



EES2024 - Results and Policy Recommendations

30 October 2023

14:00 - 15:00

EES2024 Editorial Committee Meeting

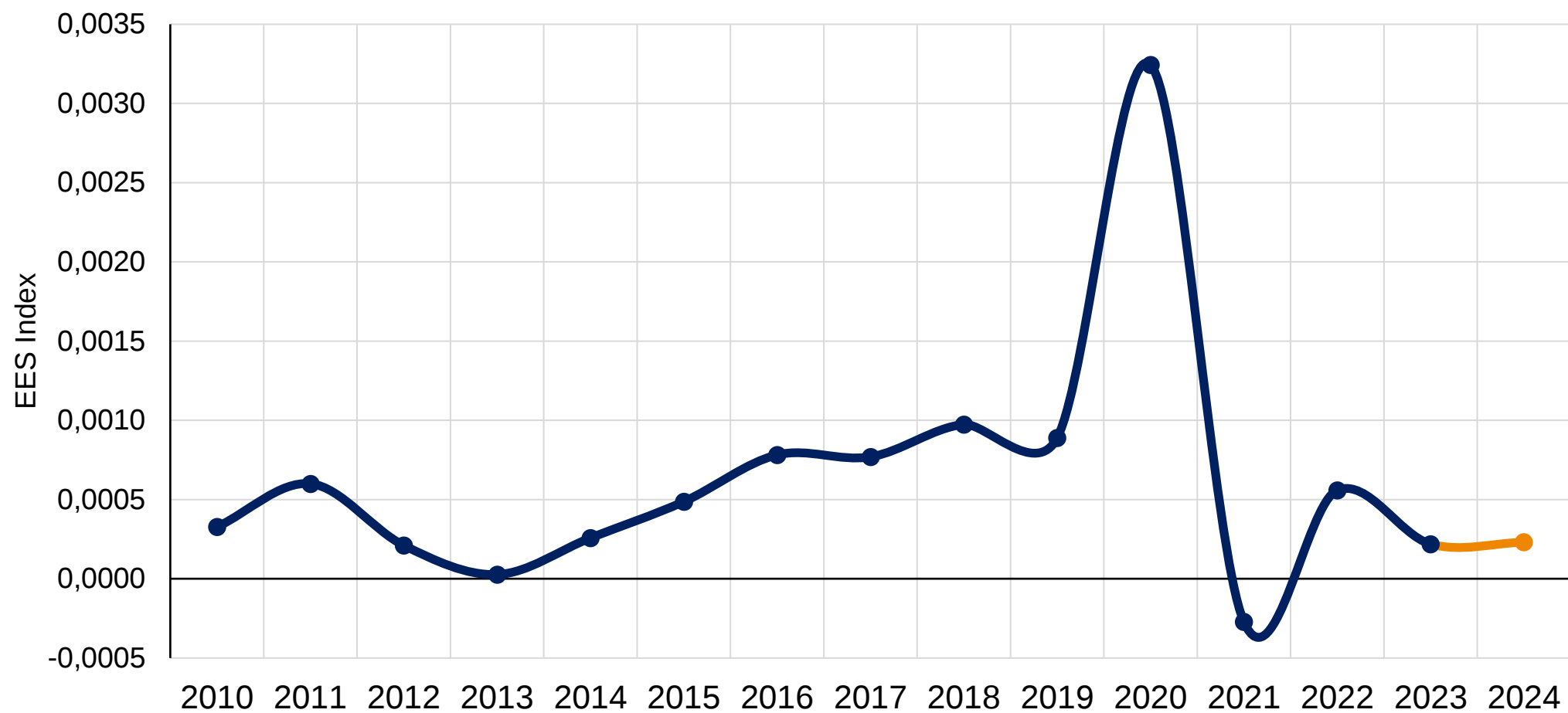
EES2024 Results

Figures and interpretation of results



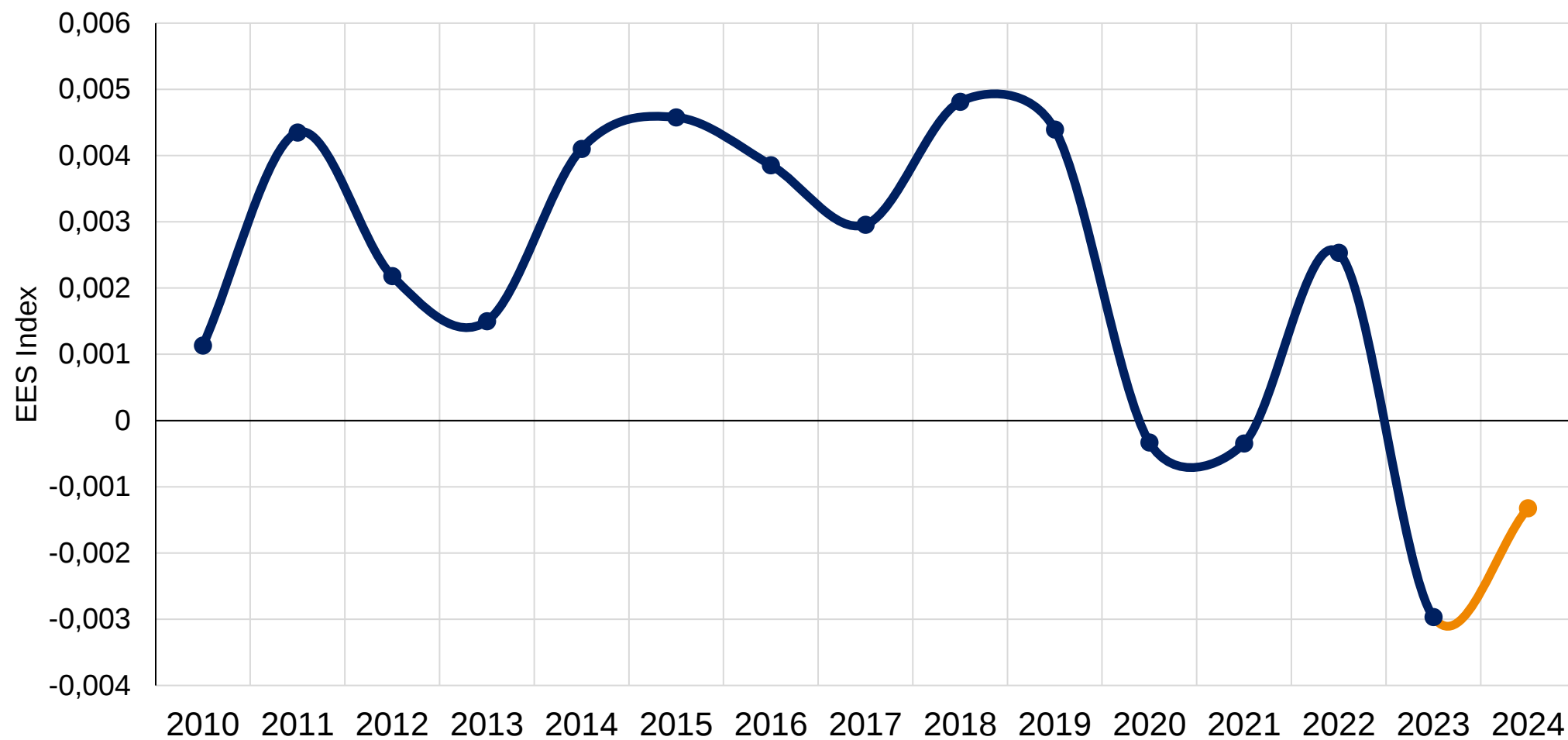
