***VAT refunds for EU businesses* Creative approach**

The creative approach used for the [VAT refunds for EU businesses](https://europa.eu/youreurope/business/taxation/vat/vat-refunds/index_en.htm#inline-nav-1) post would be to use a 2x2 grid and carousel with:

* **4 images of 1080x1080 px making up a 2x2 grid** (FB)
* **1x4 horizontal carousel of 1080 x 1350 px** (IG) to align with the new grid

**Copy and Approach**

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| **Copy** |
| Running a business across borders means dealing with VAT in more than one country. Did you know you might be able to claim refunds on those expenses?  Not all costs qualify, and rules vary from country to country. Check all the details on Your Europe. 👉 LINK |

**Visual Copy**

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| **Image** | **Copy** |
| |  |  | | --- | --- | | **1** |  | |  |  | | Business expenses abroad?  You may be entitled to a **VAT refund in that country.**  **!** |
| |  |  | | --- | --- | |  | **2** | |  |  | | One **EU-wide procedure** keeps it simple.  Claim your VAT refund **via your local tax authority;** they will forward it to the other country. |
| |  |  | | --- | --- | |  |  | | **3** |  | | When submitting a claim, use the **standard EU codes** to describe the goods/services you paid VAT on. |
| |  |  | | --- | --- | |  |  | |  | **4** | | Need more guidance? Take the **free EU e-learning course** on VAT refunds! |