

# **SME WEEK Youth Essay Competition Communications Package**

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# 1. BACKGROUND INFORMATION

## What is the SME Week Youth Essay Competition?

- Annual competition for youth to express their opinion on an entrepreneurial topic
- Opportunity for youth to share their ideas with key policy and decision makers
- Organised by the European Commission Directorate General for Single Market, Industry, Entrepreneurship and SMEs

### The 2020 question:

*What do SMEs need to become sustainable and resilient, in the context of COVID-19 and other global challenges? How can EU policy best aid entrepreneurs?*

### How will the competition work?

- Applicants have until Friday 18 September 2020 to submit their original essay answering the 2020 question
- The top 10 applications will be selected and announced in October
- These top 10 applications will be evaluated by the Youth Essay Competition jury who will narrow them down to the top 3 that will compete and present at the SME Assembly 2020 in November

### 2020 Rules:

- **Eligibility:** 18-25 year olds from European Member States or COSME partners countries, only one entry per applicant
- **Submission deadline:** 18 September 2020
- **Word count:** 2 500 words maximum
- **Language:** English
- **Prize:** All-expenses paid trip to the 2020 SME Assembly in Berlin to compete in a live final and give a speech. Speech and presentation coaching will also be provided.

## 2. COMMUNICATIONS MATERIALS

Attached you will find different sets of visuals that you can use across Instagram, Facebook and Twitter. Please check the title of the file to know the format of the visual. We have also attached the competition poster in PDF format which contains all of the information as well as a link to the submission form.

Below you will also find some sample copies that you can use or adapt for your own needs, as well as all links and hashtags.

### Sample Copies

- The #SMEWeekYouth Essay Competition is back! Take this opportunity to make your voice heard and share your opinion 🗣️ ➡️ <https://bit.ly/3fA4IVw> #YEC2020
- Want to have your voice heard across Europe? Then don't forget to enter the #SMEWeekYouth Essay Competition 2020! <https://bit.ly/3fA4IVw> #YEC2020
- The #YEC2020 is open and ready for your essays! Share your ideas and win a spot at the #SMEAssembly2020... ➡️ <https://bit.ly/3fA4IVw>

### Useful Links

- 2020 Competition Launch Post:  
<https://blogs.ec.europa.eu/promotingenterprise/yec2020-launch/>

*\*This post can be used directly or adapted as appropriate for your platform, when posting please provide a link back to the original post.*

- 2020 submission link: <https://ec.europa.eu/eusurvey/runner/YEC2020>
- 2020 Terms and Conditions:  
[https://blogs.ec.europa.eu/promotingenterprise/files/2020/07/Terms-and-Conditions\\_SME-Week-Youth-Essay-Competition-2020.pdf](https://blogs.ec.europa.eu/promotingenterprise/files/2020/07/Terms-and-Conditions_SME-Week-Youth-Essay-Competition-2020.pdf)

### 2020 Hashtags

- #YEC2020, #SMEWeek2020, #SMEWeekYouth

### Accounts to tag and follow (for updates and visibility)

- **Twitter:** [@EEPA\\_EU](#),
- **Facebook:** [@PromotingEnterprise](#)
- **Instagram:** [@promotingenterprise](#)

**For more information about the competition please contact:**

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