



European
Enterprise Promotion
Awards

EUROPEAN ENTERPRISE PROMOTION AWARDS 2013

OPERATIONAL MANUAL

TABLE OF CONTENTS

<i>1. DEFINITION AND RATIONALE.....</i>	<i>3</i>
<i>1.1. An award that recognises excellence in promoting entrepreneurship.....</i>	<i>3</i>
<i>1.2. Objectives.....</i>	<i>3</i>
<i>1.3. The importance of entrepreneurship.....</i>	<i>3</i>
<i>1.4. Benefits to the award participants and winners.....</i>	<i>3</i>
<i>2. METHODOLOGY.....</i>	<i>4</i>
<i>2.1. Target audience.....</i>	<i>4</i>
<i>2.2. Categories</i>	<i>4</i>
<i>2.3. Two-step selection process</i>	<i>5</i>
<i>2.3.1. National level</i>	<i>5</i>
<i>2.3.2. European level.....</i>	<i>6</i>
<i>2.4. Eligibility criteria.....</i>	<i>7</i>
<i>2.5. Award criteria.....</i>	<i>8</i>
<i>3. NATIONAL EVALUATION & SELECTION</i>	<i>9</i>
<i>3.1. Eligibility criteria.....</i>	<i>9</i>
<i>3.2. Selection criteria.....</i>	<i>9</i>
<i>3.3. Selecting the nominees.....</i>	<i>10</i>

1. DEFINITION AND RATIONALE

1.1. An award that recognises excellence in promoting entrepreneurship

The European Enterprise Promotion Awards, instigated by the European Commission, recognise and reward outstanding initiatives that support entrepreneurship. The awards, which were launched in 2005, are not only a competition but also aim to raise awareness of enterprise – both policy and delivery activities – and celebrate success.

Each year, pan-European award winners will be identified and will serve as inspiration for others.

The geographical scope of the competition spans the 27 Member States¹ of the European Union as well as acceding country Croatia, or associate countries in the Competitive and Innovation Programme (CIP): Iceland, Norway, Serbia and Turkey.

1.2. Objectives

1. Identify and recognise successful activities and initiatives undertaken to promote enterprise and entrepreneurship
2. Showcase and share examples of best entrepreneurship policies and practices
3. Create a greater awareness of the role entrepreneurs play in society
4. Encourage and inspire potential entrepreneurs.

1.3. The importance of entrepreneurship

Entrepreneurship-friendly policy is inherently linked to the needs of small and medium-sized enterprises (SMEs), a vital part of the European economy accounting for over 99% of European businesses. The SME sector contributes to innovation, is a source of competition, provides flexibility in the labour market and, most crucially, is a resource for job creation.

DG Enterprise and Industry is therefore looking to reward initiatives that are facilitating business, in particular by recognising the importance of entrepreneurship.

Given the geographical and cultural scope of entries from across the European Union, best practices are most likely to reflect the different ways in which regions, centres, cities, towns and communities have creatively implemented entrepreneurship-friendly environments and practices.

1.4. Benefits to the award participants and winners

All entrants who have been nominated by their country for the European Enterprise Promotion Awards will be invited to participate in the awards ceremony.

Information on all the nominees' initiatives will be posted on the European Enterprise Promotion Awards' website, making these available to the widest possible public. A media relations and social media campaign will publicise the nominees, placing them in the spotlight.

¹ Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, The Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom

There will be two types of award winners: category award winners for the creative implementation of entrepreneurship practices and one overall winner for the Grand Jury prize. In addition to receiving the award itself, the winners will be recognised for their creativity and successful implementation. They will therefore be in the position to inspire others by acting as role models across the European Union.

Media activities will take place at both the national and European levels to ensure that winners receive the recognition that they deserve within their own constituencies as well as in key European media.

2. METHODOLOGY

2.1. Target audience

The competition is open to public authorities in the EU, acceding country Croatia, or associate countries in the Competitiveness and Innovation Programme (CIP) Iceland, Norway, Serbia and Turkey. Eligible entities include national organisations, towns, cities, regions and communities as well as public-private partnerships between public authorities and entrepreneurs, educational programmes and business organisations.

2.2. Categories

In 2013, there will be a harmonisation of criteria for a one year trial period to allow all categories to accept local, regional and national initiatives. There are six categories of awards and each will recognise the local, regional or national initiatives that are successfully driving forward their enterprise performance:

1. **Promoting the entrepreneurial spirit:** recognises initiatives at national, regional or local level that promote an entrepreneurial mindset especially among young people and women.
Examples: Events and campaigns to promote the image of entrepreneurship and entrepreneurs and a culture that encourages creativity, innovation and risk acceptance.
2. **Investing in entrepreneurial skills:** recognises initiatives at national, regional or local level to improve entrepreneurial and managerial skills
Examples: Promotion of specific skills such as technical skills needed in the craft sector, language capabilities, computer literacy; mobility and mentoring schemes for entrepreneurs, entrepreneurship education in schools and universities
3. **Improving the business environment:** recognises innovative policies at national, regional or local level which promote enterprise start-up and growth, simplify legislative and administrative procedures for businesses and implement the "Think Small First" principle in favour of small and medium-sized enterprises.
Examples: Measures to facilitate access to public procurement markets for SMEs, cut red-tape, get new businesses off the ground, help to promote the innovation potential of information and communications technology (ICT) and e-business.
4. **Supporting the internationalisation of business:** recognises policies and initiatives at national regional or local level that encourage enterprise and

particularly small and medium-sized businesses to benefit more from the opportunities offered by markets both inside and outside the European Union.
Examples: Projects to build, maintain and support international business cooperation, information or match-making tools, support services or schemes that help SMEs go abroad.

NEW - Supporting the development of green markets and resource efficiency: recognises policies and initiative at national, regional or local level that support SME access to green markets and help to improve their resource efficiency through, for example, green skills development and matchmaking as well as funding.

- 5. Responsible and inclusive entrepreneurship:** recognises national, regional and local initiatives by authorities or public/private partnerships that promote corporate social responsibility among small and medium sized enterprises. This category will also recognise efforts to promote entrepreneurship among disadvantaged groups such as unemployed, especially long term unemployed, legal migrants, disabled or people from ethnic minorities.
Examples: Social or non-profit enterprises serving societal needs through entrepreneurship.

The European Jury will also award the Grand Jury Prize to the entry from any category that is considered the most creative and inspiring initiative promoting entrepreneurship.

2.3. Two-step selection process

There will be two selection stages to qualify for the European Enterprise Promotion Awards. The first step will be at national level and only by completing the national selection stage can entrants be considered for the European Awards.

2.3.1. National level

Each participating country will appoint an EEPA Coordinator "Coordinator" – previously known as SPOCs or single points of contact.

The national Coordinator will promote the European Enterprise Promotion Awards in their respective countries and invite all suitable initiatives to enter the national selection process. The **deadlines in each country will be decided by each Coordinator.**

The Coordinator can decide whether or not to organise a national competition and award ceremony. The European Commission is making a standard entry form available should Coordinators wish to use it at national level.

The Coordinators will act as a help desk for potential entrants who need clarification or guidance during the application process. Guidelines for selecting the nominees are explained in this document.

On receipt of entries, the Coordinators will select up to two initiatives from two different categories as their country's nominees for the European Enterprise Promotion Awards.

The decision-making process will be at the discretion of the Coordinators for each country; however, each country must be able to substantiate their choices via
February 2013

transparent reporting – e.g. minutes of the selection meeting – if and when requested by the European Commission.

Each country shall have a maximum of two national candidates in two different categories for the European Enterprise Promotion Awards.

Entries at the European level can be submitted in any one of the official EU languages. The deadline for the Coordinators to electronically submit their national candidates for the second and final stage of the European Enterprise Promotion Awards is close of business on the 28th June 2013.

At second stage, Entries should be sent **electronically only as both pdf and word documents**.

Entry forms should be submitted to:
eu.enterprise.promotion.awards@hanovercomms.com

2.3.2. European level

Once the Coordinators have submitted their one or maximum two national candidates, the entry forms² – maximum 10 pages – will be forwarded to the European Commission.

The members of the European Jury will be selected by the European Commission.

The Jury will comprise of a representative of academia, a business organisation, a representative from the Spring European Council presidency who could be an entrepreneur, a business organisation, or a high-level government representative and a high-level government representative of the Autumn European Council presidency for that specific year. There will also be two permanent representatives, one from DG Enterprise and Industry, and one from the Committee of the Regions. The Commission would also invite the winner of the Jury's Grand prize in any given year to sit on the Jury for the following year.

A database of entrants will be kept and Jury members will receive all entries as electronic files. Additional information will be made available upon request.

The Jury will meet in Brussels to deliberate the entries. They will appoint a chairperson whose vote will be decisive in the case of a tie; a secretary from the contracted agency will be present at the Jury meeting.

The Jury will select a shortlist from the entries.

During the meeting, a winner for each category will be chosen from the shortlist as well as an overall winner of the Grand Jury prize. The Jury will make its selection on the basis of eligibility and award criteria that are described below.

² Note to Coordinators: the entry form is the form that must be used when submitting your nominees to the European competition. You may, if you so wish, use the same form at national level.

The Jury may decide to move an entry to an alternative category if it feels this is appropriate and it can decide not to award a prize if it considers the quality of the entries insufficient.

The Jury will provide the conclusions of its deliberations to the European Commission, which will indicate the different category winners and the winner of the Grand Jury prize. The decision of the Jury is final.

All nominees will be invited to the award ceremony, where the category winners and the Grand Jury prize winner will be announced.

