



National Enterprise Support Awards 2020

&

European Enterprise Promotion Awards 2020

GUIDELINES

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1 NATIONAL ENTERPRISE SUPPORT AWARDS 2020

1.1 DEFINITION AND RATIONALE

1.1.1 An award that recognises excellence in promoting entrepreneurship

The Commerce Department within the Ministry for the Economy, Investment and Small Businesses is organising this competition for the ninth consecutive year.

These awards are not just a competition but are intended to foster more awareness of the importance of entrepreneurship both on a local and on a national level.

Ministries, departments, local councils, public authorities and entities, public-private partnerships, NGOs, trade unions, professional associations, public and church schools, public educational institutions, University of Malta and business organisations which submit an application for these awards will be eligible for nomination to compete in the European Enterprise Promotion Awards 2020. Every year, these awards bring together winners from all over Europe and serve as an inspiration to others. The countries eligible to participate in these European Awards are the 27 Member States¹ of the European Union and the Associate Countries in the COSME Programme.

1.1.2 The Objectives

1. To identify and recognise successful activities and initiatives undertaken to promote enterprise and entrepreneurship;
2. To showcase and share examples of best entrepreneurship policies and practices;
3. To create a greater awareness of the role entrepreneurs play in society;
4. To encourage and inspire potential entrepreneurs.

1.1.3 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.

It was for this purpose that the DG Enterprise and Industry of the European Commission initiated a competition to award initiatives in those countries that are facilitating business, particularly by recognising the importance of entrepreneurship.

The Maltese Government continues to support entrepreneurship by organising a local competition to reward initiatives that have the same goal.

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

1.1.4 Winners from the two sections

There are two different sections in this national competition. One section is open to Government Entities such as ministries, departments, local councils, public authorities and entities and public-private partnerships (Section A). The other section is open to NGOs, trade unions, professional associations, public and church schools, public educational institutions, University of Malta and business organisations (Section B).

The submissions need to refer to ongoing or recent initiatives (that did not finish before 2016) that had influence on a local or national level and had incremental evolution on a period of at least 15 months.

Winners from the two sections will receive a prize of €15,000 each and those who place second in the two sections will qualify for a prize of €8,000 each.

The two initiatives which obtain the highest score are also subject to a commitment that as nominees from Malta, they agree and accept to participate in the awards-giving ceremony of the **European Enterprise Promotion Awards (EEPA) 2020** that will be held in Germany in November 2020. In case that any of the nominees do not attend the EEPA ceremony they will not be eligible to participate in the next 2 editions of NESA.

Depending on the quality of initiatives submitted for this competition, two consolation prizes of €1,000 each may be awarded in each of the two sections.

In Section A, if the winner, the runner-up and the winner of a consolation prize (in the event that this is awarded) is a Government Entity, the prize will be given on the condition that the money is given to a recognised charity of the winners' choice. This condition does not apply to Local Councils and those who take part in Section B (see 1.2.1).

1.2 METHODOLOGY

1.2.1 Who can participate

This competition is open to ministries, departments, local councils, public authorities and entities and public-private partnerships that will compete in Section "A", and to NGOs, trade unions, professional associations, public and church schools, public educational institutions, University of Malta and business organisations that will compete in Section "B". Although there are two sections, the application form is common to both sections.

1.2.2 Who cannot participate

Initiatives which were already nominated for a past edition of the European Enterprise Promotion Awards cannot participate

1.2.3 Categories

There are six categories in each section and each will recognise the local or national initiatives that are successfully driving forward their enterprise performance:

- 1. Promoting the entrepreneurial spirit:** recognises initiatives at local or national level that promote an entrepreneurial mindset especially among young people and women.
Examples: Events and campaigns to enhance the image of entrepreneurship and entrepreneurs and to promote a culture that encourages creativity, innovation and risk acceptance.
- 2. Investing in entrepreneurial skills:** recognises initiatives at local or national level to improve entrepreneurial, managerial and employee 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 local or national 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 small businesses off the ground, support the transfer of business ownership and 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 local or national 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 internationalise.
- 5. Supporting the Development of Green Markets and Resource Efficiency:** recognizes policies and initiatives at local or national 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. *Green markets are those that improve human life and social equity, whilst significantly reducing environmental risks and ecological scarcities.*

- 6. Responsible and inclusive entrepreneurship:** recognises local or national 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 the unemployed (especially long-term unemployed), legal migrants, disabled persons or people from ethnic minorities.
Examples: Social or non-profit enterprises serving societal needs through entrepreneurship.

In agreement with the applicant, the Selection Committee may place an application in a different category from that originally applied for.

1.2.4 Awards-giving criteria

Once an application is considered eligible to participate, it will be adjudicated according to the following criteria:

Criteria	Maximum marks
<p>Originality and feasibility:</p> <ul style="list-style-type: none"> Was the initiative original and innovative? Why is it considered successful? 	20 points
<p>Impact upon the local economy:</p> <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
<p>Improvement of local stakeholder relations:</p> <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
<p>Transferability:</p> <ul style="list-style-type: none"> Could the approach be repeated elsewhere in Malta? Could the approach be repeated elsewhere around Europe? Is the initiative inspiring to others? Are there any relationships/partnerships being developed to share lessons learnt? 	25 points

1.2.5 Closing date of applications

Applications (for the two sections) should reach the Commerce Department by not later than Friday, **17th April 2020 (by noon)**, addressed to:

Selection Committee (Attn: Noel Bartolo)

National Enterprise Support Awards 2020
Commerce Department
Lascaris Bastions, Daħlet Ġnien is-Sultan
Valletta VLT 1933, Malta
or
Email – nesa.commerce@gov.mt

2. EUROPEAN ENTERPRISE PROMOTION AWARDS 2020

2.1 NOMINATIONS FOR THE EUROPEAN ENTERPRISE PROMOTION AWARDS 2020

All the applications (the Main Initiatives) that are submitted for the two sections of the national competition will be eligible for nomination to compete in the **European Enterprise Promotion Awards 2020**. Those that are eventually nominated (maximum of two nominations falling under two separate categories) will be agreeing and accepting to represent Malta in this prestigious award on a European level.

All participants that are nominated by their respective countries for the European Enterprise Promotion Awards 2020 will be invited for the ceremony of the awards that will be held in Germany in November 2020.

A European media campaign will showcase nominees and give them prominence.

There will be two types of winners: the winners of the prize in the categories for creative implementation of entrepreneurial practices and another overall winner for the Grand Prize of the Jury. In addition to receiving the award itself, the winners will be recognized for their creativity and successful implementation. They will also serve as an inspiration to others by acting as role models in the European Union.

A number of activities will be carried out on the media to ensure that the winners receive the recognition they deserve in their constituencies as well as through major media in Europe

2.2 THE NOMINEES FROM EACH COUNTRY

A maximum of two initiatives that compete for the National Enterprise Support Awards 2020 can be submitted (by the Selection Committee) to the European Commission by Friday 3rd July 2020 as Malta's nominations in the European Enterprise Promotion Awards 2020. The two initiatives must pertain to two different categories.