



# European Enterprise Promotion Awards '20

## IAPMEI's *Flash Report*

- activities, tools and results –

IAPMEI, the Portuguese Agency for Competitiveness and Innovation and EEPA national coordinator

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## 1. Executive Summary

### 1.1. Promotion and dissemination

IAPMEI, the national coordinator for the EEPA (since 2006), made a preliminary benchmark in view to compare the actions carried out during the previous EEPA and related results. This allowed to define an integrated action plan based on:

- ✓ a core message combining “motivation”, the benefits of participation in EEPA and information on awarded PT projects;
- ✓ personalized mailing by post, addressed from the President of IAPMEI to a wide range of entities, including ministries and stakeholders;
- ✓ several e-alerts;
- ✓ websites: IAPMEI, EEN-PORTUGAL portal, stakeholders;
- ✓ IAPMEI social networks: Facebook, Twitter, YouTube;
- ✓ newsletters: IAPMEI, Enterprise Europe Network PT, stakeholders;
- ✓ permanent helpdesk and elemarketing;
- ✓ research (web and via other sources) of projects with potential to apply to EEPA 2020 and follow-up;
- ✓ regular assessment of the IAPMEI promotion plan.

### 1.2. Entries at national level

A total of 51 national applications were submitted to IAPMEI, 27% within the 27 participating countries. The Jury awarded 19 projects at the National Ceremony. Since the EEPA first edition (2006), IAPMEI received 728 projects.

### 1.3. National Ceremony

The National Ceremony, organized by IAPMEI, under the European SME Week umbrella, was chaired by the President of IAPMEI. It aimed to thank the participation, announce the winners and the projects submitted to the EU level. The session was also attended by the Secretary of State for Economy and members of the national Jury. In the 2020 edition, due to the COVID-19 restrictions, the National Ceremony was performed in a mixed format (presential, at IAPMEI premises and via streaming). This Ceremony was widely disseminated by IAPMEI. A personalised e-mail of the President of IAPMEI was sent to all the EEPA and stakeholders participants, which included the link [YouTube](#) channel on the Session and a [photo gallery](#).

### 1.4. Media campaign

IAPMEI worked with a media partner, Vida Económica national newspaper, which allowed to disseminate all the entries and the respective promoters to EEPA 2020, the awarded projects at national level, the projects submitted EU level and an interview on EEPA by the President of IAPMEI who is also the President of the National Jury. The Vida Económica edition dedicated to all the entries was available on the national ceremony day for the shortlisted participants and afterwards by email for all the participants in EEPA 2020.

### 1.5. PT projects at EU level

The “Portugal Bike Value” project was awarded in the *Supporting the Internationalisation of Business* category at the SME Assembly 2020. The project “HOSPESbyAHP Digital Platform” was also distinguished as runner-up by the European Jury.

### 1.6. Media, websites & social networks

A wide range of news were published at regional and national levels.

## 2. National level

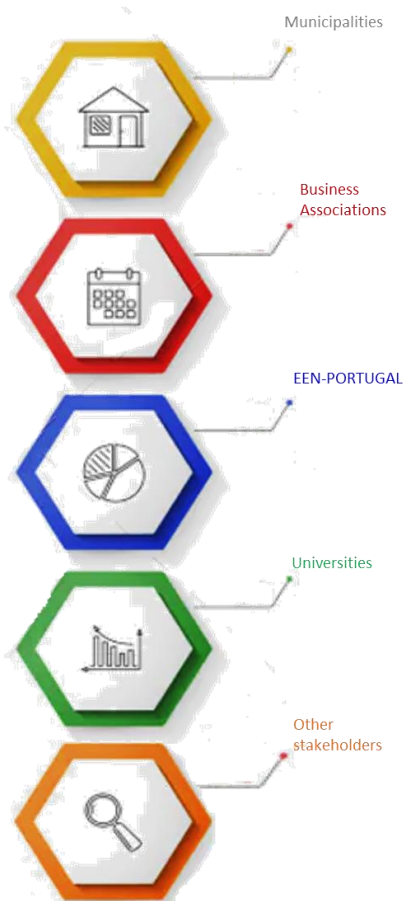
### 2.1. Evaluation and selection of the projects

