Towards second call of projects

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Director | Interreg Europe Secretariat

03 FEB 2023 | 15 Minutes

EER 2024 Info-Day
Sharing solutions for better regional policy

- **379m**: Programme budget
- **1**: Priority - capacity building
- **29**: Countries involved
- **six topics**

Concentration principle (80%)
Interreg Europe **objective**

Supports the identification and transfer of good practices among EU regions in order to **improve regional development policies**

Helps policy makers to find new solutions to their challenges

• Primarily dedicated to **public authorities**
• Focus on **exchange of experience**

Different from cross-border or transnational cooperation
Two actions

Projects
Limited number of regions exchanging and transferring experience on a shared regional development issue

Policy Learning Platform
Further exploiting projects’ achievements and opening up the programme benefits to all
Examples from 2014-2020 on Entrepreneurship

Projects

iEER Interreg Europe

IEER aims at boosting innovative entrepreneurial ecosystems for young entrepreneurs by defining the paths and solutions for partner regions on how to make higher education institutions and other quadruple helix actors part of the ecosystems.

www.interregeurope.eu/ieer

An interregional cooperation project for improving SME competitiveness policies

Project Partners

- University of Applied Sciences Brandenburg (DE)
- Regional Government of Hessen (DE)
- Regional Government of Mecklenburg-Vorpommern (DE)
- North Rhine-Westphalian Regional Council (DE)
- Investment Promotion Agency South Tyrol (IT)
- Agency for Business Development and Innovation (AT)
- Westfalenwerk GmbH (DE)
- Palus Enterprise Support Services Srl (IT)
- Slovenian Chamber of Commerce (SI)
- Regional Development Agency of the Lower Saxony Region (DE)
- Northern Ireland Local Government Association (IE)

European Union European Regional Development Fund
Platform in a nutshell

Provides **continuous policy-learning** opportunities through access to:

- Knowledge
- People
- Expert support

#policylearning
Examples from 2014-2020 on Entrepreneurship

Policy Learning Platform

- **Thematic workshop** in Sofia (BG) on ‘Fostering entrepreneurship and business creation’ (Nov 2018)
- **Policy brief** on social entrepreneurship (January 2021)
- **Webinar** on Youth entrepreneurship (May 2021)
- **Peer review** hosted by Region Sud (FR) on student entrepreneurship (April 2022)
- **Webinar** on ‘Entrepreneurship support: incubator success factors’ (December 2022)
- **Success stories** on: Entrepreneurship and Succession Strategy of Brandenburg (DE), Area Based Collaborative Entrepreneurship in Amsterdam (NL)
First Call for project proposals

5 April to 31 May 2022

134 proposals submitted
72 projects approved

52% Success rate

No projects in the 1st call dealing with Entrepreneurship
Organisations involved in approved projects per Partner State
(All PS represented except CH)
Types of partner organisations

67% of public authorities

- Regional Public Authority: 199
- Local Public Authority: 125
- Agency: 70
- Business Support Organisation: 51
- Education and Research Institution: 50
- Other: 43
- National Public Authority: 27
- Interest Group: 13
- Infrastructure and Public Service Provider: 7
- Eeig: 1
2nd Call for project proposals

Open from **15 March** to **9 June 2023**

- Please check on our website the recordings of the pre-call online networking events organized in 2022:
  - **Smart** - 15 Nov 2022
  - **Social** - 17 Nov 2022
  - **Green** - 29 Nov 2022
  - **Connected, Citizens, Governance** - 1 Dec 2022
  - **Policy Learning Platform event** - 5 Dec 2022

- The call **launch event**
  
  15 Mar 2023, Stockholm (SE): **Europe, let’s cooperate!**
Project development assistance during call

Available during calls

1. Check project relevance
   Use our self-assessment tool

2. Get inspired
   See approved projects and project ideas

3. Share your project idea
   Explain what you want to do with your project

4. Find partners
   Look for relevant organisations

5. Ask for feedback
   Get guidance before applying

6. Apply for the call
   Submit your project proposal

https://www.interregeurope.eu/apply-for-the-call
Keep up with our news

• Join our online community
  https://www.interregeurope.eu/user/register

• Sign up to our newsletter
  https://www.interregeurope.eu/#block-newsletterblock
Thank you!

