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Google: supporting growth, jobs and innovation in Europe

Google

Google in Europe

Google has a real and growing commitment to Europe. When Google first arrived in Europe in 2004, our mission was to develop services and products that significantly improve the lives of as many people as possible. Since then, we have helped millions of individuals and businesses to achieve their goals with innovative services and products. And we continue to place long-term bets on new technologies that can solve big problems and that our European users truly love - from Search to Gmail, Maps, YouTube, Android, and ambitious Google[x] projects such as driverless cars and our smart contact lenses.

Every year Google contributes hundreds of millions of euros to the European economy through significant investments in innovation, businesses and people. We have grown from our headquarters in Dublin to opening 48 offices in 25 European countries and employing more than 9,000 employees - whom we call Googlers. We are committed to supporting all Europeans - startups, small and medium sized businesses, young people, creators and local communities - to tap into the potential of digital technologies for growth.

48
Offices

9,100
Employees

25
Countries

Google

1 Businesses grow with Google

2 New skills for new jobs

3 Growing culture in the digital space

YouTube
CAMPUS
CAMPUS
WARSAW
COMING SOON
F
Google RISE
WELTWEIT
WACHSEN
Deutschland exportiert online
Google
CULTURAL
INSTITUTE
ACTÍ
VATE
with Google
Made in Italy
Eccellenze in Digitale
United Kingdom
Ireland
Éire
Nederland
Netherlands
France
España
Spain
Portugal
Italia
Italy
Polska
Poland
Česká republika
Czech Republic
Slovensko
Slovakia
Magyarország
Hungary
Slovenija
Slovenia
Hrvatska
Croatia
Bosna i Hercegovina
Босна и Херцеговина
Bosnia and Herzegovina
Србија
Serbia
Crna Gora
Shqipëria
Albania
Ελλάς
Greece
România
Romania
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Beograd
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Vilnius
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Nantes
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Frankfurt am Main
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München
Köln
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Košice
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Debrecen
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Cluj-Napoca
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Iași
Constanța
Craiova
Brașov
Ploiești
Galați
Oradea
Pitești
Arad
Sibiu
Târgu Mureș
Bacău
Botoșani
Suceava
Baia Mare
Satu Mare
Tulcea
Slatina
Alba Iulia
Deva
Hunedoara
Reșița
Drobeta-Turnu Severin
Târgoviște
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Giurgiu
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Turnu Măgurele
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Google

Businesses grow with Google

Google

Businesses grow with Google

Entrepreneurs all over Europe use Google tools and services to build their businesses, export to new markets and acquire new customers. Whether it is a small crafts business in Italy, a thriving Dutch e-commerce site or a cutting-edge digital advertising agency from Prague, our products are fuelling economic growth across the continent and the economy. Since our success is entirely dependent on the added value we create for businesses and users, we are passionate about helping both as best as we can. We run specialised programmes that enable businesses to make the most of their online presence and provide new skills and capabilities to employees.

Google for Entrepreneurs

Google for Entrepreneurs partners with startup communities and builds Campuses where entrepreneurs can learn, connect and create companies that will change the world. Since 2011, we've launched Campuses and formed partnerships that support entrepreneurs in 125 countries.

In Europe, Google for Entrepreneurs reaches thousands of entrepreneurs with programmes such as Startup Weekend and Startup Grind. Campus London offers startups open access events, programmes, a support network, mentoring and more, with Campus Warsaw due to launch in 2015. Google for Entrepreneurs also supports other coworking spaces such as Numa in Paris and The Factory in Berlin.

PARTNER PROGRAMMES AND COWORKING PLACES

Startup Weekend · Startup Grind · F · numa

HIGHLIGHTS

60 Programmes

125 Countries

For more information visit: google.com/entrepreneurs

Boosting London's startup ecosystem

In 2012, Google designed Campus to equip entrepreneurs with the resources and support network they need in their quest to change the world. Campus is a seven-storey space fully designed for the community, from a café with speedy wifi, weekly mentoring from expert Googlers and a mobile /tablet device lab, to daily events, from hackathons to meetups, showcases and more in our open-access free to hire event space.

In the last two years, our community has grown to 32,000 members, supported the creation of over 500 jobs, welcomed over 250,000 visitors for events and developed an extensive range of educational programs, from Campus for Mums, a pre-incubator designed for new parent entrepreneurs, to Investor Office Hours, for casual feedback on your funding pitch, all designed to create a thriving startup ecosystem.

'It is amazing to be able to go to Google Campus, and spend some time there working with fellow entrepreneurs.'