At national level, the procedure for the evaluation and selection of the projects submitted to the European Enterprise Promotion Awards 2020 (EEPA 2020) can be summarized as follows:

- ✓ **EC Entry Form;**
- ✓ **Criteria evaluation:** similar to the European criteria (*Originality & feasibility; Impact on the local economy; Improvement of local stakeholder relations; Transferability*);
- ✓ **Technical Committee:** coordinated by Helena Moura/IAPMEI, the Team prepared a database of the entrants and a synopsis of each project;
- ✓ **National Jury:** chaired by the President of IAPMEI, Nuno Mangas, the National Jury included eight members (high-level representatives covering the expertise of the EEPA categories).

### 2.2. Action plan

IAPMEI defined an integrated **dissemination plan**, which included the message, the target, the actions and the team.



#### ➤ target audience:

The main target audience identified by IAPMEI was:

- local and regional policy makers in the field of entrepreneurship, such as municipalities, universities, schools, regional business centers, business associations, participants in previous editions of the EEPA and in European SME Week;
- entities within the IAPMEI's framework;
- partners of the EEN-PORTUGAL (Enterprise Europe Network consortium in Portugal, coordinated by IAPMEI);
- clusters;
- Startups, incubators and stakeholders;
- media, at national and local/regional levels.

#### ➤ players:

Among the main players to support the dissemination of the EEPA 2020, IAPMEI identified:

- internally: Entrepreneurship and Innovation Unit, IAPMEI's regional offices and all the employees;
- relevant entities (regional and business associations, universities, schools and other skill centers);
- partners of the EEN-PORTUGAL;
- media (national scope & regional/local scopes).

## 2.3 Activities, supports and results

### ✓ Tools

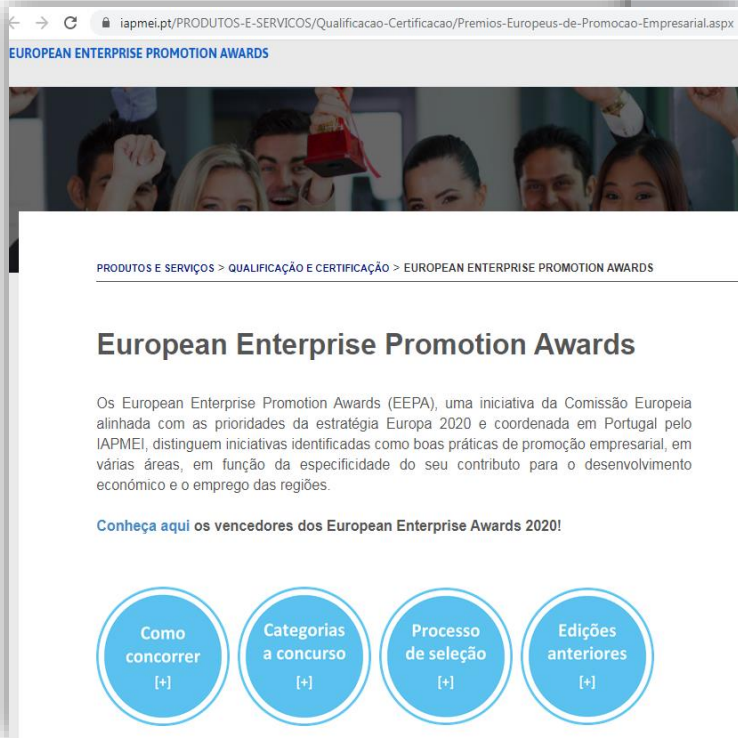
#### ❖ Websites

- IAPMEI website
- EEN-PORTUGAL portal (PT Enterprise Europe Network Consortium)
- stakeholders websites

#### ❖ Social Networks

- IAPMEI social networks
- EEN-PORTUGAL Facebook

### IAPMEI website



EUROPEAN ENTERPRISE PROMOTION AWARDS

PRODUTOS E SERVIÇOS > QUALIFICAÇÃO E CERTIFICAÇÃO > EUROPEAN ENTERPRISE PROMOTION AWARDS

## European Enterprise Promotion Awards

Os European Enterprise Promotion Awards (EEPA), uma iniciativa da Comissão Europeia alinhada com as prioridades da estratégia Europa 2020 e coordenada em Portugal pelo IAPMEI, distinguem iniciativas identificadas como boas práticas de promoção empresarial, em várias áreas, em função da especificidade do seu contributo para o desenvolvimento económico e o emprego das regiões.

