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# Global Essay Competition

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Submission deadline: **1 February 2019**



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## ESSAY QUESTION

**Is it as good as it gets?**

**What approach would you suggest to change the current purpose of capital?**

Political volatility, environmental issues, precarious labour markets, technological monopolies, managerial and investment short-termism are only a few challenges we face. The time has come to counter excessive short-termism and start doing business as unusual. Think about the status quo and its implications. What would be an idea to change it? Develop projects or actions you would trust in to bring new and expanded purposes to capital and aim for a long-term positive impact. In your essay you should consider how the use of capital (financial, human, social,...) can solve complex challenges and address substantial changes, be it by individuals, civil society, businesses or governments. Your idea must inspire leaders worldwide to take on responsibility and put it into practice. Be bold and develop a truly impactful concept to win our prestigious award.

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