



European Entrepreneurial Region 2021 – Info Day

Insights from the EER jury

Brussels, 15 January 2020

What we appreciate about the EER ...



Vision

What we appreciate about the EER ...



Partnership element

What we appreciate about the EER ...



Ideas&Innovation

What we appreciate about the EER ...



European added value

Possible misunderstandings...



« My city/region should already be a champion when it comes to successfully promoting SMEs. »

« This is a case mainly for our City Marketing Department... »

« Presenting (parts of) the Small Business Act or RSI3 strategy of my region/city will do...»

« This is mainly about fostering (technological) start-ups... »

Elements for the success of your application



Elements for the success of your application

- Secure political support.
- Set up a partnership around your EER strategy.
- Integrate aspects related to environmental sustainability, social inclusion, etc. (horizontal objectives).
- Foster a diversity of forms of enterprise and cooperation.
- Involve a diversity of target groups.
- Formulate indicators and consider feasibility.
- Show European added value/networking at EU level and ensure visibility of the CoR/EER.
- Do not hesitate to apply again, should (a) previous application(s) have been unsuccessful!
- Recycling ideas is ok – depending on case and form.
- Get in touch with the EER secretariat in case of questions.

Any questions?

