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[WWW.INVESTEDINEUROPE.EU](http://WWW.INVESTEDINEUROPE.EU)

## 1. Initial Call

Dear Members,

During our outreach activities with stakeholders, we are increasingly being asked about the contributions U.S. companies make to the EU. They are very much aware of what we are asking for through our advocacy efforts, but they are not necessarily aware of what we contribute to either the EU economy or the communities within which we live and work. This, together with recent negative press on matters such as data privacy, taxation, and TTIP has left a less than attractive perception of big business – especially American big business. What often gets lost is the fact that that our members are almost entirely European – living here, raising families here and remaining committed to its future success. We believe it’s time we painted a more accurate picture of U.S. business contributions to the EU economy and its quality of life.

**Toward this end, AmCham EU is launching a new initiative designed to communicate the commitment of U.S. businesses to the European community through specific examples of two kinds of company contributions: financial investments and corporate social responsibility (CSR) activities.** Data and facts aren’t always enough; people often forget them or question their veracity. But stories are much more likely to be remembered. To accomplish this, **we are asking that you provide us with at least one story to illustrate this support. If you have one example of each type of investment, that would be even better.** On the investment side, possible stories could include your recent or upcoming projects that demonstrate capital, employment, infrastructure and/or R&D investment. For CSR, you could include stories about your volunteer programmes, skills/educational training, community work on social issues, or environmental initiatives. **Meaningful stories should also describe the impact of your investment – the number of people hired, innovative solutions through R&D work with local universities, children receiving care, libraries built, computers donated to schools, adults receiving skills training.**

How can you get this information? No doubt every company has a compelling story, but it might require a bit of work such as checking with your communications and marketing staff, obtaining sustainability or CSR reports, or talking with your HR department. To help illustrate your story even more, it would be helpful to include any photos, infographics, statistics or any other information you think would be relevant.

There are many ways we can push these stories out: in speeches, on our website, in publications, and through social media. We are also exploring a potential partnership with an international news network, which may be another channel through which we communicate these stories. To give you an idea of the stories we are looking for, we have attached an example from one member company, GE, and further examples may be found in our publication, "The Case for Investing in Europe 2016" on our website. We believe these efforts to create stories will give a more human face to large companies. At our Annual General Meeting this week, several member companies also offered examples of their current contributions to Europe.

To get this project off the ground, we are asking that you please send your company investment/CSR stories to Staff Contact by **Friday, 1 July**. Thank you for your attention to this matter, and if you have any questions or want to discuss this more in depth, just let us know or call Anna McNally at phone number.

Susan Danger, Managing Director

## 2. Email Explaining Structure

**From:** Marius Nicolescu [<mailto:Marius.Nicolescu@amchameu.eu>]

**Sent:** dinsdag 8 november 2016 10:00

**Subject:** Your submission to AmCham EU's 'US Contributions to the EU' project

Dear contributors,

Thank you for your involvement with AmCham EU's initiative to share the commitment of US business to the EU community, by providing a story of your company's investment or CSR activities.

As you may be aware, AmCham EU's secretariat has been undergoing a restructuring process over the past few months. Elizabeth Hartman has recently left AmCham EU and I will be taking over the main production aspects of this project, in addition to some of her other tasks, in the capacity of Content Advisor.

### Timeline

We have collected over 60 stories from you so far and we are currently in the process of editing them.

We aim to launch a special section of our website to display the stories in the first quarter of 2017. We have made an initial selection of 15 stories to publish, chosen in order to encompass a diverse mix of sectors, member states and examples of CSR or investment. Each story will be condensed to 200-250 words in order to capture the essential activities and impact of each contribution as well as allow third parties to quickly reference them.

Following this initial stage, we will be launching the rest of the stories on an individual basis over the course of 2017, alongside a printed publication.

### Submission structure

The stories that we have received vary significantly in style, size and scope. We are currently editing the stories to fit the general three-paragraph structure below, and we request that any re-write or re-submission of the story follows these suggested guidelines:

- **Paragraph 1 – INTRO:** introduces the initial situation (for CSR the type of issue that the CSR program is trying to solve, for investment the current state of play and the reason the chosen investment country / region / city is good for business / employment etc.)

- **Paragraph 2 – SOLUTION:** describes the project or programme undertaken by the member company in the chosen area, using statistics and examples (key investment figures – as in approximate value of investment or CSR actions undertaken), as well as specific details on the nature of the project.
- **Paragraph 3 – IMPACT:** explains the positive impact that the investment / CSR project has had on the targeted community, preferably supported by figures (e.g. number of new jobs created, economic value to the community, number of workers, students or families helped etc.)

Over the next few weeks I will be contacting many of you individually, either for your approval of finalised drafts or to seek clarifications to fit the above structure. Once we have your final approval we will begin to publish the stories in the first quarter of 2017.

