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The spoken word is applied!

**Challenge and Chance for Europe:
The Global Marshall Plan for a worldwide Eco-social Market Economy**

To name a book „Hope Europe“ in November 2005 required courage, keeping in mind that the year 2005 is considered an „Annus horribilis“ for Europe and especially for the EU.

Let me give you some facts:

- Rejection of the convention-draft in the referendums in France and in the Netherlands, two of Europe's most „European“ countries.
- Terrorist attacks in the heart of London.
- Burning suburbs in Paris.
- The violent rejection of refugees from Sub-Saharan-Africa in Lampedusa, Melilla and Ceuta, mocking human dignity.
- The degrading haggling of single member states about dubious “statuses of possession” regarding the arranging of the EU-finances.
- The more and more visible loss of solidarity, the relapse in national egoisms and cheap populism, driven only by national and party political calculus.

But all these are more than just symptoms.

What can be found behind is a much deeper and far more serious basic problem:

Europe is more and more often confronted with the effects of a highly unjust and unequal kind of globalisation of parts of the economy.

Unimaginably high concentrations of funds – in possession of a few thousand people and of anonymous funds – as well as comparatively few global enterprises profit at the expense of the middle class, the farmers, the employees and the common welfare.

An exclusively capital-driven economy, geared to a short-term maximising of investment returns, is highly destructive:

- Destruction of the environment, exploitation of resources.
- Destruction of middle class-structures in economy and agriculture.
- Pushing of wages and erosion of social achievements towards the employees.
- Financial weakening of local authorities as well as of the social welfare and of the social and health systems.

All those indicated aberrations lead to frustration:

+ among the middle-class entrepreneurs,

+ among the farmers,

+ among the employees,

+ among the senior citizens,

+ but especially among young people, being unemployed and facing closed doors without a job and without career chances.

As globalisation is not tangible and doesn't have an address, the held-back resentments are mostly unloaded towards the EU. Political gamesmanship of the governments and the political parties in many member states add to the fact that the EU is seen as the only culprit for all the adversity.

It is disconcerting how little the elites in the EU and in the member states have realised so far what game they are playing and what a real starting point would be.

Still solutions for the European unemployment are desperately searched for. The Lisbon Strategy and national occupation-programmes are sworn to. And no one seems to realise that worldwide free trade without a fair social and ecological framework has to lead to the exploitation of the poor in the poorer countries on the one hand and to the abolition of jobs as well as to the erosion of social achievements in the richer countries on the other. Free trade – backed by weight differentials of 1:100 – M U S T lead to the loss of millions of jobs, to the pushing of wages and to the destruction of millions of middle-class enterprises in Europe. Knowledge-based niche-products and services are no compensation.

To put it another way: The solution to the problems oppressing Europe at the moment, such as:

- Unemployment;
- Threat of the middle-class as well as of the European peasant agriculture;
- Migration pressure becoming stronger;
- Erosion of social welfare;
- Financial needs of local authorities etc.

needs a G L O B A L A P P R O A C H!

Since the beginning of the 1990ies, the globalized part of economy – accumulation of funds and transnational forms of enterprises – has got out of political control.

National classification systems don't pick anymore, but sufficient global classification systems have not yet been created. What is behind is a huge apparatus of cheap propaganda in the sense of a unilateral neo-liberalism.

On the one hand, the EU is the sufferer of the indicated global aberrations. But it is also jointly responsible. It is unsteady in itself. It is torn between European values as well as the European models in partnership on the one hand and the imitation of the unilateral respectively neo-capitalistic mainstreams on the other hand.

Most of the political actors in Europe have been so far lacking the clear perspective and the courage to really start from the most important causes for the many aberrations of these days. These are:

- An extreme unfair and also economically absurd kind of globalization;
- The lack of a coherent framework for global trade and for the financial markets;
- The lack of harmony in the design of taxes in order to distribute the costs in an equal way and to ensure the financing of social welfare.

The European integration process has so far been marked by successes and crises, by euphoria and by herb disappointments. The result is still sensational and unique in history. It is also unique in the world of today: The EU of the 25 can be a model showing how to better cope with global challenges:

- + The voluntary collaboration of states with different cultures, traditions and religions;
- + the common grounds while keeping, yes even strengthen, the national respectively regional autonomy and identity;
- + the principle of solidarity and coalescence – coherence;
- + the commitment to human dignity, to democracy, to a balance between economy, social issues and the environment.

This is why we rightly talk about a „European life-model“, about a „European model of agriculture“, about a „European model of social partnership“.

There to a highly enjoyable initiative: Christoph LEITL, President of the Austrian Economic Chamber and chairman of the „Global Chamber Platform“ intends to found a World-Social-Partnership and to create a Code for global trade. What makes this especially enjoyable is the fact that this push comes from the stakeholder of the middle-class economy.

What we need today is a new, fascinating and inspiring idea, reaching the heart of many Europeans.

- + The audacious project of the founders of the European unification was such an inspiring idea.
- + The project of an economic and monetary union in the 1980ies brought new impetus and helped to overcome the „Euro sclerosis“ of the 1970ies.
- + The „Annus mirabilis“ 1989 opened a new time window: the coalescence of Europe, having been violently and painfully divided for decades – was rendered possible and became exceedingly reality with the big enlargement in 2004.

Where can a new fascination be found?
Where is this new challenge?
And where is the kindling spark?

I think:
„Hope Europe“ can be such an incentive.

Europe has all the chances, it only has to dare take them!
Europe shows the only perspective - having already successfully been tried in practice – to form a globe welding together mankind in its common destiny.

Why can't there be a strong European initiative for worldwide peace, for justice, for respect for everyone's dignity, for sustainability, for development, for broad welfare and as a consequence for growth and employment?

