

**National Enterprise Support Awards 2019  
&  
European Enterprise Promotion Awards 2019**

**Guidelines**



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# 1 National Enterprise Support Awards 2019

## 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 2019. 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 28 Member States<sup>1</sup> of the European Union and the Associate Countries in the Competitive and Innovation Programme (CIP): Iceland, Norway, Serbia and Turkey.

The National Enterprise Support Awards is a competition involving **two** entrepreneurial initiatives.

- The first initiative, which should be considered as the **Main Initiative**, (refer to Part B and C of the application form) is the one that can be nominated to represent Malta in the European Enterprise Promotion Awards 2019. This can be an ongoing or a recent initiative (that was not concluded before 2015) and that had influence on a local or national level with incremental evolution on a period of at least two years.
- The second initiative, which should be considered as the **Secondary Initiative**, (refer to Part D of the application form) can either relate to the first initiative mentioned in the first part of the application or it can be a completely different initiative. This can be an initiative planned to be implemented by the end of 2019 or else an initiative with a substantial part of it already implemented by the end of 2019.

Both initiatives will be adjudicated according to the awards-giving criteria mentioned in section 1.2.3 of the Guidelines.

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<sup>1</sup> 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, Sweden and the United Kingdom.

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### 1.1.2 The Objectives

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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

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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.

### 1.1.4 Winners from the two sections

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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 2015) that had influence on a local or national level and had incremental evolution on a period of at least two years.

Winners from the two sections will receive a prize of €15,000 each. €10,000 will be presented during the awards-giving ceremony whilst €5,000 will be given by the end of 2019 subject to the progress registered in the implementation of the Secondary Initiative planned to be finished by the end of 2019 or with a substantial part of it already implemented by the end of 2019 as declared in Part D of the application form.

Those who place second in the two sections will qualify for a prize of €8,000 each. €5,000 will be presented during the awards-giving ceremony whilst the remaining €3,000 will be given by the end of 2019 subject to the progress registered in the implementation of the Secondary Initiative planned to be finished by the end of 2019 or with a substantial part of it already implemented by the end of 2019 as declared in Part D of the application form.

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The second part of the prize (in the case of the two applications which bring the highest overall score) is 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 2019 that will be held in Helsinki, Finland on the 26<sup>th</sup> November 2019.

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

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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 Categories

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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 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 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.

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*Examples: Measures to facilitate access to public procurement markets for SMEs, cut red-tape, get new small 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 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:** recognises 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.*

**The Selection Committee may decide to place an application in a different category from that originally applied for.**

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### 1.2.3 Awards-giving criteria

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

Criteria	Maximum marks
Originality and feasibility: <ul style="list-style-type: none"><li>• Was the initiative original and innovative?</li><li>• Why is it considered successful?</li></ul>	20 points
Impact upon the local economy: <ul style="list-style-type: none"><li>• What was the impact of the initiative on the local economy?</li><li>• Did it create jobs?</li><li>• Is the initiative sustainable in the future?</li><li>• What positive long-term effect will it have?</li></ul>	30 points
Improvement of local stakeholder relations: <ul style="list-style-type: none"><li>• Was the local population involved in the initiative?</li><li>• Did the disadvantaged communities benefit?</li><li>• Were local cultural, environmental and social characteristics respected?</li></ul>	25 points
Transferability: <ul style="list-style-type: none"><li>• Could the approach be repeated elsewhere in Malta?</li><li>• Could the approach be repeated elsewhere around Europe?</li><li>• Is the initiative inspiring to others?</li><li>• Are there any relationships/partnerships being developed to share lessons learnt?</li></ul>	25 points

### 1.2.4. Closing date of applications

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Applications (for the two sections) should reach the Commerce Department by not later than **Friday, 10<sup>th</sup> May 2019 (by noon)**, addressed to:

**Selection Committee (Attn: Noel Bartolo)**

National Enterprise Support Awards 2019

Commerce Department

Lascaris Bastions, Daħlet Ġnien is-Sultan

Valletta VLT 1933

Malta

or

Email – [nesa.commerce@gov.mt](mailto:nesa.commerce@gov.mt)

### 1.3. THE SECONDARY INITIATIVE

As part of the application, ministries, departments, local councils, public authorities and entities, public-private partnerships (Section A) and NGOs, trade unions, professional associations, public and church schools, public educational institutions, University of Malta and business organisations (Section B) must include information on the Secondary Initiative planned to be finished by the end of 2019 or with a substantial part of it already implemented by the end of 2019. The initiative must meet one or more of the objectives mentioned below:

- *shows recognition of entrepreneurship excellence*
- *supports entrepreneurship*
- *be instrumental in inspiring others*
- *shows the contribution of the entrepreneur to society*
- *serves as a source of inspiration for new entrepreneurs*

The initiative can also relate to other specific themes like entrepreneurship with and in schools, the involvement of the whole community, women and entrepreneurship, entrepreneurship and the environment or tourism, social entrepreneurship with disadvantaged persons as well as initiatives which aim to promote Government schemes in favour of entrepreneurship.

The initiative can relate to the initiative mentioned in the first part of the application i.e. that Main Initiative that could be nominated for the European Enterprise Promotion Awards 2019 or it can be a completely different initiative.

As indicated in section 1.1.4, in the case of the two winners from both sections that are selected to compete at European level, the second part of the prize (€5,000) is also tied with the commitment that as Malta's nominees the winners agree and accept to participate in the awards-giving ceremony of the European Enterprise Promotion Awards 2019 to be held in Helsinki, Finland on the 26<sup>th</sup> November 2019.

The initiative will be adjudicated according to the awards-giving criteria mentioned in section 1.2.3.

## 2 European Enterprise Promotion Awards 2019

### 2.1 Nominations for the European Enterprise Promotion Awards 2019

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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 2019. 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 2019 will be invited for the ceremony of the awards that will be held in Helsinki, Finland on the 26<sup>th</sup> November 2019.

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

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A maximum of two (Main) initiatives that compete for the National Enterprise Support Awards 2019 can be submitted (by the Selection Committee) to the European Commission by Wednesday 3<sup>rd</sup> July 2019 as Malta's nominations in the European Enterprise Promotion Awards 2019.