



EUROPEAN COMMISSION

MEMO

Brussels, 23 July 2014

European Enterprise Promotion Awards 2014: Shortlisted projects announced

Hundreds of projects competed in the 2014 national competitions for a chance to represent their country in the European Enterprise Promotion Awards; 22 projects have now been shortlisted. A record number of 31 countries entered the Awards this year including 28 EU member states as well as Iceland, Serbia and Turkey.

A high-level jury representing business, government and academia reviewed the entries and established a shortlist of 22 nominees in six categories. The Jury is chaired by Joanna Drake from the European Commission's Directorate General for DG Enterprise and Industry. The winners for each of the six categories will be announced at a central event of the [European SME Week](#), the [SME Assembly](#) on 2 October 2014 in Naples, Italy, to which all nominees will be invited. One project will also receive the prestigious Grand Jury Prize, which will be awarded by Ferdinando Nelli Feroci, the newly appointed Commissioner for Industry and Entrepreneurship.

With reference to the shortlisted projects Ferdinando Nelli Feroci stressed the creativity and imagination used to produce these outstanding results proves exactly why harnessing and celebrating the entrepreneurial spirit is so important to driving the growth of European business. These projects will inspire and encourage young people and women especially, to choose entrepreneurship as a viable career path.

Category 1: Promoting the Entrepreneurial Spirit

Austria: AplusB build! Start-Up Centre's two main goals are to promote entrepreneurship as a career option and stimulate entrepreneurship by providing coaching, training and financial support for innovative start-up projects in the Carinthia region. Their goal is to support 8-10 new start-up projects each year, and the initiative has already funded more than 95 start-ups, with over 90 per cent of these companies trading successfully.

Responsible organisation: build! Gründerzentrum Kärn GmbH

Organisation website: www.build.or.at

Hungary: Encouraging Business Start-ups by Mothers with Young Children helps mothers to acquire the entrepreneurial skills and mindset to start a business and make it profitable. The project delivers online resources including a blog, Facebook page, e-learning training programmes and a weekly newsletter, as well as the Entrepreneurial Women's Roundtable meeting to help mothers navigate the world of business and network with each other. The project also hosts the annual Mother Company of the Year competition and the Business Mums' Conference.

Responsible organisation: Gazdagmami Kft.

Organisation website: www.gazdagmami.hu

Lithuania: Mobile Apps Laboratories is an initiative to promote entrepreneurship in information and communication technologies. Working in the four biggest Lithuanian education institutions, Mobile Apps Laboratories bring together young people with academics and industry professionals to deliver 'App Camp' during their bachelor, master or PhD dissertation works, with the objective of bringing innovative new products and services to the market. It also aims to increase the number of women starting businesses in information technology.

Responsible organisation: App Camp, JSC

Organisation website: <http://www.appcamp.lt/>

Netherlands: International Business College 20:80 Learning is an entrepreneurial programme for students in secondary education. The young students complete the standard Dutch secondary school course in four days per week (80%) and during the remaining time (20%) they have an International Business College (IBC) day where they set up and run their own business. There are currently 10 active IBC schools and 350 students involved in this education programme.

Responsible organisation: International Business College

Project website: www.20-80learning.nl

Category 2: Investing in Entrepreneurial Skills

Bulgaria: Brandiko educates students on how to build a brand and register the brand as a Community Trade Mark. Students establish training companies and are mentored on how to build and manage their own brand, market the brand and use it to increase sales. Pupils also learn about the importance of intellectual property protection. More than 1,700 students have completed the Brandiko programme.

Responsible organisation: Ministry of Economy & Energy

Organisation website: www.mi.government.bg

Germany: BRENNEREI Next Generation Lab enables master's students and graduates to learn and develop new entrepreneurial approaches. Together with professionals from the science and creative industries, scholars work full-time in inter-disciplinary teams to solve the real problems of companies or public entities. The activities include analyses and finding novel approaches that are socially relevant in the areas of communication, product design, and use of new media. Approximately 60 applications from all over Europe have been received for the 2014 scholarship.

Responsible organisation: WFB Wirtschaftsförderung Bremen GmbH

Organisation website: www.wfb-bremen.de

Project website: www.brennerei-lab.de

Serbia: Western Balkans Business Challenge is a unique competition for high school students from Serbia, Croatia, Bosnia and Herzegovina and Montenegro. In mixed teams (4 students from each country), they compete to provide the best business idea for the challenge put before them. The initiative develops entrepreneurial and financial skills and motivates the students to think proactively. At least 1,500 students and 200 business community representatives have participated in the competition so far.

