

**CONNECT**

**DEBATE**

**CHANGE**



# WHAT WE BELIEVE IN **#EUROPEMATTERS**

In 2018, Friends of Europe launched its flagship initiative #EuropeMatters, bringing together business leaders, policymakers, civil society representatives and citizens to co-design a Europe that still matters in 2030, within the framework of a renewed European social contract. The initiative serves as the guiding principle across Friends of Europe's current activities.

Since initiating the #EuropeMatters project, a vast network of stakeholders and citizens have contributed to the development of four scenarios setting out plausible futures for Europe in 2030. These were debated at the 15th edition of our annual flagship high-level roundtable, the State of Europe. We also conducted a poll of 11,000 EU citizens, which revealed striking insights across regions, gender and age – including the general belief that the EU is mostly irrelevant in their lives. It made clear, however, that what matters to citizens and what they want

from Europe is security, jobs, and tackling climate change. Citizens also want more say in the decision-making process and better transparency.

We set out a vision for the Europe we want in our #EuropeMatters report, one that is based on input from our multi-stakeholder engagement and the messages we heard from citizens. This vision became a set of concrete recommendations for the 2019 European leadership on security, prosperity and sustainability. By focusing on the policy areas that matter most to people, these can help reinvigorate the relationship between citizens and the European project.

Our objective is 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.






HOW WE DO IT

# CONNECT. DEBATE. IT'S IN OUR DNA





# CHANGE.



Europe matters. It matters to its citizens. It matters to its neighbours. And in a rapidly-changing world marked by geopolitical volatility and re-ordering, Europe matters to the world.

Reviving Europe, reconnecting it to citizens and making Europe count on the global stage require a concerted effort by all those who believe that a united Europe is better than a fragmented one.

This means synergies and cooperation among European leaders, politicians, policymakers, business leaders, civil society representatives and citizens. It means coming up with fresh and innovative ideas but also the vision to turn these ideas into practice. It means working together for the benefit of European citizens.

Friends of Europe is a think tank with a difference. We're fiercely independent, curious and critical. We speak truth to power. We have no national or party political bias and ensure that all viewpoints are represented in our activities and publications.

Diversity and inclusion stand at the heart of our work. We practice what we preach. We ensure a balance of gender, age, political affiliation, nationality, ethnic background and institutional representation across all our activities. Our engagement on gender in particular is central to our values: Friends of Europe believes in showcasing female expertise on the various issues we work on, at debates and conferences as well as in its publications.



# AREA OF EXPERTISE

# CLIMATE & ENERGY

After 20 years of negotiations, 195 countries signed the Paris agreement to limit global warming well below 2°C above pre-industrial level by the end of the century. The focus now moves to design and implementation, and success will depend on the support and contribution of all – including industries, member states, regions, cities and citizens.

We look at the evolving role of innovation, regulation, competition, and the impact of consumption and production in various sectors including mobility, buildings, agriculture, industry and finance among others. Achieving a just transition and a net zero carbon emissions economy by 2050 will require relevant stakeholders to upscale their activities and increase global climate ambition. Friends of Europe's role will be to stimulate and provoke these discussions to debate how to improve policy thinking and take preventative action.

We support knowledge and innovation, businesses, entrepreneurs, forward-looking policies and local actors and activists in acting transparently and collectively to develop cost-effective measures addressing the joint challenge of climate change and sustainable economic development. We aim at bringing together fresh ideas on viable climate and energy subjects to lead the transition and demonstrate Europe can lead by example in areas as diverse as nature-based solutions, the future of food, sustainable consumption, reducing waste and recycling.

Friends of Europe's focus in this debate is to engage cross-sector stakeholders on a sustainable energy transition, its cost and financing. In doing so, we will explore how to accelerate its momentum through experimentation and innovation. Taking a whole economy, whole society approach to decarbonisation underpins our overall approach in this area of expertise.



Fatih Birol, Executive Director of the International Energy Agency (IEA)



Christiana Figueres, former UNFCCC Executive Secretary and Distinguished Fellow at Conservation International



Ban Ki-moon, former Secretary-General, United Nations





Eleni Antoniadou, Co-Founder of  
Transplants without Donors & EYL40

## AREA OF EXPERTISE

# HEALTH

Health is an economic and social driver for Europe. Demographic shifts, greater demand and ongoing financial restrictions are putting European health systems under extreme pressure.