Conheça aqui os vencedores dos European Enterprise Awards 2020!

Como concorrer  
[+]

Categorias a concurso  
[+]

Processo de seleção  
[+]

Edições anteriores  
[+]



### EEPA 2020 | LAST CALL Candidaturas até 4 de maio

Estão abertas até 4 de maio as candidaturas aos European Enterprise Promotion Awards (EEPA) 2020. Se a sua organização, pública ou privada, desenvolve algum projeto ou iniciativa que contribua para a promoção do espírito de empreendedorismo, não deixe de se candidatar! [...ver mais](#)



upload.latest.facebook.com/iapmei.pt/posts/1259357074267124

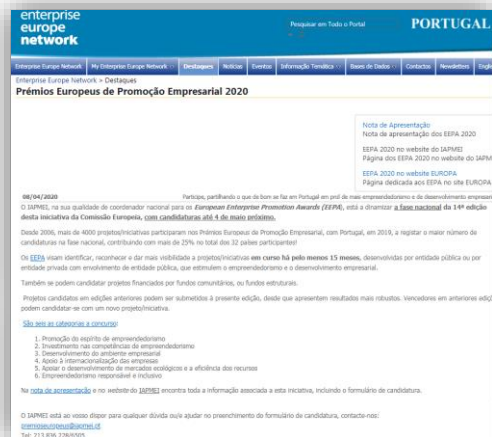
**IAPMEI - Agência para a Competitividade e Inovação**  
3 de março de 2020 · 🌐

EEPA 2020 | Candidaturas até 4 de maio

A sua organização, pública ou privada, desenvolve algum projeto ou iniciativa que contribua para a promoção do espírito de empreendedorismo? Não deixe de se candidatar!

Saiba como concorrer através do link <http://bit.ly/38iWhor>

### EEN-PORTUGAL portal



enterprise europe network PORTUGAL

Prémios Europeus de Promoção Empresarial 2020

**Nota de Apresentação:**  
Nota de apresentação dos EEPA 2020  
EEPA 2020 no website do IAPMEI  
Página dos EEPA 2020 no website do IAPMEI  
EEPA 2020 no website EUROPA  
Página dedicada aos EEPA no site EUROPA

**06/04/2020**  
O IAPMEI, na sua qualidade de coordenador nacional para os European Enterprise Promotion Awards (EEPA), está a promover a 14ª edição desta iniciativa da Comissão Europeia, com candidaturas até 4 de maio seguintes.

Desde 2006, mais de 4000 projetos/iniciativas participaram nos Prémios Europeus de Promoção Empresarial, com Portugal, em 2019, a registar o maior número de candidaturas na fase nacional, contribuindo com mais de 25% no total das 32 países participantes!

Os EEPA visam identificar, reconhecer e dar mais visibilidade a projetos/iniciativas que tenham sido desenvolvidos nos últimos 15 meses, desenvolvidos por entidade pública ou por entidade privada com envolvimento de entidade pública, que estimulem o empreendedorismo e o desenvolvimento empresarial.

Também se podem candidatar projetos financiados por fundos comunitários, ou fundos estruturais.

Projetos candidatos em edições anteriores podem ser submetidos à presente edição, desde que apresentem resultados mais robustos, vencedores em edições editadas podem candidatar-se com um novo projeto/iniciativa.

**Os passos a seguir para a concorrer:**

1. Promoção do espírito de empreendedorismo;
2. Investimento na competitividade da empresa;
3. Desenvolvimento da atividade empresarial;
4. Apoio à internacionalização das empresas;
5. Apoio à desenvolvimento de parcerias estratégicas e a eficácia das redes;
6. Empreendedorismo responsável e inclusivo.

No **catálogo de apresentação** e no website do IAPMEI encontra toda a informação associada a esta iniciativa, incluindo o formulário de candidatura.