Follow us on social media

Information Event
Greece
I3 and other instruments for connecting regional innovation ecosystems in the EU

*Catherine Wendt*
Head of Unit for Smart and Sustainable Growth, DG REGIO

EER Info Day 3/2/2023
DG Regional and Urban Policy

Cohesion Policy targets all regions and cities in the European Union in order to support job creation, business competitiveness, economic growth, sustainable development, and improve citizens’ quality of life.
Interregional Innovation Investments (I3) Instrument
Moving from interregional cooperation to co-investment

S3 Community of Practice
Thematic S3 Platforms

Interregional Innovation Investments

LEARN
CONNECT

DEMONSTRATE
COMMERCIALISE
SCALE-UP
I3 Instrument implementation

- Cohesion Policy ERDF: €570 million allocated (2021-2027)
- Implemented under direct management: DG REGIO supported by EISMEA
- For interregional 4-Helix ecosystems: researchers, businesses, civil society and public administrations
- Main beneficiaries: companies (in particular SMEs)
I3 thematic areas and strands

**THEMATIC AREAS**

- **DIGITAL TRANSITION**
- **GREEN TRANSITION**
- **SMART MANUFACTURING**

**STRANDS**

- **Strand 1** | support for investments in interregional innovation projects in shared smart specialisation areas
- **Strand 2a** | support for investments in interregional innovation projects for the development of value chains in less developed regions
- **Strand 2b** | Capacity building for the development of value chains in less developed regions
- Technical assistance & experimentation
Strand 2b Capacity building call – deadline 16/03/2023

- **How much:** Available call budget € 7,155,858.00
- **For whom:** public administrations, research and academia, industry, end users

Click [here](#) to access the presentation and the recording of the Strand 2b call Info day
S3 Community of Practice
S3 Community of Practice

- **Dedicated to all S3 stakeholders** in the EU Member States and regions
- **One point of contact** for all S3 stakeholders and all S3 partnerships
- **Methodological support** and guidance for the S3 implementation
- **S3 analysis** and **knowledge management**
- **Targeted support** for the S3 development and implementation
- **Annual events** for S3 stakeholders: **S3 Conference on 30/03/23** and **S3 Forum in Autumn 2023**
S3 Thematic Platforms and Partnerships

- **4 platforms** connecting regional ecosystems:
  - Industrial Modernisation
  - Agri-food
  - Energy
  - Sustainable blue economy

- **37 partnerships** – 208 regions

- Alignment of regional S3 → common investment projects → creation of European value chains
Support to S3 Thematic Platforms and Partnerships

- **Animation of thematic S3 platforms** – one point of contact for all S3 partnerships
- Monitoring of the **development and activities** of the S3 partnerships
- **Methodological support** and guidance for the S3 partnerships
- **Customised targeted support** to the S3 partnerships
- Organisation of **Steering Committee meetings**
- Support to **cross fertilisation** and activities across partnerships
- **Knowledge management** and dissemination
Thank you
The European Innovation Council

Backing visionary entrepreneurs
Europe’s most ambitious innovation initiative

Budget
€ 10 billion

Unique
combines research & accelerator for SMEs, startups, scaleups

Largest deep-tech innovator in Europe
Over €3 billion

Enhances the European Innovation Ecosystems
Partnerships with ERC, EIT regions...

Annual Work Programmes (separate from Horizon Europe main WP)
• First WP (2021) adopted 18 March 2021, €1.5 billion
• Second WP (2022) adopted 7 February 2022, €1.7 billion
• Third Work Programme (2023) adopted 7 December 2022, €1.7 billion
Pathfinder

- For consortia & single researchers/companies
- TRL 3-6 (Proof of concept to validation)
- Grants up to €2.5 million

Transition

- For consortia
- TRL 1-4 (Early stage research on breakthrough technologies)
- Grants up to €3 to 4 million