At the same time health inequalities are widening between and within member states. Research suggests that spending more on health does not necessarily result in better health outcomes. It is becoming increasingly clear that it is not how much money that matters but how that money is spent. Intelligence and evidence-based health care provision is key to transforming health systems.

Aligned to this is the investment model underpinning a transition to a 21<sup>st</sup> century model of healthcare – the two points of leverage the EU has – is its R&D capacity and its ability to innovate. Friends of Europe will spotlight the opportunities that lie ahead to incentivise system change through demonstration of innovation and alternative models of healthcare. Prevention is key to balancing budgets with better health outcomes, yet the majority of EU member states spend their money on the consequences of poor health and not the causes. This requires a paradigm shift.

Waste is an obvious but complex area to tackle. Inertia in the system, bureaucracy and a focus on cost containment add to the problem. This limits the resilience of health systems to cope with future challenges like climate change and pandemics.

A core facet for the 21<sup>st</sup> century healthcare system is harnessing the potential of digital with a citizen and patient-centred approach. Friends of Europe will also aim to address the brave new world of health by reflecting on and debating the implications of AI, gene editing, 3D printing and big data. Our role will be to provoke thinking on the importance of innovation and disruption as an accelerator for healthier societies.

Health is dear to the hearts of citizens, ranking highly in Eurobarometer surveys of personal priorities. Despite not being an EU competency, health is an opportunity for Europe to connect with its citizens and demonstrate its added value to their lives.



Francesca Colombo,  
Head of Health,  
OECD



"I hope that the  
Commission  
will prioritise  
global health  
research and  
development for  
the developing  
world"

Bill Gates, Co-Chair of  
the Bill & Melinda Gates  
Foundation



Bill Gates, Co-Chair, Bill & Melinda Gates Foundation  
with Carlos Moedas, EU Commissioner for Research,  
Science and Innovation



Li Keqiang, Prime Minister of the People's Republic of China



Supachai Panitchpakdi, former Secretary General of UNCTAD



Le Luong Minh, former Secretary General of ASEAN

## AREA OF EXPERTISE

# ASIA, AFRICA & EMERGING ECONOMIES

Europe's relationship with Asia and Africa has expanded beyond the traditional focus on development, trade and security. Reflecting the changed geopolitical landscape and the increased global role of emerging economies, the focus of the EU and Friends of Europe is now also on Europe's interaction with its global partners on climate change, connectivity and implementation of Agenda 2030 as well as terrorism and radicalisation. Our programmes and activities track these conversations – and foresee new ones – through publications and events that aim to make sense of our changing world.

Our Asia Programme, including the Europe-China Forum, looks at the political, economic and social facets of the 'Asian century' and provides a high-level platform for dialogue between policymakers, academics, civil society and business leaders. With interdependence between Asia and Europe set to grow even further, our ground-breaking work is contributing to a new interaction between the two regions and between the EU and individual countries including China, India, Japan and members of the Association of South-East Asian Nations (ASEAN). We are also closely engaged in the Asia Europe Meeting (ASEM).





Mari Elka Pangestu, Minister of Tourism and Creative Industry of Indonesia

“The world is turning inward now and multilateralism seems to be under pressure. The answer should be more ASEAN because we can’t rely on what is happening around the world”

Surin Pitsuwan, Secretary-General of the Association of South East Asian Nations (2008-2012)



Wiryo Sastrohandoyo, Member of the Board of Trustees of the Centre for Strategic and International Studies Foundation, Indonesia with Surin Pitsuwan, former Secretary General of ASEAN and Delia Domingo-Albert, former Foreign Affairs Minister of the Philippines





