



## Become a sponsor of the European Public Sector Award (EPSA)



Smart  
Public Service  
Delivery

Open  
Public Sector/  
Partnerships

Green  
Innovative  
Solutions



European Institute of Public Administration  
Institut européen d'administration publique

*Trophy on cover page: The trophy, consisting of a large cube balancing on a tiny point, represents balance, perfectionism, the very best... Participating countries are called "the stars"; they create the solid platform. The EPSA logo indicates that this is the place to be. The incomplete image of the cube means that "we" are in the process of building up, since we are still collecting the stars (of Europe). Artist: B.J. Leyendeckers. Material used: 24 carat gold, silk and brass; the size of the trophy is approx. 25x25x25 cm.*

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## What is the European Public Sector Award?

The EPSA brings together the best, most innovative and efficient performers from the European public sector. The EPSA's objective - as the first European learning platform for public administration - is to make this valuable experience transparent, available and usable.

## The history of the European Public Sector Award

**The first European Public Sector Award** was launched on 14 March 2007 in Berlin and was organised by the Bertelsmann Foundation, together with the European Group of Public Administration (EGPA) and the University of Administrative Sciences in Speyer (in cooperation with Germany, Austria and Switzerland). The aim was to motivate administrative agencies throughout Europe to learn from the best practices of others and to fundamentally modernise their methods and structures. The first EPSA focused on three thematic areas:

- Collaborative Governance
- Targeting with Scarce Resources
- Coping with Demographic Change

More than 300 public administration bodies from 25 European countries applied for this award. Six awards were handed over. The Awards Ceremony took place on 12-13 November 2007 in Luzern, Switzerland.

**The second EPSA edition** was launched in Paris on 20 October 2008 during the 5th Quality Conference organised by the French Presidency for public administrations in the EU. This second edition was organised and managed by the European Institute of Public Administration (EIPA) with the political and financial support of 15 European countries and the European Commission, as well as the City of Maastricht and the Province of Limburg, plus a number of private sponsors.



*EPSA 2009 launch 20 October 2008, Paris*

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Four themes were selected for this edition:

- Performance Improvement in Public Service Delivery
- Citizen Involvement
- New Forms of Partnership Working
- Leadership and Management for Change

Over 300 applications were received from 28 European countries and European institutions. Four trophies were handed over to the winners of each category as well as 40 best practice certificates; two projects received honourable mention. The Awards Event and Ceremony took place in Maastricht on 4-6 November 2009 under the auspices of the Swedish Presidency ([www.epsa2009.eu](http://www.epsa2009.eu)).



*The high-level symposium at the Provincial Government House, Maastricht 5 November 2009*

*“EPSA - collecting experiences and sharing best practices to deliver better services to the citizens of Europe. To me it not only sounds like a good idea, but an imperative for public sector institutions.”*

*EPSA 2009 participant*

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## EPSA – A great success...

Both, EPSA 2007 and EPSA 2009, were a great success and each received more than 300 applications from all around Europe.

Official sponsors for EPSA were:



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*“It is encouraging to see that despite the current period of crisis, EIPA continues to be involved in the organisation of one of the most important initiatives in this sector, EPSA. The Commission values the exchange of best practices and encourages Member States to further develop these activities within the wider framework of the Europe 2020 Strategy.”*

*Maroš Šefčovič, Vice-President of the European Commission,  
Inter-Institutional Relations and Administration  
László Andor, Member of the European Commission,  
Employment, Social Affairs and Inclusion*

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## EPSA 2011 has a strong backing from European countries and the European Commission

EPSA 2011 is officially supported by the European Commission and 11 European countries: Austria, Cyprus, Denmark, Germany, Hungary, Italy, Luxembourg, the Netherlands, Poland, Spain and Switzerland. In addition, the final award event and ceremony will be hosted by the City of Maastricht and the Province of Limburg.



European Commission



Austria



Cyprus



Denmark



Germany



Hungary



Italy



Luxembourg



The Netherlands



Poland



Spain



Switzerland



Gemeente Maastricht

provincie limburg



Private sponsor

**NORDLICHT**  
MANAGEMENT  
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## The European Public Sector Award 2011



EPSA will be launched for the third time, following the successful editions in 2007 and 2009.

Against the background of a rapidly changing social, economic and environmental context in the 21<sup>st</sup> century, EPSA contributes to the progress of public performances by highlighting exemplary models of proactive public practices that address Europe's most pressing public concerns, whilst providing a platform for the public sector innovators behind these cases to disseminate their achievements.



*EPSA 2011 Launch Event, Berlaymont Building - European Commission, Brussels, 17 January 2011*

The aftermath of the financial and economic crisis poses a true challenge not only to the private, but also to the public sector. Furthermore, in alignment with the EU 2020 strategy, local, regional and national public administrations are expected to meet the ambitious vision of smart, sustainable and inclusive growth for the future of the European Union. It is therefore even more important to highlight and reward public excellence in administrations that are finding innovative responses in times of budgetary constraints and are succeeding in delivering outstanding public services.

