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#EUROPEMATTERS

#EuropeMatters is a 12 month project bringing together business leaders, policymakers, civil society representatives and citizens to co-design a Europe that still matters in 2030. This exercise takes place at a crucial moment. 2019 will see the election of a new European Parliament and the arrival of a new college of Commissioners. #EuropeMatters will put forward a set of concrete recommendations for the incoming EU leadership.

We will set out different scenarios for Europe in 2030, based on policy choices that Europe faces today. The scenarios rely on input from a vast network of experts and key influencers from diverse fields. Citizens are consulted through our Debating Europe citizens’ platform with over 3.5 million unique users and a dedicated survey, the results of which will be disclosed at the State of Europe high-level roundtable on October 11. Hard data and figures are provided by the McKinsey Global Institute.

This combined set of data, expertise and statistics is used to set up scenarios designed to spark a discussion on Europe’s future. The scenarios will focus on a set of key issues: aging population; disruptive technologies, notably digitization and AI; the rise of emerging markets and their impact on the competitiveness of EU businesses; migration and urban concentration; resource depletion and climate change; and the return of geopolitics – trade wars and tax competition.

The scenarios will guide our discussions at the State of Europe roundtable where we will co-produce policy recommendations for the incoming European leadership. We will launch a report containing our recommendations in January 2019 and engage with Europe’s key political actors throughout the run up to the European Parliament elections, as well as with the new College of Commissioners.

Our objective is simple – to mobilise a coalition of the willing united by their belief that #EuropeMatters and to together ensure that Europe is better prepared to take strategic action to align the future we face with the future we want.
This year, the State of Europe will serve as a key milestone in the development of our #EuropeMatters project. At the State of Europe, our scenarios and the views and insights we have gathered from citizens and stakeholders will be debated by sitting and former (prime) ministers, CEOs, NGO leaders, European Commissioners and senior EU officials, members of parliaments, influencers and top journalists. Participants will all be invited to break out of their comfort zones and work together to devise recommendations on how to achieve the Europe we want for 2030.
UNDERSTANDING THE KEY ISSUES

This set of six parallel early-bird masterclasses, led by senior experts in their respective fields, focus on topics relevant to the brainstorm which takes place later in the day. The masterclasses are designed to provide insights on and explore new areas which may not be familiar to all participants, thereby helping participants to engage with each other on all the key issues discussed during the rest of the day. The topics selected are reflected in our scenarios for Europe 2030 and include key areas where the policy choices we make today will determine the fate and future of Europe.

Table 1 - Social Models for Tomorrow’s Europe

Envied around the world as progressive and socially just, the welfare policies of EU countries will have to increasingly contend with ageing and demographic change. Change must also address Europe’s widening inequalities and social imbalances. But by mid-century the current average of four active workers per pensioner could be reduced to two, so how adaptable should European social models be?

Table 2 - Industrial Policies for the Digital Era

When will European companies catch up with American online giants like Google, Amazon and Facebook, or China’s Ali-Baba? Twentieth century Europe matched the US in its creation of multinational corporations, but has fallen behind in the Digital Era. What are the industrial policy solutions, both at EU and national levels?

Table 3 - The Impact of AI on Europe’s Workforce

In the welter of confused and contradictory forecasts of the threats and promises of Artificial Intelligence, one thing is clear: Education and training hold the key. How should skills training be re-modelled so that it can keep pace with rapid and unpredictable technological change?

Table 4 - Policy Pushes to decarbonize and close the Carbon Gap

The political breakthrough achieved by the Cop-21 Paris agreement has suffered recent blows, and is focusing global attention on whether its goals can be achieved. What should the EU, as the pioneer on the clean energy transition, be doing to relaunch the global drive to combat climate change?
**Table 5 - Europe's Widening Security Neighbourhood**

Shifts in some of Europe’s strongest allies’ thinking on security and defence questions are increasing Europe’s responsibilities and sparked the slow process of an upgrade of European military capabilities. But is this process being matched by meaningful advances in the EU’s external policymaking? How far over the horizon can Europeans see?

