

BETTER FINANCE MANIFESTO

A EUROFINUSE CAMPAIGN

**European savers and investors unite!
...and participate in the BETTER FINANCE
COMPETITION**



« The 2014 European elections: obtain better finance for all at last! »

« Households are the main source of funds to finance investment. »

Green Paper on the long-term financing of the European economy,
European Commission, March 2013

« Savings are being discouraged while they should be rewarded: without savings, there is no long term investment; without investment no growth; without growth no jobs; without jobs no democracy and no social stability...

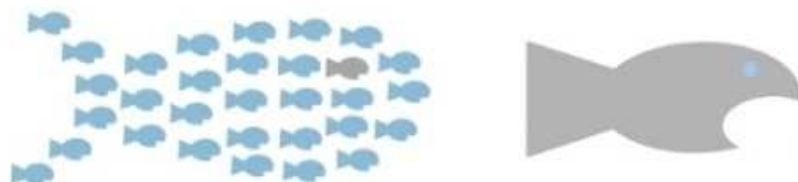
Savers have been the silent victims of the low level of interest rates and have seen their savings eroded in real terms...»

Tidjane Thiam, chief executive of Prudential

Background

In May 2014 nearly 400 million Europeans across all 28 EU member states will be called to vote in the European parliamentary elections. Whereas there are many challenges ahead for European politicians, few are as acute and essential as dealing with the fallout of the financial crisis that Europe has been going through for the last years. Whether we like it or not, legislative and regulatory decisions taken in Brussels in terms of financial policy have a direct impact on the life of all European citizens and directly influences savings and pensions, job creation, economic growth and – ultimately – democracy...

These issues are too important to be left to the powerful lobbies of the financial industry. The establishment of an adequate counterbalance to the disproportionate influence of these lobbies on financial policy making is crucial if finance is to serve the real economy and society as a whole.



Small savers, individual investors and shareholders, insurance policy holders and pension plan participants - in short, most European citizens, who have been among the main victims of the financial crisis, have seen the legislative process hijacked by the financial industry lobbies to fit their own needs. Indeed, the last five years of European financial policy have been mostly – if not entirely – focused on “financial stability”, i.e. on helping big banks at the expense of the real economy, taxpayers, savers, small businesses and citizens in general. It is time to fight back and demand that the concerns of savers be taken into account by our politicians.

And what better place to start than with the MEPs who are supposed to represent us in Brussels? To this end the team at EuroFinUse wrote the **Better Finance Manifesto**, outlining 4 key financial policy demands to be presented to the newly elected MEPs in 2014.

We need you!

EuroFinUse calls all Europeans to **contribute to our demands**. The shaping of the role of finance to better serve the real economy and society as a whole will depend on the willingness of the newly elected MEPs to finally take your concerns into account from 2014 onwards.

In order for the **Better Finance Manifesto** to accurately represent public opinion and reflect the perceived needs and demands of the European population, EuroFinUse is launching the **Better Finance Competition** for all citizens with an interest in financial matters to contribute to the requests listed in the manifesto and lend weight to our appeal.

By participating in the competition you will be able to directly **voice your concerns** relating to financial matters and lend much-needed popular and democratic support to our campaign.

Better Finance Competition: what and how?

The team at EuroFinUse – following consultation with our member organisations who count more than 4 million end-users of financial services across Europe and beyond – published the first draft of the Better Finance Manifesto. This first draft contains **a list of 4 principles** that we believe to be **essential to better finance the real economy** and that will not only benefit large financial institutions but the individual investors and savers – i.e. the people – as well.

In order for the manifesto to more accurately reflect the perceived needs and demands of European citizens, we ask you to send in your own demand



in terms of financial policy that you believe to be essential and that you feel is not already included in the Better Finance Manifesto. We will collect contributions to the manifesto from all over the European Union. A jury will then select the most pertinent contribution to be included in the final draft of the manifesto. The winner will be invited to present his or her ideas during a brief presentation at the European Parliament.

Following this the winning contribution will be incorporated in the Better Finance Manifesto after final review by the EuroFinUse Board on 27 March 2013 to bring the list of demands to a total of 5.

In order to participate:

- You need to be at least 18 years old
- Have a European Union passport - not including the overseas countries and territories (OCT) and outermost regions (OMR)
- Join the Better Finance Competition page on Facebook
- Contribute 1 principle / demand you believe should be included in the manifesto (only English contributions will be considered)
- Explain why your demand is essential in your eyes in 250-300 words
- Send in your contributions via the Better Finance Facebook competition page
- Competition starts: 18 February 2014
- Deadline: 16 March 2014

Evaluation

All entries corresponding to the requirements mentioned above will be evaluated by a jury according to the following criteria:

- clarity
- feasibility
- potential benefits for small savers, individual investors and shareholders, insurance policy holders and pension plan participants

The jury will be composed of 2 EuroFinUse Board Members and a Finance Journalist.



The selected contribution will be reviewed and possibly edited for inclusion in the final version of the Better Finance Manifesto.

PRIZE

The winner of the Better Finance Competition will be invited to attend the Better Finance Conference at the European Parliament in Brussels.

The winning entry will be published on the Better Finance Website and be presented to all European political groups at the European parliament prior to the May elections, together with the Better Finance Manifesto.

