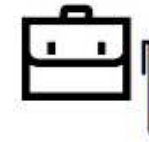


Małopolska

European Entrepreneurial Region 2016



www.businessinmalopolska.com
www.malopolska.pl



Approx. 370 thousand companies in the region



More than 270 units of active research, including more than 200 units in the enterprise sector



Approx. 190 thousand students



Małopolska is one of 28 fastest growing regions in the UE [Eurostat]

Defining the EER strategy

The EER strategy for the Małopolska:

- is embedded in the Regional Development Strategy – Małopolska 2020 and the Regional Innovation Strategy for the Małopolska Region 2020
- is based on the SWOT analysis of the region as well as linking opportunities, strengths and weaknesses
- is aimed at boosting entrepreneurship in the region, stimulating the innovativeness and creativity, attracting investors
- is focused on cooperation with regional partners



EER strategy of the Małopolska Region

Implementation of the SBA principles (in line with the region's competences)

Optimal use of the EU funds to support business development

Strong intersectoral partnership in the region

Małopolska's Action Plan

- creating friendly environment for the growth of entrepreneurship
- improving access to finance and new markets
- developing companies' competences and their innovation capacities
- promoting and rewarding innovativeness and creativity
- developing cooperation networks
- establishing infrastructure that responds to companies needs



Communication plan

- all activities addressed to all stakeholders and actors of the innovation system – administration, science, business...
- the goal is to inform people about the EER award for the Małopolska Region
- all communication actions enhance the visibility of the Committee of the Regions and the European Union
- external meeting of the Commission for Economic Policy (ECON) in Małopolska
- international communication activities (e.g. cooperation with Euronews TV, international conferences and events, e.g. Open Days, SME Assembly)
- national and regional events – over 70 events in 2016, e.g. Economic Forum in Krynica-Zdrój (leading economic conference in Poland) – EER kick-off event, Global Entrepreneurship Week in Małopolska, Małopolska Innovation Festival...



Tips and advice for successful application

- region as a part of the ecosystem and facilitator of the entrepreneurship strategy
- involve all key actors in designing and implementing the EER strategy
- include all the regional instruments supporting entrepreneurship and business development in your region
- gain the political commitment to implementing the EER strategy, but also declarations of support from the regional partners (e.g. business, science)
- exchange good practices with other regions
- mobilize regional partners around communication activities under the EER label
- present added value of the EER award for your region



Benefits from the EER award for the Małopolska Region

- Confirmation that the region is a friendly place for investments and a reliable partner for cooperation in the international area
- Widespread promotion of the Małopolska Region – its potential, initiatives and their effects, entities implementing them in the region – both domestically and internationally
- Recognition from the Committee of the Regions and the European Commission for the activities undertaken in the Małopolska Region for entrepreneurship development



Thank you for your attention

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