Please don't hesitate to contact me or my colleague staff contact should you have any further questions.

### **3. Concept**

*'Invested in Europe: Our Stories'*

*About this initiative*

U.S. companies invested more than 2 trillion euros in Europe last year, with many American companies operating for more than 100 years in the EU.

But that doesn't paint the whole picture: the types of investments these companies make in Europe go beyond the numbers.

Along with creating jobs, developing infrastructure and driving innovation, American companies are also committed to investing in people and communities.

From social and educational programs, to research and development, to environmental and health initiatives, these investments and their social impact are tangible examples of the positive role U.S. businesses play in Europe.

*Invested in Europe: Our Stories* was launched by the American Chamber of Commerce to the European Union (AmCham EU) with the aim to shed light on the demonstrated commitment of American businesses to European citizens and communities. Although most AmCham EU member companies are headquartered on the other side of the Atlantic, our member companies are almost entirely European – they live here, raise their families here, and are committed to its future.

To learn more about AmCham EU or to contact us, please visit our website.

## 4. Reasoning

The Invested in Europe platform adds value to our member companies by putting stories about the positive impact of US companies on European communities in one single place. This platform goes beyond general numbers and pan-European data on investment and is looking at pockets of investment and CSR, stories that resonate better with people beyond policy makers and the EU bubble.

We are trying to reach outside of the bubble, and present these stories to a more general audience, still an educated, mature audience – but one that does not yet fully comprehend the particularities of what US companies do in Europe. The general misconception is that American companies are here exclusively for profit, they come in, they utilise resources, and repatriate the profits. The truth is far from there and this platform aims to shine a light on accomplishments and positive impacts on communities.

In terms of dissemination – the website is available here: [www.investedineurope.eu](http://www.investedineurope.eu)

We disseminate the stories in a number of ways:

**AmCham members:** We periodically announce when we publish new stories in our daily newsletter to members.

**AmCham stakeholders:** New stories are announced in our Weekly Bulletin, which goes to over 7000 AmCham EU stakeholders from Brussels and beyond;

**Social Media users:** We post the stories and have wide-reaching campaigns on twitter and LinkedIn – we have over 5000 twitter followers and 2200 LinkedIn followers.

**One pager:** We will be launching a one pager with selected stories this quarter which we will be using in our outreach to policy makers and in our events

**Speaking points:** We sometimes use examples from this project in order to reinforce points we make in our external engagements or other speeches we make.

Submission process and deadlines – This is a living process, hence at the moment there are no deadlines involved in delivering content. You can also choose to send to us more than one story and we can space out the timing of publishing.

## 5. Example CSR Story

### GE Contribution to Europe

Given persistent unemployment throughout Europe, particularly the increasing number of unemployed young university graduates, GE has worked to help support job creation in the region.

To help Europeans enter the job market, in 2015 GE became part of the European Alliance for Apprenticeship. Through the Alliance, GE pledged to introduce 3,000 internships annually across Europe and set a target of filling 30% of its own entry-level positions with interns and apprentices beginning in 2016. GE also subscribed to the European Pact for Youth, with whom they share a target of creating 10,000 Business-Education Partnerships as well as 100,000 quality traineeships, apprenticeships and entry-level jobs by 2017. By investing \$2.7 million and partnering with the Institute of International Education, they were able to develop a Scholar-Leaders Programme, which seeks to develop the next generation of student leaders in Europe.

GE provides leadership training through scholarship and summer seminars to 514 students in Central and Eastern Europe - namely Hungary, Romania, Poland and the Czech Republic. Participants are selected from 5 different universities in each country, and the scholarship programme has now reached its tenth year, with hours of program volunteering totaling well above 4,000.



**Above:** Five students from the Technical University of Ostrava in the Czech Republic received a two-year scholarship from the GE Scholar-Leaders Programme on 8 June 2015.

## 6. Example Investment Story

### GE Contribution to Europe

#### Investment:

GE employs over 100,000 individuals in its businesses across Europe, has 100 manufacturing sites and has generated €25 billion in revenue for Europe during its tenure in the region.

One third of GE Healthcare R&D investments are in Europe and half of European hydropower capacity is installed with its equipment. To cite a few examples of GE financial initiatives in Europe, in 2015 GE Oil & Gas in Nuovo Pignone, Italy dedicated \$182 million to investment in a variety of areas, with \$85 million invested in research and development, \$89 million in plants and site facilities, and another \$8 million in training and development.

After a fire in 2015 at the Mitcheldean facility in the United Kingdom, GE Aviation increased the number of employees at the facility by 30%, from 270 to 350 employees. GE Power Conversion in Germany also recently invested €10 million in a new Global Technical Learning Center in order to improve technical education, co-creation and innovation with customers.