O IAPMEI está ao vosso dispor para qualquer dúvida ou ajudar no preenchimento do formulário de candidatura, contacto nos: [comunicacao@iapmei.pt](mailto:comunicacao@iapmei.pt)  
Tel: 213 836 228/3055

## ✓ Activities and supports

- a) **Media & Websites coverage** - press releases were sent; relevant stakeholders were “invited” to contact local media on the EEPA 2020 (herewith the “European Enterprise Promotion Awards 2020 – Media & website coverage” mapping – *to note that this mapping is not an exhaustive one, it includes only the news that via our internal resources it was possible to collect*).
- b) **EEPA Help Desk:** starting on the 2<sup>nd</sup> March, IAPMEI made available a permanent Help Desk to support potential candidates;
- c) **EEPA email address:** starting in March, a functional EEPA e-mail address was available to support potential candidates;
- d) **IAPMEI tools:** wide dissemination through the IAPMEI and Enterprise Europe Network portals & newsletters;
- e) **Personalized mailing by post** from the President of IAPMEI addressed to a wide range of entities (over 900), including ministries and stakeholders;
- f) **Personalized email** to over 1 320 other entities (EEPA and European SME Week databases, announcing the launching of EEPA 2020 edition and encouraging potential candidates to join the initiative);
- g) **several e-alerts** about the deadline of the national competition were also sent;
- h) **phone calls:** numerous phone contacts were made, in order to encourage the participation, explain the initiative and support the filling of the form;
- i) **EEN-PORTUGAL:** information on EEPA 2020;
- j) **EEN-PORTUGAL newsletter:** EEPA 2020 was disseminated via EEN-PORTUGAL newsletter;
- k) **stakeholders:** collaboration in the dissemination and identification of projects with potential to be submitted;
- l) **research** through the web and other media channels to find projects with potential for the EEPA 2020, and follow-up.