Recep Tayyip Erdogan, President of Turkey

## AREA OF EXPERTISE

# ASIA, AFRICA & EMERGING ECONOMIES

Our work on international development issues is led by the Development Policy Forum (DPF), which was set up by Friends of Europe in partnership with development actors such as Germany's Gesellschaft für Internationale Zusammenarbeit (GIZ), France's Agence Française de Développement (AFD), the Japan International Cooperation Agency (JICA), the European Investment Bank (EIB), the United Nations and the World Bank. Through its activities and publications, the DPF encourages fresh thinking on issues such as the future of the EU-Africa partnership, women's role in development as well as the role of the private sector in implementing

the Agenda 2030. We do this partially through our work with a high-level group of personalities on EU-Africa relations, organised in partnership with the Mo Ibrahim Foundation and the ONE Campaign. In a world distracted by myriad challenges, we aim to raise awareness of development issues and to encourage new ideas and recommendations for tackling global challenges.





Mo Ibrahim, Chairman and Founder, Mo Ibrahim Foundation with Bono, Co-Founder, ONE Campaign; both are members of Friends of Europe's EU-Africa High-Level Group of Personalities

“We need a reset  
in the relationship  
between Europe  
and Africa”

Mo Ibrahim, Chairman  
and Founder of the  
Mo Ibrahim Foundation



Shirin Ebadi, President of the Centre  
for Human Rights Defenders in Iran  
and Nobel Peace Prize winner



Ellen Johnson Sirleaf,  
former President, The  
Republic of Liberia and  
Nobel Peace Prize winner



# AREA OF EXPERTISE

# DIGITAL, SKILLS & INEQUALITIES

The pace of digital transformation and innovation taking place globally is far outpacing the ability of governments and international institutions to prepare, adapt and plan ahead for the situations that will face our societies. This transformation is also raising questions about ethics; how to regulate to protect the rights of people whilst not damaging innovation and growth; about the future of work – the future of skills that will be required to adapt to a digital society; it is also changing consumption habits which are shifting business models, supply chains and distribution infrastructure; and the ways in which people are conducting their lives.

Whilst the pace of technological change can be a force for good, it also has the potential to reinforce and widen inequalities and reduce the social ability of those who are furthest from the job market and most disadvantaged in our societies.

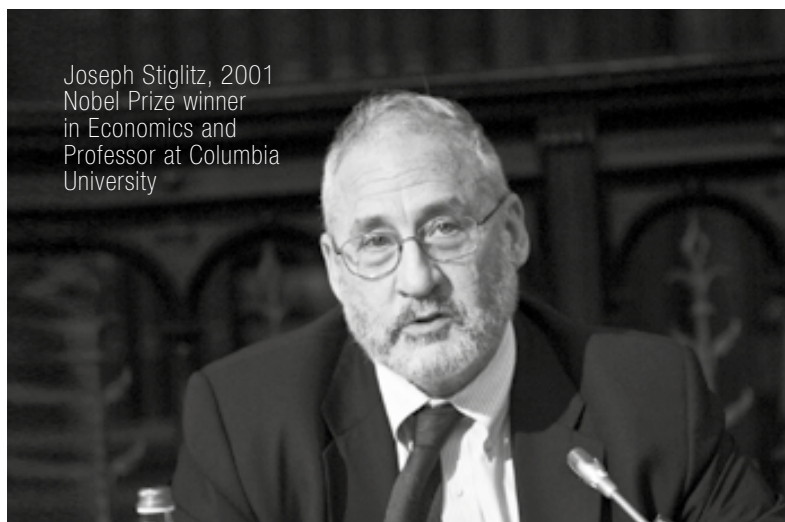
At a macro level, the revolution precipitated by digital has an impact on current and future models of economics and the traditional relationships between supply and demand, as capital flows, services, goods and wider industries transition towards a digital operational and societal environment. Friends of Europe thinks through the implications of these changes, taking the widest possible stakeholder and community perspectives and experiences to bear upon the policy thinking and developments that will be required. Our focus is to link the policy implications for skills development and preparedness, the role of education and digital literacy and inequalities. We work across policy areas taking a whole society, whole economy approach – to enable policy thinking and developments to be fit for a digital 21<sup>st</sup> century.



