Communicating
the Investment Plan
and other Jobs and Growth initiatives

REGIO NETWORK OF COMMUNICATION OFFICERS

30 May – 1 June 2016
INVESTING IN OUR FUTURE

“My first priority as Commission President will be to strengthen Europe’s competitiveness and to stimulate investment for the purpose of job creation.”

Jean-Claude Juncker, Political Guidelines, 15 July 2014
3 pillars

1. MOBILISING FINANCE FOR INVESTMENT
   - Boost investment in strategic projects and access to finance via the European Fund for Strategic Investments (EFSI) within EIB/EIF
   - Cooperation with National Promotional Banks and the EIB

2. MAKING FINANCE REACH THE REAL ECONOMY
   - European Investment Project Portal
   - European Investment Advisory Hub: technical assistance

3. IMPROVED INVESTMENT ENVIRONMENT
   - Predictability and quality of regulation
   - Removing non-financial, regulatory barriers in key sectors within EU Single Market
   - Structural reforms at national level
Taking off in record time

EIB Group figures
As of 12/04/2016

Total investment related to EFSI approvals

EUR 82.1 bn
Taking off in record time

<table>
<thead>
<tr>
<th>Infrastructur and innovation projects approved</th>
<th>Number</th>
<th>Financing under the EFSI</th>
<th>Total expected investment triggered</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>57</td>
<td>€7.8 billion</td>
<td>€82.1 billion</td>
</tr>
<tr>
<td><strong>SME financing agreements approved</strong></td>
<td>165</td>
<td>€3.4 billion</td>
<td></td>
</tr>
<tr>
<td></td>
<td>136,000</td>
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</tbody>
</table>
Sectorial allocation of EFSI
Infrastructure and Innovation projects
Communicating the Investment Plan

Corporate Communication Steering Committee (CSC) + External Communication Network (ECN)
Communicating the Investment Plan

2 phases

- **Stakeholders - Potential investors/Project promoters (phase 1)**
  - July
  - November

- **Broader public (phase 2)**

Time

- **Corporate budget 2015**: 3.2 M€
- **Foreseen Corporate budget 2016**: 21.25 M€
Communicating the Investment Plan

Mobilising all our assets

Part of priority: Jobs, Growth and Investment
Implementer: Jyrki Katainen

The Investment Plan focuses on remobilising the EU's financial resources to investment, providing visibility and guaranteeing an economic framework that allows for the use of new and existing financial resources to achieve these goals, the plan is activated:

- mobilising investments of at least €300 billion in the coming three years
- supporting investment in the real economy
- creating an investment friendly environment
Stakeholders (1)

RATIONALE

- Promote the Advisory hub (EIAH) and the Project Portal (EIPP)
- Provide general guidance to potential investors and project promoters
- Factor in other priorities, including complementarities with Structural and Investment Funds (ESIF)

KEY MESSAGES

- The EU as a catalyst mobilising investment
- Creating the right environment to boost jobs and growth
- Additionality (IPE on top of existing programmes such as ESIF)
Stakeholders (2)

Ongoing activities

- **Multilingual toolkit** for different types of stakeholders ("ambassadors", project promoters, SMEs, investors) with sectorial and country fiches, PPT, videos, etc.

- **Social media** activities

- **Events and promotion** organised by COMM (including REPs), ECFIN, EPSC, etc.
Promoting the EIPP

A publicly available web portal in which EU based project promoters are given the opportunity to show their projects to potential investors worldwide.
General public

RATIONAL

- Emblematic projects as the main drivers, with examples inlayed with key sectors
- A tailor-made EU28 information and communication operation

CHANNELS AND MESSAGES

- Federating element but smart decentralisation
- Dissemination mix, depending on countries: media buying, mediapartnerships, paid social media, web, media packages
- Third party endorsement
- Dedicated Citizens' Dialogues
- EDICs
In 2016, corporate communication will continue to focus mainly on the EU's contribution to jobs and growth. This corporate communication action will focus on priority No. 1 "A New Boost for Jobs, Growth and Investment" and the related policy areas, including, where appropriate, the external dimension. In particular, it will focus on the two issues below. Both of them are of strategic importance and involve many Directorates-General across the institution.
Corporate budget 2016:
EUR 21.25 M

General public
- Central contract 15 M
- REPs 2.5 M
- Citizens' Dialogues 0.9 M
- EDICs 0.8 M
- Reserve 2.05 M
Monitoring and evaluation

**STAKEHOLDERS**

- KPI: Reach
- No use of external contract

**PUBLIC AT LARGE**

- KPI: Reach and recall
- Use of framework contract
Useful links

**ECN SharePoint dedicated section**

**Europa**
- General page:

- For stakeholders:

- Latest state of play:

**EIB/EIF**
- EIB project list:

- EIF project list:
  http://www.eif.org/what_we_do/efsi/
Useful links

EFSI project list

The information on this page is not part of formal EIB Group reporting on EFSI. All information is provisional and unadjudged. Approvals of EIB projects by the EIB Board of Directors are a requirement for financing negotiations with project promoters which, if successful, lead to signatures.

