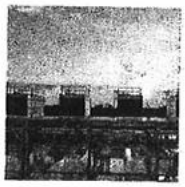
GOOGLE IN EUROPE

MARCH 2018

Increasing investment to counter hate and promote tolerance



New solar power plant at Belgium Data Center

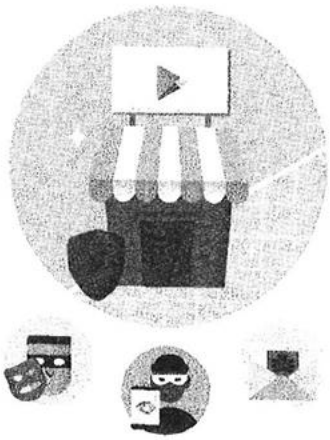
Helping young women overcome hurdles to learning computer science

Welcome back to the Google in Europe newsletter. It's the season for new starts. We're so impressed by our digital skills students, turn over to read more about them and our Grow with Google programme. Our projects include a new data center at our Belgian site, the AI team in Paris and the first Campus Creativity Week in Madrid.

Safer Internet Day: Key tools to protect yourself online

We are committed to making the internet a better, safer place for everyone; whether that's Google Play Protect automatically checking apps to keep your data and device safe, machine learning detecting harmful content on YouTube, or privacy controls in My Account so you can manage your data.

To mark Safer Internet Day, we recently rolled out a new version of our Security Checkup. Instead of the same checklist for everyone, the Security Checkup is now a tailored guide to securing your data – your own personal security advisor. It keeps evolving as new threats arise, so you can count on it to provide you with relevant, up-to-date security advice. Try it. **g.co/securitycheckup**



Increasing our investment in YouTube Creators for Change

Creators for Change is a programme to amplify the voices of YouTubers who counter hate and promote tolerance. Since launching in September 2016, we've partnered with 39 inspiring creators from around the world, whose thought-provoking clips show the power of video to encourage empathy and understanding.

On January 24th we announced a further investment in the Creators For Change programme, giving an additional EUR 4 million in production and marketing support for the programme ambassadors and fellows. We've educated over 15,000 young people in over 200 locations through local grassroots efforts such as workshops and school programmes. Following the workshops, students in Germany and the UK said they felt more confident identifying and countering hate speech online.

At this year's summit in London, 100 creators came together to demonstrate how video opens minds to new perspectives, drives deeper under-

A new research centre dedicated to AI

France has produced great scientific minds, such as Louis Pasteur, Marie Curie, Blaise Pascal and Sophie Germain, and retains a world-class education system. So it made a lot of sense to set up a new research team at Google France researching the age's defining technology: artificial intelligence. They will work closely with the AI research community in France on issues like health, science, art and the environment. They'll also publish their research and the code they produce will be open source, so that everyone can benefit from the innovation that will originate there.

"France has all the assets to succeed," our wrote when announcing the news. "It has top engineers, great entrepreneurs, one of the best education systems in the world, great infrastructure, and successful global companies." We can't wait to see what the AI research centre produces.

Campus Madrid
https://goo.gl/Pg1Hrr

Artists and entrepreneurs ignite creativity at Campus Madrid

What can User Experience designers learn from the designs of Catalan architect Antoni Gaudí? How does a tilt brush paint with light? What can we learn at the intersection of art and business? Over 100 artists and entrepreneurs from across Spain gathered in Madrid to explore what creative minds from different disciplines learn from each other, at the first Campus Creativity Week.

We hosted them at Campus Madrid, one of Google for Entrepreneurs' six spaces for people to learn, share ideas, and launch startups. Artists and entrepreneurs share a similar challenge – to create something new with limited resources, no instruction manual, using their vision alone. For seven days, we celebrated this, with a mind-bending series of artist exhibitions, creative thinking workshops, and community-inspired artwork. We're grateful to each one of the participating artists and entrepreneurs for sharing their time, expertise and talents.

Since we launched Campus Madrid in 2015, we've welcomed over 38,000 members, working in fields as diverse as e-commerce, education, data analytics, and health. Startups in the Campus community worldwide have created more than 11,000 jobs and raised over EUR 400 million in funding.

Time to shine: New solar facility and an additional data center in Belgium

It's all go on the data centers front. They are the backbone of the internet, housing the equipment that make our connected world possible, and they have a huge impact on the areas they're situated in.

