



Global Marshall Plan

balance the world
with an Eco-Social Market Economy

Especially now:

Europe again needs a sweeping and fascinating idea!

The EU as an initiator and motor of a global strategy for the future!

The Project “A Global Marshall Plan for a worldwide Eco-Social Market Economy”

REASONING:

1. An Eco-Social Market Economy is the broadening of the European model of a social market economy by the dimension of sustainability. The aim is the RIGHT balance between a competitive economy, social equalization and protection of the environment. All three areas are supposed to be shaped in a sustainable way, with high efficiency and with a priority on free-enterprise instruments. This complies with the broad understanding of the Lisbon-strategy for growth and occupation in connection with the Goeteborg-strategy for sustainable development. The Eco-Social Market Economy is the constructive, European alternative to the neo-liberal model.
2. The growing unease of European citizens (see elections and speakers) is a symptom of the fact that politics is currently incapable of successfully counter-steering globalization under the inadequate and unfair framework. Hitherto there is too little recognition that the problems (global hardship, environmental problems, unemployment, pressure on businesses and employees, financing problems) cannot be solved alone with measures at a national or EU level. A fundamental solution requires the creation of a balanced and realisable framework for economy, commerce, the capital market, the employment market, social concerns and the protection of the environment at a global level.
3. Therein lies the goal of the project “Global Marshall Plan for a worldwide Eco-Social Market Economy”.

It is the matter of a “win-win-strategy”, which will benefit both the states of the “south”, as well as those of the “north”. This is the only way a consensus is feasible at a global level.

The “win-win-strategy” includes:

- a) Fair chances of development for all through co-operation in partnership and adequate co-financing (about additional 100 billion US\$ per year) as a first step

Global Marshall Plan Initiative
Rissener Landstrasse 193
22559 Hamburg
Deutschland
info@globalmarshallplan.org
www.globalmarshallplan.org

fon: +49-(0)40-82290420
fax: +49-(0)40-82290421
Konto 212
BLZ 25120510, Sozialbank
IBAN DE73 2512 0510 0008 4098 00
SWIFT (BIC) BFSWDE33HAN

for the quick realization of the UN development goals. For this new systems to raise funds should be created (for example a low tax on capital transfers etc.) =

GLOBAL MARSHALL PLAN

- b) Fair competition for all through the step by step implementation of the same and equally binding social, ecological and procedural standards within the WTO and in all other eligible global institutions and conventions = **GLOBAL ECO-SOCIAL MARKET ECONOMY**

Agreeing to the binding standards should be made more attractive for the “south” through the opening of markets and co-financing.

4. According to the UN goal “co-operation in partnership” minimal criteria should be defined for the participation in the “Global Marshall Plan”:

A functioning political system, transparency and traceability, respect for human rights, shared financial responsibility, “bottom-up-principle” etc., humanitarian immediate aid, creation of peace and peace-keeping must be excluded from this.

During the first phase priority should be given to the UN development goals at the deployment of additional resources.

A co-ordinated cooperation between UNO, bilateral development cooperation, World Bank etc. is desired.

A minimum of functioning of “GLOBAL GOVERNANCE” could be achieved through the coordination and interlinking of global institutions (UN, WTO, World Bank, ILO etc.)

5. For the realization of the UN development goals alone the required investments are enormous. Thus positive impulses for growth and employment could be provoked.

The most significant impulse for growth and employment will be achieved, if one succeeds in globally securing a modest spending power for billions of people through improved education, a minimal loan and a minimum of social rights.

“Prosperity for everyone” was the magic formula of the social market economy. This should also be applicable to a global development.