BorrowMyDoggy

HIGHLIGHTS

For more information visit: campuslondon.com

Google Ventures

To help support the next generation of European entrepreneurs, Google Ventures launched a new venture fund with initial funding of $100 million. Google Ventures' goal is simple: to invest in the best ideas from the European entrepreneurs, and help them bring those ideas to life.

When Google Ventures launched in 2009, the team, led by managing partner Bill Maris, set out to create a very different type of venture fund. Startups need more than just capital to succeed; they also benefit from engineering support, design expertise, and guidance with recruiting, marketing and product management. Google Ventures believes Europe's startup scene has enormous potential.

Hello, Europe.

GV is expanding to London with a new $100 million fund.
We can't wait to meet the most disruptive startups across Europe.
Learn more »

For more information visit: gv.com

Google Developer Groups

Google supports a thriving ecosystem of developers in Europe. Thanks to locally-driven Google Developer Groups (GDGs), developers who are interested in Google's technology can expand their skills and knowledge. GDGs are run by volunteer organizers who are passionate about Google technology and wish to share their interests with other local developers. From technical talks and product demos to interactive code labs and hackathon sessions, GDGs organize events that are open and targeted to the local community. Through the GDG Women diversity initiative and special projects targeting local problems, such as work with Crisis Response, GDGs strive to make a positive impact on their communities.

GDGs operate in more than 120 European cities in more than 30 countries, and the numbers are growing.

For more information visit: developers.google.com/groups

Google My Business

One of Google's primary goals is to give small and medium businesses the tools they need to succeed and help them shine when customers look for them on the web or, increasingly, on mobile.

Google My Business connects businesses with customers on Search, Maps and Google+ for free. Google My Business lets businesses share the right information with their customers on Google Search, be found on Google Maps from any device and engage with customers by sharing images and posts on Google+. The dashboard also gives businesses user insights and data to understand how people find them online.

'Google helps people see what makes Legend Motors really unique.'

Jean-Christophe Bodolo, owner Legend Motors

Show up on the web

Be on the map

Stand out on Google+

Share the right info

Be found across devices

For more information visit: google.com/mybusiness

Legend motors - a small business based in France using Google My Business to find new customers.

Go Global - Germany Exports Online

In Germany, Google kicked off the "WELTWEIT WACHSEN - Deutschland exportiert online" initiative, which supports German small and medium sized businesses to use the Internet to grow their businesses and export to new markets.

Together with Commerzbank, Deutsche Post DHL, PayPal, BDO, KERN AG, bevh, the universities Leipzig and Reutlingen and the Alexander von Humboldt Institute for Internet and Society, we will engage more than 250,000 people by the end of 2015 with events and educational trainings on how to use the Internet for driving export business.

The initiative is supported by the new online platform www.weltweitwachsen.de that provides a one-stop-shop for businesses to make the most of the web.

Businesses can find out which markets are the most relevant to start exporting to (based on Google search volume and Google AdWords metrics), create an "export online" plan, learn more about export with educational videos and make use of a whole range of partner offers.

For more information visit: weltweitwachsen.de

Made in Italy: Digital Excellences

In Italy, Google launched a d gital platform to suppo t small busines es of traditional I ian industries (food, fashion and handicrafts) to improve their digital skills and ake the Made in Italy brand across the web.

In partnership with the Italian government, Chambers of Commerce, Association of Small Businesses and University of Venice, the Made in Italy platform encourages and supports Italian entrepreneurs to acquire digital skills in order to find new customers and increase exports around the globe.

We provide free online training for business owners as well as local, personalized support via 100+ young trainers who have been hired and trained by 50 Chambers of Commerce across the country The partnership also includes a roadshow which will cover more than 50 cities in 2014/2015, reaching over 80% of total small businesses in traditional industries.

For more information visit: google.com/madeinitaly

New skills for new jobs

Google

New skills for new jobs

At Google, we know that across Europe digital skills are becoming increasingly essential to successful careers. These skills are also essential to Europe's future growth since more than 90% of all jobs will soon require digital skills. These skills are in high demand by European employers and the European Commission predicts that 900,000 ICT jobs will go unfilled by 2020 because of a lack of applicants with the right capabilities.
This is why Google is working closely with partners across Europe to provide training and skills to thousands of young people that will help them secure their economic future.

Computer Science Education

At Google we are passionate about increasing access and exposure to Computer Science Education to give all children the opportunity to learn about how to create and not just consume technology. Through our CS and Science, Technology, Engineering and Maths (STEM) outreach, we aim to ensure that children have the technical tools to solve real world problems, whatever their passion.

