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Google

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European Commission
BERL
Elżbieta Bieńkowska
Rue de la Loi 200
1049 Brussels
Belgium

March 26, 2018

Dear Commissioner Elżbieta Bieńkowska,

I am pleased to share with you the latest news on our Grow with Google campaign, our pan-European digital skills programme.

Grow with Google is an initiative that builds on our efforts of training people and businesses to acquire the right digital skills to embrace new opportunities ahead. It draws on our 20-year history of building products, platforms, and services that connect people and businesses in the moments that matter, helping them grow and succeed online.

As the world becomes increasingly digital, the skills that people need to find a job or grow a business are changing. And while this skills shift is opening a world of new possibilities for business growth, innovation and jobs, not everyone in society is taking part.

That's why in 2015 we pledged to train 1 million Europeans in digital skills (https://goo.gl/T5yGWt) as part of our commitment to the EU Digital Skills and Jobs Coalition (https://goo.gl/o1MdwU). As a result of overwhelming demand and need, we have now trained 3 million Europeans, and another 3 million in Africa, in digital skills.

Because technology should bring opportunity to everyone, today we are renewing our commitment to the EU Digital Skills and Jobs Coalition and pledge to help 1 million more Europeans find a job or grow their business by 2020. We are going beyond a commitment to helping people develop their skills to ensuring we support those we train to put those skills to use in building their careers and their businesses.

We are confident that we can help 1 million Europeans grow due to the experience we have over the past three years of delivering training. Ipsos MORI, the research company, has surveyed our trainees over the past two years and demonstrated that our training is having a real impact on their lives. As a result of Grow with Google training to date, 190,000 Europeans have found a job or started a business.

These are people like Ildikó in Hungary (https://goo.gl/oBGB6e), a mother of two who learned how to code and now manages her own business from home.

Over half a million European businesses have grown their business through new customers or revenue, like Ntina (https://goo.gl/wpmzVY) from Greece who during the recession opened up a hotel business which now welcomes people from all over the word. And 32,000 small and medium sized businesses have taken on more staff, such as Mark & Anders (https://goo.gl/Ks5pvY) from Denmark who have grown from 2 to 30 people in the last year.

We are proud of the work we have done since 2015 in helping Europeans to gain the skills they need for the digital world. We look forward to updating you later in the year on our programme and progress.

As always, if you have any questions about our work at Google, please do let us know.

Yours Sincerely,

[redacted]

EU Public Policy and Government Relations Director

Electronically signed on 30/04/2019 14:32 (UTC+02) in accordance with article 4.2 (Validity of electronic documents) of Commission Decision 2004/563