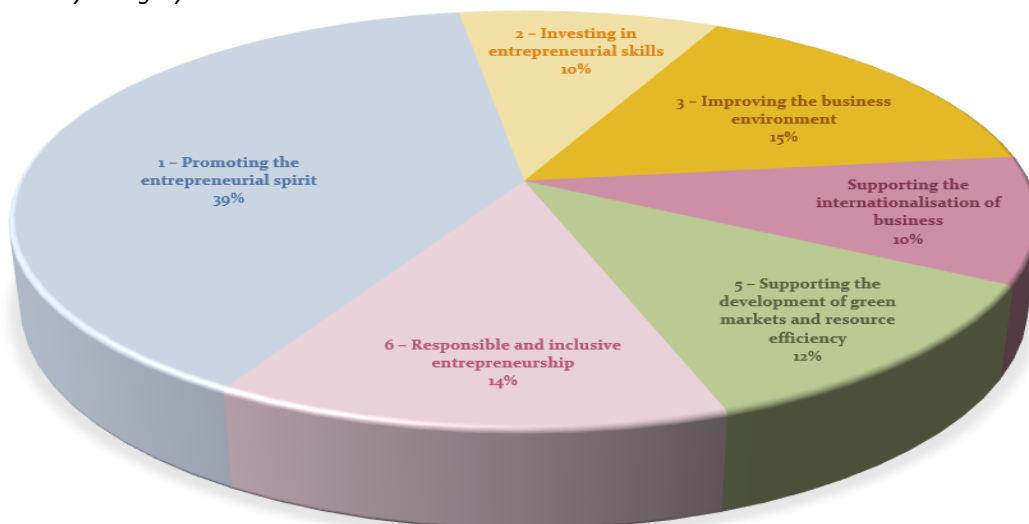




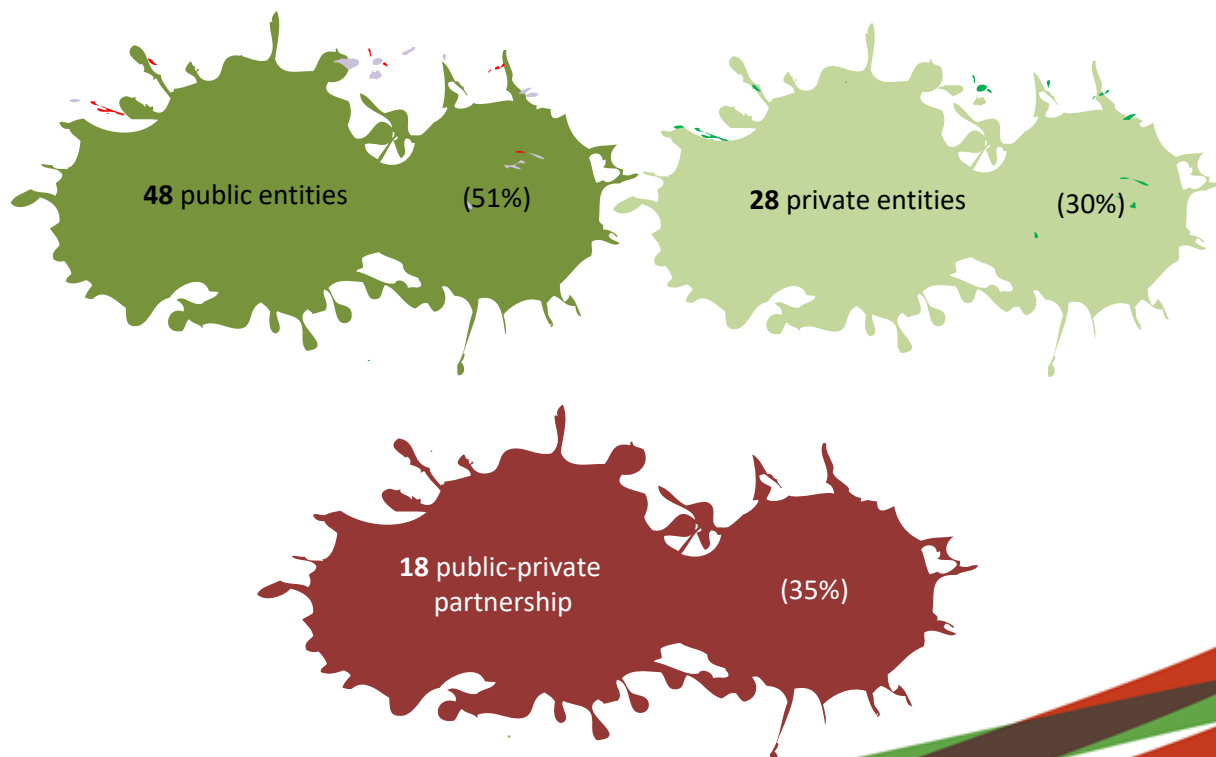
## ✓ Results

In the current edition, IAPMEI/Portugal achieved 51 entries (27% of the total within the 27 participating countries). During the EEPA Ceremony (SME Assembly), Portugal once again received public recognition from the European Commission, for its performance, having been congratulated for the number of applications received at the national level, 27% within the 27 participating countries.

- *entries by category:* [51](#)

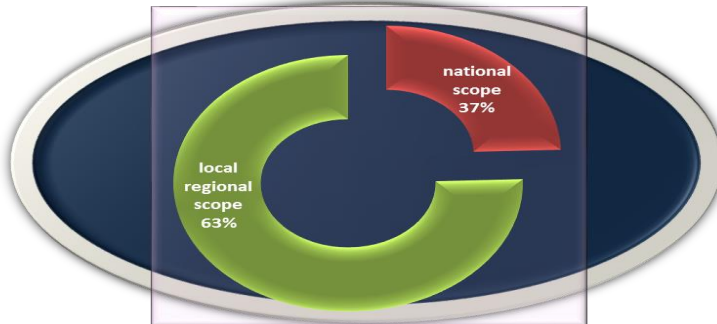


- *projects submitted:* [type of entities](#)



✓ Results (cont.)

