

I N F O C U S

I N S T I T U T E
E C O N O M I C S



iea

Institute of
Economic Affairs



**"THE IEA IS
ONE OF THE
MOST INFLUENTIAL
THINK TANKS IN
THE TREASURY AND
AMONG MINISTERS..."**

DAILY TELEGRAPH

**THE COLOUR SCHEME OF THIS NEW BROCHURE FROM
THE INSTITUTE OF ECONOMIC AFFAIRS REMINDS ME
OF THE OLD JOKE ABOUT A NEWSPAPER BEING
SOMETHING THAT'S BLACK AND WHITE AND READ
ALL OVER**



But I'm pleased to say that the **IEA** isn't just being *read* all over. As you'll see on the following pages, our free market message is being read, heard, viewed and discussed right around the globe – everywhere from school classrooms to the corridors of power.

Our high quality, award-winning research, our extensive and growing outreach programmes, our hundreds of appearances in the national media and our innovative communications ensure that our message is getting to millions.

But we couldn't make these significant strides without the invaluable support of our donors.

To our existing donors, a sincere thank you. To potential donors, a heartfelt plea: Please help us spread the free market message even further and wider in the months and years ahead.

We can't do it without you.

Mark Littlewood Director General

WELCOME



**"2020 VISION IS A VITAL CONTRIBUTION TO
BRITAIN'S FUTURE ECONOMIC LANDSCAPE"**

DOMINIC RAAB MP



2020 VISION – FOCUSING ON THE KEY ISSUES LIKELY TO FACE THE NEXT UK GOVERNMENT

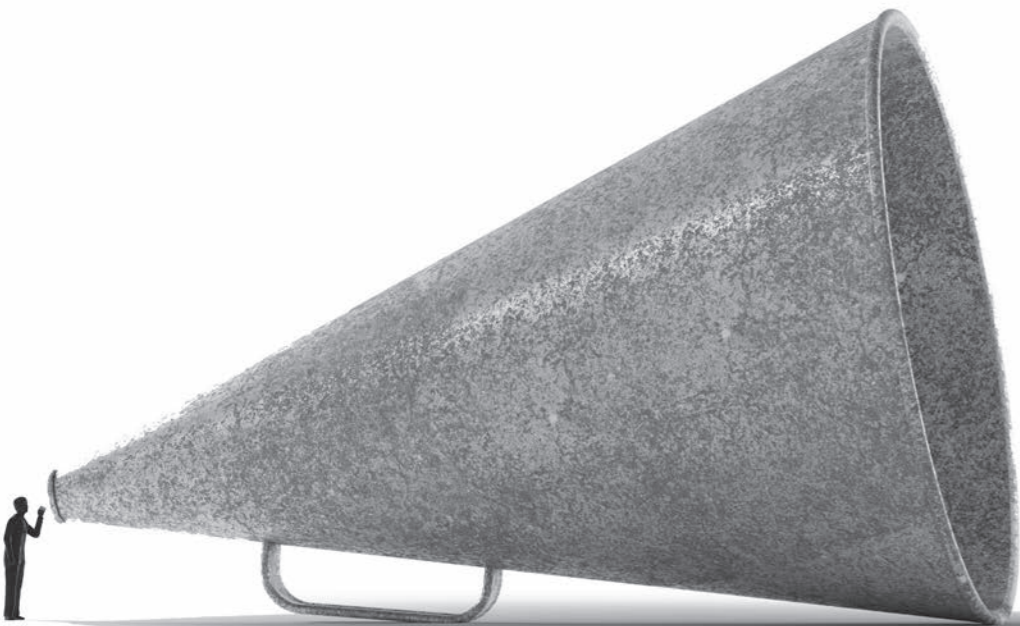
- **2020 Vision** provides a platform for six months of specially co-ordinated and branded **IEA** activity covering publications, films, blogs, events and more
- It ensures free market solutions are heard by policymakers, press and public alike
- Topics include the Cost of Living, the Government debt time bomb, Britain and the EU, Tax unfairness, the future of UK transport and Britain's burdensome regulatory system
- **Sin Taxes** – made as part of our Cost of Living month – has quickly become **ieaTV's** most watched film. See it at www.iea.org.uk/video/2020vision/sin-taxes

