

**WHY BREXIT LEADS TO WORLD
CHAOS AND WHY BRITAIN STAYING IN
THE EU LEADS TO A BETTER WORLD**

FUTURE OF EUROPE

SCENARIOS 2016/2025

Four identity based scenarios looking into the potential futures of Europe and their impact on UK and the world.

By **Nicolas De Santis**, President Gold Mercury International and Founder of **BRAND EU**



Europe is suffering from a lack of vision and an unprecedented EU brand identity crisis. This represents a key obstacle to receiving the full support of its citizens, and is a threat to the development of Europe as a whole. Its member states' national identities are also in flux, with the rise of nationalist movements, potential break-ups and secessions threatening to destabilise the Union, which has maintained peace in Europe for 70 years.



In this report, Nicolas De Santis, President of Gold Mercury International and founder of the BRAND EU Centre, examines how the difference between 'Brexit' or 'Bremain' can lead to four very different European scenarios that impact the entire world. These scenarios are based on peoples' perceptions of self-identity and how they feel about supranational

concepts such as 'global citizenship' and 'European identity/citizenship'. The author believes that being a national of a member state and also being a European citizen are totally compatible; but require a transformation of self-identity and self-perception to accept and ultimately embrace this duality.

There is a clear scale to the impact of the UK's EU Referendum: ranging from the disintegration and break-up of the EU (including further subsequent secessionist movements, independence movements and constitutional crises), to a very tight-knit Europe that continues to build capability for its citizens, as well as expand its borders and identity alongside peoples' national identities. The aim of this report is to illustrate these diverse scenarios and examine what kind of future each one will bring if certain paths and self-identities are chosen. This analysis is intended to be accessible for everyone and shows clearly that the citizens' support or strong opposition to the EU will have a dramatic impact on themselves, their community and the future of the world. As such, the UK's EU referendum is not merely a national referendum, but a global one.

SECTION

1

INTRODUCTION

The UK's EU referendum is a global referendum, as it has an impact on the entire future of Europe. And therefore, the world.



As we evaluate our own personal relationship and identity with the EU, it is important to observe the different future paths for Europe based on how we decide to vote in the upcoming EU Referendum. Because of the large number of varying issues and the vast complexity surrounding a debate like the Referendum on the European Union, most of the analysis and messages about it thus far have

been focussed on winning a quantitative data war concerning the tangible costs or benefits of staying in or leaving the EU. After two World Wars and over six decades of peace in Western Europe, not much has been done about the issue of European identity; or about our own personal view of ourselves as Europeans or even as global citizens. The emotional side of the EU debate is difficult to frame and understand. It covers many critical issues and paradigms (visions of the future) about our own perceptions of sovereignty and self-identity; including prejudices and ideas about diverse issues, such as: 'ever closer union', immigration, security, and national currencies. It is time to assess the

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emotional side of this debate; a side which drastically affects our own identities as citizens of the UK and Europe. It is time to decide what kind of future we want, based on how we vote in the EU referendum.

Future scenarios as a tool to understand the future of Europe and discover common ground.

Scenario thinking is a way of approaching the future that is commonly used as a tool for creating long-term strategy; normally used by private and public sector organisations as well as civil society. Scenarios are tools that are used to define potential futures and paths. They create a frame of reference that decisions can be based on, in order to achieve common desired outcomes.

A scenario exercise is innovative and important because in the midst of a deep conflict (like deciding to stay in or leave the EU) it can create a narrative that brings people together from across diverse organisations, affiliations and areas of thought, and teach them to think creatively about the common future of their community, country or continent.

One of the basic premises of scenario thinking is that the future is not predetermined and cannot be predicted. Therefore, the choices we make can influence what will happen.

One of the basic premises of scenario thinking is that the future is not predetermined and cannot be predicted. Therefore, the choices we make can influence what will happen. In regards to future generations and building a sustainable world, the key question about these scenarios is: **WHICH OF**

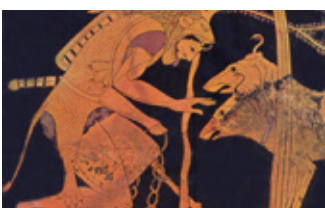
THESE FUTURES DO WE WANT TO BUILD? In a situation where people feel swept along by overwhelming complexity and world events, scenarios provide a framework for decision making and provide an empowering worldview. The European Union (and many other parts of the world) are currently haunted by dramatic visions of refugees, terrorism and economic uncertainty.