Firstly, we announced a new investment of EUR 250 million to build a third building at our Saint-Ghislain-Mons, facility, here in Belgium! It's due to be completed and operational by mid-2019. We also announced the new on-site solar plant – the first solar facility we've built on a data center facility site, already operational, and the second largest in Wallonia!

At "Global technology, local jobs," an event with Debating Europe, Google and regional development agencies, EU Commissioner for Regional Policy Corina Crețu said "It's not true that automation only causes job losses – it is also important to highlight that tech can bring jobs and help local communities."

Since 2007, Google has spent EUR 3.2 billion on constructing and operating data centers in Hamina-Kotka, Finland, Dublin, Ireland and Eemshaven, Netherlands (as well as in Belgium!) We've also spent EUR 1.1 billion on European fiber networks to connect them, and thanks to signing power purchase agreements, enabled EUR 1 billion investment in renewable energy projects.

We commissioned Copenhagen Economics to dig a little deeper into the numbers: they found these investments supported economic activity in Europe by EUR 5.4 billion in GDP. Intrigued? You can read the whole report on our data center site.

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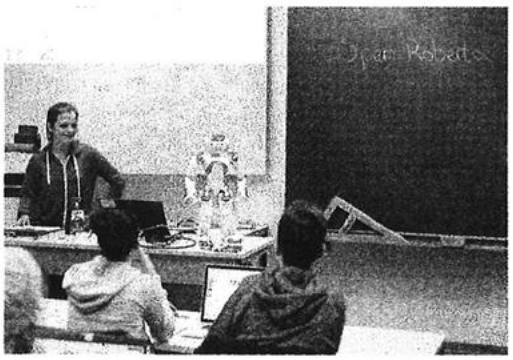
Google Data Center
https://goo.gl/WR14yN



Helping young women overcome hurdles to lear computer science

learned to progra aged 12, discovering a passion for robotics th dured. At university, she discovered Open Rob online platform developed by German researc tion Fraunhofer IAIS that helps people learn to by explaining complex concepts in simple wa

Open Roberta is supported by a Google.org g is part of our Grow with Google initiative. Keu now uses Open Roberta to inspire a new gen of programmers.

There are still barriers preventing students – girls and children from lower-socioeconomic grounds – from excelling in computer scienc classes, Keunecke helps her students to over them. "It doesn't matter if you are a boy or a g matters is what you want to achieve," she say

Open Roberta
https://goo.gl/YLrPz7

Grow with Google

New Skills. New Opportunities. For you, and everyone else.

"At Google, our mission is to make sure that information serves everyone, not just a few."
Sundar Pichai, CEO Google

We are proud to have helped 725,000 Europeans find a job or grow their business. By 2020, we will help 1 million more people.

Grow with Google is a **global initiative** that aims to create more opportunity for everyone – both the workforce of today and the students preparing for the future. In Europe, Grow with Google provides free training courses, tools and in-person coaching through our national Digital Workshop programmes to help people get the right skills to find a job, advance their careers or grow their businesses.

Grow with Google
https://g.co/GrowEurope

Preparing for the future of work

Much has been said about automation, but this doesn't mean the end of work. As the world becomes increasingly digital, the skills that people need to land great jobs or grow successful businesses are changing. In the next 10 to 15 years, AI, machine learning and robots will change work environments, and 21 million new jobs will be created.

Soft skills, critical reasoning and systems thinking will become the key traits of an employable workforce. We are helping people embrace change and new opportunities by providing them with the right skills for their personal and professional growth.

Through Grow with Google, we aim to contribute to closing the identified skills gap, offering solutions to empower people to take advantage of new opportunities ahead:

- **Students and teachers** can learn how to put the latest technology to work inside and outside of the classroom.
- **Small business owners** can build their online presence and find new customers.
- **Job seekers** can grow their skills in order to find new jobs and advance their careers.
- **Startups** can learn how to turn their ideas into thriving businesses.
- **Developers** can sharpen their current skills in order to reach a global audience.
- **Creators** can create more dynamic content and turn their creativity into a career.
- **Nonprofits** can grow their funding and increase their impact.
- **Cultural organisations** can digitise their art collection, making it accessible to everyone.