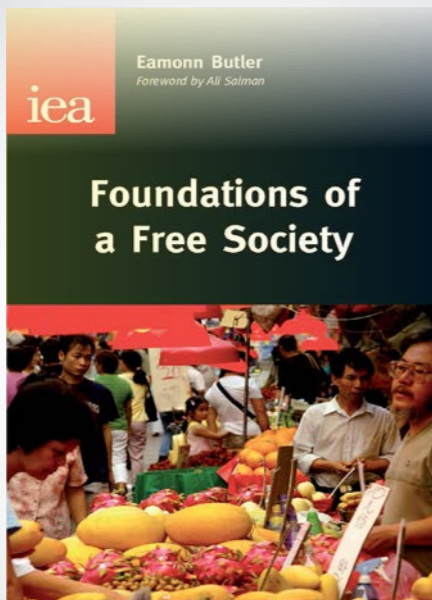
Find out more at www.iea.org.uk/2020vision

THE IEA BRINGS THE FREE MARKET MESSAGE TO POLICYMAKERS, JOURNALISTS, TEACHERS, STUDENTS AND THE PUBLIC ALIKE

- **WE INFORM THE INFLUENCERS** – through extensive and growing relationships with Members of Parliament, industry leaders, journalists and opinion-formers.
- **WE MAKE THOUSANDS OF MEDIA APPEARANCES** – in print, online and on-air
- **WE BROADCAST AROUND THE WORLD** – through **ieaTV**, the UK's first online TV service dedicated to providing a free market perspective.
- **WE CONNECT WITH MILLIONS** – through our website, our blog and our social media strategy

JOIN THE THOUSANDS WHO FOLLOW US ON FACEBOOK OR TWEET US @iealondon





Winner:
THE ATLAS NETWORK
SIR ANTONY FISHER INTERNATIONAL
MEMORIAL AWARD 2014

RESEARCH IS THE BACKBONE OF THE IEA'S WORK

- We release over 35 publications a year – ranging from comprehensive studies to compelling journals, magazines and briefings
- More than 300 of our publications have been translated into different languages, including Chinese, Arabic, Farsi, Swahili and Korean
- Our book **Foundations of a Free Society**, by **Eamonn Butler**, was chosen as winner of the **Atlas Network's Sir Antony Fisher International Memorial Award**
- It's the second year running we've won this prestigious prize

Download FOUNDATIONS OF A FREE SOCIETY at
www.iea.org.uk/publications/research/foundations-of-a-free-society

RESEARCH

"ieaTV IS TRULY OUTSTANDING AND A VERY WELCOME WEAPON IN THE MOVEMENT'S COMMUNICATION ARSENAL AGAINST THE MAINSTREAM MEDIA"

