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

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1. The EER award

2. The EER application

3. The selection process

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1. The EER award
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**

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2. The EER application
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
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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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)
EER jury

Jury Chair: CoR President
Jury members: CoR Members
               MEPs
               EU institutions
               Social partners
               European associations
Thank you very much for your attention!

European Committee of the Regions
Unit C2 – Commission for Economic Policy,
Europe 2020 Monitoring Platform, EER

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Piotr Zajaczkowski (from March onwards)
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