EES2024 Results

Expected National Sales Index Since 2010



EES2024 Results

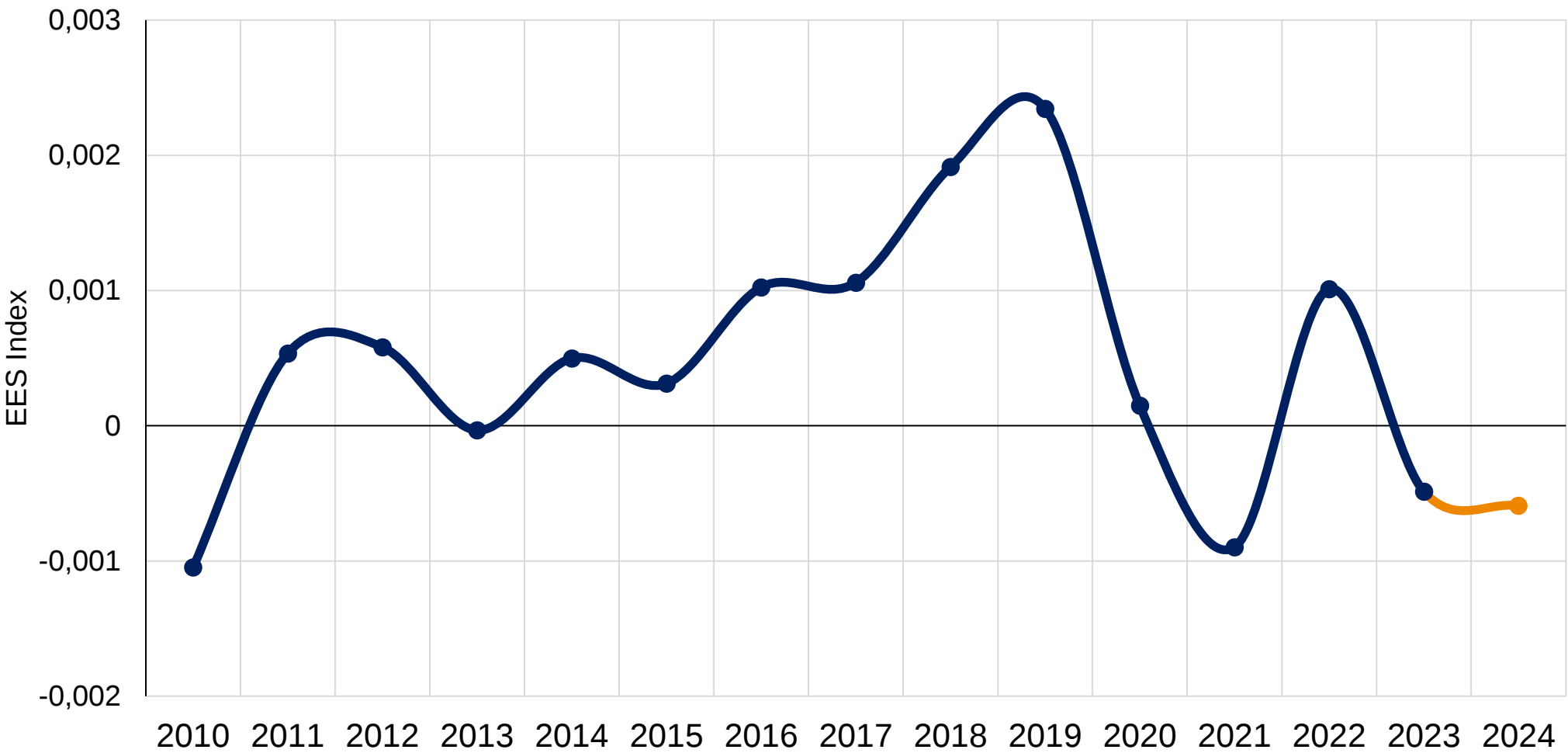