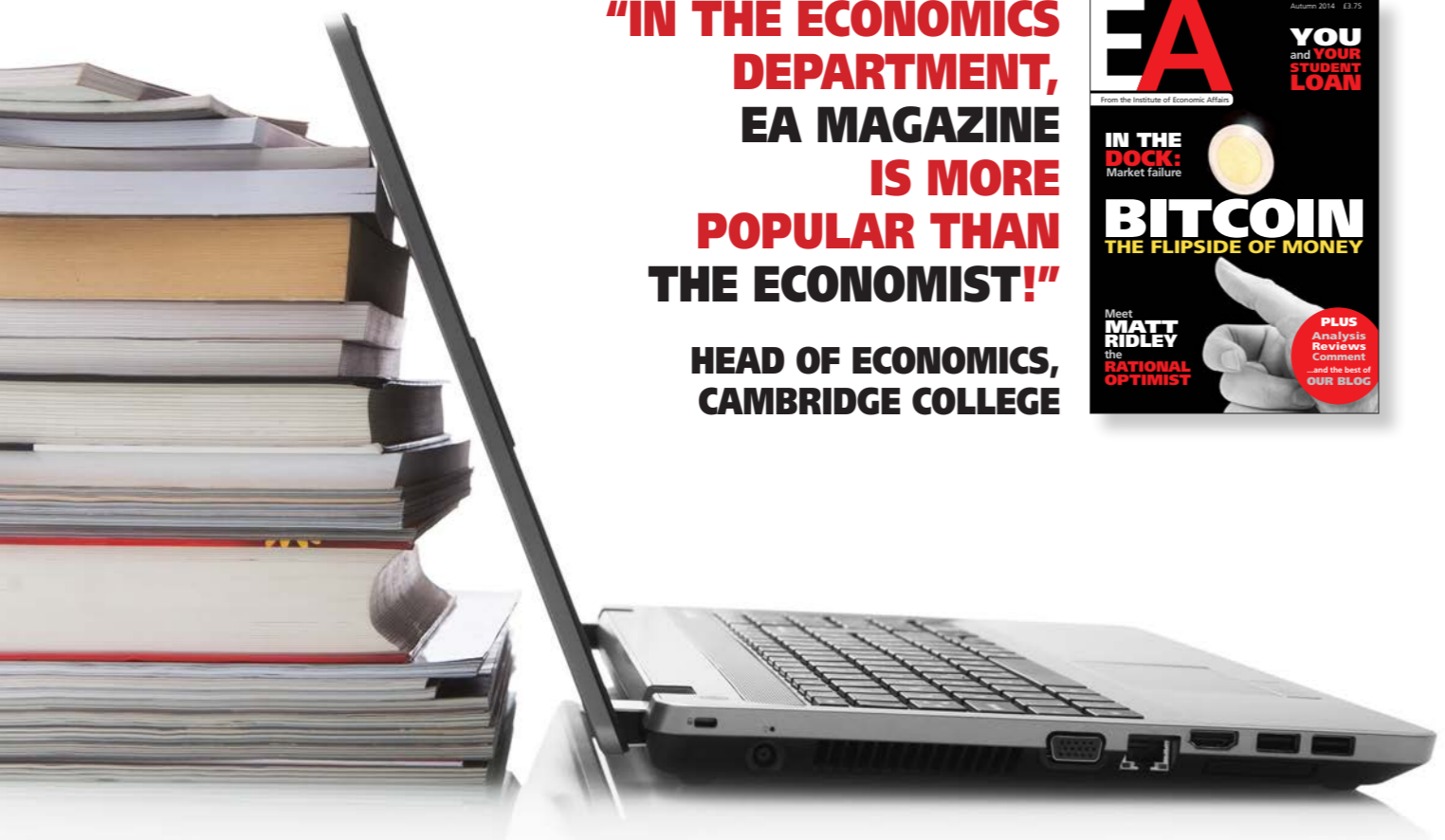
DONAL BLANEY, CHIEF EXECUTIVE, THE MARGARET THATCHER CENTRE



IEATV IS THE UK'S FIRST ONLINE TV SERVICE DEDICATED TO BRINGING A FREE MARKET PERSPECTIVE TO THE SCREEN

- In its first year, **ieaTV** reached people in over 150 countries
- It features a remarkable array of leading economists from around the world
- Plus hundreds of short films and mini documentaries on topics such as Bitcoin, government debt and the cost of living debate
- And interviews with the likes of journalist and author **Matt Ridley**, **Dan Hannan MEP**, Australian treasurer **Joe Hockey** and Margaret Thatcher biographer **Charles Moore**

Watch now at www.iea.org.uk/tv



**"IN THE ECONOMICS
DEPARTMENT,
EA MAGAZINE
IS MORE
POPULAR THAN
THE ECONOMIST!"**

**HEAD OF ECONOMICS,
CAMBRIDGE COLLEGE**



THE IEA REACHES, INSPIRES AND SUPPORTS THE NEXT GENERATION OF FREE MARKETEERS THROUGH AN EVER-INCREASING NUMBER OF INITIATIVES

We run the UK's largest free market student and teacher outreach programme:

- Reaching thousands of students face-to-face
- Impacting tens of thousands more through our new magazine, EA
- Running one-day conferences at schools throughout the country
- Hosting our highly competitive intern programme for the best and brightest from around the world
- Lecturing at universities the length and breadth of the UK
- Hosting specially-focused seminars for teachers

**Download EA magazine for free at
www.iea.org.uk/publications/eamagazine**

OUTREACH



**“EPICENTER HAS IDENTIFIED
THE VERY ISSUES ON JOBS
AND GROWTH THAT WE WILL
BE FOCUSING ON OVER THE
NEXT FIVE YEARS”**

**JYRKI KATAINEN, VICE-PRESIDENT
FOR JOBS, GROWTH, INVESTMENT
AND COMPETITIVENESS,
EUROPEAN COMMISSION**

INFORMING AND INFLUENCING THE POLICY DEBATE IN EUROPE AND BEYOND

- The IEA has played a key role in launching **EPICENTER**, the **European Policy Information Center**
- This co-ordinated network of six leading think tanks brings a free market voice to EU policymakers in Brussels
- Our partners in **EPICENTER** are **Civismo** (Spain), the **Institut Economique Molinari** (France), **Istituto Bruno Leoni** (Italy), the **Lithuanian Free Market Institute** and **Timbro** (Sweden)
- Like each of its members, **EPICENTER** is politically and financially independent