A taste of the future: Chocolissimo

Chocolissimo is a playful-yet-premium chocolatier based in Poland. It offers 300 different kinds of hand-made pralines, as well as chocolate figurines, and personalised chocolate messages.

With Google's tools, Chocolissimo has grown into new markets, opening online stores in the Czech Republic, Slovakia, Lithuania, Romania and France. Last year alone, it saw a 200% increase in international sales. The company is even opening a store in Brussels this year!

Chocolissimo shows that the future of business is digital. Developing a range of digital skills helps reap very real business results – the proof of the (chocolate) pudding is that they've just hired an alumni of our Polish digital skills programme, Internetowe Rewolucje.

[redacted] finds her new calling as a 'coding mum'

[redacted] took time out from her career as a literature teacher to move to a small town to raise her family. After having her second child, and unable to work full time, she began searching for a new calling. Learning to code had always been one of her life goals, and she won sponsorship from Google to study at Udacity. She learnt how to write Java code and build Android apps.

Her first app soon joined the family – GreenFeet lets users calculate their carbon footprint and impact on the environment. "I didn't think I'd ever be able to create my own app, especially one that really matters and can impact other people's lives," says Ildikó. "I really valued the opportunity to study at Udacity."

The scholarship not only opened the door for [redacted] to gain new skills and expertise; she's also found a whole community of like-minded developers and a host of new employment opportunities that are compatible with her life as a 'coding mum'.

From Italy to the world: Lux Made In

Lux Made In sells jewellery created by Italian designers to a global marketplace. That expansion made things bigger than a fashion-forward tote bag. They launched their new website in 2017: by June, they'd surpassed 2016's turnover.

"Tools like Analytics help us develop our promotional campaigns," says founder, [redacted] "They provide us with important data on the countries where we will have to concentrate more."

The company also plans to hire an employee selected from Google's Digital Workshop programme in Italy (Crescere in Digitale).

We're proud to help Europe prepare for the future of work.

With our free digital tools and training, many Europeans are using their new skills to grow their career or business.

g.co/DigitalWorkshop

AfriScout: A Life-changing App for Pastorialists in Africa

Google.org, our philanthropic arm, has recently supported Project Concern International (PCI) to launch AfriScout – a mobile app-based service powered by Android that improves the ability of pastoralists to pinpoint adequate grazing land, and therefore cut livestock mortality.

By infusing satellite imagery with community-defined custom grazing maps, AfriScout is designed to help pastoralists make accurate and cost-effective migration decisions, improve pasture management and – most notably, safeguard against livestock loss.

We've supported development and testing of AfriScout with $1,750,000 and Google volunteers who helped design and gather early user feedback on the app.

At a time when climate change is making traditional methods of finding pasture increasingly unreliable, AfriScout fills a critical information gap for pastoralists by allowing them to monitor grazing conditions on a continuous basis. The mobile app provides real-time information to pastoralists who rely on accurate reports of grazing conditions to successfully raise livestock in support of their communities.

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Piloted in Ethiopia and Tanzania in 2016, AfriScout has already yielded results – most notably, a 48% reduction in livestock mortality where there was no significant difference in rainfall or vegetation availability.

Grow with Goog
https://goo.gl/l

Check out Our Top 5 Tweets

Google Europe @GoogleEurope

It's Safer Internet Day. Keeping you safe means thinking beyond just our products, so we partner across the industry to share resources and technology. Read more on our blog post https://goo.gl/9bzypT

02:25 - 6. Feb. 2018

Google Europe @GoogleEurope

It's nearly weekend, so a good time to watch the video of Italian @YouTube creators @michele_bravi @ehileus @sofia_viscardi @_the_jackal @cane_secco @Loretta_Grace @lore_baglioni @officialK4U interviewing Italian president #Mattarella: https://youtu.be/VT8kztyIqQg

06:10 - 2. Feb. 2018

Google Europe @GoogleEurope

We're excited to #ChooseFrance, will train French people in digital skills and are bringing a new research center, dedicated to AI, to Paris [redacted] @sundarpichai @GoogleEnFrance

04:09 - 24. Jan. 2018

Google I @Googl

Through inves' people and tec and partnershi the @EU_Com national gover NGOs, we're g and faster in ta hate speech a content. We're being part of t

03:20 - 19. Jan. 2

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