IDEAS AND AMBITIONS TO SHAPE EUROPE'S NEXT CHAPTER

3 NOVEMBER 2026 · BRUSSELS

Europe has what it takes. But we have stopped believing it, with many arguing that to win economically, we need to lower quality, labour and environmental standards.

WinWin exists to prove that, for Europe, a quality-driven economic strategy generates international competitiveness, resilience, future-ready jobs and a healthier environment.

Europe has aura. It is the continent of quality – in manufacturing, research, our nature, our cities, aesthetics, music, literature, food, etc. So, what if, today, on 3 November 2026, we recognise that quality is our strength and our future?

Europe can't win on natural resources. That is not a constraint, it's a reason to innovate.

The future will reward those who are best at doing more with less and we are quickly becoming the world champion of resource efficiency, guided by a conducive, stable regulatory framework and vibrant innovation.

But, the downbeat narrative in Brussels doesn't match reality. Negative stories are self-fulfilling prophecies, so it's time to change that and shape Europe's next chapter. One marked by a sense of belief; ambitious policy; forward-looking investments; a sense of unity, and a focus on excellence.

1 CHANGE MINDSETS.

- **Rebuild self-confidence.** Celebrate builders, incentivise risk-taking, prioritise quality, embrace AI, be proud and resilient. Maximise upsides instead of minimising downsides.
- Spread the vision of Europe as **the Continent of Quality**.

2 INITIATE A RACE TO THE TOP.

- Set **ambitious quality, labour and environmental standards** based on the performance of the frontrunners of the new economy and let the market pick the winners.
- Make Europe the world's **first circular continent**, the world's **first Electro Union**, and the global leader in **responsible AI**.

3 UNLEASH INNOVATIVE INVESTMENTS.

- Target public funding and spending to the pioneers and allow for creative destruction. Move to a **de-risking model**, crowding in private capital to support future European champions. Co-ordinate industrial policies. Launch a full-scale European innovation policy, including an independent **European ARPA-style agency** for bold R&D.
- **Speed up permitting processes.** Europe is building for the future, so we need to support it.
- Europe needs an ambitious, well-resourced regulator that sets ambitious long-term goals that reward frontrunners and their funders. Once the goals are set and incentive plans are in place, **stick to them**.

4 SUPERCHARGE THE SINGLE MARKET.

- Bring the world's **middle powers** that share many of our values into the European project.
- **End market fragmentation.** Build a front end and back end for EU Inc.
- Build a European equity culture and a **Capital Markets Union** that rewards ambition, ownership and risk. Issue **permanent Eurobonds** at scale, cementing the euro's position as the world's second global reserve currency.
- Protect the single market with **non-naive trade policy**.

5 REWARD EXCELLENCE.

- Europe is bursting with talent. **Nurture talent** by making it easier to compete Europe-wide and by supporting high achievers. Make it easier to reward hard work and risk taking.
- **Back universities** and remove obstacles for top researchers and innovators to move to Europe.

Europe does not need to copy anyone. It needs to compound what already makes it strong and focus on qualitative growth. Europe's regulatory framework was built for this so let's stay the course, trust the compass and move through.