

The Committee of the Regions' European Entrepreneurial Region (EER) label



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Workshop “EUROPA FÁCIL “EMPREENDEDORES”
Support to entrepreneurial initiatives as a tool to create employment and self-employment opportunities

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**Encouraging entrepreneurship and local
and regional level**



with the support of



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Context



- **Every region needs to take targeted actions in order to mitigate the social and economic downturn.**
- **The CoR intends to provide an additional stimulus for EU regions to make change happen on the ground – and stimulate the creation of political visions for Europe’s regions.**
- **The CoR’s EER Award Scheme is made to develop adequately the competitiveness of the regions by setting up a new ‘springboard’ at the regional level.**
- **Follow-up to the Opinion on the ‘SBA for Europe’ (2009), to contribute to the Europe 2020 strategy and demonstrate good examples of ‘Multilevel Governance’.**

What is EER?



- Label targeted exclusively at **local and regional authorities**
- **policy strategy:** rewards **ex-ante (!)** the most **forward looking political vision** to make regions more entrepreneurial
-> *EER action plans* designed by the respective regions themselves: evaluated, monitored and adapted by regions
- **Partnership approach:** help creating "**EER communities**" including all relevant stakeholders (business representatives, academia, clusters, etc.)
- build up a **Pan-European network** of regions that can serve as a laboratory for cross-border cooperation for the promotion of entrepreneurship

EER objectives



- **implement the Small Business Act for Europe (SBA) in partnership: at EU level as well as at local and regional level**
- **demonstrate good use of public/EU funds oriented towards the development of an entrepreneurial policy within the region**

The EER winners



EER of the year 2011:

- Land Brandenburg – Germany
- Kerry County - Ireland
- **Murcia Region – Spain**

EER of the year 2012:

- Catalonia - Spain
- Helsinki-Uusimaa Region - Finland
- Trnava Self-Governing Region - Slovak Republic

EER of the year 2013:

- Nord-Pas de Calais - France
- Southern Denmark – Denmark
- Styria (Steiermark) – Austria

EER – who is eligible?



- territories endowed with a political level responsible to it, that clearly have the **competences to implement an overall entrepreneurial vision** within the region.
- Regions = regions, Länder, communities, autonomous communities, departments, etc.
- The EER is a **sustainable and inclusive label**, so size or wealth of a region do not matter (→ heterogeneous group of winners)
- The **key point** is the **development of the region's entrepreneurial potential!**
- The regions with the most credible and forward-thinking action plan will be granted an entrepreneurial label: "**Entrepreneurial region of the year**"

EER - Governance



EER Jury:

- **Members** of the Committee of the Regions and active representatives from both the EU institutions (DG ENTR, DG REGIO, EP, EESC) and European socio-economic organisations (UEAPME, Eurochambres, Social Economy Europe); jury chaired by the CoR president
- **Tasks:**
 - select the winners for the EER awards in the coming years
 - monitor the progress of the EER label (implementation)
- **EER Award: annually** max. 3 regions

EER – SBA implementation



How to build on the EER to ensure a more strategic SBA implementation?

- **recognize the critical role local and regional policy making** has to achieving the objectives of the reviewed SBA
- developing **regional SBA partnerships**: *EER regions* can serve as *good examples* (implementation of the 10 SBA principles)
- **involve** all relevant **stakeholders** in the shaping of regional policies: co-ownership!
- Local and regional authorities to **set own policy targets** (e.g. Europe2020)
- Develop **operational governance measures** for the SBA implementation: build on the expertise and experience of the EER regions

EER – next steps



- **EER 2014 Call for Interest:** launch of the call in June/July 2012; deadline for applications: autumn 2012; award ceremony in spring 2013
- **Monitoring** the implementation of EER action plans of the selected EER regions 2011 and 2012 (reports, missions)
- **OPEN DAYS workshop on EER**, October 2012, Brussels
- **Networking** meetings with the selected EER regions and among the EER regions
- **Common projects** between the selected regions
- **Synergies** with complementary EU level initiatives, especially within the frame of the Small Business Act and entrepreneurship policies (EC)

EER – contact



Thank you very much for your attention!

For further information please consult www.cor.europa.eu/eer

or contact eer-cdr@cor.europa.eu