Kaja Kallas,  
Chairwoman of the  
Reform Party, Estonia,  
former Member of the  
European Parliament &  
EYL40



Joseph Stiglitz, 2001  
Nobel Prize winner  
in Economics and  
Professor at Columbia  
University





Ben Hammersley,  
Internet Technologist,  
Journalist, Author &  
EYL40



Yanis Varoufakis, former  
Greek Minister of Finance,  
Co-Founder of DiEM25

“People need to feel that they can cope with the challenges ahead”

Andrus Ansip, European  
Commission Vice-President for  
the Digital Single Market



# AREA OF EXPERTISE

# PEACE, SECURITY & DEFENCE

The global security landscape is in flux. From increased tensions between NATO and Russia and ongoing difficult Brexit negotiations to China's more assertive global stand under the consolidated leadership of President Xi Jinping, new challenges are continuously putting into question global security frameworks and approaches. Rapid technological developments and changes in the nature of warfare are creating an environment characterised by complex, global and interconnected challenges ranging from cyber-threats, climate change, global terrorism, mass migration and nuclear proliferation that cross and blur borders.

In this globalised but also more confrontational and complex world, we put peacebuilding as a core aim of our work, which can only be achieved through stronger cooperation at European, transatlantic and global level. This cooperation must be encouraged at all levels of government and society, fostering resilience to ensure constant adaptation to new vulnerabilities and emerging threats.

The overall objectives of our Peace, Security & Defence Programme is to make sense of changes in the global landscape; reinforce the importance of transatlantic relations; assess Europe's cooperative, preventative and peacebuilding agenda, especially in relations to its southern and eastern neighbourhood; improve diversity in perspectives, particularly of women as leaders and peacebuilders, and of the value of involving younger generations; further a whole-of-society approach that engages citizens, experts and policymakers; and mainstream our peace, security and defence agenda across all our activities, recognising the interconnectedness of the world we live in.



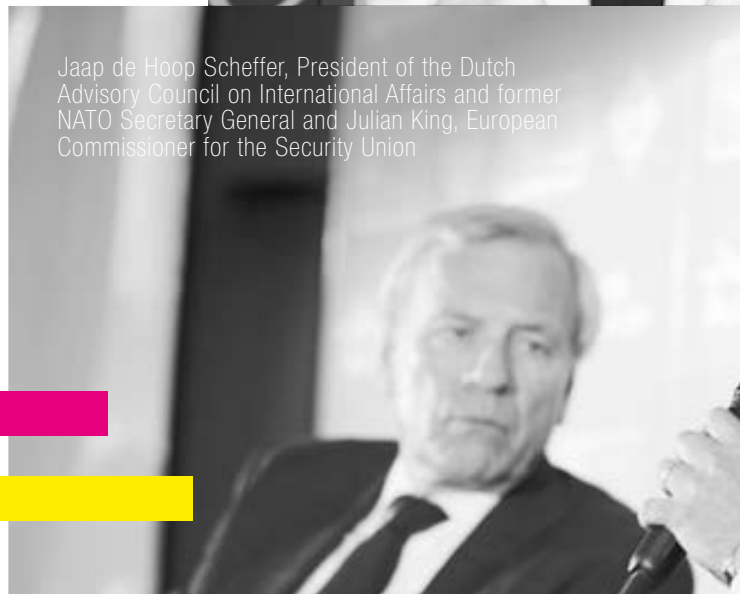
Madeleine Albright,  
former US Secretary  
of State



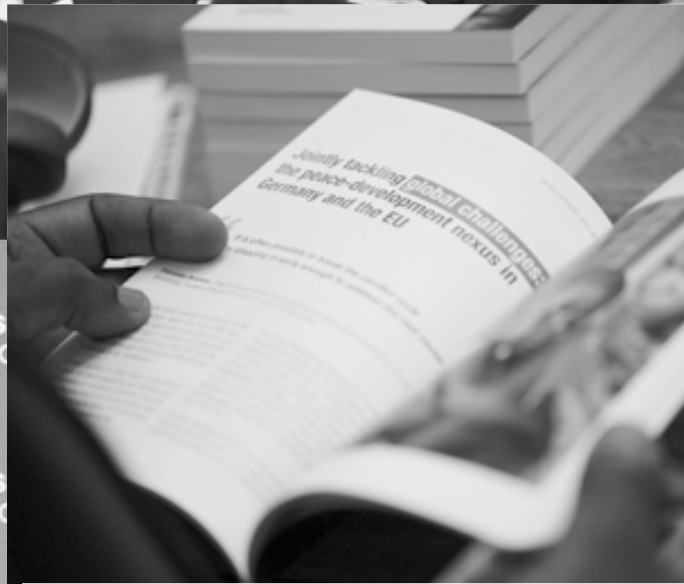
Izumi Nakamitsu,  
United Nations  
Under Secretary-  
General and High  
Representative for  
Disarmament Affairs