In this context, the vision of EPSA and EIPA to create an arena in which Europe's public sector institutions can excel and become exemplars for the rest of the world remains valid and is in fact reinforced.

European, national, regional and local public administrations from across Europe are invited to submit and showcase their most innovative projects. The Final Event will take place in Maastricht on 15-17 November 2011 under the auspices of the Polish Presidency.

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## The three topical themes

### Theme 1

#### Smart Public Service Delivery in a Cold Economic Climate

**1** In the past three years governments across Europe have been facing mounting pressures on their public finances arising from the need to stabilise the financial services sector. This has led to pressure for changes in the way public services are delivered, as well as a re-assessment of the scope and nature of services to be provided by public authorities, independently of the way in which they are delivered. It has also led to the need to establish more accurate and service-oriented measurement tools to ensure that the scarcer resources now available to the public sector are being used effectively.

Can public administrations rise to the challenge of stabilising public finances and preventing another shock from the financial services sector while delivering a high quality of public services? Will this mean abandoning attempts to address the climate change agenda or diversity issues? Can they also at the same time protect employment and promote employability? How will this be measured?

This topic is looking for showcase projects based on how public administrations are responding to these challenges and balancing these competing demands in a difficult economic climate, such as those which have successfully changed the means of service delivery between internal and external service delivery or between different types of external service delivery, successful internal re-organisation of service delivery and successful introduction of shared services, etc. and/or those which have been imaginative in their definition of qualitative and quantitative performance measurement tools linked to service objectives.

### Theme 2

#### Opening Up the Public Sector through Collaborative Governance

**2** Over time the different levels of public administration and all categories of public services have opened up towards the private sector in numerous ways. Many such actions reflect the specificity of the sectors or policy areas and respond to the special needs of the entity. Interaction takes place at all stages of decision-making processes and within all policy areas in order to achieve better, faster and more acceptable solutions. This has been done either through the development of new institutional frameworks or bodies to promote transparency in government, access to information, consultation and ultimately

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involvement in making policy decisions, or through adjusting existing ones. Often formal agreements on public-private partnerships are established. In many countries there has been an articulated governmental policy to open up and this has spilled over into the whole public sector creating new images and values.

Collaborative Governance refers to involvement of citizens, the business society, NGOs and other representatives from the civil society at different stages of political processes. Open governance refers to a situation where the entity shares information, consults, involves and even works together with the private sector. Open data/sources means access to information, that information is provided in an understandable way and that the available information is relevant to citizens and businesses.

This topic is looking for innovative, unique and brave showcase projects based on how public administrations are opening up towards the civil society and could include cases based on a new information policy, constructions for new ways of consultation with citizens or businesses, direct involvement in decision-making processes and the management of public services and goods.

### Theme 3

#### Going Green: Concrete Solutions from the Public Sector

**3** In the EU, the concept of “sustainable development” has heavily influenced the latest ideas on Europe 2020. The notion of “sustainable growth” and “green technologies” will be a focus of the EU’s future development strategy for the coming decade.

Already today, ambitious policy objectives range from CO<sub>2</sub> reductions to halting the loss of biodiversity. These objectives are translated into the latest changes of the “green” acquis of the EU, with more than 200 directives or regulations. Public administrations at all levels play a crucial role in the enforcement of environmental legislation. Some administrations have responded to this implementation challenge with concrete and innovative ideas and practices. EPSA 2011 seeks to present these innovative practices in enforcement of environmental legislation. In addition, public administrations are playing a decisive role in innovative solutions for their own environmental management and procurement practices, etc. In policy fields such as waste, water, renewable energy, energy efficiency and biodiversity, “green” innovative instruments are being developed at all levels. EPSA 2011 will invite administrations to present their concrete contributions to make sustainability a reality.

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This topic is looking for showcase projects based on innovative practices in the enforcement of EU legislation by public administrations (e.g. a special local project on waste collection), as well as innovative examples of environmental management by public administration (e.g. internal practices, procurement, awareness raising, etc.).

