European Fund for Strategic Investments (EFSI) and EIB communications

INFORM meeting Bucharest

Sabine Kayser, EIB Communications
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3 ways to tackle the investment gap

Investment Plan for Europe

Mobilise finance for investment
- European Fund for Strategic Investments
- Cooperation with National Promotional Banks

Support investment in real economy
- European Investment Advisory Hub
- European Investment Project Portal

Create an investment friendly environment
- Improving the regulatory environment
- Structural reforms

Aim: to mobilise at least €315 billion in investment across the EU
European Fund for Strategic Investments

**EUR 21bn**

Strategic financing for Europe

**EUR 61bn**

**EUR 315bn** Total Invest EU
Making a difference

Our value added

Addressing market failures or sub-optimal investment situations

Financing operations not possible to same extent otherwise

Absorbing part of the risk to trigger additional investments

Impact orientation

Maximising growth

Supporting employment

Attracting other sources of finance
Financing step-by-step

**EIB Project Cycle**

**STEP 1** Proposal
- financial
- economic
- social
- environmental
- and technical assessment

**STEP 2** Appraisal

**STEP 3** Approval
- EIB Management Committee
- Investment Committee
  (for operations potentially benefitting from an EU guarantee under EFSI)
- EIB or EIF Board of Directors

**STEP 4** Signature
Financing contract is agreed

**STEP 5** Disbursement

**STEP 6** Monitoring and reporting

**STEP 7** Repayment
SME financing under EFSI
EIB Board of Directors approved 34 operations (more than EUR 5bn of financing)

Total expected investment generated around EUR 23bn

Almost half support renewable energy, energy efficiency and other low-carbon investments

Others include R&D and industrial innovation, digital and social infrastructure, transport, as well as SME support

EIF has signed 62 operations (EUR 1.5bn EFSI financing), expected to trigger more than EUR 19 billion of investments with around 71 000 SMEs and midcaps

Anticipated multiplier of operations is close to target of 15
EFSI communication: Objectives and elements

General objectives

- Ensure stakeholder information on functioning and engagement
- Ensure public access to information about performance and results
- Create support from stakeholders and general public

Balance 4 elements

- Transparency
- Accuracy
- Speed
- Promoter Support
EFSI communication: Focus

Results

Flagship projects

Sectors

Countries
Communicating on projects

Equity-type financing for an innovative fund in Denmark
EUR 75m for investment in offshore wind, biomass and transmission projects

Driving clean energy investment

Financing for a French pioneering programme
EUR 400m to trigger energy efficiency investments in private homes

For energy efficient buildings

Backing midcap modernisation

Funding cutting-edge steel production facilities in Italy
EUR 100m for innovative and competitive steel products

Supporting smaller businesses

SME guarantee agreement
Unlocking EUR 100m of loans for 1,000 SMEs in Bulgaria
Flagship projects communication actions

Working with promoters over time

• Communication around milestones
• Project stories
• Interviews
• Pictures
• Videos
• References and bespoke comm material
Communicating on results

**European Investment Bank**
- 450m
- 8 200m
- **EUR 240 bn**

**EUROPEAN INVESTMENT FUND**
- 1 200m
- 17 000m
- **EUR 75 bn**

Financing signed | Total investment mobilised

**EIB + EIF**
- 8%
- **EUR 315 bn**

**14/28 EU countries covered**

Investment mobilised by sector

- **Energy** (incl. renewables and energy efficiency)
- **Industry and Innovation**
- **SMEs**
Communicating in partnership

Joint EIB-EC communication
• Close coordination
• Shared tools and activities
• Building on each other’s strengths

Cooperation in Member States
• Crucial for successful communication
• Support EC communication outreach plan
• Cooperation with partners on the ground (nat. authorities, NPBs, etc)
Thank you!

More information
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www.eif.org

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## Operations already started in spring 2015 (1/3)