We work with organisations across the EU aimed at both students and teachers in order to impact 100,000 each year.

Student outreach

Through the RISE Awards, Google supports and funds non-profit organisations that run initiatives to inspire the next generation of computer scientists.

We support organisations working with children aged 7 to 18, with a special focus on increasing access for underrepresented minorities in the field of computing in order to significantly increase diversity.

In 2014 Google is working with 14 STEM and CS education organisations in 7 countries across the EU, giving over 90,000 students access to fun and inspiring computing experiences.

For more information visit: google.com/edu/programs

Teacher outreach

Supporting the training of teachers in Computer Science is critical to giving children the opportunity to become inspired by technology. We fund organisations providing teacher training directly as well as through universities. We fund organisations providing teacher training directly as well as through universities through our CS initiatives.

For example, in Ireland, we have recently entered into a partnership with Trinity College Dublin to educate 3,000 secondary-level teachers in CS and in the UK we have partnered with Code Club Pro to kick-start an initiative to train up 22,000 teachers of computing in primary schools.

Computer Science for High Schools (CS4HS) promotes computer science education worldwide by connecting educators to the skills and resources they need to teach CS and computational thinking concepts in fun and relevant ways.

Through annual grants, CS4HS supports colleges and universities to provide professional development training for local high school and middle school teachers.

These teachers develop their own CS curriculum to engage young adults and spark curiosity for solving real world problems through computing. These projects will directly address the need for training of CS teachers in schools and spread best practices amongst educators.

In 2014 the CS4HS program will be funding 16 CS education projects across 10 countries in the EU reaching 36,000 students and teachers.

Google Computer Science for High School

For more information visit: cs4hs.com

*the numbers are for 2014

Google Educator Groups

Google Educator Groups (GEGs) are communities of educators who learn, share and inspire each other to meet the needs of their students through technology solutions both in the classroom and beyond.

GEGs empower educators around the world, to expand their social and professional networks and gain skills to deliver the best possible education through open technology. GEGs provide a space for educators to build relationships, collaborate and learn online through Google+ communities and offline through handouts or in-person events and workshops.

Currently, GEGs exist in 10 European countries including Czech Republic, Poland, Netherlands, UK, Slovak Republic, Sweden, Denmark, Romania, Spain and Italy.

Google Educator Groups

HIGHLIGHTS

26	26	10
Groups	Leaders	European countries

For more information visit: google.com/landing/geg

Actívate in Spain

Across Europe, millions of young people are preparing themselves for the jobs of the future. This is why Google has created special initiatives that help both individuals and business-es gain essential digital skills that are already in high demand.

According to the EU, youth unemployment in Spain has reached a massive 54% in 2014. In order to support them, Google has launched Actívate, an initiative which provides free online and offline trainings in skills such as e-commerce, data analytics, cloud computing and digital marketing. All courses are organised in partnership with government and academic institutions which provide participants with an official certification.

By 2015, we aim to train 160,000 young people in Spain by equipping them with digital skills that can help this generation unlock its potential and become entrepreneurs or better equipped to face the challenging job market.

For more information visit: google.es/activate

*Source: Eurostat news release, Euroindicators 70/2014 May 2014

Growing culture in the digital space

Google

Growing culture in the digital space

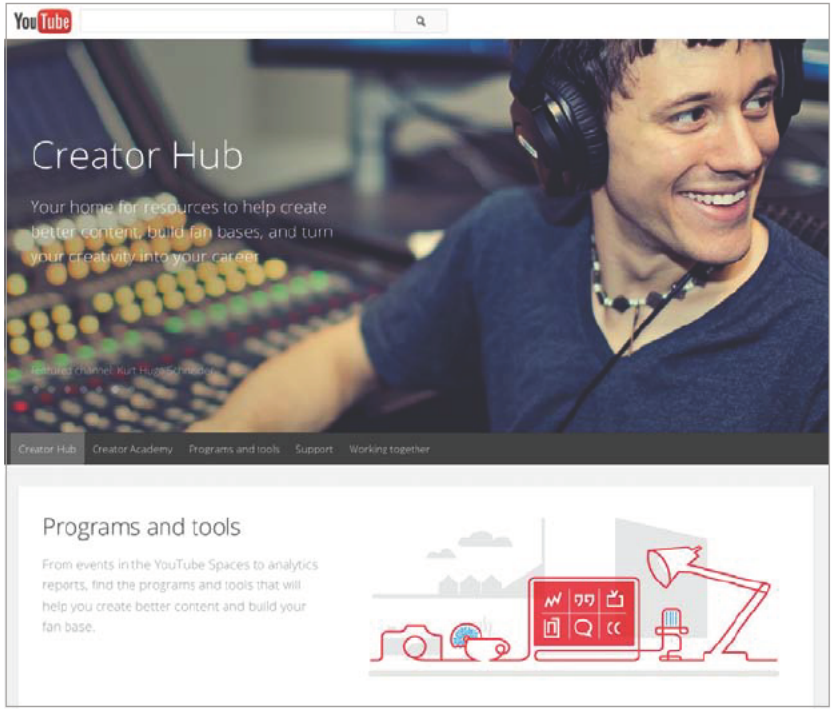
All across Europe, Google is growing culture in the digital space. We work with the creative community - film producers, book publishers, record labels, music publishers, game creators and thousands of independents and artists - to find new audiences and generate value from their content on YouTube and Google Play. We also empower a new generation of creators online by providing platforms for artistic expression with lower production and distribution costs, the ability to reach a global audience and make content available to consumers anywhere, anytime, on any device. Finally, we partner with the cultural institutions to ensure the most special parts of our culture are preserved and shared with people around the world.

