#EERAsturias2019

Committee of the Regions
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Opportunity: Asturian strategy

Opportunity to “round " the entrepreneurhisp strategy

3 pillars identified:

• Innovation
• Inclusion
• Sustainability
THE EER CANDIDACY
of Asturias

The strategy of Asturias opts for innovation and human capital as the basis of a competitive economy, for inclusion to facilitate equal opportunity and for sustainability to promote balanced growth. The entrepreneurial vision of Asturias is:

**INNOVATIVE**

The innovative, knowledge-based entrepreneurial spirit is fundamental to accomplish regional diversification. Improved research and human capital will serve as the two pillars of a competitive regional economy.

**INCLUSIVE**

The entrepreneurial spirit must be promoted at all levels, and each innovative company must provide equal opportunities. The specific tools that support social entrepreneurship are: social companies, social innovation and support to the third sector and non-profit enterprises. This also requires measures to promote entrepreneurial spirit among the least represented groups, in particular among young persons and women.

**SUSTAINABLE**

The policies for entrepreneurship and innovation should contribute to the transition to a low-carbon economy. Creation of wealth and employment is necessary to conserve and harness the region’s natural resources by promoting territorially balanced development.
2019

an exciting year, full of activity

53 events and collaborative initiatives organized by the partnership throughout the year, which include prizes, seminars, workshops and roadshows with regional, national and international impact.

22,409 participants

A year of cooperation to showcase the talent and innovation from Asturias

Erasmus for Young Entrepreneurs; Innovation in Education Roadshow; XXX Anniversary of Asturias Foundation for Social Economy FFES; Open Innovation activities; European Rural Parliament Meeting; Awards CEEI and 25th Anniversary, Awards Valnalón; Workshop for Entrepreneurship Centres at National level; South Summit in Madrid; Seminars, Networking in Gijon, FIDMA (725,000 attendants); Seminar Gelderland; Seminars Brussels CdR…
Positionning

- Improve International visibility
- Also internal recognition
- High level engagement
- Horizontal commitment
Marketing

- Communication opportunity
- Civil society- crossbord the natural limits of innovation & entrepreneurship audience
- Showcase the regional talent
- Well-known tags and mottos
Ambassadors

Science & technology, performing arts, rural economy, EU Institutions, business, entrepreneurs...
Partnership

• 23 regional partners in the 2 pillars: Innovation, Sustainability & Inclusion
• 1 EER colleague region
• 2 former EER Spanish regions
This was our #EERAsturias2019 year...

Asturias
Región Emprendedora Europea
TIPS for potential applicants

- Identify a promoter and build up a team
- Pay attention to storytelling
- Think big
- Measurable indicators
- Communication activities
- Plan a regional budget for execution
- Plan Execution, Steering and Monitoring structures
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Thanks!!!!

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