The purpose of this scenario exercise is to objectively show and raise awareness among the population about the risks and opportunities that our present decisions carry on EU matters. It represents a new way of assisting the public in better understanding what the UK's future will be, based on how they vote in the EU referendum. It provides a 'big picture' approach and a future vision of the true meaning and consequences of their vote.



This project is also directed towards all of the European citizens across the 28 member-states and beyond that are in need of some guidance on the future of the European Union. In this way, BRAND EU and Gold Mercury International aim to show the great achievements that the EU has delivered so far and give a portrayal of how said achievements could be further advanced, improved, worsened or even totally destroyed, depending on how they vote in the EU referendum.



SECTION

2

SCENARIOS EXPLAINED

Key questions for the
FUTURE OF EUROPE
SCENARIOS

When reflecting on the future of Europe, two critical questions of identity stand out:

QUESTION 1

As globalisation advances and the global population grows to 10 billion people by 2050: **Will peoples' identity become more nationalistic or will they see themselves more as global citizens sharing one planet and universal values?**

PEOPLES' IDENTITY



GLOBAL CITIZEN VIEW

- + We all live on the same planet and share common global public goods that must benefit all.
- + We are all responsible for each other in this world.

NATIONALIST VIEW

- + We all live in nation states and nation states come first.
- + We are primarily responsible to people within our nation. The others come second.



QUESTION 2

And in this globalised and complex scenario, will Europe be more divided or more united?

EUROPEAN UNION



EU MORE UNITED

- + People share both national and European Identity.
- + Interdependent nations decide together for the benefit of all.
- + Closer cooperation on all areas.

EU MORE DIVIDED

- + Rejection of European Identity.
- + Independent nations decide on their own based on self interest.
- + Focus on trading, not cooperation.





The choice of Greek Mythology to help visualise Scenarios

Using ancient Greek mythology, the EUROPE 2025 scenarios project offers four possible pictures of the future, allowing diverse stakeholders to understand potential outcomes and the most beneficial and positive future to work towards. The scenarios we describe range from the collapse of the European Union leading to global chaos, to the continuation of the European Union project as a force for good in the world. We have chosen the metaphor of the Greek mythological heroes for the different scenario titles to help with communicating the scenarios to a broad audience. It is interesting to figure out the future of Europe through the fate of ancient European mythological heroes.

The four scenarios are:



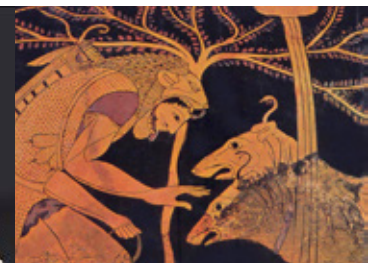
Scenario 1
ICARUS' FALL
BREAKDOWN OF
EUROPE



Scenario 2
**ULYSSES' SIRENS
SONG**
LOSS OF COMBINED
POWER IN THE WORLD



Scenario 3
ACHILLES' HEEL
EU MAINTAINS
STATUS QUO, RESTS
ON ITS LAURELS



Scenario 4
HERCULES' LABOURS
TEAM EUROPE: THE
EU AS A FORCE FOR
GOOD IN THE WORLD

GLOBAL
CITIZEN VIEW



2025
ULYSSES' SIRENS SONG
LOSS OF COMBINED
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2025
HERCULES' LABOURS
TEAM EUROPE: THE EU AS
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IDENTITY

