



European Enterprise Promotion Awards

COMPETITION TO DESIGN THE EUROPEAN ENTERPRISE PROMOTION AWARDS WINNER'S TROPHIES

The European Commission, in conjunction with Low Associates (event secretariat), the Luxembourg Presidency of the Council of the European Union, the Luxembourg Chamber of Commerce and the Luxembourg Chamber of Trades and Skilled Crafts would like to invite you to enter a competition to design and craft the prized trophies for the European Enterprise Promotions Awards. These trophies will be handed to winners at a prestigious awards ceremony on Thursday 19th November 2015.

The competition opens on Monday 13 April and trophy designs must be submitted to smeassembly@lowassociates.eu by Monday 1 June 2015. Judging of all entries will take place w/c 8 June and the winner will be informed by Friday 12 June 2015; the panel will include one representative from each of the European Commission, the Luxembourg Presidency, an independent expert designated jointly by the two professional chambers, and Low Associates.

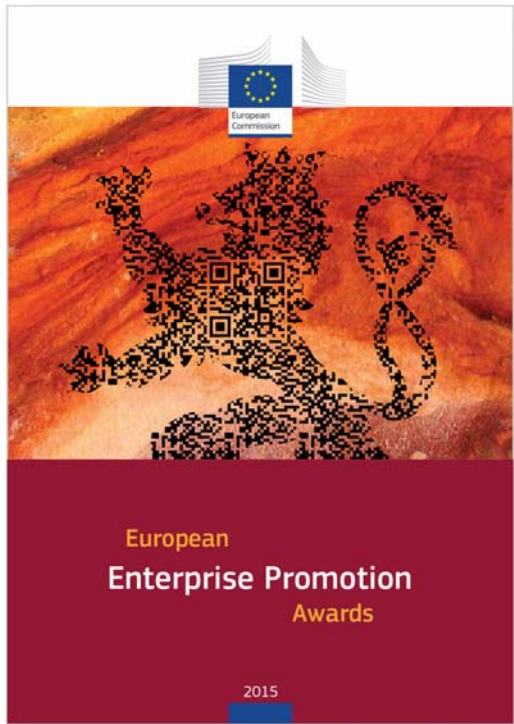
Background

The European Enterprise Promotion Awards is an annual ceremony, started in 2006, where the European Commission makes presentations for excellence in innovation and entrepreneurship under 7 category headings. The event is part of the SME Assembly, which will be held on 19th – 20th November 2015 and will attract up to 600 delegates travelling from all European countries.

There is one main award – the Grand Jury Prize – plus 6 sub-category awards. We would like to present a trophy that incorporates some Luxembourgish heritage made by local crafts people. We are looking for one craftsperson, or a team of people, who can make 7 awards, 6 all the same plus the Grand Jury Prize which will be the same design but a bigger size. Apart from individual crafts people, we also encourage participation of anyone who teams up with Luxembourgish crafts people, or crafts people that team up with designers, artists or school classes.

In the past, the trophies have always taken inspiration from/reflected our event branding and the awards have included a variety of crafts expertise including mosaics, wood carving and clay sculpture (see Appendix 1).

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For 2015, we have adopted the design seen here, which is inspired by many Luxembourg sources. Iron ore is the background, an industry symbolising success, strength and traditional heritage. The lion rises out of the ore; this reflects the passion and power of a country that has sought innovation and embraced diversification to meet changing global needs. Finally, the lion design is made up from a QR code, indicating how Luxembourg has developed its infrastructure and placed itself at the heart of connectivity and the modern world. This design has been approved by the competent Luxembourg authorities.

The Competition

We require you to submit a trophy design and then, if you are the successful winner, craft the seven winning trophies so that they can be presented at the EEPA ceremony in November 2015.

The winner receives:

- A cheque for €5000
- A press release circulated to all European SME media outlets promoting the event, the trophy and the winner
- Social media coverage via the EEPA Facebook and Twitter feeds
- A 2m x 2m exhibition stand at the SME Assembly 2-day event to promote their work to 600 European delegates (including up to 60 European media contacts)
- The winner will be introduced to the audience on stage during the awards ceremony
- An invitation to the SME Assembly and the EEPA ceremony and dinner

In addition, the best runner-up entries will also have the opportunity to exhibit their work at the SME Assembly on a joint exhibition stand area with the Chamber of Trades and Skilled Crafts.



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Entry Requirements

Submit your trophy design entry by Monday 1 June 2015 to smeassembly@lowassociates.eu. Together with your design, we would also like to know:

- What materials the trophies would be made from and any special processes you plan to use in making the trophies
- In the case of a team, which craftsman have agreed to collaborate for the production of the trophy
- What colours you plan for the trophies
- The approximate size of both the sub-category trophy and the Grand Jury Prize trophy
- The approximate weight of each trophy

By submitting an entry, you agree that you will provide 6 sub-category trophies plus one additional Grand Jury Prize trophy, which will be completed and delivered to the Luxembourg Chamber of Trade and Skilled Crafts (see contact details below) by Tuesday 17th November 2015 to the competition organisers.

Please also consider the following criteria:

1. If possible, we would like a unique award design (not something you have produced previously)
2. Any materials can be used for the award, including a mixture of materials if appropriate
3. There is no size minimum or maximum (although please consider point 6)
4. We don't mind if the finished award hangs on the wall or can stand freely on a table
5. We must include a small plaque with the name of the award, the winner and the date
6. Winners must be able to transport the award back home via aeroplane (weight and fragility will be a consideration)

Thank you for taking time to read this brief and we very much look forward to receiving your designs. If you require any further information please do not hesitate to contact any of the people listed below:

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Appendix 1 Branding & trophy inspiration in previous years

2014 – Naples, Italy

The event emblem was inspired by one of the ceilings at the Royal Palace of Casserta, Naples:

Event colours & showing usage on a brochure:



The 2014 award design – sculptured clay, hand painted, mounted on a wooden plinth.



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2013 – Vilnius, Lithuania

The event emblem was inspired by their traditional wood carving and amber, a local speciality.

Event colours & showing usage on a brochure:



The 2013 award design – carved wood with amber inlay, mounted on a wooden plinth.



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2012 – Larnaca, Cyprus

The event emblem was inspired by the seascape in Cyprus

Event colours & showing usage
on a brochure:



The 2012 award design – a hand made, tiled mosaic picture in a wooden frame.