Expected Export Sales Index Since 2010



EES2024 Results

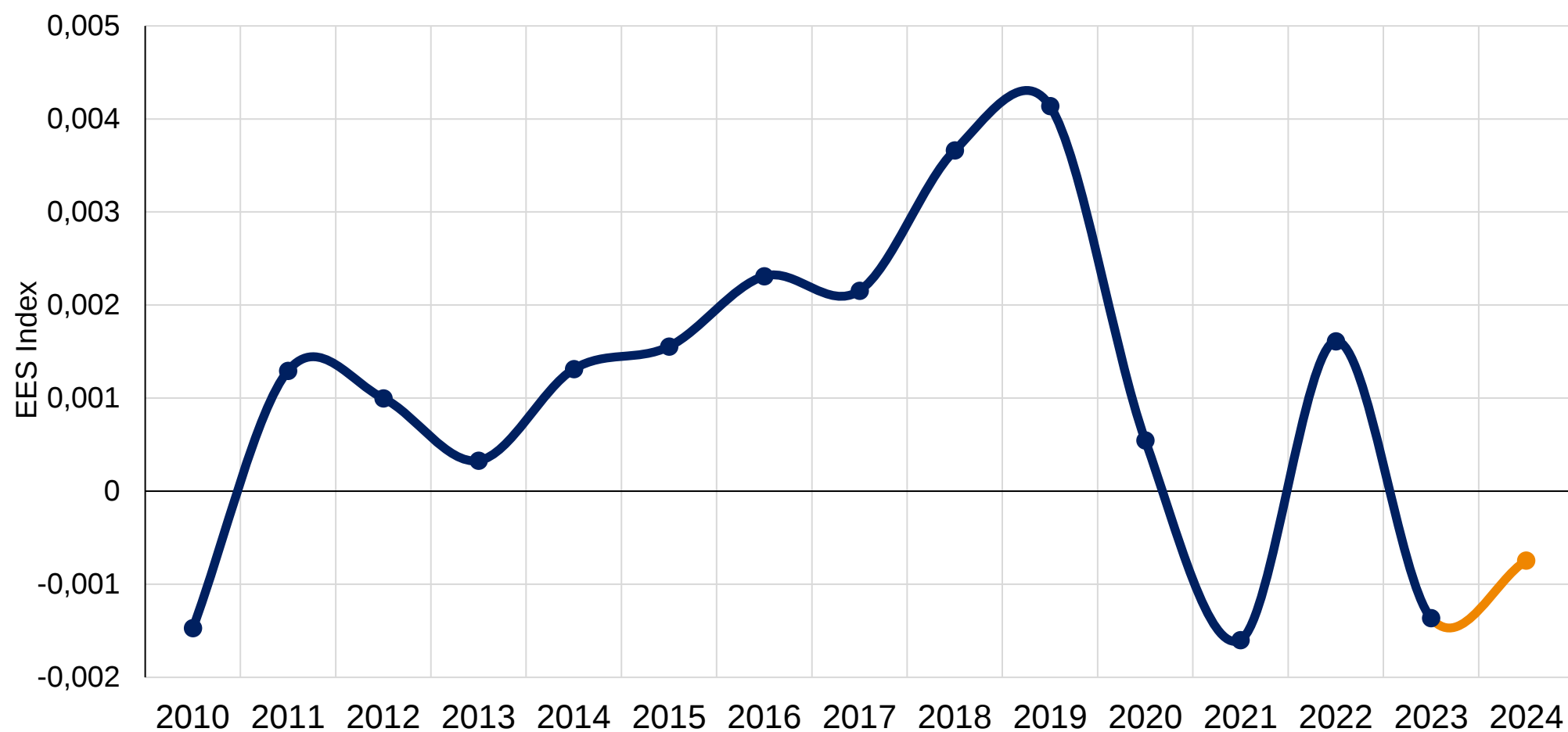
Expected Workforce Size Index Since 2010