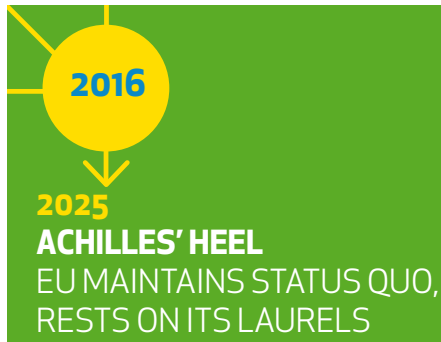
EUROPEAN UNION

EU MORE
DIVIDED

EU MORE
UNITED



2025
ICARUS'S FALL
BREAKDOWN OF EUROPE



2025
ACHILLES' HEEL
EU MAINTAINS STATUS QUO,
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PEOPLES'



NATIONALIST
VIEW



SCENARIO 1

ICARUS'S FALL

BREAKDOWN OF EUROPE

In Greek mythology, Icarus attempts to escape from Crete by means of wings that his father constructed from feathers and wax. Icarus ignored his father's instructions not to fly too close to the sun. The melting wax caused him to fall into the sea where he drowned.

NATIONALIST VIEW OF EUROPE

EU MORE DIVIDED SCENARIO

The Icarus's Fall scenario entails very high European and international risk. Following Brexit, a contagion of uncertainty continues in the UK and in other member states, inflicting further instability and economic damage. The EURO becomes the first casualty as some countries collapse, generating a domino effect and a world shock. Severe economic dislocation and political fracture compounded by other external issues leads to a breakdown in civil society and armed conflict in nascent European democracies. As the EU no longer exists, it cannot produce common solutions. Different countries scramble to be saved by nations who take advantage of Europe's weakness, resulting in an international crisis.



SCENARIO 2

ULYSSES' SIRENS SONG

LOSS OF COMBINED POWER IN THE WORLD

Ulysses, the hero of Homer's *Odyssey*, is lured by sirens. Sirens are a half-bird, half-woman creature that attracted sailors to shipwreck on the rocky coast of their island; through use of the sweetness of their seductive songs.

GLOBAL CITIZEN VIEW OF THE WORLD

EU MORE DIVIDED SCENARIO

In the Ulysses' Sirens Song scenario, nationals of EU member states believe that in a globalised world there is no more need for a European approach or a combined effort. They believe that each nation can be stronger on their own than by combining resources and power; resulting in a weakening of the combined power of European Unity. Movements like Brexit continue to arise across Europe, creating great uncertainty and division. This Ulysses' Sirens Song scenario, when perpetuated, then leads to the break-up of Europe scenario, as hostility between European nations increases and leads to further division and fragmentation of the European Union, its peoples and its identity. The EU starts its true decline, despite the fact that EU member states have constantly been warned of the risks that this movements entail. Due to citizen apathy in European politics, increased nationalism and governments' self-centeredness, the EU is not as attractive as it could be, and thus loses its international power, as do its member nation states.



SCENARIO 3

ACHILLES' HEEL

EU MAINTAINS STATUS QUO, RESTS ON ITS LAURELS

In Greek mythology, when Achilles was born, his mother tried to make him immortal by dipping him in the River Styx. As she immersed him, she held him by one heel. So this last part stayed vulnerable. One day, a poisonous arrow was lodged in his heel, killing this hero of war shortly after.

NATIONALIST VIEW OF THE WORLD

EU MORE UNITED SCENARIO

In the Achilles' Heel scenario, the EU has succeeded in avoiding Brexit and keeping its membership intact. But, having failed to connect with its citizens and adapt to new challenges, the great European project starts to fall again. The leap to a more cohesive and coordinated European political union has not yet been crossed. The EU so far has contributed a great deal to European and economic stability, but remains distant from its people, and fails to renew and re-invent itself to attract its own citizens.



SCENARIO 4

HERCULES' LABOURS

TEAM EUROPE: THE EU AS A FORCE FOR GOOD IN THE WORLD

Greek mythology's most famous character, Hercules, representing power and strength, was compelled to complete twelve seemingly impossible labours over the period of a decade, with immortality as his reward.