Find out more at www.epicenternetwork.eu



EUROPE



THE WORLD



“THE BREXIT PRIZE IS THE FIRST COMPREHENSIVE ATTEMPT TO LOOK AT THE QUESTIONS BRITISH PEOPLE AND POLITICIANS WILL HAVE TO ASK IF WE CHOOSE TO LEAVE EUROPE”

GISELA STUART MP

THE IEA'S PRESTIGIOUS BREXIT PRIZE ATTRACTED ENTRIES FROM AROUND THE WORLD

- Civil Servant **Iain Mansfield** was chosen from nearly 150 entrants to receive the first prize of **€100,000** for his winning entry **Openness not Isolation**
- Candidates were asked to consider how Britain could adapt to life outside the European Union
- The winning entry suggested an exit from the EU could boost the UK economy by £1.3bn.
- It called for the UK to negotiate Swiss-style membership of the European Free Trade Association, while remaining outside the European Economic Area
- And the UK should build bilateral strategic relationships with allies such as Australia, Canada and France and strengthen ties with emerging powers in Asia and Latin America
- The winner, a member of the diplomatic service based at the British Embassy in Manila, said: *“I take no position on whether **Brexit** is desirable, but in the event of such a decision by the people of Britain, my paper sets out a course of action that would maximise the potential for an open, prosperous and globally engaged UK.”*

Download the winning entry at:

www.iea.org.uk/publications/research/the-iea-brexit-prize-a-blueprint-for-britain-openness-not-isolation

BREXIT PRIZE

THE IEA STAGES NEARLY 100 EVENTS A YEAR – AND ATTRACTS TOP SPEAKERS FROM AROUND THE WORLD

- **Professor John B. Taylor** – one of the world’s leading macro-economists and the man behind the “Taylor Rules” – gave our prestigious **Hayek Memorial Lecture** in 2014
- Renowned US economist **Dr. Art Laffer** – once described by Time magazine as one of the “great minds of the century” and best known for the “Laffer Curve” – paid his second visit to the **IEA** to lead a discussion on international economic and fiscal trends
- American scholar and author **Richard A. Epstein**, spoke at the **IEA** on “The Piketty Fallacy”
- **Alvin Rabushka**, one of the leading global proponents of the flat tax, gave a lecture on why the flat tax is a fair, simple and transparent reform
- Catch up on these events at www.iea.org.uk/tv

**FIND OUT ABOUT UPCOMING IEA EVENTS AT:
WWW.IEA.ORG.UK/EVENTS/FORTHCOMING**





TO FIND OUT MORE ABOUT THE IEA:

- **VISIT** our website – www.iea.org.uk – where you can find out about our events, read our blog or download many of our acclaimed publications (for free!)
- **SIGN UP** for our free weekly e-newsletter
- **WATCH** **ieaTV** – www.iea.org.uk/tv – and browse hundreds of short films, interviews and mini documentaries, all bringing a unique free market perspective to the screen.
- **ATTEND** our extensive series of free events – from stimulating panel discussions to showpiece lectures
- **CALL US** – on **+44 (0) 20 7799 8900**



THE IEA IS A NOT-FOR-PROFIT EDUCATIONAL CHARITY

- We rely on private donations from individuals, corporations and charitable foundations to fund our mission
- We don't accept – or seek – a penny from government
- If you'd like to make a donation, please visit www.iea.org.uk/donate-now for more information
- Or contact **Caroline Rollag**: +44 (0) 20 7799 8908, crollag@iea.org.uk
- If you're in America, you can support our work through the **American Friends of the IEA**, a 501 (c)(3) non-profit organization. See www.iea.org.uk/donate-now for details

WE HOPE YOU CAN HELP US SPREAD THE FREE MARKET MESSAGE FAR AND WIDE – AND ALSO HELP US CREATE THE FREE MARKETEERS OF THE FUTURE.

THANK YOU

HELP US

SPREADING THE FREE MARKET MESSAGE



...AND CREATING THE FREE MARKETEERS OF THE FUTURE

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iea
Institute of
Economic Affairs

IEA, 2 Lord North Street, Westminster, London SW1P 3LB
Tel: +44 (0) 20 7799 8900 • www.iea.org.uk