

Essay Contest 2025



Who Are We?

The ESCP International Politics Society is an apolitical organization, covering politics, international affairs, and social questions. The submissions are not reflective of our editorial line. (Our website for reference: <https://ppp.escp.com/>)



The Contest:

Eligibility:

- Open to all ESCP students across campuses, as well as willing candidates externally
- Individual submissions only
- All contestants will have to produce an original journalistic piece on a topic related to this year's theme.

"Can culture and soft power matter more than armies in geopolitics?"

Format Options (ONE style only to choose):

Op-Ed (Opinion Editorial):

- Short, persuasive article that takes a clear stance.
- Goal: convince the reader of your viewpoint.
- Features: strong opening "hook", clear thesis, logical arguments, accessible tone, possible use of examples or comparisons.
- Think of what you'd read in The Guardian Opinion or Le Monde Idées.

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Journalistic Feature Article:

- In-depth article that explains the issue to the reader in an engaging way.
- Goal: inform and contextualize, showing different perspectives.
- Features: catchy title, storytelling elements, facts, statistics, quotes (real or referenced), balanced yet analytical.
- Think of The Economist or Foreign Policy style pieces.

Reflective Essay:

- Analytical and personal piece that blends self-reflection with broader geopolitics.
- Goal: connect the global issue with your own observations, experiences, or ethical reflections.
- Features: narrative voice in the first person is acceptable, but must stay grounded in serious analysis and political relevance.
- Think of reflective long-reads in The Atlantic or Esprit.

Word Limit:

- Maximum: 1,000 words (excluding references).
- Entries above the limit will be disqualified.

Referencing:

- Use APA style for any references.
- All submissions will be **checked for plagiarism and AI-generation using ESCP's platforms.**

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Judging Criteria:

Each style has a dedicated rubric (100 points), but all assess:

- Clarity & Style – Is the writing polished and engaging?
- Argument/Reporting/Reflection – quality depends on style chosen.
- Structure & Coherence – is it logical and well-organized?
- Originality & Creativity – is it fresh and thought-provoking?
- Relevance to Prompt – does it answer the question?

Timeline:

- Contest Opens: 1st December 2025
- Submission Deadline: 15th January 2026
- Award Ceremony: Paris Campus, Spring 2026

Prizes:

- 1st Place: Publication on PPP ESCP + Feature profile on ESCP Socials posts + Prizes to be confirmed
- 2nd-3rd Place: Publication on PPP ESCP + Recognition award ceremony + Featured profile on ESCP social posts
- Top 10: Publication on PPP ESCP + certificate of excellence

Submission:

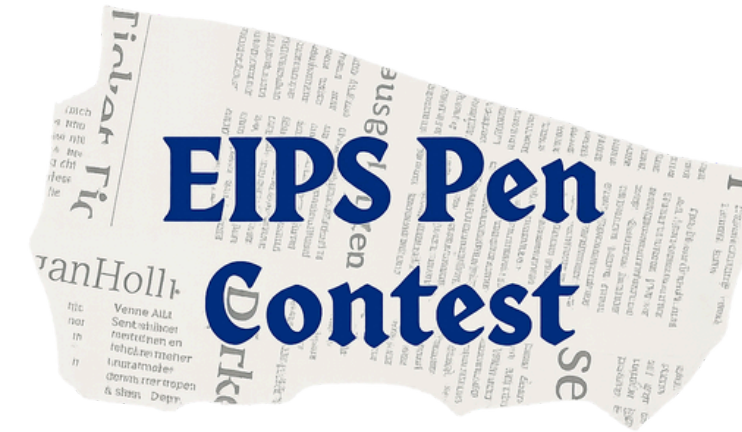
- Submit in PDF format to the official Society's email (ppp.escpscp@gmail.com).
- Email topic should be as followed: "Essay contest 2025 submission"
- Included on the cover page: Name, Age, country of residence, (Student ID, Campus, Programme), and Chosen Style.
- All submissions not following this format will be **refused**

Apply by
mail here!



ESCP International Politics Society

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This year's prompt:

***"Can culture and soft power
matter more than armies in
geopolitics?"***

Read our guidelines here

**Check-out our
website!**



**Apply directly
by mail here**