GLOBAL CITIZEN VIEW OF THE WORLD

EU MORE UNITED SCENARIO

In the Hercules' Labours scenario, European citizens realise that they are citizens of the world, and this makes it easier to accept their **European identity**. They realise the value of the EU as a global actor and its further potential if they get more involved in debating its future and its crucial role in the world. People choose to go forward, not backwards. The EU's identity is strengthened by this renewed interest from its citizens. Current European and global challenges lead to an increased cooperation on many fronts, generating great synergies and efficiencies in several areas. For the first time, national and EU identities truly co-exist; a fundamental factor that legitimises the Union for its citizens. With people fully involved, the whole project proves to be far greater than the sum of its parts. If this happens, there is a great possibility that the EU would take a leading role as a superpower and as a force for good in the world, surpassing the US and China in a leadership position.

Future of Europe Scenarios 2016-2025 | Summary

What kind of world do we want?

What Brexit can do to the UK, Europe and the World.

EU MORE DIVIDED
NATIONALIST
VIEW OF THE
WORLD



EU MORE UNITED
GLOBAL
CITIZEN
VIEW OF THE WORLD

SCENARIO	ICARUS'S FALL	ULYSSES' SIRENS SONG	ACHILLES' HEEL	HERCULES' LABOURS
				
	LEADS TO	LEADS TO	LEADS TO	
RESULT	BREAKDOWN OF EUROPE	LOSS OF COMBINED POWER IN THE WORLD	EU MAINTAINS STATUS QUO, RESTS ON ITS LAURELS	EU AS A POWERFUL FORCE FOR GOOD IN THE WORLD
TYPE OF FUTURE	TOWARDS WORLD CHAOS	TOWARDS DIVIDED WORLD	TOWARDS STAGNANT EUROPE	TOWARDS GLOBAL SUSTAINABILITY
WHAT WE GET	<ul style="list-style-type: none"> + Brexit starts domino effect that breaks Europe. + Conflict & wars. + Separatism. + Sectarianism. + Our enemies win. + Societal collapse. 	<ul style="list-style-type: none"> + Brexit puts EU project in question. + EU countries focus on their own selfish agendas. + Win some, lose some attitude. + Fortress nations. + Disengaged citizens. + Our enemies take advantage. 	<ul style="list-style-type: none"> + Brexit weakens EU. + Conflicting views of the world. + Stagnant future. + Followers, not leaders. + Slow & fragmented approach to issues. + Weak EU identity. + Our enemies divide us. 	<ul style="list-style-type: none"> + Brexit avoided. Europe rebuilds confidence. + Engaged global citizens. + EU citizenship valued with team Europe. + Common project. + Increased cooperation & synergies. + Fast problem solving. + Strong EU identity: national and EU identities co-exist in harmony. + Whole greater than sum of the parts. + Our enemies lose.

SECTION

3

COMPARING THE FOUR SCENARIOS

Impact of scenarios on key issues

In this section we compare the 4 scenarios, focusing on 6 Key themes



1 | EU CITIZENSHIP: RIGHTS AND IDENTITY

- + What happens to our rights as EU Citizens and to our EU citizenship in the diverse scenarios?
- + Are we aware of all the rights the EU provides to us already?
- + Do we feel part of the EU Project?
- + How do we make the leap to becoming more European?



2 | EU SECURITY AND PEACE

- + Does the EU provide more or less security?
- + Is NATO really the only reason why we have had peace in Europe for the last six decades?
- + Or does the EU have anything to do with it?
- + What would Russia or China do if the EU disappeared?
- + What will Turkey do if it does not see a strong Europe as its future regional partner?



3 | EU SINGLE MARKET

- + What would happen if we lost the Single Market and the freedoms that it currently provides its citizens?
- + How many benefits does it contribute to our daily lives and wellbeing?



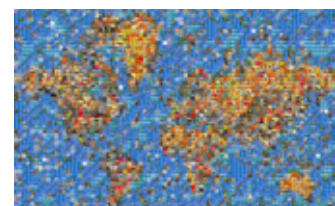
4 | EURO CURRENCY

- + What happens to the UK, Europe and the world if the EURO disappears?
- + Can we really go back to national currencies within the EUROZONE?