Accelerator

- For individual companies
- TRL 6-9 (Development & scale up)
- Blended finance
  - grants up to €2.5 million
  - equity up to €15 million
• 5 plenary Board meetings (6th meeting scheduled for 9 December)

• Publication of strategic goals and KPIs (incorporated in Work Programme)

• Published statements on EIC Fund, 2022 Work Programme, inputs to European Parliament

• Internal advice on 2023 Work Programme, including on challenges and new actions

• Presence at major events, and organisation of joint workshop with ERC (on Energy Storage)

Strategic role of the EIC Board
Full set of EIC Programme Managers

Carina Faber
Renewable energy conversion and alternative resource exploitation

Samira Nik
Quantum tech and electronics

Isabel Obieta
Responsible electronics

Antonio Marco Pantaleo
Energy systems and green technologies

Francesco Matteucci
Advanced materials for energy and environmental sustainability

Stella Tkatchova
Space systems and technologies

Iordanis Arzimanoglou
Health and biotechnology

Enric Claverol-Tinturé
Medical technologies and medical devices

Ivan Stefanić
Food chain technologies, novel & sustainable food

Franc Mouwen
Architecture engineering construction technologies
Impact Report

Target audience: investors, policy makers

- Covers 2014-21: 1600 start-ups/ SMEs (not 3500 SME Phase 1) & 500 Pathfinder/ FET
- Pathfinder: Over 1300 innovations identified
- Portfolio analysis on 7 areas

Crowding in investment: €10bn of follow-on funding with trend towards larger deal sizes. Portfolio valuation ~ €40bn. Corporates and Corporate VC involved in 27% of deals (by number)
EIC Business Acceleration Services (EIC BAS): EIC Support beyond funding

**WHY?**
Accelerate EIC innovations and growth of EIC companies

**WHAT?**
Access to tailor-made services worth up to €50k+

**WHO?**
- **EIC Awardees**: Pathfinder, Transition, Accelerator (H2020 legacy projects included)
- **Applicants** to EIC Accelerator 2\(^{nd}\) stage (3 days coaching)
- **Horizon Europe Seal of excellence**
- **Women Tech EU**
EIC Business Acceleration Services (BAS)

Connection to Innovation Ecosystem Partners’ services
- Incubators
- Accelerators
- Innovation Agencies
- R&D Infrastructure
- Venture builders
- EIT KICs

Access to Business Partners
- Corporates
- Investors
- Innovation procurers
- Trade Fairs

Access to Advice and skills
- Coaching
- Tech2Market
- Women Leadership
- EIC Scaleup

Reducing GHG emissions
Why to go for BAS?

+40 matching events per year
+1500 innovators served
1K coaching sessions per year
+40 ecosystems partners involved
+2000 corporate and investors involved
20% business follow-ups & deals
3000 1:1 meetings with business partners
Up to € 50k worth access services
Synergies with European Innovation Ecosystem
EIC European Innovation Ecosystem partnerships vision

EIC aims at being an active connector in the European Innovation Ecosystem by:

✓ Setting up a partnership connection system where a group of complementary actors create greater value that the sum of the value of the individuals (win-win partnerships)

✓ Becoming a reliable partner adding value, dynamism and cohesion to the current ecosystem
Objectives of the partnerships

To increase the impact of EIC. EIC will connect its beneficiaries with the best possible partners in the Innovation Ecosystem to meet their specific needs in terms of sectorial knowledge, networks, markets and business development.

To create synergies and further spread excellence within the European Innovation Ecosystem. Partners will get access to a deal flow of top-level European innovators (i.e. EIC awardees) to grow and reach critical size.
What we want to achieve?

• **Long-term partnerships** to provide direct (non-financial) support to EIC beneficiaries in particular Transition activities projects and early stage Accelerator projects

• **What type of support**: Training, coaching, mentoring, partnering, acceleration, incubation, venture building services, access to R&I infrastructure

• Win-Win partnerships

• No one –size-fits-all
What is EIC value proposition?

✓ Ease of scouting efforts for innovative ideas and clients - access to excellent EIC projects results and companies with possibility to invest

✓ Access to EIC Marketplace

✓ Pipeline towards EIC – specific infodays on Transition/Accelerator evaluation process, possible plug-in of partner-supported innovations towards EIC (eg. like plug-in from public schemes).