<table>
<thead>
<tr>
<th>Project</th>
<th>Country</th>
<th>Project cost</th>
<th>EIB financing (EFSI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bioscience R&amp;D</td>
<td>Spain</td>
<td>€ 240m</td>
<td>€ 100m</td>
</tr>
<tr>
<td>Primary care PPP</td>
<td>Ireland</td>
<td>€ 142m</td>
<td>€ 70m</td>
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<tr>
<td>Industry modernisation</td>
<td>Italy</td>
<td>€ 227m</td>
<td>€ 100m</td>
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<tr>
<td>Renewable energy</td>
<td>Denmark</td>
<td>€ 2,000m</td>
<td>€ 75m</td>
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<tr>
<td>Energy efficiency in buildings</td>
<td>France</td>
<td>€ 800m</td>
<td>€ 400m</td>
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<tr>
<td>Gas transmission</td>
<td>Spain</td>
<td>€ 326m</td>
<td>€ 160m</td>
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<tr>
<td>Pulp production upgrade</td>
<td>Finland</td>
<td>€ 1,225m</td>
<td>€ 75m</td>
</tr>
<tr>
<td>Biotech/Chemical RDI</td>
<td>Spain</td>
<td>€ 313m</td>
<td>€ 50m</td>
</tr>
<tr>
<td>Health care</td>
<td>Austria</td>
<td>€ 110m</td>
<td>€ 60m</td>
</tr>
<tr>
<td>Smart meters</td>
<td>UK</td>
<td>€ 1,378m</td>
<td>€ 480m</td>
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<tr>
<td>Renewable energy equity fund</td>
<td>France</td>
<td>€ 1,000m</td>
<td>€ 50m</td>
</tr>
<tr>
<td>Renewable energy projects</td>
<td>Germany/France</td>
<td>€ 300m</td>
<td>€ 150m</td>
</tr>
<tr>
<td>Port upgrade</td>
<td>Netherlands</td>
<td>Not disclosed</td>
<td>Not disclosed</td>
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<tr>
<td>Offshore wind *</td>
<td>Belgium</td>
<td>€ 653m</td>
<td>€ 200m</td>
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<tr>
<td>Renewable energy equity fund *</td>
<td>UK</td>
<td>€ 500m</td>
<td>€ 50m</td>
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<tr>
<td>Low-carbon projects *</td>
<td>France</td>
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<td>€ 20m</td>
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<tr>
<td>Healthcare PPP *</td>
<td>UK</td>
<td>€ 485m</td>
<td>€ 166m</td>
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Operations already started in spring 2015 (2/3)

<table>
<thead>
<tr>
<th>Project</th>
<th>Country</th>
<th>Project cost</th>
<th>EIB financing (EFSI)</th>
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</thead>
<tbody>
<tr>
<td>Financing for SMEs *</td>
<td>Netherlands</td>
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<td>€ 24m</td>
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<tr>
<td>Financing for Midcaps *</td>
<td>Croatia</td>
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<td>€ 50m</td>
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<tr>
<td>Renewable energy equity type*</td>
<td>Ireland</td>
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<td>Not disclosed</td>
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<td>Offshore wind *</td>
<td>UK</td>
<td>Not disclosed</td>
<td>≈ € 311m</td>
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<tr>
<td>Transport upgrade *</td>
<td>Italy</td>
<td>€ 843m</td>
<td>Not disclosed</td>
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<tr>
<td>High-speed broadband *</td>
<td>France</td>
<td>€ 610m</td>
<td>€ 147m</td>
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<tr>
<td>High-speed broadband *</td>
<td>France</td>
<td>Not disclosed</td>
<td>Not disclosed</td>
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<tr>
<td>Transport upgrade *</td>
<td>Slovakia</td>
<td>€ 1,332m</td>
<td>€ 500m</td>
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<tr>
<td>Offshore wind *</td>
<td>UK</td>
<td>≈ € 2,655m</td>
<td>≈ € 306m</td>
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<td>Energy efficiency *</td>
<td>UK</td>
<td>≈ € 489m</td>
<td>≈ € 136m</td>
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<td>Biogas plant *</td>
<td>Denmark</td>
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<tr>
<td>Infrastructure fund</td>
<td>France, Belgium</td>
<td>€ 120m</td>
<td>€ 30m</td>
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<tr>
<td>Transport infrastructure *</td>
<td>France</td>
<td>€ 560m</td>
<td>€ 280m</td>
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<tr>
<td>High-speed broadband *</td>
<td>Italy</td>
<td>€ 1,808m</td>
<td>€ 500m</td>
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<tr>
<td>Transport rolling stock *</td>
<td>Italy</td>
<td>€ 709m</td>
<td>€ 300m</td>
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<tr>
<td>Energy *</td>
<td>Italy</td>
<td>€ 236m</td>
<td>€ 30m</td>
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<tr>
<td>Energy efficiency fund *</td>
<td>UK</td>
<td>€ 204m</td>
<td>€ 36m</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>€ 23,200m</strong></td>
</tr>
</tbody>
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* Pending EC approval of the use of EU Guarantee
Operations already started in spring 2015 (3/3)

In 12 countries in EU28: Belgium, Bulgaria, Czech Republic, France, Germany, Italy, Luxembourg, Netherlands, Poland, Portugal, Slovenia and the UK.

Some 71 000 SMEs and Midcaps are expected to benefit from enhanced access to finance.