„Wealth for all“ – this magic formula of the Social Market Economy is a positive strategy in alternative to the nowadays dominating neoliberal conception of the gap between the very rich and the very poor.

Only broad wealth creates buying power, creates employment, leads to highly developed societies with a high potential of welfare.

In the 21st century, such a development has to be effected under the aspects of conservation of the environment, protection of resources, ecological sustainability. The aim is the worldwide realisation of a „double Factor 10“.

An economic output 10 times higher while wasting 10 times less resources!

This is why renewable energy and raw materials, highly technological innovations and circular flow economy are needed.

There can only be success if there is a worldwide strict ecological truth in costs.

As a consequence we have to further develop the good and approved Social Market Economy to a social and ecological Market Economy – in short:

ECO-SOCIAL MARKET ECONOMY.

This political initiative can only, has to emanate from Europe!

- + If we want to win the world for such a project,
- + if we want to find a way out of the dead-end of failing WTO-negotiations,
- + of the dead-end of violence and counter-violence,
- + of the dead-end of terrorism and counter-terrorism, we need a
- + convincing global „Win-win-Strategy“, bringing advantages for all partners.

It is no coincidence that such an idea has been developed out of the heart of Europe – by committed people of the civil society – having a concept today:

The „Global Marshall Plan for a worldwide Eco-social Market Economy“!

Its basic idea is the realisation of the so-called worldwide „Win-win-Strategy“.

This is why the concept is based on two pillars:

1. Fair development possibilities for all!

A first step is the quick and large-hearted realisation of the UN-Millennium-Development-Goals of the year 2000.

These are:

- (1) eradicate extreme poverty and hunger,
- (2) achieve universal primary education,
- (3) promote gender equality and empower women,
- (4) reduce the mortality rate of children,
- (5) improve maternal health,
- (6) combat HIV/AIDS, malaria and other diseases,
- (7) ensure environmental sustainability,
- (8) develop a global partnership for development.

For the financing of these aims we need the quick realisation of the „0.7 percent-goal“ – promised since 1970. Furthermore, the Global Marshall Plan Initiative suggests an earmarked tax, e.g. on global speculative financial transactions. The instruments have to be inserted strictly using the „Bottom-up-principle“. What is more, concrete demands will have to be made towards participating states, regarding the rule of law, transparency, respect of human rights, and the fight against corruption.

2. Fair competition for all!

An open world economy and worldwide free trade indispensably require worldwide and for all participants equal binding social, ecological and economic standards. Those standards have to be anchored in all global institutions, conventions and agreements. Here, the WTO holds a core role.

What is positive: All the necessary institutions to create a functional “global governance” already exist.

- + The UN with its special organisations and programs (UNEP, UNDP etcetera);
- + the WTO which could be advanced to become a mean for fair global competition;
- + the International Monetary Fund which – in cooperation with the Bank for International Settlement – could create and administer rules for global financial markets
- + the World Bank as an important platform for the realisation of the Millennium-Development-Goals;
- + The ILO (International Labour Organization) for the coordination of social standards.

Two things are central:

- a) All these global institutions have to be coherently linked to each other in order to not foil their efforts. To give an example, the principle of free trade must not override the arrangements on the conservation of the environment or the protection of human and social rights.
- b) All these institutions need an “internal programming” securing the balance between an effective economy, social fairness and ecologic sustainability. This is “**worldwide Eco-social Market Economy**”

The concept „Global Marshall Plan for a worldwide Eco-social Market Economy“ is largely outlined. This extra-work was done by committed people without an office in government or a mandate.

Started in 2003 by only a dozen people, the Global Marshall Plan Initiative today involves over 100 institutional partners and thousands of organisations and personalities as supporters. The initiative is growing steadily.

The aim is the display of a worldwide constructive force from the bottom. A movement of **constitution-designers**.

We, the initiators, submit the draft of the concept „Global Marshall Plan for a worldwide Eco-social Market Economy“ to the political designers in order to reach concrete implementation.

Our most important contact and our biggest hope is the EU.

The EU accomplishes a lot for our project in practise.

Here I would like to refer to two current documents of the European Commission.

1) „The European Union Development Policy“

July 17, 2005 (COM(2005)311 final)

„The EU supports the inclusion of the environmental dimension into the strategies on the fight against poverty and on equal development strategies...

The EU will support the strengthening of the social dimension of globalisation with a view to

contribute on extending the benefits to all. The EU will endeavour to ensure policy coherence

for development and to promote mutually reinforcing economic, employment, social and environmental policies at global, regional and national level. In addition the EU has the intention to promote decent work for all, to enhance its support for fair trade and to encourage

European companies to adhere to the principles of Corporate Social Responsibility.

2) „European values in the globalised world“

November 3, 2005 (COM(2005)525 final)

National economic and social policies are built on shared values such as solidarity and cohesion, equal opportunities and the fight against all forms of discrimination, adequate health and safety in the workplace, universal access to education and healthcare, quality of life and quality in work, sustainable development and the involvement of civil society. These values represent a European choice in favour of a social market economy. They are reflected in the EU treaties, its action and legislation, as well as in the European Convention of Human Rights and our Charter of fundamental rights.

Our optimism and our hope is based on this basic understanding, on this European consensus of values:

Europe will be the emitter for mankind's development to more justice, peace, solidarity and sustainability.

This legitimates the title:

„Hope Europe“!

My plea is:

Politicians of Europe, try it! You don't risk anything by mooted an authentic and honest European initiative for fair development, fair competition, ecologic sustainability, social solidarity, justice and peace at all conferences and world-level talks! You don't risk anything by proving on the basis of concrete projects that it does work. Europe does have a chance and all mankind can win.

Let us get to work together!