

EUROPEAN UNION



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The European Entrepreneurial Region (EER) award

EER Secretariat
Brussels, 8 November 2013



European Entrepreneurial Region

1. What is the EER award?

2. EER objectives

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I. What is the EER award?



*The EER award is oriented toward the **future**: It identifies and rewards regions with outstanding **forward-looking** entrepreneurial visions.*



Key characteristics:

- ❖ The EER award was **launched by the Committee of the Regions in 2009.**
- ❖ It is targeted exclusively at **local and regional authorities.**
- ❖ **Policy strategy:** The EER label rewards the most convincing **forward-looking political vision** aiming to make regions more entrepreneurial.
- ❖ **Partnership approach:** Creation of **EER communities** including all relevant stakeholders (business, academia, schools, clusters etc.).



Methodology:

- ❖ EER regions for the following year are **selected ex-ante** on the basis of their political commitment to a **forward-thinking, ambitious and sustainable action plan**.
- ❖ During their EER year and beyond, the regions implement concrete **measures promoting entrepreneurship** as well as specific **communication activities**.
- ❖ Regions are invited to **report on the implementation** during and after the EER year.
- ❖ After the EER year, **ex-post evaluation missions** verify the implementation of the action plan in the EER regions.



2. EER objectives



Objectives:

- ❖ Implementing the **Small Business Act for Europe (SBA)** at **local and regional level**.
- ❖ Demonstrating **good use of EU and other public funds** oriented towards the development of an entrepreneurial policy within the region.
- ❖ Building a **Pan-European network of regions** serving as a laboratory for inter-regional cooperation in the promotion of entrepreneurship.
- ❖ Promoting **entrepreneurial, dynamic and green regions** throughout Europe.



3. EER implementation



EER jury:

- ❖ **Jury Chair:** the President of the Committee of the Regions.
- ❖ **Jury members:**
 - ❖ Members of the **Committee of the Regions**
 - ❖ Representatives of **EU institutions and bodies** (European Commission, European Parliament, European Economic and Social Committee)
 - ❖ **Stakeholder organisations** (Social Economy Europe, UEAPME, Eurochambres)



Jury tasks:

- ❖ **Selecting the winners** of the EER label for the upcoming year (maximum of **3 regions annually**).
- ❖ **Monitoring the implementation** of the region's EER Vision Plan during the EER year.
- ❖ **Evaluating the progress made** after completion of the EER year by conducting on-site evaluation missions.



EER award winning regions:

❖ **Winners 2011:**

- ❖ Land Brandenburg – Germany
- ❖ Kerry County – Ireland
- ❖ Murcia Region – Spain

❖ **Winners 2012:**

- ❖ Catalonia – Spain
- ❖ Helsinki-Uusimaa Region – Finland
- ❖ Trnava Region – Slovak Republic

❖ **Winners 2013:**

- ❖ Nord-Pas de Calais – France
- ❖ Southern Denmark – Denmark
- ❖ Styria (Steiermark) – Austria

❖ **Winners 2014:**

- ❖ Flanders – Belgium
- ❖ Marche Region – Italy
- ❖ North Brabant – Netherlands



Next steps:

- ❖ Launch of the **EER 2015 edition** at the European SME Assembly in Vilnius on 26 November 2013 by Mr **Luc Van den Brande**, Vice President of the Bureau of the Committee of the Regions.
- ❖ **Deadline for applications:** 31 March 2014.
- ❖ **Selection of winners** by the EER Jury.
- ❖ **Award of the EER 2015 label** alongside the Plenary session of the Committee of the Regions on 25/26 June 2014.



4. EER results



Results:

- ❖ EER applications give political impetus to develop an **integrated entrepreneurial vision** for the region.
- ❖ **SBA principles** are translated into specific **territorial measures**.
- ❖ EER regions improve their culture of **medium and long term target setting** and introduce **mechanisms to monitor the impact of their actions**.
- ❖ The EER **increases the visibility** of regional entrepreneurship policies.
- ❖ **Multilevel governance** in the delivery of SME-friendly policies is improved.
- ❖ **Inter-regional cooperation is strengthened** both within the Member State and among EER regions (e.g. on enterprise education).



Further information: www.cor.europa.eu/eer

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