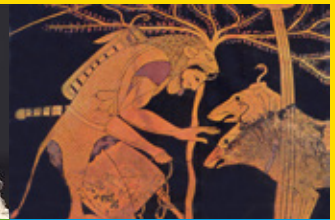
5 | EU ENLARGEMENT AND NEIGHBOURHOOD

- + As the EU already includes 28 nation states, how many more countries should join and why?
- + What is the role of Turkey going to be in the future of the EU?
- + Following the Balkan Wars of the 1990s, the lure of joining the EU is finally stabilising this region. What would happen to this area of Europe and its citizens if the EU was weakened or disappeared?



6 | THE EU AS A GLOBAL ACTOR

- + How much influence does the EU have on global affairs today?
- + What happens to the influence of individual EU nation states if they start leaving the EU or if the EU is weakened or dismantled?



COMPARING THE FOUR SCENARIOS

ICARUS'S FALL BREAKDOWN OF EUROPE

ULYSSES' SIRENS SONG LOSS OF COMBINED POWER IN THE WORLD

ACHILLES' HEEL EU MAINTAINS STATUS QUO, RESTS ON ITS LAURELS

HERCULES' LABOURS TEAM EUROPE: EU AS A POWERFUL FORCE FOR GOOD IN THE WORLD

1| EU CITIZENSHIP, RIGHTS AND IDENTITY

- + Full loss of EU citizenship & rights.
- + Loss of single market & freedoms.
- + Lose right to be elected or vote in EU elections.
- + Lose right to vote in local elections.

- + Apathy and rejection of EU identity.
- + There is still legal EU citizenship and rights, but people lack the motivation to get involved in Europe.

- + Weak EU identity.
- + Citizens do not connect with the EU and question the project in some countries.
- + Unclear role of EU and unclear values & principles.
- + Low turnout in EU elections.

- + Strong European Identity, 'esprit de corp' and feeling of belonging to a common vision & project.
- + Improved citizen democratic involvement in the EU's future.

2| EU SECURITY AND PEACE

- + Disunity and mistrust leads to renewed conflict.
- + Secessionist movements succeed and break up nations.
- + Balkan conflicts reignite.
- + Russia takes advantage.
- + UN Security Council & military force are the only course of action to resolve conflicts.
- + Break-up of EU accentuates global financial and security risks.

- + The Union is not so united.
- + Loss of the combined power of the EU.
- + Many member states go backwards in terms of reforms.
- + Some make unusual alliances that foster distrust.
- + Brexit weakens NATO. NATO's future purpose questioned by EU members and the USA.
- + Extreme nationalist movements aim to destroy the EU.

- + Peace maintained in Western Europe, since WW2.
- + Balkan countries at peace and joining the EU.
- + 'A strong EU makes NATO stronger' - NATO Sec Gen.
- + 'UK is stronger in the EU' - Barack Obama.
- + EU recognised as a global governance success story.

- + Increased international cooperation in critical areas of security.
- + Increased sharing of intelligence and cooperation by EU member states' security forces.
- + NATO and the EU reinforce each other further.

3| EU SINGLE MARKET

- + Collapse of single market & 4 EU freedoms eradicates economies of scale and incentives to trade.
- + Trade barriers and tariffs are back making trade impossible for some firms.
- + Many businesses go bankrupt.
- + Unemployment skyrockets due to uncertainty.

- + EURO and Single Market viability are constantly questioned.
- + Member states' legal systems & increased barriers make trade more costly and inefficient.
- + High unemployment continues due to uncertainty.

- + 4 EU Freedoms: Free movement of People, Capital, Goods and Services.
- + Single market of 500 million people.
- + Following global financial crises, many member states suffer high debt costs and high unemployment, but start recovery.

- + Single Market becomes a platform for innovation and investment, fuelled by a stronger European identity.
- + Improved quality of life by delivering further Europe-wide benefits to citizens.
- + Harmonisation of legal systems make trade even easier and faster.

4| EURO CURRENCY

- + The EURO dies.
- + Frenzied rush back to national currencies.
- + International economic chaos.
- + Global economic collapse.

- + EURO constantly questioned as a currency.
- + Speculation on its future brings instability to Europe and the world.