- *Projects submitted:* [local/regional scope](#) vs [national scope](#)



- *Projects submitted:* [entries by districts](#)

Portugal is divided into 18 districts plus the Autonomous Regions of Azores and Madeira. To note that IAPMEI received 51 applications from 15 districts and from the 2 Autonomous Regions, as following:





## 2.4 National level

### ✓ members of the National Jury

The National Jury selected the best entries in each category. The 2020 National Jury included:



**Nuno Mangas,**  
**president**



Francisco  
Murteira Nabo



António  
Saraiva



Celeste  
Hagatong



Dina  
Ferreira



Mafalda  
Santos



Luís Braga  
da Cruz



Fernando  
Pacheco

### ✓ winners and runners-up

At the national level, the Jury chaired by the President of IAPMEI, selected 19 winners and the 2 projects to be submitted to the European level:

category	winner	Runner-up	special mention
1 – Promoting the entrepreneurial spirit	<b>Concurso Montepio Acredita Portugal</b> Associação Acredita Portugal <i>in partnership with</i> Banco Montepio, <i>with</i> City Council of Vila Nova de Gaia, Águas de Gaia, EM, S.A., SayU Consulting, <i>with</i> KCS IT, S.A., CRON.STUDIO and Inventa International	<b>Tourism Explorers</b> Fábrica de Startups <i>in partnership with</i> University of Beira Interior	<b>Ecotrophelia Portugal</b> PortugalFoods <i>in partnership with</i> INIAV – Instituto Nacional de Investigação Agrária e Veterinária
2 – Investing in entrepreneurial skills	<b>Born from Knowledge</b> Agência Nacional de Inovação (ANI)  <b>ex aequo</b>  <b>Pro-Move-Te</b> Coração Delta – Associação de Solidariedade Social <i>in partnership with</i> City Councils of Alter do Chão, Campo Maior, Elvas, Fronteira, Marvão, Nisa, Ponte de Sor, Portalegre and Sousel	<b>Madeira Startup Retreat</b> Nova School of Business and Economics – Entrepreneurship Hub	<b>Comércio Digital</b> ACEPI – Associação Portuguesa da Economia Digital <i>in partnership with</i> City Council of Viana do Castelo
3 – Improving the business environment	<b>Portugal Site Selection - Finding a site for your business with a click</b> aicep Global Parques – Gestão de Áreas Empresariais e Serviços	<b>StartUp Portimão – Municipal Business Incubator</b> City Council of Portimão	<b>Odivelas Apoia (da ideia à empresa)</b> City Council of Odivelas
4 – Supporting the internationalisation of business	<b>Portugal Bike Value</b> ABIMOTA - National Association of Bicycle, Moped, Motorcycle and Accessories Manufacturers <i>in partnership with</i> University of Aveiro  <i>submitted to the European level</i>	<b>Agriexport 4.0</b> Inovcluster <i>in partnership with</i> Câmara Municipal de Castelo Branco	<b>BOW 18/20– Business on the Way</b> AEP - Associação Empresarial de Portugal <i>in partnership with</i> City Council of Vila Nova de Famalicão
5 – Supporting the development of green markets and resource efficiency	<b>Zero Desperdício</b> DARIACORDAR – Associação para a Recuperação do Desperdício <i>in partnership with</i> LIPOR – Serviço Intermunicipalizado de Gestão de Resíduos do Grande Porto	<b>EcoX</b> EcoXperience <i>in partnership with</i> University of Coimbra	<b>MOVE+® Mobilidade eficiente</b> ADENE - Agência para a Energia
6 – Responsible and inclusive entrepreneurship	<b>HOSPESbyAHP Digital Plataforma</b> AHP - Portuguese Hotels Association <i>in partnership with</i> Tourism of Portugal  <i>submitted to the European level</i>	<b>Gabinete de Empreendedorismo e Microcrédito Bancário</b> CRESAÇOR - Cooperativa Regional de Economia Solidária, <i>in partnership with</i> Direção Regional da Solidariedade Social	<b>Viana Abraça</b> City Council of Viana do Castelo

## ✓ national ceremony

The EEPA aims to reward those who promote entrepreneurship and small business at the national regional and local level through six categories.

The National Ceremony, organized under the European SME Week umbrella, took place on October 26<sup>th</sup>, in Lisbon at IAPMEI premises. Chaired by the President of IAPMEI - Portuguese Agency for Competitiveness and Innovation, it aimed to thank the participation, announce the winners and the projects to submit to the EU level.