Jaap de Hoop Scheffer, President of the Dutch  
Advisory Council on International Affairs and former  
NATO Secretary General and Julian King, European  
Commissioner for the Security Union





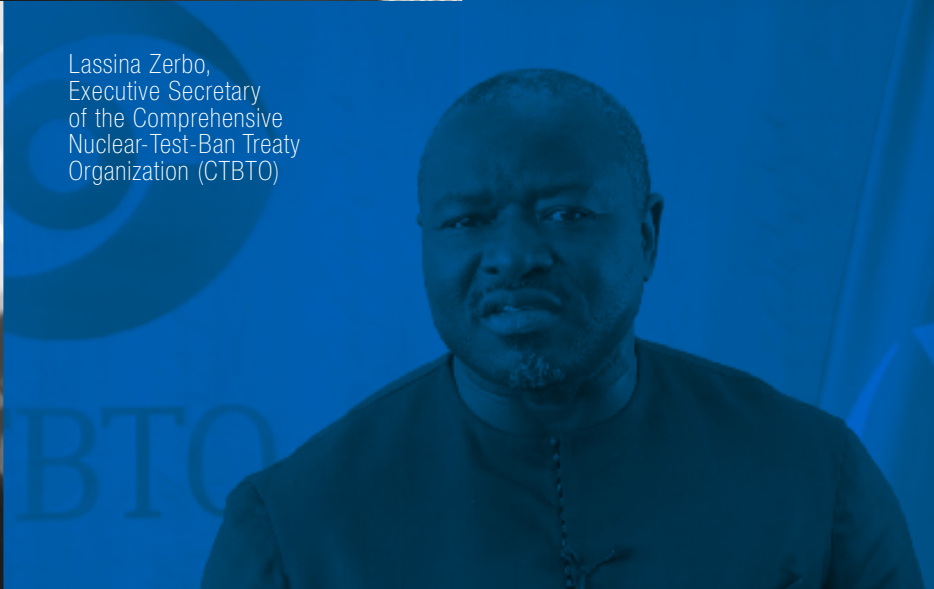


Carl Bildt, former Prime Minister and Minister of Foreign Affairs of Sweden

Recommendations from Debating Security Plus found their way into NATO's Strategic Concept and the EU's Global Strategy



Lassina Zerbo, Executive Secretary of the Comprehensive Nuclear-Test-Ban Treaty Organization (CTBTO)





Nasima Razmyar, Deputy Mayor of Helsinki & EYL40

António Guterres,  
Secretary-General,  
United Nations



## AREA OF EXPERTISE

# MIGRATION & INTEGRATION



Sherin Khankan, Founder of Mariam Mosque

Migration is a global phenomenon which needs to be tackled on international level but also by national governments, local authorities and an empowered civil society. In Europe, while the focus tends to be on migration and the political tensions it continues to provoke, governments are also responding to the longer term challenge of integrating migrants and refugees in order to build more inclusive and resilient societies.

Friends of Europe is contributing to the discussion with its sustained work – including publications, roundtables and conferences – on migration and integration. We engage with all relevant stakeholders, including EU institutions and national governments but also refugee and migrant groups, European civil society

representatives as well as business leaders and local authorities. We believe that refugees and migrants must have the opportunity to play an active role in designing their own paths to integration and inclusion.

Through our work, we want to spotlight that well-managed migration is an asset for Europe. As such, all those who believe in an open and multicultural Europe must work harder to change the current negative narrative on migration through facts and figures but also a stronger emotional story on the many benefits of inclusion. It is also important to have more realistic and comprehensive policies that address both the challenges and opportunities posed by migration and integration.