- + EURO: a leading & stable global currency.
- + Maintains its value and strength even under severe crisis and stress (Global Financial crisis, Greece).
- + London prospers as the world's capital of Euro trading outside the Eurozone.

- + EURO becomes a symbol of European unity and strength, promoting universal values in the world.

5| EU ENLARGEMENT AND NEIGHBOURHOOD

- + Accession countries expecting to join EU, now needing to choose alternative options.
- + Risk of separatism and border wars increases.
- + Turkey does not see EU as future partner, looks East and stops support of refugee crisis and further country reforms.

- + The EU becomes less attractive as a destination for nations.
- + Further enlargement is questioned.
- + Border and territorial disputes erupt again.

- + EU as a magnet for change and progress in Europe.
- + EU accession as an incentive for countries to conduct reforms in various areas.
- + Turkey, a key NATO ally and EU partner.

- + Soft power at the core.
- + Improved cooperation to solve common issues.
- + Strengthening universal EU values in the world.
- + Many nations see the EU as the only strong and successful model to emulate in certain regions of the world.

6| THE EU AS A GLOBAL ACTOR

- + Total loss of global influence for Europe at any table. China, Russia, US and others take advantage.

- + EU losing worldwide relevance.
- + National loss of EU-combined power in the international stage makes many EU nations too weak to be relevant in global stage.

- + EU represented in the UN, G8, G20, etc.
- + EU Nobel Peace Prize Winner.
- + Common trade negotiations, TTIP.

- + EU representing (and represented by) its proud people in the world.
- + Cultural & religious diversity thrives with respect for universally agreed values.
- + The EU, a proven Superpower and a force for good in the world.

CONCLUSION

The purpose of these European Scenarios 2025 is not to predict the future, but rather to define the boundaries of what is possible. But our scenarios can and must learn from the lessons of the past. We have taken the devastating lessons of WWI and WW2, when Europe was disunited, to reflect a very real scenario of a break-up of Europe and what it can lead to in an uncertain world. An awareness of the different worlds described in these scenarios offers the opportunity to the people of the UK, Europe and beyond to realise how important the EU has been in bringing stability to the continent and the world.

After reviewing these scenarios, people can ask themselves:

+ Are you more of a global citizen or a nationalist?

+ If you are more of a global citizen, do you really think that Europe and the world can afford a weak EU or a break-up of the EU?

+ Is it time to accept and embrace the duality of being both a member state national and a European citizen?

+ As a European or global citizen, which of these 4 future worlds would you prefer to see happen?

+ Which one of these scenarios will Brexit most likely deliver?

We hope these scenarios will create a common basis to understand the critical issue of self-identity affecting people in this EU referendum, help stimulate discussion and contribute to reinforce the importance for Britain to stay in the European Union.

“This is a historic vote that can change the future of the entire continent. The scenarios clearly show that Brexit generates long term uncertainty, instability and potentially chaos for the UK, Europe and the world.”

Enrique Barón Crespo

Former President of the European Parliament

BRAND EU – BUILDING A EUROPEAN UNION BRAND IDENTITY AND VISION IN THE WORLD

BRAND EU is the independent brand marketing champion of the EU. We work to re-invent the EU's brand vision & kick-start the new European enlightenment. BRAND EU is generating a people movement for the millions that believe in EUROPEAN UNITY and want to engage actively to innovate and reinvent BRAND EUROPE.

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On Nicolas De Santis: The author of the report is Nicolas De Santis, President of think tank Gold Mercury International and founder of the BRAND EU Centre. As a tech entrepreneur and co-founder of opodo.com, Nicolas De Santis, is one of the CEOs of some of the UK's biggest start-ups that have signed an open letter against EU exit appearing in the FT. De Santis created Captain Euro®, Europe's Superhero, in the 1990's to help launch the EURO currency. He recently relaunched Captain Euro® as part of the BRAND EU initiative.

captaineuro.eu

GOLD MERCURY INTERNATIONAL is the global vision strategy think tank. Founded in 1961, Gold Mercury works with companies, governments, organisations and leaders to navigate global complexity and develop the strategic visioning and innovation required to build the sustainable business models, cultures and brands for the future.

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