In the 2020 edition, due to the Covid19 pandemic restrictions, the National Ceremony was performed in a mixed format (presential and via streaming). In this context, only the representatives of the shortlisted projects were invited to be in the presential session, the remaining 32 projects participated via streaming.

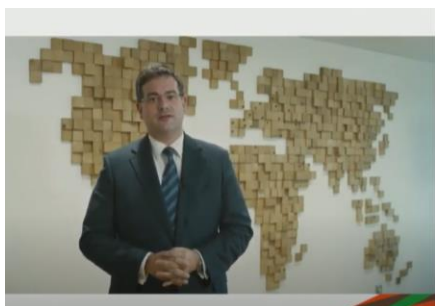
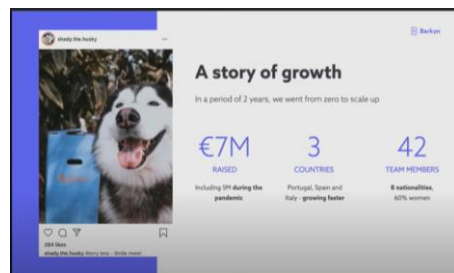


Nuno Mangas, the President of IAPMEI, thanked and publicly acknowledged the commitment of the entities that participated in EEPA 2020.

The President also highlighted the number of applications submitted to the national level, 51 entries, despite the critical pandemic scenario that affected organizations. His participation reflected the number of qualified entities working in the entrepreneurship and innovation ecosystem in Portugal, added Nuno Mangas.

This Session intends to encourage the sharing of good practices and create more visibility for initiatives that act as drivers for new businesses in a wide range of areas.

During the Session, was presented a virtual testimonial by the entrepreneur of the year, André Jordão – CEO of Barkin startup, winner of the national prize created by the Startup Portugal. Barkyn has been gaining customers with the development of personalized food and telemedicine tools for pets. The startup has already secured 7 million euros of investment and has 52,000 customers in Portugal, Spain and Italy.



It was also presented a virtual testimony of the President of AICEP Portugal Global - Trade & Investment Agency, a public entity focused in encouraging the best foreign companies to invest in Portugal and contribute to the success of Portuguese companies abroad in their internationalization processes or export activities.

*Vida Económica*, a weekly and national newspaper, was the media partner of the European Enterprise Promotion Awards 2020 National Ceremony. In addition to a coverage about the Session and the shortlisted projects published, IAPMEI disseminated the list of the 51 projects submitted and respective promoters in the *Vida Económica* newspaper.

*all the EEPA2020 projects  
published in "Vida Económica" newspaper*

European  
Enterprise Promotion  
Awards '20



O IAPMEI, em parceria com a Comissão Europeia, premia e distingue anualmente as iniciativas empresariais portuguesas que são um exemplo de sucesso pelas suas práticas, espírito inovador, promoção do empreendedorismo e da internacionalização.

O evento vai ser transmitido online  
26 outubro, pelas 14h30

Estes são as iniciativas portuguesas candidatas aos Prémios Europeus de Promoção Empresarial 2022

[illegible]

## CONVITE

**Exmo. (a) Sr. (a)**

É com enorme prazer que a IAPMEI agradece a sua participação nos **European Enterprise Promotion Awards 2020** e vem convidá-lo(a) a estar presente, no próximo **dia 26 de outubro, pelas 14h30**, na 2.ª sessão plenária de trabalho, onde serão outorgadas as iniciativas premiadas nas várias categorias dos **European Enterprise Promotion Awards 2020**.

A sessão será transmitida em streaming e irá correr na presença do Secretário de Estado Adjunto e da Economia, **João Naves**.

Agradecemos que efetue aqui o seu **registo** de inscrição, até ao próximo dia 21 de outubro.