“As far as the future is concerned, the only way forward is through getting to know each other”

HRH Prince El Hassan bin Talal, Chairman of the WANA Institute



Ilhan Omar, Member of the US Congress & North American YL with Anita Sarkeesian, Founder of Feminist Frequency & North American YL



HRH Prince El Hassan bin Talal, Chairman, WANA Institute with Giles Merritt, Founder & Chairman, Friends of Europe

Louise Arbour,  
UN Special Representative  
for International Migration





# AREA OF EXPERTISE

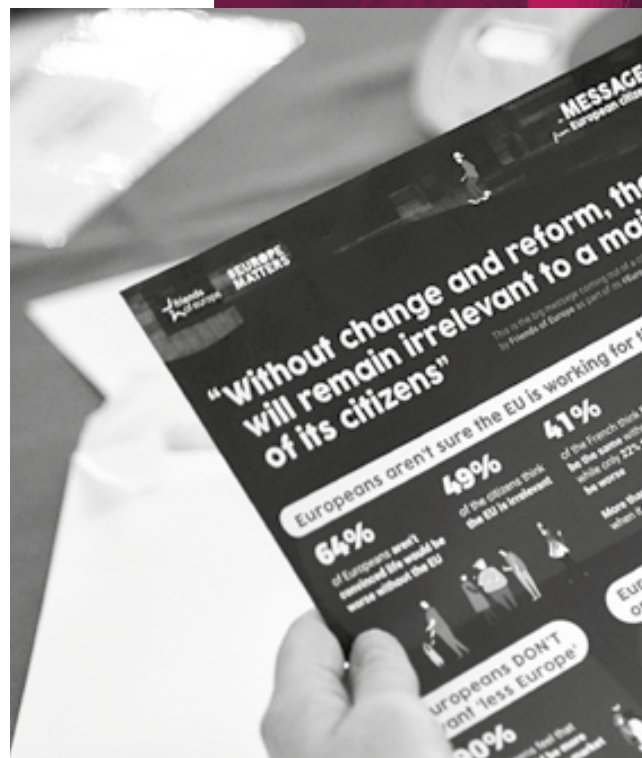
# CITIZENS'

# EUROPE

Brussels is not Europe, and the discussions that take place here are far from representative of the issues that concern many of Europe's citizens. Governments across the world are struggling with this disconnect as citizens show an increasing lack of trust in politics and politicians.

Much of this disconnect is to do with matters of poor governance, increasing inequalities and bad management. It is also to do with how governments and policymakers make decisions, craft policy and share power with citizens. Power-sharing involves using the principles and methods of coproduction, co-creation and being more transparent and accountable. In this area of expertise, Friends of Europe provokes debate, discussion and challenge current thinking on citizen engagement – its purpose, outcome and process. By involving and engaging citizens directly with practitioners from NGOs, governments, entrepreneurs and tech savvy communities, we aim to improve and develop thinking, debate and policymaking to devise better and more meaningful citizen involvement and engagement to improve their trust and the stake citizens have in their future and in the work of the EU. The pace of change in this early part of 21<sup>st</sup> century demands a paradigm shift in the approach to the relationship between the state and citizen.

Friends of Europe works to foster discussion on the full range of grassroots issues facing Europe, and to challenge traditional 'top-down' thinking with a citizen-driven 'bottom-up' approach. We do this by hosting citizen meet ups in cities across Europe and via Debating Europe, our online debating platform.





Friends  
of Europe  
held citizen  
consultations  
in Warsaw and  
Malta in 2018







# OUR FLAGSHIPS

We aim to be catalysts for change and believe that real solutions come from transforming mindsets through the confrontation of ideas and the breaking down of silos.

Change is achieved through inclusive policies – so we connect a wide network across Europe and the world. We foster open, insightful and provocative debates to stimulate fresh ideas and creative thinking. Through the recommendations that emerge from these, we provide bold and ambitious but practical solutions for a more inclusive, sustainable and forward-looking Europe.

