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## What are the opportunities and challenges in making good policy?

### 1. Challenge: the dominance of self-interest

Example: spending on children and young people versus spending on the elderly  
Opportunity: change the frame of reference

### 2. Challenge: the failure to identify true self-interest

Example: business spokespeople and inequality  
Opportunity: develop evidence-based policy

### 3. Challenge: short-term thinking

Example: global warming  
Opportunity: design long-term frameworks