## 11 Good reasons to take part in EPSA 2011

- Participation in the EPSA is an **excellent opportunity** to show appreciation to your employees and bring the work of their projects to the attention of a wider European audience;
- The EPSA offers all innovative administrative areas the opportunity to be **showcased and rewarded** – irrespective of the size or type of the administration or the cultural sphere in which it operates;
- The EPSA focuses on highly topical thematic fields, which are carefully chosen in close cooperation with the countries officially supporting the award: in this way, applicants receive **valuable input for their administrative work and effective support**, whilst also indicating potential for improvement and further development;
- The EPSA offers applicants maximum benefits as a **network of excellence** and **efficient knowledge transfer** across Europe;
- The EPSA works with an independent, impartial and **internationally acknowledged pool of experts** throughout its evaluation process;
- Participating administrative bodies will improve their image by **publishing their results and achievements** in the official EPSA publications, on the [www.epsa2011.eu](http://www.epsa2011.eu) website and via other channels of dissemination;
- The online application process is **simple and straightforward**;
- Participation in the competition is **free of charge**;
- The *nominees* will be invited to the **preparatory workshop** in October 2011;
- The travel and hotel accommodation for the participation of the EPSA 2011 nominees in the final event will be **at the expense of EPSA/EIPA**;
- To win the **most wanted and prestigious EPSA trophy!**

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## **Why should you become a sponsor?**

Joining the efforts by sponsoring the award scheme represents an excellent opportunity to promote your company's image and know-how, to consolidate your company as a leading business, as well as allowing you to enter into (new) contacts with high-level public professionals and politicians from all over Europe, whilst also being able to get acquainted with the latest developments and trends that are increasing in public value.

Please find a detailed description of possible sponsor packages on page 13.

### **As a sponsor you will clearly benefit since you will:**

- Gain access to the most innovative people and organisations from the European public sector.
- Become part of an influential network across the public sector.
- Place your company's logo and acknowledgment in EPSA's communications. (e.g. website, flyer, award ceremony material) and thus enhance your visibility in Europe.
- Participate actively in the award conference (e.g. plenary, workshops, table).

### **For more information, please contact:**

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EPSA Manager and EIPA Expert

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Sponsoring					
	Concrete offers	Platinum > € 20 000	Gold > € 15 000	Silver > € 10 000	Bronze > € 5 000
<b>Visibility</b>	Mentioning on the official EPSA 2011 website, hyperlink to company's website <sup>1</sup>	x	x	x	x
	Option to place your own promotional material in the conference bag	x	x		
	EIPASCOPE <sup>2</sup>	x	x	x	
	Flyer/Brochure <sup>3</sup>	x	x	x	x
	Conference Programme <sup>4</sup>	x	x	x	x
	Press releases	x	x	x	
	Appearance in presentations (PPT) about EPSA (e.g. InfoDays, knowledge-transfer workshops)	x	x	x	x
<b>Participation in the Final Event</b>	Table(s)	x			
	Free participation	x	x	x	x
<b>Active contribution to the Final Event</b>	30 min. presentation in a plenary session at the Final Event (ca. 250 participants)	x			
	30 min. presentation in one of the three thematic workshops (ca. 50-80 participants each)		x		

<sup>1</sup> Furthermore, Platinum sponsors will be entitled to a 300-word summary and Gold sponsors to a 100-word summary on the EPSA website. The hyperlink will only be provided for Platinum, Gold and Silver Sponsors. In terms of frequency, the EPSA 2009 website got a total of 17,950 hits from Europe during the period from 20 October 2008 to 9 April 2009.

<sup>2</sup> The flyers/brochures are sent out to approximately 15,000 addresses (electronically).

<sup>3</sup> The EIPASCOPE reaches an audience of 6000 European senior public officials (paper copy) and approx. 10,000 electronically; it is published three times a year and will include progress reports on the EPSA scheme

<sup>4</sup> The Final Event Programme\* will be distributed to approx. 400 invitees.

\* *Reception and Best Practice Certificates at the Maastricht City Hall, Workshops at EIPA and Awards Ceremony at the Limburg Provincial Government House.*

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### The EPSA 2011 Team



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**Michael Burnett (UK)**  
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**Claude Rongione (IT)**  
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**Theme 2 Leader**  
**Tore Chr. Malterud (NO)**  
EIPA Senior Expert;  
Head of Unit European  
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**Esther Haenen (NL)**  
Programme Organiser  
EPSA 2011



**Theme 3 Leader**  
**Martin Unfried (DE)**  
EIPA Expert



**Cristina Borrell (ES)**  
Assistant EPSA 2011

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## **The European Institute of Public Administration (EIPA)**

Established in 1981 on the occasion of the first European Summit held in Maastricht, and supported by all EU Member States and the European Commission, EIPA offers civil servants in European public administrations - at all levels - a unique platform where they can learn, develop, meet and exchange with colleagues from all over Europe. In that way, EIPA contributes to consolidating the European integration process by constantly updating these major players on policy developments affecting their daily practice. As a result, they are better prepared to implement and even shape European policies.

EIPA is the leading centre of European learning and development for the public sector. With almost 30 years experience, EIPA is the place where people who deal with European affairs can learn in a multicultural environment benefiting from our unique combination of practical know-how and scientific excellence. Its activities range from learning and development, applied research, to consultancy and special European projects such as the EPSA.



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