

# ACCELERATING EU ECONOMIC GROWTH AND VITALITY: AMCHAM EU'S SCORECARD FOR MEASURING PROGRESS

With aggregate US investment in Europe totalling €1.9 trillion in 2012 and more than 4.2 million employees, American companies are an integral part of the European economy. We are committed to restoring growth and dynamism in Europe.

More than ever, business and governments must work together to foster a new sense of opportunity in Europe. We must move past debate toward concrete action. With a new European Commission and European Parliament in 2014, now is the time to lay the foundations necessary to build a sustainable and vibrant economic future for Europe.

As the representative of American business in Europe, AmCham EU issued an Agenda for Action 2014-2019 identifying five key action areas that, if implemented, will accelerate economic growth and vitality in the European Union over the course of the next five years. In order to measure the EU's progress, AmCham EU will be using these five key action areas as key performance indicators (KPIs) that will be combined into a composite score. Three indicators are quantitative, taken from secondary sources. The remaining two are qualitative and are based on a survey of AmCham EU members. The scorecard which can be found on the reverse side will be updated and published on a yearly basis.

(A full explanation of the KPIs and methodology used can be found at [www.amchameu.eu](http://www.amchameu.eu))

## BUILD SKILLS FOR THE FUTURE ►

If Europe is to compete in an ever-changing global environment, policies are needed to ensure its citizens are well-equipped to meet the needs of the future marketplace. This requires investment in training and skills development at every stage of workers' lives to remain relevant to the needs of society and the economy.

## DEVELOP NEW MODELS OF INNOVATION & ENTREPRENEURSHIP ►

The next generation of entrepreneurs need to be encouraged through incentive programmes; there is a need for new models of partnership between governments, business and civil society to foster dynamic thinking to generate economic opportunities for the future.

## DRIVE INTEGRATION TO CREATE AN ATTRACTIVE INTERNAL MARKET ►

Europe needs to complete the Single Market, particularly in services, digital market, energy and transport. Efforts also need to be made to harmonise regulations. Europe needs to be an attractive destination for investment and hub of economic growth and innovation.

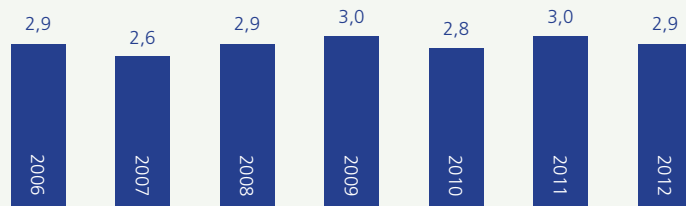
## LEAD BY EXAMPLE TOWARDS GLOBAL INTEGRATION ►

Europe needs to remain a global hub for trade, investment and ideas therefore we must ensure European industries can compete successfully in an increasingly integrated global economy. The Transatlantic Trade and Investment Partnership (TTIP) agreement offers an opportunity to establish standards impacting global business going forward.

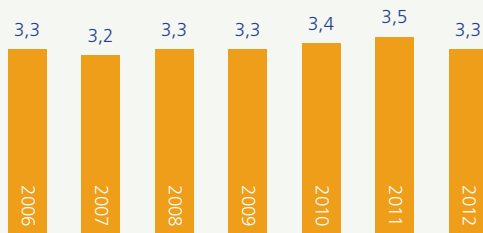
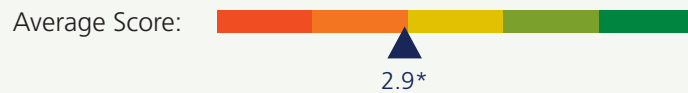
## EMBRACE REVOLUTIONARY CHANGE FOR INDUSTRIAL LEADERSHIP ►

Europe has built a strong industrial foundation and now needs to capitalise on its expertise across all sectors. Policies need to be established to keep European industry at the cutting edge to ensure sustainable economic growth.

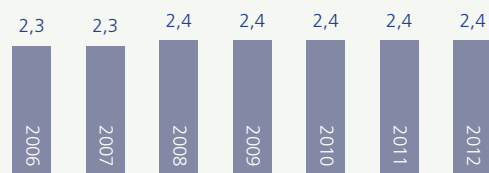
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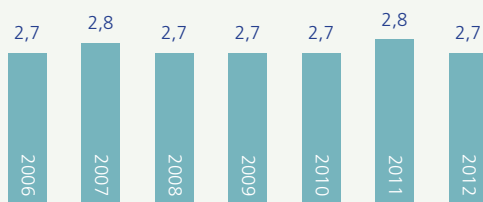
## EUROPEAN UNION OVERALL



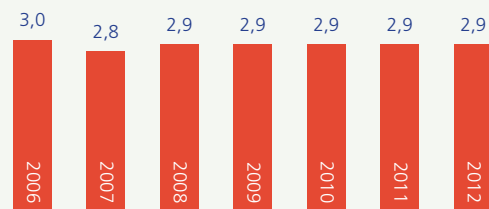
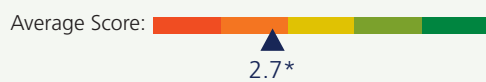
## BUILD SKILLS



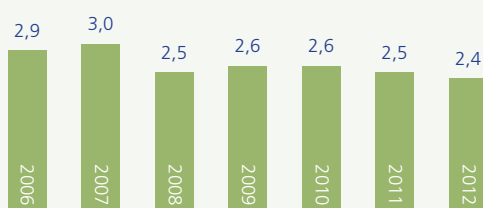
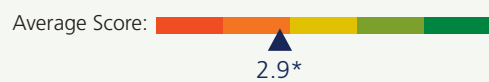
## LEAD IN GLOBAL INTEGRATION



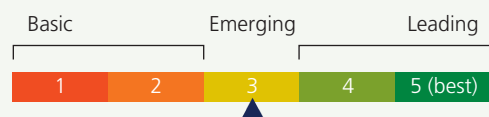
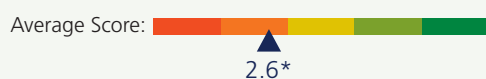
## INNOVATION & ENTREPRENEURSHIP



## INDUSTRIAL LEADERSHIP



## DRIVE INTEGRATION



\* Average Score 2006 – 2012

Source of quantitative data: Eurostat, OECD, IMF