5



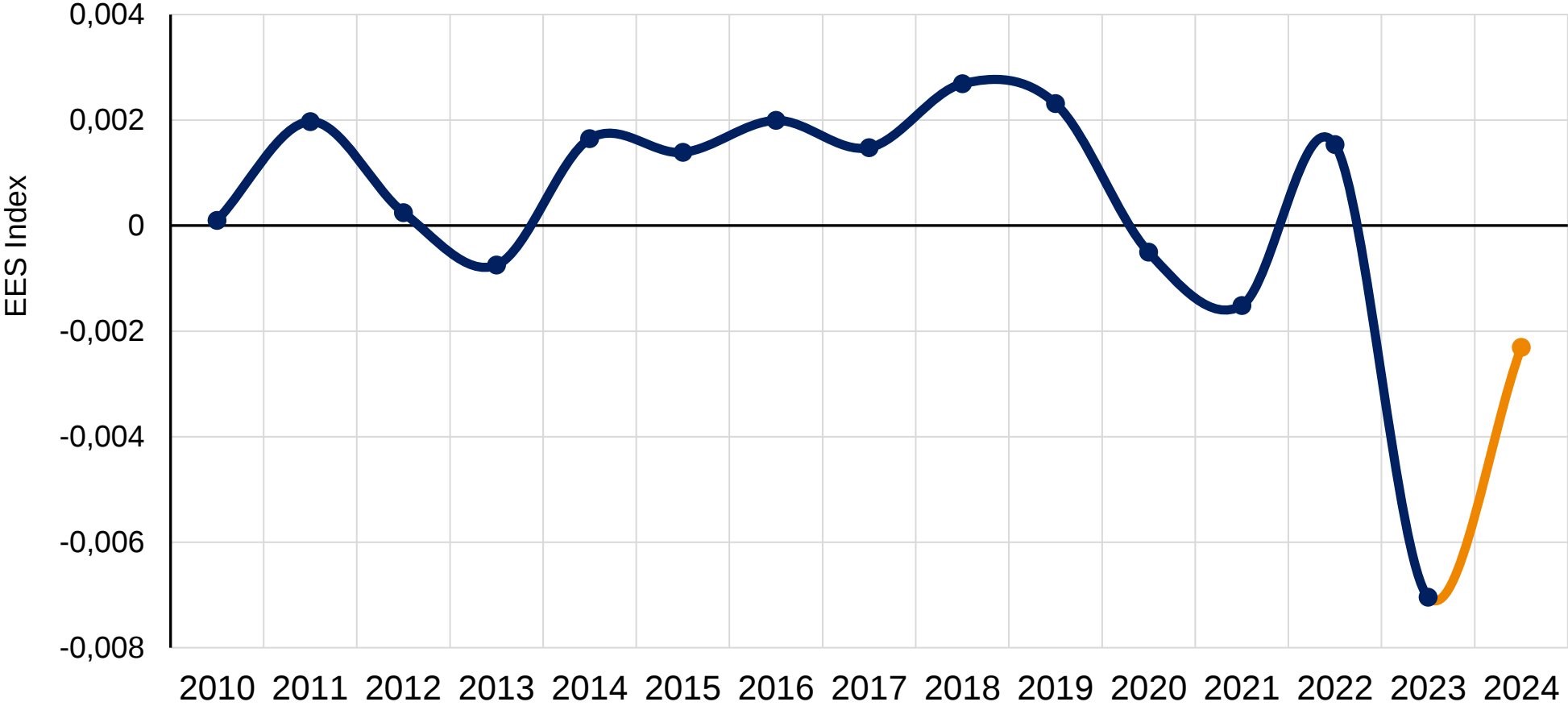
EES2024 Results

Expected Level of Investment Index Since 2010



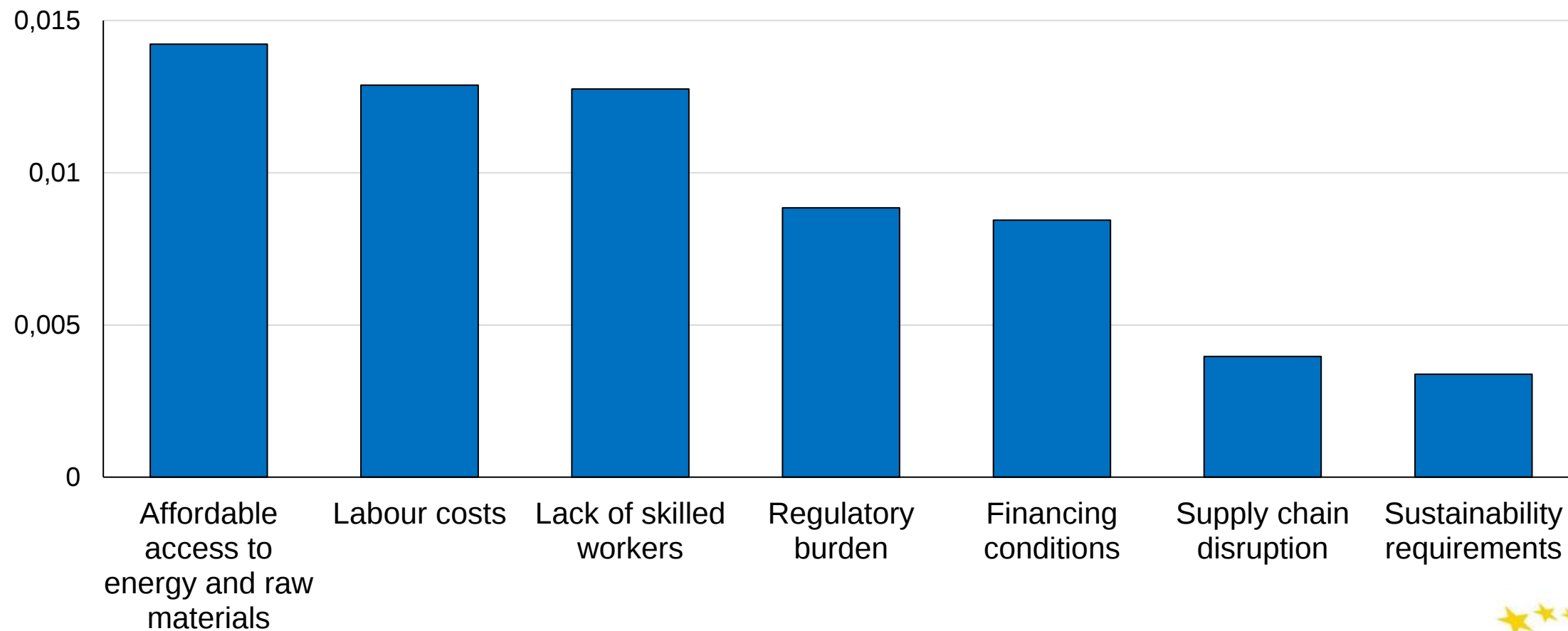
EES2024 Results

Expected Business Confidence Index Since 2010



EES2024 Results

Challenges

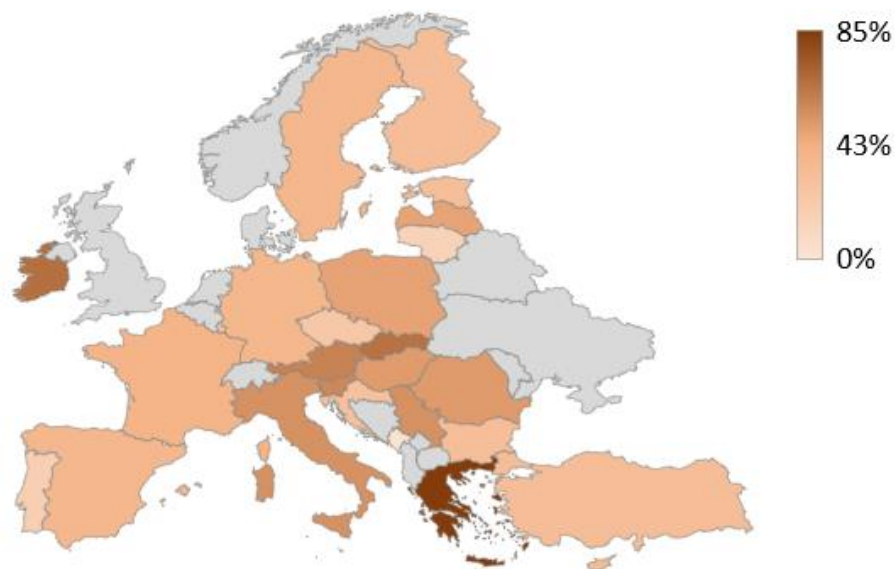


EES2024 Results

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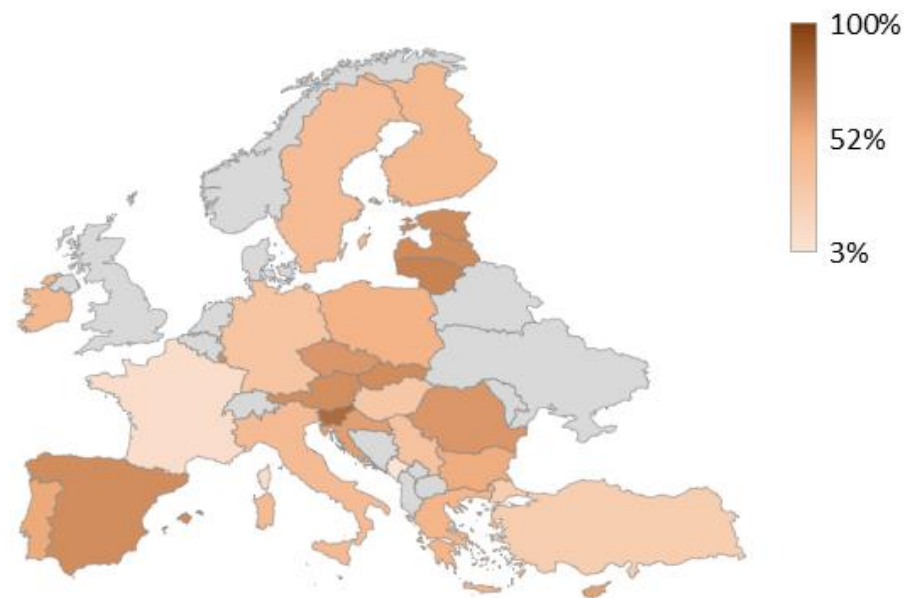
Top 2 Challenges per country

Affordable access to energy and raw materials



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Labour costs



Powered by Bing
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Policy Recommendations

What entrepreneurs need



Policy Recommendations

What entrepreneurs need

1. A single market delivering on its potential
2. Development and attraction of talent and skills to drive the twin transition.
3. Alignment of European energy and industrial strategies with climate goals for a sustainable future
4. A revitalized EU trade agenda to boost Europe's competitiveness



