



European Committee
of the Regions



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

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European Committee of the Regions



1. Key features of the EER award

2. The EER application

3. The selection process

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1. Key features of the EER award

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Main objective of the EER award:



Helping regions and cities support SMEs and entrepreneurship by implementing the **Small Business Act for Europe (SBA)** and related policy initiatives (Entrepreneurship 2020 Action Plan, Green Action Plan for SMEs, Start-up and Scale-up Initiative etc.) at **local and regional level**.

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A distinctive feature



*The EER Award is oriented towards the **future**: It identifies and rewards regions 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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An overview of the assessment criteria

1) Political vision and commitment

- Focus on **SMEs and entrepreneurship** (link with Small Business Act, Entrepreneurship 2020 Action Plan, Start-up and Scale-up Initiative)?
- Realistic assessment of the territory's **strengths and weaknesses** through a SWOT analysis?
- Strong and credible **political commitment**?
- **Added value** of the EER award for the territory?

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2) Multi-level governance, partnership and cooperation

- Involvement of **regional, local and** (if possible) **national level**?
- Involvement of **stakeholders**?
- Initiatives of **cooperation** with other regions and cities?



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3) Action Plan

- **Coherent** action plan with actions going **beyond existing policies**?
- Clear **indicators**?
- How will the implementation be **monitored** (and by whom)?
- Efficient **use of EU and other public funds**?

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

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4) Communication

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



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Tips and hints

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

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3. The selection process

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EER jury

Jury Chair:

Jury members:

CoR President

CoR Members

EU institutions

Social partners



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EER 2020 timeline

- Launched at the SME Assembly in Graz on 19 November 2018
- Deadline for applications: 27 March 2019
- Award ceremony: 26-27 June 2019





Thank you very much for your attention!

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