✓ Gain visibility as collaborators of the EIC through an EIC partner label

✓ Possibility of organising joint activities (eg. pitching sessions, joint communication activities, trainings)

✓ Accessing other EIC Communities: evaluators, jury members, coaches etc.

✓ Network with other ecosystem partners through networking events and community building activities.
Implementing Partnerships
How setting up partnerships will work?

Building on the experience with the current Ecosystem Partners tender (signed end 2021)

✓ Preparatory work:
  ✓ Needs analysis of EIC beneficiaries to identify what kind or services add value and can help them developed further
  ✓ Mapping of potential EIC partners to try to identify the categories of actors
  ✓ Consultation with potential partners on needs

✓ Partners selection: Call for expression of interest with periodic cut-offs. Criteria: Excellence & track record, match with EIC beneficiaries needs (coherent mix of type of services, target audience, geography). 187 applications submitted under first call – under selection now. Second call will follow

✓ Signature of MoU: Set up the conditions for cooperation, the services offered etc. MoUs are a tool that allow flexible implementation of the action.
How will partnerships be implemented?

✓ **Type of services:**

   1) Standalone - workshops, training sessions, coaching sessions;
   2) Individualized - specific services such as usage of specific laboratory equipment or technological due-diligence,
   3) Program - integration into their accelerators, incubators, or venture builder programs

✓ **Searchable online catalogue** on the EIC Community – EIC beneficiaries apply for the service or EIC partners select the EIC beneficiaries they want to serve, independently or get a recommendation from PM/PO/T2M advisor/IR.

✓ Promotion of partners’ services within the EIC Community and Newsletter

✓ **IT tool to track delivery of the services** (possible virtual vouchers) and gathers feedback from beneficiaries to control the quality of the service provided by partners.

✓ Organisation on **partners events** to assess the quality and improve the system

✓ We aim at a **flexible implementation**
BAS matchmaking service with:

1. Call publication EIC Community
2. Selection by business partners /experts
3. Preparation of selected participants
4. BAS event: Pitching 1-to-1 Trade fair
5. Satisfaction survey
6. Impact survey

- Corporates
- Innovation procurers
- Investors
- Business Partners at trade fairs
EIC Innovation Procurement Programme

Help procurers identify and define challenges

Preselection of EIC beneficiaries that are addressing these challenges/needs

Addressed to Procurers of Innovation (Public and Private sector)

Pitching/ePitching & one-to-one meetings with procurers & project leaders

Help procurers modernize their services through procurement with top-notch innovations from the EIC Community
Innovation Procurement Programme – for beneficiaries

- 13 activities
- 162 SMEs
- 304 buyers
- 76 1-to-1 meetings
- 65 follow-ups & 11 deals

SUCCESS CASE: Sigma Industrial Precision and CUF (José De Mello group) Largest Portuguese Hospital Group

- Solution to analyse energy consumption and prevent failure in hospital machinery
- POC for 12 months – ongoing
- Possible extension to all CUF hospital facilities

Next Procurers Event

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Date</th>
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<tr>
<td>Las Rozas de Madrid – air quality challenges</td>
<td>28 Nov. 2022</td>
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<tr>
<td>European Network of National Competence Centres on Innovation Procurement – healthcare/hospitals challenges</td>
<td>14 Dec. 2022</td>
</tr>
<tr>
<td>Moravia Steel/Refrasil – Circular Economy, Digitalisation, Power Saving Challenges</td>
<td>28 Feb. 2023</td>
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**Objective**: InnoBuyer brings together big organizations (Challengers) and innovative SMEs (Solvers) to jointly co-create innovative solutions, through a lean new model of innovation procurement.

**Possible support for EIC beneficiaries**: Co-create solutions with public procurers of innovation; Develop a pilot in collaboration with a challenge proposer with coaching and funding support (65,000 EUR), in a period of 10 months.