For a complete overview of EIF transactions under EFSI click here.

Filter

- Sector
- Country or Territory

Projects

Projects approved at most recent EIB Board of Directors meeting

<table>
<thead>
<tr>
<th>Title</th>
<th>Country or Territory</th>
<th>Sector</th>
<th>Approval date</th>
</tr>
</thead>
<tbody>
<tr>
<td>FUND II OFFSHORE WIND</td>
<td>Belgium</td>
<td>Energy</td>
<td>12/05/2016</td>
</tr>
<tr>
<td>FONDS SRI - SOCIETES DE PROJECTS INDUSTRIELS</td>
<td>Portugal</td>
<td>Services</td>
<td>12/06/2016</td>
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<tr>
<td>GROWTH EQUITY FUND MID-CAPS</td>
<td>Spain</td>
<td>Credit lines</td>
<td>12/06/2016</td>
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<tr>
<td>SUB-RENEWABLE ENERGY FUND II</td>
<td>EU Countries</td>
<td>Energy</td>
<td>10/03/2016</td>
</tr>
<tr>
<td>ENERGYPARK DRUCK &amp; OFFSHORE WIND</td>
<td>Austria</td>
<td>Energy</td>
<td>10/03/2016</td>
</tr>
<tr>
<td>ECOINFRASTRUCTURE FUND</td>
<td>France</td>
<td>Industry</td>
<td>10/03/2016</td>
</tr>
<tr>
<td>QUAERO EUROPEAN INFRASTRUCTURE FUND</td>
<td>EU Countries</td>
<td>Energy</td>
<td>10/03/2016</td>
</tr>
<tr>
<td>QUAERO INFRASTRUCTURE FUND</td>
<td>EU Countries</td>
<td>Education</td>
<td>10/03/2016</td>
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</table>

European Fund for Strategic Investments (EFSI)

- Signatures as of 31/03/2016 [1]

<table>
<thead>
<tr>
<th>Country</th>
<th>Selected Financial Intermediary</th>
<th>EU Identifier</th>
<th>Address</th>
<th>Type of support</th>
<th>Enveloped portfolio (EUR million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>Belgacom Credit Fund</td>
<td>COSME</td>
<td>Dolez Grand Court, 1000 Brussels</td>
<td>Portfolio - Guarantee</td>
<td>105,000,000</td>
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<tr>
<td>Belgium</td>
<td>Girobank</td>
<td>COSME</td>
<td>13 Av. Montee de la Gare, 4000 Liege</td>
<td>Portfolio - Guarantee</td>
<td>70,000,000</td>
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<tr>
<td>Belgium</td>
<td>Seba</td>
<td>SQLI</td>
<td>Rue de Heizel, 1000 Brussels</td>
<td>Portfolio - Guarantee</td>
<td>150,000,000</td>
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<tr>
<td>Belgium</td>
<td>B2B Belgium</td>
<td>Interfin</td>
<td>Avenue Ramael/Manneken Pis 1, 1000 Brussels</td>
<td>Portfolio - Guarantee</td>
<td>100,000,000</td>
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<tr>
<td>Bulgaria</td>
<td>Bulgocom Credit Fund</td>
<td>COSME</td>
<td>2nd Floor, 8000 Sofia</td>
<td>Portfolio - Guarantee</td>
<td>20,000,000</td>
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<td>Bulgaria</td>
<td>Grifols Bioscience</td>
<td>COSME</td>
<td>7th Floor, 8000 Sofia</td>
<td>Portfolio - Guarantee</td>
<td>120,245,174</td>
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</tbody>
</table>

More resources

- Nobelwind offshore wind in Belgium
  - English (550.45 KB - PDF)
- Midland Metropolitan Hospital in UK
  - English (874.09 KB - PDF)
- Credits loans for SMEs in Netherlands
  - English (743.98 KB - PDF)
- Energy efficiency in residential buildings in France
  - English (719.72 KB - PDF)
- Äänekoski bio-product mill in Finland
  - English (711.24 KB - PDF)
- Redexis gas transmission and distribution in Spain
  - English (881.76 KB - PDF)
- Copenhagen infrastructure II in Denmark
  - English (755.44 KB - PDF)
- Trenitalia Regional Rolling Stock in Italy
  - English (824.15 KB - PDF)
- Grifols bioscience R&D.pdf
  - English (882.8 KB - PDF)
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