

## investEU - draft text for "about us" page – 8 February 2017

### **Headline:**

**New schools, cleaner air, better transport. The EU helps us all.**

### **Copy**

It may not be immediately apparent, but EU funding is making a real difference to millions of people's lives, throughout our continent. No matter what your age, profession or life situation, you're likely to be benefitting in some way – because the EU isn't just about theories and directives – it's first and foremost about creating real opportunities for real people.

### **HL**

**Creating jobs, strengthening communities.**

### **Copy**

Photovoltaic ceramic roof tiles; revolutionary wound cream; software solutions for public libraries. Just a few of the innovative products from the thousands of small businesses the EU supports financially. And it's not just the businesses themselves that are doing well: consumers benefit from all the new products while communities benefit from all the new jobs.

A number of funding tools are available to encourage this growth. They range from direct funding of projects to underwriting loans in order to get public and private finance moving. The aim is to help get new projects off the ground where banks are hesitant to invest.

Funding also helps kick-start a wide variety of community initiatives. Take for example an education project in the Attica region of Greece. Thanks to EU support, it's been possible to build and run 24 new schools, create 770 jobs and benefit 6500 pupils and their families. The Parents Association of Gerakas primary school may not have applied for the funding itself, but they seem pleased with the outcome:

**Quote:** "This is an exemplary school thanks to the partnership of the public and private sector. Congratulations to all."

European passenger transport has also been given a helping hand. In central and northern Italy for example, Trenitalia trains have been modernized and urban mobility improved, thanks in part to an EU loan.

### **HL**

**Improving our homes and our environment**

### **Copy**

Of even wider benefit are the EU's eco investments. Take southern Poland, where EU funding is helping bring local authorities together to tackle air pollution. The insulation of homes and replacement of dirty old boilers will make heating more affordable for families, improve air quality, and reduce greenhouse gas emissions.

Then there's the EU support for recycling projects. One such initiative in France, "Ginkgo," centres on the rejuvenation of toxic land sites. As well as salvaging land and creating jobs, Ginkgo ensures that parents in such areas no longer have to worry where their children play.

Anyone can benefit from EU investment. Scratch the surface, and behind the good things happening in your community you'll often find teams of movers and shakers of which the EU is a part.

**Word count: 430**