**How can you support?** Support us to reach public procurers of innovation for them to apply to the Innovation Procurement Call for Challenges that was published on 2 February 2023 – all info at [InnoBuyer – Fast track to innovation procurement](#)
Pool of key buyers in Europe/Clustering per domain of public interest and per EU MS (balanced approach)

Pool of Innovation Procurement supporting organisations/Innovation Procurement networks

On-boarding of the identified stakeholders in the Community

Events with Buyers/Pitching events

Co-Creation to purchase Innovation
New in 2023: CSA call- Support to test EIC innovations with public and private procurers

Grants up to EUR 60000 to EIC Awardees to carry out PoCs or pilot tests on the services of public or private committed buyers

2 Two types of calls:
- No predefined thematic area, EIC Awardee apply with commitment from a pre-identified buyer.
- Predefined challenges from identified buyers, EIC Awardee apply with a solution to this challenge

CSA, up to EUR 3M, at least 75% for EIC Awardees, call opening 1/06/2023, deadline: 7/11/2023
New Challenges for Europe’s Cohesion

Collaboration between EIC and City of Haarlem, NL

Challenge of the City of Haarlem on food waste

Solution through innovation: EIC database with innovative companies

1 September 2022
Pilot of innovative solution at six restaurants in the City of Haarlem

#EURegionsWeek
Thank you!
Helsinki Uusimaa EER 2012 and 2022
The Helsinki Metropolitan area Startup ecosystem ranked as fourth best in Europe in terms of performance

Jun 14, 2022
Vision - In 2030, Helsinki-Uusimaa Well Ahead

➢ In climate change mitigation
  Our objective is to be a climate-neutral region

➢ In economic competitiveness:
  Our objective is to increase R&D expenditure to 5% of the region's GDP

➢ In wellbeing:
  Our objective is to achieve an employment rate of 80%
Our vision for the EER year

Take a lead and enable systemic change through education, adoption of new business models, and seizing growth opportunities provided by circularity.
On 30 November 2021, an international kick-off event was organized. The aim was to get different actors involved in the implementation of the upcoming EER year, encourage them to bring their own projects and events to become part of the EER year, and to engage regional actors in the communication activities to promote green and digital entrepreneurship.
Strong collaboration with Universities of Applied Sciences

As part of the EER year, Universities of Applied Sciences in the region...

- Piloted micro courses to entrepreneurs & SMEs
- Organised a 10 Days 100 Challenges event with the theme green and digital
- Developed a new model for planning public procurements to promote innovative & green bids
- Developed a more open and digital-based campus incubator programme to promote entrepreneurship.
Competitiveness and resource wisdom
Enterprise of the Year Award

3 categories:
• Circular business
• SME
• Start-up

Emphasis on EER themes green & digital

Circular Enterprise winner: Lamor Corporation.
- one of the world’s leading environmental solutions providers
- pilot chemical recycling plant for plastic waste treatment

SME winner: Delipap.
• Manufactures carbon neutral hygiene products in Uusimaa.

Start-up winner: IOTOI.
• Novel innovation utilising waste heat for district heating.
Circular Economy Sprint organised by the Helsinki-Uusimaa Regional Council and Helsinki Think Company as part of the EER year
Partnership with Junction Hackathon Event
Two Side Events at Slush organised by the Council’s EER team

Mariya Gabriel @GabrielMariya - Nov 17, 2022
Glad to meet my friend @mmarkkula & Helsinki Region leaders, 1st region to translate #EUInnovationAgenda into its own Regional Innovation Agenda, for concrete impact.

You lead by example! 🎉

Let’s join the #CoalitionOfTheWilling, from co-creation to co-implementation #slush22
Communication of the EER year

- We have a communication plan and visuals, and website under the Helsinki Smart Region platform.