YouTube For Creators

Google makes resources available on YouTube for creators to help them create better content and reach a wider audience to become successful in their careers.

Through programmes like YouTube Creator Academy, Google encourages individuals and organisations to spark their creativity. With over a billion users worldwide, and 100 hours of video uploaded every minute on YouTube, European creators are instantly discoverable by a global audience on any device and at no cost to them.

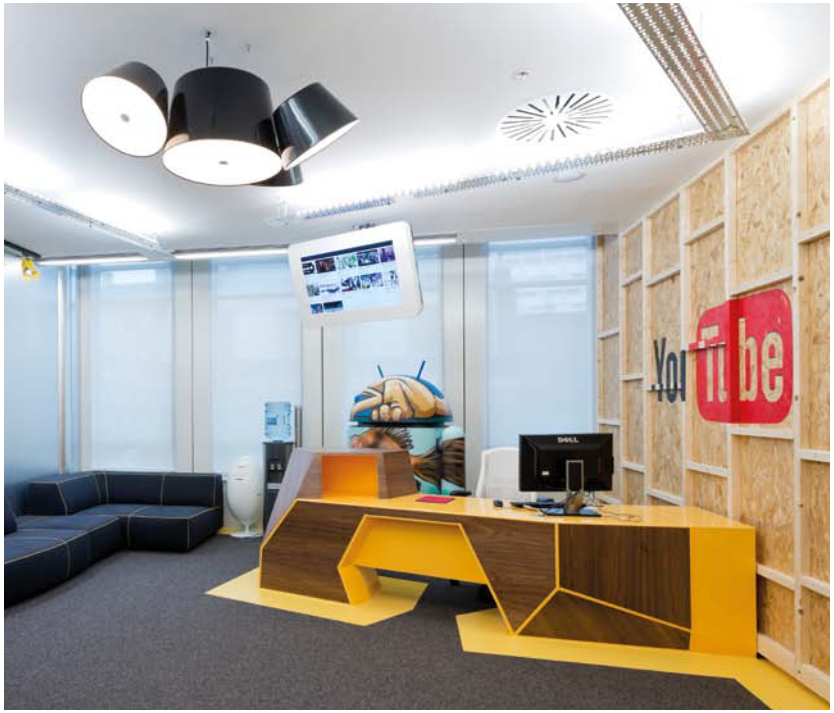
YouTube has paid over €1 billion to the music industry, it has propelled the success of countless European creators, including Jamal Edwards, a young British amateur filmmaker who produces videos featuring rap and pop music stars and who became a multimillionaire; or PewDiePie, a Swedish video game commentator, who has one of the biggest YouTube channels with over 30 million subscribers.



For more information visit: youtube.com/yt/creators

YouTube Space London

YouTube Space London is YouTube's first production facility in Europe. It is a state of the art production facility open to European YouTube creators to learn from industry experts. Creators learn everything from camera basics to being a business on YouTube, share best practices, collaborate and network with other creators and create the dream video through the latest technology in video production. Hundreds of talented creators have got the chance to create brilliant content and showcase it to the world.



For more information visit: youtube.com/yt/space/london.html

Cultural Institute

Google partners with hundreds of global museums, cultural institutions and archives to host the world's cultural treasures online at the Cultural Institute. Our European partners include Palace Versaille in France, Uffizi Gallery in Italy, Van Gogh museum in the Netherlands, and many many more.