**Table 6 - Restructuring the EU’s Political Decision-Making**

Critics say EU decision-making is undemocratic and painfully slow. Whether true or false, eurosceptic populist parties have been able to capitalise on anti-EU prejudices to the point of destabilising the European project. What is the outlook for a renewed drive on institutional reform capable of streamlining the EU and meeting the challenges ahead?

09.30 - 11.00

**SCENE SETTING**  
Exploring the Scenarios for Europe in 2030

**PLENARY SESSION**  
**OPTIONS, CHOICES AND CONSEQUENCES**

The time has come for issues to be discussed and thought through in their own realm; to break through silos and develop a new type of policy thinking, which connects the dots of different policy issues. This session will also offer an opportunity to debate our scenarios for Europe in 2030.

11.00 - 11.30  
Coffee break
PARALLEL SESSION I  MONEY MATTERS: Unfinished Business - What Boardrooms Want from the EU

The EU’s single market has yet to be fully completed, and Eurozone governance reforms remain hotly disputed. EU competition rules and the growth of labour and skills shortages are both making businesses nervous about future growth potential. The single market has offered unique opportunities for business in and benefits for Europe’s citizens. Are the voices of business in Europe a chorus or a cacophony?

PARALLEL SESSION II  THE POLITICS OF THE FUTURE: A new social model for Europe: taxes, welfare and rights

Europe is aging and this has consequences for old and young alike. We are faced with the need to reinvent our tax and welfare systems both to meet the demands of an aging population and the needs of younger generations. The European social model is also burdened by increasing levels of inequality. Together these trends could be sources of major social disruption. What political and practical adjustments will be necessary? What role does migration into Europe have to play and how can we change the narrative on migration and make the most of the opportunities it presents for the Europe.
CLIMATE CHANGE
Adapting to a world of 10 billion people

Transformational changes to decarbonise the global economy are happening across the world and across all sectors as a result of technological innovation, new and creative policies and political will at all levels. How can we ensure we’re on track to prevent dangerous climate change and realize the historic Paris Agreement?

RESOURCE DEPLETION
Adapting to a world of 10 billion people

It is time to re-examine our relationship with food production and consumption and to rethink existing models to make them sustainable. What changes need to be made to global food governance and are European policymakers ready to adapt?

Money Matters: The brave new world of digital

Digital developments are calling into question business model across all industries; the pace of AI, automation and big data are all drivers of future industrial policy with a knock impact on modes of consumption; jobs growth; skills development and tax policy. In this context of the brave new world of digital, where should Europe go – what policies need to be promoted to create a tech-friendly climate for European entrepreneurs and boost Europe’s competitiveness in this field?

Europe in a global world: Walking the talk on crafting a new global order

As the US retreats from its historical commitment to the rules-based global order, global attention has centred on the EU’s efforts to salvage the Iran nuclear deal, press ahead with the Paris climate talks and safeguard the multilateral trading system. Has international cooperation been reduced to bitter self-promotion, tariffs and raging twitter feuds? Are the G6 strong enough to uphold the Western-led rules-based global order and the international economy without US on board or should the EU go the extra mile by reaching out to non-Western international actors in order to co-create a new and more inclusive multilateral system?
SESSION

THE POLITICS OF THE FUTURE: EUROPEAN PARLIAMENT ELECTIONS: PEOPLE, PARTIES AND INTRUSION IN THE AGE OF BIG DATA

European elections have so far been met by growing public indifference and waning voter turnouts. MEPs have an average half-million people in their constituencies, so the human touch is rare. But in this new age of Big Data could the EU’s democratic deficit at last be filled and the relationship between citizens and Europe be reinvigorated? And how can next May’s elections best be kept free of intrusion and interference, and reinvigorate the relationship between citizens and Europe?

16.30 - 17.45

TABLE DISCUSSIONS

HOW DO WE MAKE EUROPE MATTER?