Communication Strategy



Communication Strategy

Objective

- Promoting the results of the #EES2024
- Generating media interest at European and national level
- Disseminating information through a wide campaign together with chamber network
- Generating awareness about the recommendations that will be delivered to European Institutions



Communication Strategy

Target Audience

- Brussels-based journalists invited to online event
- Chamber network can contact international correspondents in Brussels and journalists at national level to join the online event
- Chambers of Commerce and Industry
- EU and national decision-makers



- Press release with the main results
- Social Media campaign
 - Share draft posts
 - Share visuals to edited by members
- Brussels-based journalists



Communication Strategy

Social Media Campaign

- How will we act?
 - Launch social media campaign
 - Drafting posts with European results
 - Drafting posts with national results
 - Preparing graphic material
 - Sharing possible accounts to be tagged

The more targeted the tweet/post, the better impact



Communication Strategy

Social Media Campaign

- Hashtag to be used:
#EES2024
#EntrepreneursSay
- Accounts to be tagged:
@EU_Commission @vonderleyen @EU_Growth @ThierryBreton
@PaoloGentiloni @EU_Finance @EP_President @Europarl_EN
@eucopresident @EU_Council @eu2023es @EEPA_EU
- The relevant authorities/institutions/business media at national level, such as:
 - The ministry/minister of Economy and Finance
 - The ministry/minister of European Affairs
 - The national authority for SMEs and Entrepreneurs
 - Relevant SME Envoy
 - The most important business/economy newspaper(s)



Next Steps



EES2024 Launch event online

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- Finalise the report
- Prepare an infographic
- Move ahead with the communication strategy
- Link to register: [Webinar Registration - Zoom](#)

**EES2024 Launch event (online)
9 November 2023 (9:00 – 10:00)**





FOR MORE INFORMATION

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