

Dr. Josef Riegler

Dr. Josef Riegler is a graduate from the University of Agricultural Sciences in Vienna. The years after graduation he was a teacher at various agricultural schools in Styria, and then finally director of the agricultural school in Stainz.

In 1972 Dr. Riegler became Director of the Styrian Farmers' Association and then Director of the Austrian Farmers' Association. In the following years he was member of the Austrian National Council, Federal Minister for Agriculture and Forestry and Vice-Chancellor of Austria.

From 2001 to 2005 Dr. Riegler was President of the Ecosocial Forum Europe

Global Marshall Plan for a Worldwide Eco-Social Market Economy

An Idea with Dynamics

The eco-social economy is the balanced way forward. It pertains to maintaining equilibrium in pursuing three very different goals:

1. a competitive economy which is based on innovation and cutting-edge technological performance;
2. the strive to social fairness for big and small, as a prerequisite for peace and a stable co-habitation;
3. the protection of the ecology/habitat for all mankind, not just for today but future generations.

Hence the eco-social market economy is first and foremost a demand to politics. Parliaments and governments have the responsibility to create and implement frameworks and guidelines in to order ensure that fair competition drives the innovative forces of economies. This will lay the foundations for solidarity and sustainable development. Hence, these frameworks and guidelines should not only be applied within the EU, but must be implemented on a global scale. Eco-social economics therefore require a strong and decisive political landscape of global connectivity and cooperation.

The Global Challenge

The immense and yet fascinating challenge of establishing the eco-social economical principal within our global framework of governance might seem more unrealistic than it actually is.

For we already have all the necessary instruments available. However, they still need to be equipped with the right frameworks and guidelines, and have to be applied in an integrated and interlinked way.

Furthermore, international governments have already defined and agreed upon a number of goals and bodies which work towards peaceful and sustainable development.

1. Foremost are the UN Millennium Development Goals, which were ratified by 150 heads of states, in 2000. These seek to accomplish the following by 2015:
 - a. Goal 1: Eradicate extreme poverty and hunger by reducing by half the proportion of people living on less than a dollar a day (currently more than one billion people)
 - b. Goal 2: Achieve universal primary education to ensure that all boys and girls complete a full course of primary education
 - c. Goal 3: Promote gender equality and empower women
 - d. Goal 4: Reduce child mortality by two thirds of the current rate
 - e. Goal 5: Improve maternal health
 - f. Goal 6: Combat HIV/AIDS, malaria and other diseases
 - g. Goal 7: Ensure environmental sustainability and reduce by half the proportion of people without sustainable access to safe drinking water (today still over a billion people lack this access)
 - h. Goal 8: Develop a new global partnership for development by
 - i. Developing further an open trading and financial system that is rule-based, predictable and non-discriminatory – nationally and internationally
 - ii. Addressing the least developed countries' special needs, e.g. with regards to debt relief for heavily indebted very poor countries
 - iii. Creating sensible and productive means of work
 - iv. Securing access to affordable, essential drugs
 - v. Making available the benefits of new technologies for all
2. As a result of the UNEP's "Earth Summit" in Rio de Janeiro, the "Kyoto Protocol" and the UNFCCC's "Montreal Conference", ecological standards and goals have been defined
3. We have the International Labour Organisation (ILO), which could be useful in defining social standards
4. We have the World Trade Organisation (WTO) and the International Monetary Fund (IMF), both are highly efficient in dealing with global trade and financing

What we find missing is the necessary integration amongst these agreements and organisations, and the current inequality in importance accredited to them individually.

For example, the WTO does not take into consideration ecological or social criteria. Quite the contrary; for if the EU stops the import of certain products due to a violation against its own social and ecological guidelines, it will be penalised by the WTO.

It is exactly this contradictory behaviour that we would like to address in the model "Global Marshall Plan for a Worldwide Eco-Social Market Economy"!

Global Marshall Plan for a Worldwide Eco-Social Market Economy

To date, this project is unique in our history. Granted, there are a number of worthy, laudable and good individual projects and intentions. But no where will you find such a conclusive and comprehensive model, as this one - on which the initiators have been working since 2003.

The foundation of this project is a two-pillared concept:

1. Innovative additional fundraising required for the actual realisation of the UN Millennium Development Goals on the basis of partnerships, co-responsibility and good governance.
2. The achievement of a global eco-social market economy by means of implementing the same ecological and social standards in all institutes and agreements, on a global scale.

To preserve the essential core and the uniqueness of the “Global Marshall Plan for a Worldwide Eco-Social Market Economy”, the inseparability of the above two components is imperative.

This Two-Pillar Philosophy in Detail:

1st Pillar: Global Marshall Plan – Fair Development Opportunity for All

- ⇒ Quick actualisation of the UN Millennium Development Goals as the first step
- ⇒ Necessary fund raising: Support of the “0,7% Goal”, by aspiring an innovative and politically correct funding, e.g. by a small contribution on global business/financial transactions
- ⇒ For participating countries in the “Global Marshall Plan” project, binding criteria should be developed (e.g. rightful governments, fight against corruption, transparency, compliance to human rights, etc.)
- ⇒ Priority in funding should be given to achieving the UN Millennium Development Goals, and the stringent “bottom-up” principle applied.

2nd Pillar: Worldwide Eco-Social Market Economy – Fair Global Competition

- ⇒ Global partnerships, stability, fair playing field, etc are the goals. Additionally, to bring about in the medium-term global democratic processes and the realisation of global human rights.
- ⇒ Binding and obliging social and ecological standards for all. As a first step, the implementation of existing standards in the context of interaction with the WTO.
- ⇒ Better rules for the global financial markets, to narrow down the risks involved with financial speculations with regards to individual national economies, i.e. stability of currencies.
- ⇒ Globally controlled taxation policies: elimination of tax havens, control of off-shore banking, and comparable taxation of income generated by gainful employment and that of capital gain.

- ⇒ The goal of a world-wide eco-social economy is the accomplishment of a global principle of cohesion, similar to that of the EU, as well as a “global financial equalisation” for the most efficient financing of global public welfare requirements.
- ⇒ “Wealth for all”, but universal and based on the principle of ecological sustainability. Therefore, the core elements of the universal eco-social economy are the execution of responsibility, ecological consciousness and its financial implications by all.

The Target:

Prosperity for all of mankind by means of fair development opportunities and a worldwide eco-social market economy.

The Vision:

World-wide justice, peace and sustainable development

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