As of December 2013, the Cultural Institute also occupies a physical space called the Lab at the Cultural Institute in Paris. The Lab's objective is to improve access to culture, to preserve it for future generations and to break down barriers betweendifferent genres in order to create innovative experiences for users. Regular workshops, seminars and residencies provide a forum for informed debate and creative exchange.

For more information visit: google.com/culturalinstitute

Opera Garnier Paris

The Google Cultural Institute has partnered with the Palais Garnier in Paris, the famous opera house, which inspired the novel, *The Phantom of the Opera*. Our Indoor Street View provides images of its ornate interior, allowing visitors to virtually explore the palace from the roof to the underground.

The project shows rare details of the backstage area, the rehearsal rooms and even provides a glimpse of the legendary lake under the building. The online exhibition also includes one of the most spectacular high-resolution images the world has ever seen - the ceiling painted by Marc Chagall.

For more information visit: google.com/culturalinstitute

Europeana

Google partnered with Europeana, an organisation launched in 2009 that brings together more than 2,000 museums, archives and other institutions and their rich collections of millions of books, paintings, films and other objects.

We launched Europeana's first exhibit on the Cultural Institute website in July 2014. Curated by the Austrian National Library, the new virtual exhibition is part of Europeana's 1914-1918 project and represents the first Austrian contribution to our own Cultural Institute's First World War channel. The Austrian library exhibition guides visitors through the Austrian Emperor Franz Joseph's manifestos, from announcements for mobilisation, to administering shortages, to dealing with prisoners of war and refugees. It is a tremendous undertaking to bring Europe's rich cultural heritage online, one that can only be achieved by both private and public effort.

As this collaboration shows, both Europeana and Google share similar visions - allowing people around the world to explore Europe's cultural and scientific heritage from prehistory to the modern day.

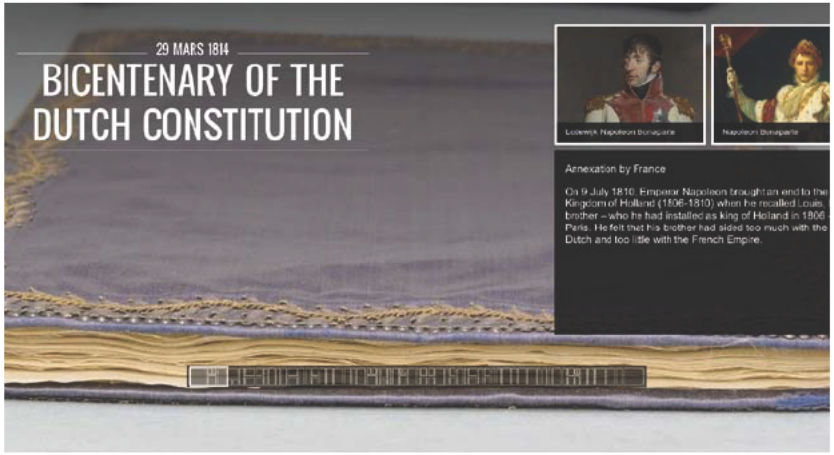
For more information visit: google.com/culturalinstitute

"To My Peoples!" by Europeana & Austrian National Library, on Google Cultural Institute

Celebrating European Heritage

To celebrate the bicentenary of the Dutch Constitution, the National Archives of the Netherlands and Google's Cultural Institute created a virtual exhibition exploring the events leading to the issuing of the Constitution and the subsequent reform of the state.

Using a combination of original handwritten letters, artworks, images and other detailed archival content, this inspiring exhibition brings 200 years of the Dutch democratic process to life.



For more information visit: google.com/culturalinstitute

Exhibition Bicenterary of the Dutch Constitution
by National Archives of The Netherlands, on Google Cultural Institute

Street View Special Collections

From mountain peaks to underwater reefs, our Google Maps technology brings users panoramic views of hundreds of thousands of kilometres of roads in Europe. We also take our Street View technology to special interest sites to offer our users a chance to learn about and explore sites they may never have a chance to experience in person.

For example, we took the Street View Trekker on its inaugural European journey to Venice. Known as the City of Bridges, Venice has earned its fame as one of the most picturesque cities in the world, with its canals, fabled narrow streets and architecture made famous by numerous world artists. Our images, along with exhibitions from the Cultural Institute and the Venice Museum's new partners, Museo del Vetro and Ca' Pesaro - the International Gallery of Modern Art - allow users to experience one of the most unique cities in the world like never before.

For more information visit: google.com/maps/views/streetview

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