**THANK YOU!**



## FILM

EN - <https://youtu.be/HnuozO0ljqo>

RO - <https://youtu.be/j2QUh5kYaqw>