



AN OPPORTUNITY FOR EUROPE

THINK TANK PARTNER



EssayForEurope@McKinsey.com
www.EssayForEurope.com

Dear Andrzej Gospodarowicz

The McKinsey Global Institute Essay Prize 2016: An Opportunity for Europe? Call for entries announced

We are writing to you today to let you know that the McKinsey Global Institute (MGI) has launched a global essay contest aimed at crowdsourcing solutions to one of Europe's biggest political and economic conundrums: how to implement a pro-growth economic strategy that is both effective and that appeals to voters and policy-makers.

The contest will award a prize pool of €100,000 to the best essays that answer the critical question in Europe today:

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

MGI is the business and economics research arm of McKinsey & Company. In June 2015 we published the report: *A Window of Opportunity for Europe*, identifying a range of policy measures that could double GDP growth in Europe in a sustainable manner and create more than 20 million jobs. This report looked at the 'why', 'where' and 'what' those reforms might be, the essay contest is a follow-up to that report aimed at finding the 'how'.

The winning submission will be awarded €60,000. A second award of €25,000 will be made to the best essay by an author under the age of 30. A further €15,000 will be awarded to runners-up at the discretion of the jury, which is chaired by Pascal Lamy, ex-Director General of the World Trade Organization and former European Trade Commissioner. Other judges include from across Europe representatives from business, civil society, policy institutes, academia, and the media.

MCKINSEY
GLOBAL
INSTITUTE

CELEBRATING
25 YEARS OF
INSIGHT



The contest is being held under the patronage of European Commission president Jean-Claude Juncker. Submissions are due by July 31 and the awards will be presented at a dinner ceremony in the presence of many European policy and thought leaders hosted by our Think Tank partners Friends of Europe on October 12th in Brussels.

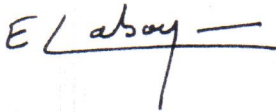
Full details are available on the essay website www.essayforeurope.com

We hope that this new prize might be of interest to your network. Everyone other than employees of McKinsey & Company and of the Jacques Delors Institute is eligible to participate, so please help us raise awareness of this new initiative and do consider submitting an entry yourself.

We have enclosed a number of flyers and posters that we request you display, if possible. If you require any further information, to make any queries about the prize or to request further marketing materials, please email EssayForEurope@McKinsey.com

We look forward to hearing from you.

Yours sincerely,



Eric Labaye

**Chairman
McKinsey Global Institute**



Pascal Lamy

**President Emeritus,
the Jacques Delors Institute,
and chairman of the judging panel**