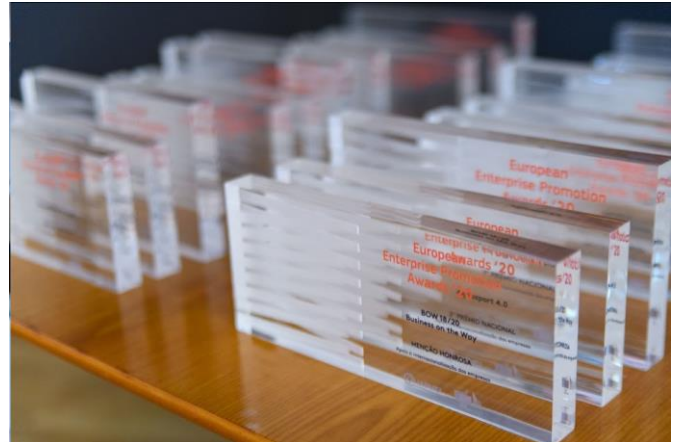
No expectativa de poderemos contar com a sua presença, apresentamos os nossos melhores cumprimentos.

**Nuno Morgado**  
Presidente do IANM





*some photos of National Ceremony  
October 26<sup>th</sup>*



## ✓ follow-up activities

After the National Ceremony, a personalized e-mailing of the President of IAPMEI was sent to all the participants in the session, thanking the participation in the EEPA 2020. This e-mail included the link of the Session on [YouTube](#) channel and the [photo gallery](#).

At the IAPMEI website it is published information related to the “results” of the national competition, including the synopses of all applications, photos of the national ceremony and other associated information.

At the media level, several articles have been published, such as:



## 2.5. PT nominees to the European level

From a total of 51 projects, the National Jury selected 2 projects to represent Portugal in the European level, as following:

category	PT Project
<b>Supporting the internationalisation of business</b>	<b>Portugal Bike Value</b> ABIMOTA, National Association of Bicycle, Moped, Motorcycle and Accessories Manufacturers <i>in partnership with</i> University of Aveiro
<b>Responsible and inclusive entrepreneurship</b>	<b>HOSPESbyAHP Digital Platform</b> AHP - Portuguese Hotels Association <i>in partnership with</i> Tourism of Portugal

### 3. European level

#### 3.1 SME Assembly 2020

The Commission invited IAPMEI to be present in the announcement of the EEPA winner, the Pt project “Portugal Bike Value, in the Supporting the internationalisation of business category, held within the SME Assembly on the 16<sup>th</sup> November, 2020.

#### 3.2. Portuguese winners 2020

IAPMEI is the National Coordinator for the EEPA since its first edition in 2006. Thanks to an integrated and very dynamic action plan and a good cooperation with stakeholders, it has been possible to register a good performance for the EEPA, with SMEs and stakeholders sharing good practices towards more competitiveness and entrepreneurship.

Throughout the fourteen editions of the EEPA, IAPMEI has distinguished 188 projects at national level.

At the European level in the 2020 edition, Portugal was very happy:

- to be awarded with the the **“Portugal Bike Value”** project in the *Supporting the internationalisation of business* category, a project of ABIMOTA, National Association of Bicycle, Moped Motorcycle and Accessories Manufacturers in partnership with University of Aveiro, and that intends to support and promote the potential of the Portuguese bicycle industry, establishing it as a player in the European supply chain and promoting Portugal as destination for foreign investment in the area of Soft Mobility.
- and that **“HOSPES by AHP Digital Platform”**, a project of AHP - Portuguese Hotels Association in partnership with Tourism of Portugal, which was also distinguished as runner-up in the category *Supporting the development of green markets and resource efficiency*. The HOSPES Programme is a corporate social responsibility and environmental sustainability programme developed by the Portuguese Hospitality Association in cooperation with participating hotels.



IAPMEI was very honored with these distinctions and will continue to do its best to share with the other European countries the excellent entrepreneurship and innovation ecosystem that exists in Portugal.

These projects, “Portugal Bike Value” and “HOSPES by AHP Digital Platform”, as well as the EEPA, were highlighted in the TSF Radio News program “Business and Companies” (<https://www.tsf.pt/programa/negocios-e-empresas.html>, 01-12-2020). The TSF radio is one of the most important national radios in Portugal.

To note that before the EU EEPA ceremony, in an event held by AHP, with the participation of the Portuguese President of Republic and very relevant stakeholders, the “HOSPES by AHP Digital Platform” was presented as a shortlisted project to EEPA.



**Many thanks to:**

- DG Grow, European Commission
- EEPA Secretariat

for all the professional and committed support!

IAPMEI, the Coordinator for the EEPA in Portugal, the 26th of January 2021