**65+** events

**5000+** senior participants & speakers

**100** publications a year







Sylvie Goulard, former Member of the European Parliament and Trustee of Friends of Europe with André Loeseckrug-Pietri, Head of The Joint European Disruptive Initiative (J.E.D.I.) & EYL40



Lindsey Nefesh-Clarke, Founder & President, Women's Worldwide Web (W4) & EYL40



Alexander Stubb, former Prime Minister of Finland





Helle Thorning-Schmidt,  
CEO Save the Children  
International & former  
Prime Minister of Denmark



Mario Monti, former Prime  
Minister of Italy & Trustee of  
Friends of Europe



Jacques Delors, Founding President,  
Jacques Delors Institute and former  
President of the European Commission







# STATE OF EUROPE

State of Europe is a high-level brainstorm recognised as one of Europe's most prestigious and innovative events. It brings together the best minds, global protagonists and decision-makers to brainstorm on Europe's future.

From sitting and former (prime) ministers, to CEOs, NGO leaders, European Commissioners, members of Parliament, influencers and top journalists, discussants break out of their comfort zones and collaborate to develop and define Europe's future. The event also engages our vibrant and diverse network of European Young Leaders and citizens through our citizen platform, Debating Europe.



Our EYL40 include  
BlaBlaCar founder  
Frédéric Mazzella,  
Lindsey Nefesh-Clarke  
Founder & President of  
Women's Worldwide Web  
(W4), and the youngest  
self-made billionaire,  
John Collison of Stripe

Klen Jäärats, Director  
for EU Affairs Office of  
the Prime Minister of  
Estonia & EYL40 with  
Ivan Juric, Programmes  
& Operations Advisor,  
John S. Latsis Public  
Benefit Foundation



Kristalina Georgieva,  
CEO of the World  
Bank with Alberto  
Alemanno, Professor  
of EU Law, HEC  
Paris, Founder of  
The Good Lobby &  
EYL40



Imen Ben Mohamed, Member of  
the Tunisian National Constituent  
Assembly & EYL40



# EUROPEAN YOUNG LEADERS



The European Young Leaders programme is one of a kind. It engages young and established leaders with fresh ideas and unique perspectives in initiatives that will shape Europe's future.

From trailblazing biochemists to budding political leaders, and from dot.com entrepreneurs to NGO stars shaping the social and environmental policies of tomorrow, the European Young Leaders come together to discuss issues of common concern and develop concrete proposals and recommendations to tackle the challenges facing Europe and its citizens.

# CONNECTING WITH CITIZENS & THOUGHT LEADERS

## DEBATING EUROPE

Public trust in the European Union has never been lower than it is today. The feeling that politicians are out of touch with the concerns of ordinary people, coupled with the migration crisis, uncertainty over the future and the rise of populism, have created a dangerous mix.

Rebuilding this trust cannot happen overnight, and the solution can only involve greater transparency, openness, and frank and honest dialogue between politicians and the citizens who elect them.

In a digital age, politicians must adapt to changing technologies and changing expectations, and therefore must be more reactive and accessible to citizens.

Friends of Europe fosters this dialogue via its online discussion platform Debating Europe, where ordinary citizens challenge traditional top-down thinking by taking their questions to the highest levels of European politics, and getting a response.

Debating Europe wants to get young people talking about the future. We want to introduce them to European political discourse and set out some of the biggest challenges facing the continent. If young people don't vote or care about politics, then why should politicians address the issues that are important to them? On the other hand, if they are fired-up and politically engaged then they cannot be ignored.

**3.9 MILLION** strong community of citizens  
**OVER 2500** policymakers and experts interviewed  
**73%** of users aged 18-35 years