- Summary of communication activities:
  - News on the Helsinki Smart Region platform in English and on the Helsinki-Uusimaa Regional Council website in Finnish.
  - Event promotion on our website under Helsinki Smart Region.
  - Blogs by employees at the Regional Council as well as our partners (some in English on the Helsinki Smart Region website, under News).
  - Case stories on the Helsinki Smart Region website.
  - A video series with three Universities of Applied Sciences (two published, at least one more to come!). One of them in English, watch here.
  - On social media, we use the accounts of the Regional Council and that of Helsinki Smart Region. Both have changed their cover photos to the EER visuals. We use the hashtag #EER2022Uusimaa for all our posts, mostly on Twitter but occasionally also Facebook and LinkedIn.
The Helsinki-Uusimaa Circular Valley

- A regional initiative **promoting systemic change in circular economy**
- An “umbrella” ecosystem bringing together local ecosystems, companies, researchers, developers and municipalities
- Development platform: connecting and offering platforms, test beds and pilot areas
- Orchestrator of regional circular economy work: bringing projects together for co-creation processes
- Accelerator: promoting new businesses
- Connecting land use planning to CE development
- Focus themes: **construction, plastics & textiles, electronic waste, food and biomaterials**

- Support from:
  - National initiative of low-carbon CE commitments 2022 (Green Deal)
  - Circular Cities and Regions Initiative pilot area (European Commission 9/2022)
The Helsinki-Uusimaa Circular Valley
Follow us

Finnish:
@Uudenmaanliitto

English:
@HelsinkiSmart

Join us

helsinkismart.fi

Our platform to promote circular economy

Want to stay updated? Contact us for collaboration

Helsinki-Uusimaa Circular Valley kicking off!
BARCELONA GREEN DEAL
ENTREPRENEURSHIP STRATEGY
Barcelona

34% of Catalonia's GDP

2nd largest start-up ecosystem in Europe

3rd preferred city in Europe for establishing a start-up

7th most competitive city at European level

A resilient, fair and sustainable Barcelona

Barcelona Green Deal

COMPETITIVE

SUSTAINABLE

FAIR
A strategy led by the City Council of Barcelona, in partnership with the economic and social ecosystem of the city

Challenges:
- Diversification of the economy
- Overcome the economic effects of the pandemic
- A more digitalised and sustainable business economic model
- Territorial, social and gender inequalities
- Boost, develop and attract talent

Objectives:
- Entrepreneurship and business competitiveness
- New hubs of economic activity in strategic sectors
- Talent as a strong core bone for the knowledge-based economy and job quality
- Public-private partnerships

Stakeholders:
More than 50 stakeholders, representing the 4 innovation helices, play a concrete role in its design, development and monitoring.
<table>
<thead>
<tr>
<th>3 STRATEGIC AXES</th>
<th>7 STRATEGIC GOALS</th>
<th>10 LINES OF ACTION</th>
<th>30 ACTIONS</th>
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<tbody>
<tr>
<td><strong>COMPETITIVENESS</strong></td>
<td>Being the leading city in entrepreneurship and innovation</td>
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<td>Being Europe’s digital and technological capital</td>
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<td>Being a benchmark hub for national and international talent</td>
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<tr>
<td><strong>SUSTAINABILITY</strong></td>
<td>Being the benchmark city for new hubs of economic activity</td>
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<td></td>
<td>Fostering the circular economy and the ecological transition</td>
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<tr>
<td><strong>FAIRNESS</strong></td>
<td>Protecting the stability and security of the local economy</td>
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<td></td>
<td>Growing and strengthening social and solidarity economy enterprises and initiatives</td>
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1. Entrepreneurial support services
2. Business Friendly Barcelona Plan
3. Fostering Private Investment
4. Digital Hub for companies
5. Digital Hub for people
6. Talent attraction and promotion
7. City centre re-economization
8. New economic development hubs
9. Promotion of the local economy
10. Development of social and solidarity economy

