

**IN 5,000 WORDS ANSWER THE QUESTION:**

How could a pro-growth reform programme be made deliverable by 2020, and appeal to electorates and decision makers alike at the national and European level?

More information, full rules, terms & conditions and how to enter at:

[www.EssayForEurope.com](http://www.EssayForEurope.com)

**DEADLINE – 31ST JULY 2016**



**MCKINSEY GLOBAL INSTITUTE**

In the 25 years since its founding, the McKinsey Global Institute (MGI) has sought to develop a deeper understanding of the evolving global economy. As the business and economics research arm of McKinsey & Company, MGI aims to provide leaders in the commercial, public, and social sectors with the facts and insights on which to base management and policy decisions.

The Lauder Institute at the University of Pennsylvania ranked MGI the Number 1 private-sector think tank in the world in its 2015 Global Go To Think Tank Index.

The Partners of McKinsey & Company fund MGI's research; it is never commissioned by any business, government, or other institution. For further information about MGI and to download all reports for free, please visit: [www.mckinsey.com/mgi](http://www.mckinsey.com/mgi)

**THINK TANK PARTNER**



Friends of Europe is a leading, Brussels-based think-tank that aims to stimulate new thinking on global and European issues that span political, economic, social and environmental challenges. More information at [www.friendsofeurope.org](http://www.friendsofeurope.org)



HOW  
EUROPE

**AN OPPORTUNITY  
FOR EUROPE?**

**€60,000  
1ST PRIZE**

**€25,000  
UNDER 30's PRIZE**

## PATRON

*Under the patronage of  
Mr Jean-Claude Juncker,  
President of the European  
Commission.*

MGI's "Opportunity for Europe" Prize will award a prize pool of €100,000 to the best essays that answer the question: How could a pro-growth reform programme be made deliverable by 2020, and appeal to electorates and decision makers alike at the national and European level?

**The winning submission will receive €60,000, and a €25,000 prize will be awarded to the best submission by a person under 30 years of age. A further €15,000 will be awarded to the runner-ups or special mentions at the jury's discretion.**

Contributions should be original and not previously submitted essays of maximum 5,000 words in length. They should:

- Propose tangible reform programmes, where the focus is on whether, how, and why they are politically feasible within three to five years and appeal to public opinion
- Propose mechanisms, communications, packaging, institutions, or other ways that help build trust and avoid moral hazard

Submissions will be assessed by a panel of judges from across European academia, politics, civil society, and business, chaired by Pascal Lamy.

The call for entries will be made on March 18, submissions are due by July 31, and the prize will be awarded October 12, 2016.

More information on  
[www.EssayForEurope.com](http://www.EssayForEurope.com)

Europe generates 25 percent of global GDP and is home to a highly integrated domestic market of 500 million inhabitants. More European companies are listed in the Fortune Global 500 than US ones. On a number of dimensions of social and economic progress, it is a world leader.

Yet despite these strong fundamentals, Europe is less dynamic and resilient than it could be. Growth has been sluggish since the 2008 financial crisis, unemployment remains stubbornly high in a number of countries, and productivity growth has been weak, especially in services. While some countries have successfully brought about changes from reforming labour markets to overhauling education systems or making the government apparatus more efficient, their example is not often and not fast enough followed by their fellow EU member states.

What would it take for Europe to regain its dynamism? What policy measures would be both effective for growth, and palatable to a European public suspicious of reform? How could European nations learn from and emulate one another's best practices?

The McKinsey Global Institute (MGI) invites submissions for a new prize essay competition that is a follow-up to its report, *A Window of Opportunity for Europe*, published in June 2015. The report identified ways in which Europe could achieve sustained growth of 2 to 3 percent per year over the next 10 years, and create more than 20 million jobs. The report explored the "why" and the "what". The idea of the prize is to gather the best ideas from across Europe about the "how": what is needed to translate economic theory into political measures that are both appealing to voters, and would help restore Europe's dynamism?

AN  
OPPOR  
TUNITY