Kalle Palling,  
Member of  
Parliament,  
Estonia

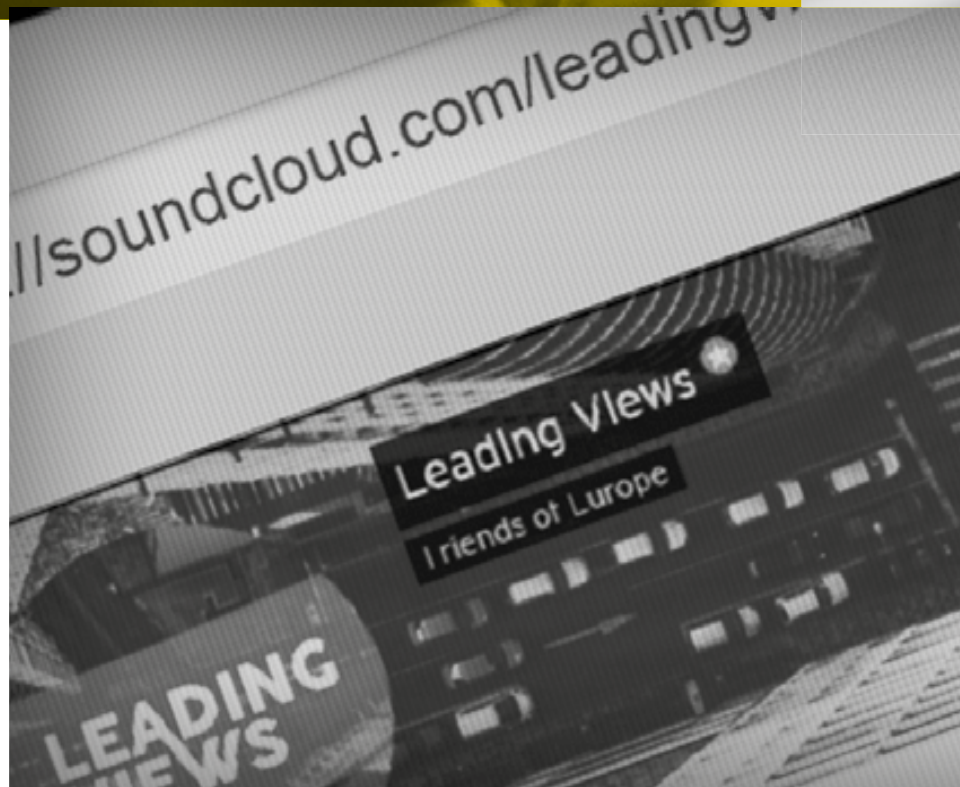


Jean-Claude  
Juncker,  
President of  
the European  
Commission  
with young  
YouTubers



The European Central  
Bank's Mario Draghi  
and the World Bank's  
Kristalina Georgieva  
answered questions  
from citizens with  
Debating Europe

Giles Merritt, Founder & Chairman, Friends of Europe with Shada Islam, Director Europe & Geopolitics, Friends of Europe







# CONNECTING WITH CITIZENS & THOUGHT LEADERS **THOUGHT- LEADERSHIP**

## EUROPE'S WORLD

Friends of Europe invites leaders in politics, business, the media, academia, think-tanks, NGOs and civil society from around the world to contribute thought-provoking articles on political, economic and social issues to our online journal, Europe's World.

## FRANKLY SPEAKING

Friends of Europe's own in-house pundits publish Frankly Speaking, a weekly column offering fresh insights on the latest international and European news.

## LEADING VIEWS

Our new podcast takes listeners outside the Brussels Bubble and into the minds of alternative leaders who have unique ideas on how to make Europe better.



# A POWERFUL NETWORK

Ministers, parliamentarians and mayors  
Chief Executive Officers  
World leading entrepreneurs & innovators  
Heads of international institutions  
Pivotal NGO influencers & citizens  
Ambassadors from every region  
Young Leaders  
Cultural stars  
Top journalists

Nathalie Furrer,  
Director of  
Programmes and  
Operations at  
Friends of Europe  
and Carlos Moedas,  
EU Commissioner  
for Research,  
Science and  
Innovation





Tamsin Rose,  
Senior Fellow  
at Friends of  
Europe



Paul Taylor,  
Senior Fellow  
at Friends of  
Europe



Jamie Shea,  
Senior Fellow  
at Friends of  
Europe



Adam Nyman,  
Director of  
Debating Europe



Dharmendra  
Kanani, Director  
of Insights  
at Friends of  
Europe



Etienne Davignon, President of Friends of Europe, Belgian Minister  
of State & former European Commission Vice-President with  
Geert Cami, Co-Founder & Secretary General, Friends of Europe



# GET IN TOUCH!



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