1. Permanent & multichannel support to entrepreneurs
2. Business incubators & specific facilities for start-ups
3. Specialized entrepreneurial programs
4. Strategic action plan “Easy Barcelona”
5. One-stop business shop
6. 22@Office
7. Business support office with new services
8. Barcelona “Accelera” & “Accelera 2”
9. Barcelona & Partners
10. SME Digitalization plan
11. New generation commerce – Retail Lab
12. Expand the IT Academy
13. Ecole42 Programming campus
14. Cibernàrium
15. Strategic Action Plan for talent
16. International Welcome Desk
17. Reskilling Activia
18. Old post office building transformation
19. Ground floor premises
20. Creative Industries Hub
21. Sport-Tech Hub
22. Sustainable food Hub (Foodlab)
23. Blue Economy Hub
24. Industry 4.0 and Circular Economy Hub
25. Strategic plan to promote the local economy
26. Grants to boost local-rooted economy
27. City agreement to foster social & solidarity economy
28. Grants to strengthen the social & solidarity economy
29. New spaces for social economy
30. Math impulse: digitalization of social & collaborative economy
New economic development hubs
Action Plan- initiatives 2023

Blue Economy

Renovation of the Olympic Port

Blue Up entrepreneurship programme
Action Plan initiatives 2023

Talent
Digital skills for everyone

IT Academy
Ecole42- programming campus
Cibernarium
Local economy

Grants to boost local-rooted economy
Some highlights of the strategy’s communication plan. (I)

Communication of the award in June-July 2022:
• Barcelona Activa and Barcelona City Council webpages.
• Social networks: twitter, facebook & linkedin.
• Appearance in media.

European Entrepreneurial Region 2023 recognition

In the area of economic development, Barcelona has won the “European Entrepreneurial Region” award, a mention that recognises the city’s innovative strategy in promoting entrepreneurship and will reinforce communication actions throughout the year.

This award highlights Barcelona’s commitment to new European initiatives to promote a more sustainable, inclusive and resilient economic system.
Some highlights of the strategy’s communication plan (II).

EER Year 2023 communication plan.
Highlight activities:
• Web & social networks.
• Periodical newsletters.
• Mentioned in media appearances.
• Specific communication in the following international events:
  • Biz Barcelona –Employment Fair: 9,800 attendees in the last edition (2022)
  • Mobile World Congress -4YFN: 61,000 attendees and 624 startups (2022).
Why Barcelona?

Barcelona’s candidacy

Enhance sharing knowledge and experience with other regions and cities in Europe.

Commitment with the pillars that should lead the European economies to assure a sustainable future, green, digital and inclusive.

EER Award

JURY’S view:

- Ambitious and visionary
- Broad partnership
- Diversification of economic and entrepreneurial activity & SMEs at the core of actions
- Social fairness
THANK YOU
it was quite a journey
Action Plan

ENTREPRENEURIAL ATTITUDES TO SMART GROWTH
develop attitudes affecting innovation and entrepreneurship

INNOVATION EDUCATION ENTREPRENEURSHIP
develop and build necessary qualifications

WEST POMERANIAN CENTRE OF EXCELLENCE
enhance the existing strengths of our entrepreneurs
what the future holds
Economic Contest
Social Campaign showing the scientific and economic potential of West Pomerania
West Pomerania
RoboCamps

20 courses
300 participants
Entrepreneur’s portal

consulting and services  >200 companies
Academic Fridays

96 workshops
6 webinars
Innovation Broker

240 companies
10 audits
Pol’and’Rock Festival

Special platform for businesses

>25K visitors in our zone
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Invest in West Pomerania
European Entrepreneurial Region 2024
Info Day

Info Day, Brussels, 3 February 2023
Promoting the contribution of enterprises to green, digital and social transition of cities & regions

- Partnership
- Participation
- European added value
- Ideas/Experimentation

Vision
Correcting possible misunderstandings

• No need to be already a champion (even though also champions are welcome)!

• (Also) small can be beautiful!

• EER application ≠ pure city/regional marketing

• EER application ≠ a simple report on existing projects

• EER = more than an extract of the Small Business Act or the Smart Specialisation strategy of a region/city

• Promoting green and digital transition of enterprises does not necessarily/not only mean fostering mainly (technological) start-ups...
Towards a successful application...

- Secure political support from your region (and others?).
- Set up a partnership around your EER strategy.
- Foster a diversity of forms of enterprise and cooperation.
- Formulate indicators and consider feasibility.
  - Include a clear timeline.
- Involve target groups/different generations in the implementation of your strategy.
- Integrate aspects linked to social inclusion, equal opportunities etc. (horizontal objectives).
- 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.