European Entrepreneurial Region

New framework 2021-2025

EER Secretariat
European Committee of the Regions
1. New EER, new objectives

2. EER 2021 application process

3. EER assessment criteria

How to turn your entrepreneurial strategy into a convincing EER application?
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- The EER Award identifies and rewards regions with outstanding forward-looking entrepreneurial visions, embracing today’s challenges that will shape the world of tomorrow, contributing to building connected, digitised and sustainable economies.
How to turn your entrepreneurial strategy into a convincing EER application?

EER – added value and benefits

- Boost for your entrepreneurial ecosystem
- Membership and collaboration in a network of entrepreneurial regions and cities
- Powerful communication tool
EER award – who can apply?

- Subnational authorities endowed with *competences at political level* to implement policies on entrepreneurship;

- **Regions are defined in the broadest sense**, including communities, autonomous communities, departments, Länder, provinces, counties, metropolitan areas, cities, as well as cross-border territories with legal personality such as EGTCs and Euroregions;
New EER, new objectives

- Supporting implementation of EU policies on entrepreneurship, SMEs and industry,
- Building resilient entrepreneurship ecosystems locally,
- Fostering collaboration among the European regions and cities
EER 2021-2025: New features

• Annual lead themes
• Thematic EER labels
• Flexible use of the EER label
  *(e.g. European Capital of Entrepreneurship)*

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2. EER 2021 application process
EER 2021: application process

- Updated application form
- Signed declaration of political commitment
- Support letters (optional)

How to turn your entrepreneurial strategy into a convincing EER application?
EER 2021 – Entrepreneurship for a green and sustainable future

Applying for a thematic EER label?

- Specify it in the application form!
- Include in your application a reference to relevant policies and measures in your territory

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EER 2021 timeline

26 November 2019
Official launch

31 March 2020
Deadline to apply

1 July 2020
Award ceremony

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3. EER assessment criteria
1) Political vision and commitment

- Focus on **SMEs and entrepreneurship**?
- Realistic assessment of the territory’s **strengths and weaknesses**?
- Strong and credible **political commitment**?
- Ability to embrace **new challenges**, e.g. digitisation and sustainability?
- **Added value** of the EER award for the territory?
2) Multi-level governance, partnership and cooperation

- Involvement of regional, local and (if possible) national level?
- Involvement of stakeholders?
- Demonstrated will and capacity to cooperate with other EU regions and cities?

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3) Action Plan

- Coherent action plan with actions going **beyond existing policies**?
- Clear **indicators** and **monitoring** tools?
- Efficient **use of EU and other public funds**?

→ The jury conducts an **on-site evaluation** after the EER year.
4) Communication

- Top-level actions?
- Clear target groups?
- EU and CoR visibility?

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Thank you very much for your attention!

European Committee of the Regions
Unit C2 – Commission for Economic Policy

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