



**European Committee  
of the Regions**



# How to turn your entrepreneurial strategy into a convincing EER application?

**2018 EER annual conference:  
Building the entrepreneurial  
ecosystems of the future**

**Brussels, 24 January 2018**

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European Committee of the Regions



## **1. The EER award**

## **2. The EER application**

## **3. The selection process**

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# 1. The EER award

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## A distinctive feature



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

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## Goals and guiding principles

- **Implementation** of SME and entrepreneurship-friendly policies (SBA principles)
- **Cooperation:** stakeholders, multi-level governance, inter-regional
- **Communication**



European Entrepreneurial Region  
泛欧最佳企业化地区

The title is awarded to the EU-region with the best political vision and the most innovative action plan for entrepreneurship  
此奖项由欧盟颁发，以承认某地区创新的经济政策及先进的企业化促进计划。

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## 2. The EER application

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## Who can become an EER region?

“The label is open to **all EU territories below the level of the Member State** that are endowed with competences at a political level [...]. ”

“[...] **Regions are defined in the broadest sense**, including communities, autonomous communities, departments, Länder, provinces, counties, metropolitan areas, large cities, as well as cross-border territories with legal personality such as EGTCs and Euroregions.”

“Each applicant's budget, specific structural or territorial challenges and **economic starting point** shall be taken into account by the EER jury.”

(CoR Bureau decision 4057/2014 on the EER review)

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## Elements not to be missed

- Statement of political commitment from the competent authorities
- Future-oriented political vision
- SWOT analysis
- Concrete actions going beyond the existing policies and sustainable beyond the EER year (Action plan)
- Communication plan containing specific actions at the highest level and directed at all key target groups

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## Hints & Tips

- Stick to the page limits.
- Include all necessary information and don't omit required elements (e.g. SWOT analysis)
- Draw inspiration from successful applications (available on the website), but don't copy and paste verbatim.
- Don't be afraid of being innovative.

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### **3. The selection process**

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## 2019 EER Timeline

17 April 2018: deadline for the applications

May - June 2018: Prior Assessment Task Force and EER Jury meeting

4-5 July 2018: EER 2018 award ceremony (CoR Plenary)



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## EER jury

Jury Chair:

Jury members:

CoR President

CoR Members

MEPs

EU institutions

Social partners

European associations



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# Thank you very much for your attention!

## European Committee of the Regions

Unit C2 – Commission for Economic Policy,  
Europe 2020 Monitoring Platform, EER

**Hana Slepickova**

**Piotr Zajackowski (from March onwards)**

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