Responsible organisation: Junior Achievement Serbia

Organisation website: www.ja-serbia.org

UK: Primary to Professional (P2P) engages primary and secondary school pupils introducing them to important entrepreneurial skills including creativity, innovation and risk taking and leads to a specialist enterprise academy for start-up businesses. This has developed into supporting business start-ups with the first Start up Weekend in Wales and the new Tech Hub for new Tech Entrepreneurs. More than 4,000 secondary school pupils have taken part in Young Business Dragons and enterprise is now embedded in a number of educational institutions across Swansea.

Responsible organisation: Gower College Swansea

Organisation website: www.gowercollegeswansea.ac.uk

Category 3: Improving the Business Environment

Austria: Sources of Strength has five clear objectives to improve the manufacturing economy in the Murtal-Murau region. These include building a sustainable image of the industrial/manufacturing economy, positioning this sector as an attractive employer, strengthening the integration of businesses in the region and developing an industrial tourist product and launching this into the tourism market. Since its inception, 61 leading companies have come together to strengthen the integration of industry and trade services in the region.

Responsible organisation: Industrie- und Wirtschaftsentwicklung Murtal GmbH

Project website: <http://kraft.dasmurtal.at>

Italy: Grow and Compete with Business Network Contracts promotes and disseminates a business contract culture and to support companies interested in setting up business networks, particularly to facilitate internationalisation processes and increase competitiveness in foreign markets. The project includes a training phase and a customised support phase for businesses expressing an intention to aggregate through network contracts. So far, the project has led to 12 network contracts being finalised, involving 50 businesses.

Responsible organisation: Unioncamere Emilia-Romagna

Organisation website: www.ucer.camcom.it

Spain: Start-up in 3 is a technology platform that streamlines and simplifies business creation and business start-up procedures, linking existing platforms through a single point of access and connecting all the Local Authorities in Spain. The aim of the project is to reduce the time between the establishment of the company and the time it takes for the enterprise to become operational to just three days which is achieved by registering the enterprise through a cloud-based system.

Responsible organisation: Ministry of Finance and Public Administration (MINHAP)

Organisation website: www.minhap.es

UK: The Sharp Project has converted a redundant distribution centre into a media hub for over 60 companies, including those specialising in digital content production, digital media and TV and film production. It is where space, power, connectivity and people converge in the inspiring surroundings to develop careers and compete on a global stage. The aim of the project is to reduce barriers that prevent creative and digital businesses from growing, creating work and generating wealth.

Responsible organisation: Manchester City Council
Project website: <http://www.thesharpproject.co.uk/>

Category 4: Supporting the Internationalisation of Business

France: The French Label Living Heritage Company focuses on quality assessment and is awarded by the French Government to distinguish companies with excellent craft and industrial skills. Recognised businesses are characterised by a long trading history, innovation capabilities and rare know-how that has helped establish their reputation. Since 2005, the label has been awarded to 1,157 companies, who account for 53,000 jobs and more than €11 billion in cumulative turnover.

Responsible organisation: French Government
Organisation website: <http://www.dgcis.gouv.fr/>

Italy: Mirabilia: European Network of UNESCO Sites links together areas of common historical, cultural and environmental significance for the first time. The project is aimed at creating a network of places recognised by UNESCO as World Heritage sites, but which are lesser known to Italian and international tourism, with the aim of promoting them in a co-ordinated and organised way to Italian and foreign tourists.

Responsible organisation: Matera Chamber of Commerce, Industry, Crafts and Agriculture
Organisation website: www.mt.camcom.it
Project website: www.mirabilianetwork.eu

Netherlands: Get in the Ring is a worldwide platform for start-ups to raise capital. It brings together the most promising entrepreneurs from around the world and gives them a chance to secure an investment of up to €1,000,000 by pitching in front of prominent international investors. There have been 1326 participating start-ups attracting over €6million in investments.

Responsible organisation: Erasmus Centre for Entrepreneurship
Project website: www.getinthering.nl

Category 5: Supporting the Development of Green Markets and Resource Efficiency

Malta: EU LIFE+ Investing in Water is aimed at identifying water saving measures amongst best practice enterprises, disseminating this information to others and supporting their implementation. The project is focussed on sharing information through face to face meetings, printed materials and an interactive CD, workshops and via the website. The project has identified 26 best practice enterprises and saved an estimated 141 million litres of water per annum.

