



## Your vision – your strategy

Eligible candidates are invited to draft an **EER strategy**, in which they commit themselves to develop their entrepreneurial potential through sustainable and credible actions. Against the backdrop of implementing the **principles of the main EU policies on entrepreneurship and SMEs**, regions are asked to **set measurable targets** within a long-term horizon. Consultation of and cooperation with a broad range of stakeholders is an essential precondition to develop a lasting and beneficial overall entrepreneurial culture within a region, which should potentially create positive spill-over effects across the entire EU.

Applicants must demonstrate a real **political commitment to support SMEs and strengthen entrepreneurship** through a strategy officially endorsed by the regional assembly, the government of the region or other authorised political bodies.

## How to apply?

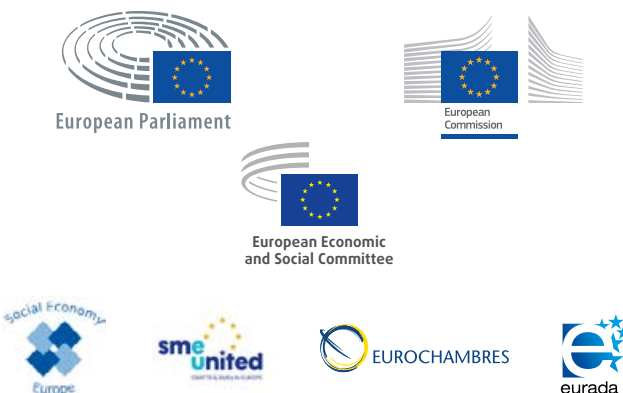


Application forms and detailed information on the assessment criteria are available on the EER web page at [cor.europa.eu/eer.go](http://cor.europa.eu/eer.go). The application must be supported by a written declaration of political commitment.

## More Information:

[eer-cdr@cor.europa.eu](mailto:eer-cdr@cor.europa.eu)  
[cor.europa.eu/eer.go](http://cor.europa.eu/eer.go)

with the support of:



European Entrepreneurial Region

European  
Entrepreneurial Region  
2025

Doing business better  
in EU regions and cities

A label launched by  
the European Committee of the Regions

European Committee of the Regions  
Rue Belliard/Belliardstraat, 101 \_ 1040 Bruxelles/Brussel  
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## EER Award winning regions

### What is the EER?

The **European Entrepreneurial Region (EER) award** is an initiative of the European Committee of the Regions (CoR) that identifies and rewards EU regions and cities with outstanding, future-oriented **entrepreneurial strategies**. The territories with the most visible, forward-looking and promising political vision are granted the EER label for a specific year.

### Objectives

The EER label helps regions and cities support SMEs and entrepreneurship by implementing the new **EU Industrial Strategy** and the **SME Relief Package** at local and regional level, building on the key policy priorities of the EU strategic agenda.

The EER label is an opportunity for local and regional actors to demonstrate how **local and regional authorities may contribute to building an SME friendly environment**, supporting economic transitions and strengthening the competitiveness and resilience of their local economies.

The EER scheme follows a **multi-level governance** approach by promoting the development of entrepreneurial ecosystems, in which both regional and local actors are represented.

### Implementation

To date, forty two EU regions and cities have been awarded the EER label. The implementation of their EER action plans is monitored by the **EER jury**, chaired by the CoR President. The EER label stimulates the development of **joint initiatives between EER regions** during and beyond their EER year.

### EER 2025 call for applications

The lead theme of the EER 2024 call for applications is **Doing business better in EU regions and cities**. As part of the new call for applications, up to three regions will be awarded the EER label for the year 2025.

#### Schedule:

- 14 November 2023: Launch of the call for applications
- 20 March 2024: Deadline for applications
- June/July 2024: EER award ceremony

### Eligibility – who can apply?

The EER label is open to any EU territory—below the level of the Member State—that is endowed with competences at a political level and able to implement an overall entrepreneurial vision. Each applicant’s specific challenges and economic starting point are taken into account, in order to ensure that the label remains open to all territories committed to developing their entrepreneurial potential. Within the EER scheme, “regions” are defined in the broadest sense, including communities, autonomous communities, departments, Länder, provinces, counties, metropolitan areas, **cities**, as well as **cross-border territories** with legal personality.

2011
Land Brandenburg – Germany Kerry County – Ireland Murcia Region – Spain
2012
Catalonia – Spain Helsinki-Uusimaa Region – Finland Trnava Region – Slovak Republic
2013
Nord-Pas de Calais – France Southern Denmark Styria – Austria
2014
Flanders – Belgium Marche Region – Italy North Brabant – Netherlands
2015
Lisbon – Portugal Northern Ireland – United Kingdom Valencian Region – Spain
2016
Glasgow – United Kingdom Lombardia – Italy Małopolska – Poland
2017
Extremadura – Spain Lower Austria Western Greece

2018
Central Macedonia – Greece Ile-de-France – France Northern and Western Region, Ireland
2019
Asturias – Spain Gelderland – Netherlands Thessaly - Greece
2020
Gothenburg – Sweden Gdansk & Pomorskie – Poland Navarra - Spain
2021-22
Castelo Branco – Portugal Gabrovo – Bulgaria Helsinki-Uusimaa – Finland Madrid Region – Spain Region Sud – France Silesia - Poland
2023
Barcelona – Spain Penela – Portugal Western Pomerania - Poland
2024
Friuli Giulia Venezia – Italy South Moravia & Brno, Czech Republic Famalicao - Portugal