This session is dedicated to crafting policy recommendations for the next EU mandate based on Friends of Europe’s scenarios for Europe 2030.

Our proposition is that the renewed social contract underpinned by three pillars of security, prosperity and sustainability can serve as the glue binding Europe together for the future, which enables it to be better connected to citizens’ and business’ needs and concerns.

CONCLUSIONS AND THE WAY AHEAD – EUROPE FIGHTS BACK
THE CONFIRMED PARTICIPANTS INCLUDE:

- Negar Morazavi, Journalist and Iran commentator; EYL MENA
- Ursula von der Leyen, German minister of defence
- Jean-Claude Juncker, European Commission President
- Louise Arbour, UN Special Representative for international Migration
- Derek Johnson, Executive Director Global Zero; EYL NA

- Pascal Lemy, Former Secretary General of the World Trade Organisation
- Assita Kanko, Founder Polin the political incubator
- Mounir Mahjoubi, French Secretary of State for Digital Affairs
- Caroline de Gruyter, EU Correspondent NRC Handelsblad
- Eva Kaili, Member of the European Parliament

- Anette Idler, Director of Studies, Changing Character of War Centre, University of Oxford
- Klaus Welle, Secretary General of the European Parliament
- Lindsey Nefesh-Clarke, Founder and Managing Director of Women’s Worldwide Web; EYL40
- Jean-Luc Lemercier, Corporate Vice President, EMEA, Canada and Latin America at Edwards
- Anna Teresa Lehmann, Portuguese State Secretary for Industry

- Tanja Gönner, Chair of the Management Board, GIZ
- Mario Monti, Italian Senator and former Primo Minister of Italy
- Corinna Cretu, European Commissioner for Regional Policy
- Dawood Azami, Editor BBC World Service; EYL40
- Brune Poirson, Secretary of State in the French Ministry for Ecological and Inclusive Transition; EYL40
THE CONFIRMED PARTICIPANTS INCLUDE:

Ciarán Devane, Chief Executive of the British Council

Muriel Penicaud, French Minister of Labour

Alexander Stubb, Vice President of the European Investment Bank and former Prime Minister of Finland

Anne Marie Imafidon, Co-Founder and CEO of Stema; EYL40

Carlos Moedas, European Commissioner for Research; Science and Innovation

Bruno Moçães, Author ‘The dawn of Eurasia’

Imen Ben Mohamed, Vice-Chair of the committee on Economic and Financial Affairs, Social Affairs and Education of The Tunisian Parliamentary Assembly; EYL MENA

Juliane Bogner-Strauß, Austrian Minister for Women, family and youth

Alberto Alemanno, Jean Monnet Professor of EU Law and Founder of The Good Lobby, HEC Paris; EYL40

Cecile Wendling, Head of Foresight at AXA

Marijette Schaake, Vice-Chair European Parliament

Matti Maasikas, Estonian Deputy Minister for EU Affairs

Yostina Bcules, Founder and Managing Director of Tasiq Solutions; EYL MENA

Jim Clarken, CEO of Oxfam Ireland

Konrad Szymanski, Polish Secretary State of European Affairs

Ann Mettler, Head of the European Political Strategy Centre, European Commission

Iain Couzin, Director of the Max Planck Institute for Ornithology, University of Konstanz

Polly Toynbee, Politics and Social Affairs Columnist at The Guardian

Jamie Shea, Deputy Assistant Secretary General, North Atlantic Treaty Organization at NATO

Zanda Kalinina-Lukaševica, Parliamentary State Secretary for EU Affairs at the Latvian Ministry of Foreign Affairs, EYL40
Friends of Europe
Rue de la Science 4, 1000 Brussels, Belgium
Tel: +32 2 893 98 25
Fax: +32 2 893 98 29
Email: info@friendsofeurope.org
friendsofeurope.org

Friends of Europe is a leading think-tank that connects people, stimulates debate and triggers change to create a more inclusive, sustainable and forward-looking Europe.