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

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1. Key features of the EER award

2. The EER application

3. The selection process

How to turn your entrepreneurial strategy into a convincing EER application?
1. Key features of the EER award
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.
A distinctive feature

The EER Award is oriented towards the future: It identifies and rewards regions with outstanding forward-looking entrepreneurial visions.
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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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.
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.
3. The selection process

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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!

European Committee of the Regions
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