Responsible organisation: Malta Business Bureau
Organisation website: <http://www.mbb.org.mt/>
Project website: <http://www.investinginwater.org/>

Portugal: AMS – Thinking Ahead set itself the challenge of becoming ‘the most efficient supplier of tissue on the Iberian Peninsula’, achieving this through innovation and differentiation. It has revolutionized traditional industrial processes by installing a pipeline

connection to its pulp supplier; a unique alliance that has reduced CO2 emissions by 11,000 tonnes per year and generated significant competitiveness in external markets.

Responsible organisation: Agency for Investment and Foreign Trade of Portugal, Public Enterprise ("AICEP") in partnership with AMS Gomà-Camps, S.A. ("AMS")

Organisation website: <http://www.portugalglobal.pt/PT/Paginas/Index.aspx>,
<http://www.amspt.eu/>

Turkey: Developing a Widely Applicable, Low-Cost Model for Clean Production in the Textile Finishing Industry is a pioneering project which develops models to reduce the quantity of raw materials used in the textile industries and promote sustainable production. The project has resulted in solid methodologies and processes that can be widely adopted and used by a multitude of manufacturing businesses at almost no cost.

Responsible organisation: Uludağ Textile Exporters Association (UTEA)

Organisation website: www.uib.org.tr

Category 6: Responsible and Inclusive Entrepreneurship

France: The Entrepreneurs Team helps young and unskilled people, including those excluded from school, to succeed in employment and autonomy. Offering teaching and coaching based on entrepreneurship, the project involves two main phases; a University Diploma in Business Creation which is accessible to the unqualified, followed by socio-professional support in conjunction with an entrepreneurship advisory body and a University. The project has supported 167 individuals; 23% have successfully created their own business.

Responsible organisation: Association Nationale des Groupements de Créateurs (ANGC)

Organisation website: www.groupement-de-createurs.fr

Germany: Wiesbaden Engaged – the corporate citizenship strategy of the city of Wiesbaden – promotes the social sense of responsibility of businesses and entrepreneurs in Wiesbaden. They have developed four key activities within the project; an annual day promoting social engagement, two long term projects promoting integration and employability, an award for engaged businesses to establish a local reputation and participation in a national corporate social responsibility networking and consultation project.

Responsible organisation: Municipality of the City of Wiesbaden - Agency for Social Work

Project website: www.wiesbaden.de

Poland: The Construction and Equipping of the Intramunicipal Vocational Rehabilitation Centre aims to improve employment opportunities for people with disabilities, particularly mental disabilities, enabling them to participate equally in society and in a professional capacity. The Rehabilitation Centre offers employment within eight departments including catering, laundry, garden maintenance, cleaning and hygiene, assembly/disassembly and recycling. Employees not only earn an income, but also receive training in vocational and social skills to encourage independent living.

Responsible organisation: Polish Association for Persons with Mental Handicap, Szczecin Branch

Organisation website: www.psouuszczecin.org.pl

Portugal: DO IT – The idea behind Portuguese Origin is a competition to use the experience, talent and dynamism of Portuguese emigrants to benefit their country of origin. Under the slogan 'They think of it there, they do it here', the project aims to select and promote ideas and support the realisation of social entrepreneurship projects which contribute to transforming emigration trends in an effective way for Portuguese society and the country as a whole.

Responsible organisation: Calouste Gulbenkian Foundation in partnership with the Ministry of Foreign Affairs

Organisation website: www.gulbenkian.pt

About the awards

Since 2006, the European Enterprise Promotion Awards have rewarded excellence in promoting entrepreneurship and small business at a national, regional and local level. Participants are national, regional or local authorities or public-private partnerships. Over 2 800 projects have entered since the awards were launched and in total they have supported the creation of well over 10 000 new companies. Its objectives are to identify and recognise successful activities and initiatives to promoting enterprise and entrepreneurship, showcasing and sharing examples of best entrepreneurship policies and practices, creating a greater awareness of the role entrepreneurs play in European society and encourage and inspire potential entrepreneurs.

For more information on the European Enterprise Promotion Awards, visit the [website](#), follow the Awards on Twitter in [English](#), [French](#), [Spanish](#), [Italian](#) or [German](#) or visit the official Awards [Facebook page](#). For more information on European SME Week you can visit the [website](#) and follow on [Twitter](#).

[Watch a video of last year's winner, Think Small First](#)