

Grow with Google

New skills. New opportunities.

Creating more opportunity for everyone in Europe.



Technology should bring opportunity to everyone.



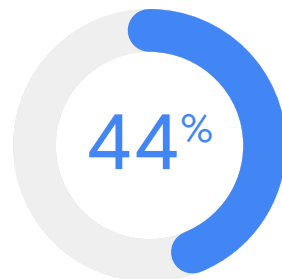
Matt Brittin
President EMEA
Business &
Operations

“I am so excited by the millions of people in Europe who are growing with Google by using our products and accessing our training. Since 2015, three million people in Europe, and 2 million people in Africa have grown their businesses and careers through training by Google and our partners. Because technology should bring opportunity to everyone, we are renewing our commitment and pledge to help one million more Europeans find a job or grow their business by 2020.”

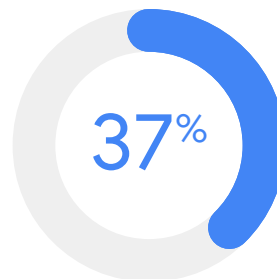
Grow with Google is a global initiative that aims to address this skills gap. In Europe, Grow with Google provides free training courses, tools and in-person coaching through our national Digital Workshop programmes to help people get the right skills to find a job, advance their careers or grow their businesses.

As the world becomes increasingly digital, the skills that people need to land great jobs or grow successful businesses are changing.

But people will need the right digital skills for these roles. Currently,

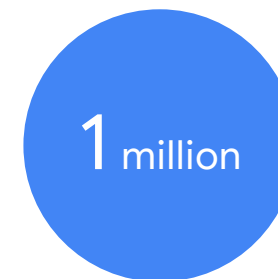


of the EU population have insufficient digital skills.



of the labour workforce have insufficient digital skills.

Demand for IT specialists is on the rise but,



IT job vacancies could remain unfilled by 2020.



European businesses struggle to fill vacancies.

Our training is making a real difference to Europeans and their businesses.

We are often asked how digital skills training translates into real economic impact? To answer that question, we launched an independent research study with Ipsos in 2016, and asked Grow with Google trainees about the impact they saw on their career or business 14 weeks after their training.

From 2015 to 2017



3+ million

people across Europe acquired new digital skills through 32 Digital Workshop programmes in 27 languages.



188,000+

people found a job or started a business.



32,000+

businesses have taken on more staff.



505,000+

businesses reported growth in revenue and customers*.

*Analysis by Google on the basis of an independent and ongoing survey conducted by Ipsos that started in September 2016, in Europe.

In 2018

We pledge to help one million people in Europe find a job or grow their business by 2020.

We cannot do this alone and will continue to scale our efforts in partnership with local governments and universities as well as through Google.org's support for European nonprofits.

Real impact on real people.

We are always inspired to see what people do when they have access to technology. Grow with Google is making a real difference to people's careers and businesses.



Michael Nobis

Owner of Nobis Printen, Germany.

"Today, there isn't a country in the world where we don't send our local products daily."



Ntina Denaxa

Owner of Emmantina Houses, Greece

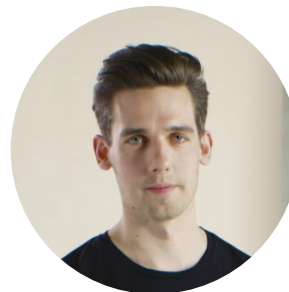
"When the recession hit, it was tough on all of us. But now we're welcoming guests from all over the world."



Ildikó Fekete

Founder, GreenFeet, Hungary

"Now it's easier to find work that's compatible with my life as a Mum."



Mark Nilsson

Co-Founder of First-8, Denmark.

"It's been great to create a business that gives people a regular income and helps create a safer Denmark."



Borja Piedra

Founder of Huerta Tropical, Spain

"My online fruit store has evolved from just being a project to becoming my life."



Anette Fernström

Founder and CEO, Hälsoresurs, Sweden

"By digitalising internal processes, we've significantly reduced our costs – what we previously spent on administration, we can now invest in recruiting new staff and developing the business."

Through Grow with Google, we aim to contribute to closing the identified skills gap, providing Europeans with the right skills for their personal and professional growth. Grow with Google will make it possible for everyone to thrive in the new digital era.

Students and teachers
can learn how to put the latest technology to work inside and outside of the classroom.

G Suite for Education /
Made with Code

G Suite
Made  Code

Small business owners
can build their online presence and find new customers.

Digital Workshop /
Market finder

Google Digital Workshop

Job seekers
can grow their skills in order to find new jobs and advance their careers.

Digital Workshop /
Udacity

Google Digital Workshop



Startups
can learn how to turn their ideas into thriving businesses.

Google Cloud Platform /
Startup with Google

Startup with Google



Google Cloud Platform

Developers
can sharpen their current skills in order to reach a global audience.

Udacity: Android Nanodegree /
AdMob



UDACITY



AdMob by Google

Creators
can create more dynamic content and turn their creativity into a career.

YouTube Creators /
NextUp

 YouTube Creators

 NextUp

Non-profits
can grow their funding and increase their impact.

Google.org /
Google AdGrants

Google.org


Google AdGrants

Cultural organisations
can digitise their art collection, making it accessible to everyone.

Google Arts & Culture /
Google Digitisation Technology



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Europe prepare for
the future of work.
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and businesses.