2.4. Eligibility criteria

The competition is open to all local, regional and national authorities in the EU, acceding country Croatia, or associate countries in the Competiveness and Innovation Programme (CIP), Iceland, Norway, Serbia and Turkey. This includes towns, cities, regions and communities as well as public-private partnerships between public authorities and entrepreneurs, educational programmes, businesses and business organisations.

Joint nominations from more than one country for cross-border initiatives will also be accepted, as long as they are supported by all countries involved.

The objective of the European Enterprise Promotions Awards is to reward policies that promote entrepreneurship at local, regional or national level. Therefore, the Awards are open to all public authorities that are in charge of policy making.

Public authorities are defined according to each participating country's national context and may include policy-making institutions, funding bodies and implementing organisations.

The Awards are also open to public-private partnerships, i.e. "forms of co-operation between the public authorities and the private sector which aim to ensure the funding, construction, renovation, management or maintenance of an infrastructure or the provision of a service"³.

Public-private partnerships comprise the following:

- A financial agreement for which the private partner is charged with the implementation of a policy crafted by the public authority;
- An agreement between the private partner and the public authority for which the private partner is involved – due to its expertise, knowledge or resources – in the policy-making process; and
- An explicit support, not necessarily of a financial nature, that the public authority grants the private sector partner in the framework of a specific project. For the purposes of the awards, the support needs to be explicit.

³ Green Paper on public-private partnerships and Community law on public contracts and concessions, COM(2004) 327 final, Brussels, 30.04.2004

Entries must refer to existing or recent initiatives in policy making, enterprise or education and the influence they have had on the region or place in question, showing an incremental evolution over a two year period.

Entries at the European level can be submitted in any one of the official EU languages by the deadline of the close of business on the 28th June 2013. Entries must comprise the following:

1. The award category for which the entrant is applying
2. A word and pdf version of the entry form
3. A case-study of the project ideally with a local or regional example – including for example situation analysis, challenges, creative solution/business strategy, implementation, results and future implementation plan
4. Endorsement by a high-level local politician, entrepreneur or professor. This should be attached as a signed pdf document
5. Contact details
6. Electronic Signature of representative from submitting organisation
7. Hard copy material is no longer allowed at European level

Deadline for receipt of entries at national level is **to be decided by each national Coordinator**

Deadline for receipt of European entries is close of business on the 28th June 2013.

2.5. Award criteria

Once an initiative is considered eligible for entry, it will be judged on its entrepreneurship merits.

Points will be allocated to each entry based on the following criteria:

1. Originality & feasibility: Why is the project a success? What are its innovative aspects?
2. Impact on the local economy: Provision of figures to substantiate success claims;
3. Improvement in local stakeholder relations: Has more than one interested party benefited from the implementation of this initiative? Why were they involved and what was their level of participation?
4. Transferability: Could the approach be repeated in the region and elsewhere around Europe?

3. NATIONAL EVALUATION & SELECTION

3.1. Eligibility criteria

Eligibility questions	Yes	No
Was the entry received on or before the deadline?		
Did a legal representative sign the entry form?		
Has the entry form been fully completed and signed?		
Is the entrant based in one of the 27 Member States, acceding country Croatia or associate countries in the Competitiveness and Innovation Programme (CIP), Iceland, Norway, Serbia or Turkey?		
Has the entrant submitted only one initiative for only one award category?		
Did the existing or recent initiative take place over a two year period.?		
Has the entry been endorsed by an external entrepreneur, politician or professor?		

If all questions are answered with a “Yes”, the entry will be accepted.

Should an entry not meet the eligibility criteria listed above, the national selection committee may decide to request that the applicant make the necessary modifications – this depends entirely on the selection committee’s judgement, time and goodwill.

Once an entry is considered eligible, it will be submitted for selection at national level.

3.2. Selection criteria

Each entry will be evaluated by comparing it with the other entries in the same award category. The following matrix can be applied:

Selection questions	Maximum marks
Originality and feasibility: <ul style="list-style-type: none">Was the initiative original and innovative?Why is it considered successful?	20 points
Impact upon the local economy: <ul style="list-style-type: none">What was the impact of the initiative on the local economy?Did it create jobs?Is the initiative sustainable in the future?What positive long-term effect will it have?	30 points
Improvement of local stakeholder relations: <ul style="list-style-type: none">Was the local population involved in the initiative?Did the disadvantaged communities benefit?Were local cultural, environmental and social characteristics respected?	25 points

Transferability: <ul style="list-style-type: none">• Could the approach be repeated in the region?• Could the approach be repeated elsewhere in Europe?• Is the initiative inspiring?• Are there any relationships/partnerships being developed to share lessons learnt?	25 points
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In each category, the entry with the highest total score will be deemed the winner.

The selection committee may decide to assign an entry to a different award category than originally applied for.

3.3. Selecting the nominees

A maximum of two entries from two different categories from the national level will be submitted to represent their country at European level.