

- Second Draft -

2010 International Conference for a Global Marshall Plan
(Leading to the UN World Summit 2012)

Rationale

International stakeholders for the Marshall Plan met in Paris in 1947 to design the emergency relief and reconstruction effort for Europe which took place from 1948-51. The initial planning involved research, consultations, discussion, and proposals by representatives from many different countries who were active in various fields of social and economic development. Because of the urgency of the situation in postwar Europe, the planning was rapid and intensive. A similar process must now take place for an international discussion on a Global Marshall Plan to end international poverty, address global environmental problems, and finance sustainable development. Another round of rapid and intensive consultations will be required, but the circle of stakeholders is now much wider and the issues much broader than was the case sixty years ago. In addition, the authority to launch a Global Marshall Plan cannot rest with a single nation or group of nations as it did with the original Marshall Plan.

There are currently many groups and individuals around the world that have made proposals for a Global Marshall Plan. Although their plans have much in common, there are significant differences among the groups based on differing depths of research, emphasis on specific issues, political influences, and cultural interpretations. Nor have these groups been actively cooperating to develop a universal consensus to accomplish their goals. There are, of course, many other organizations addressing similar issues, although not under the title 'Global Marshall Plan', and they too have been unable to reach a unified level of international dialogue and agreement. This lack of international discussion -- even among groups that are working toward multilateral cooperation -- reflects the fact that the global economic system since 1944 has developed an asymmetrical architecture in which the richer nations control the decision-making process on major global socio-economic and environmental issues, which has an adverse impact on poor nations. This has also affected organizations and individuals attempting to address the interdependence of global issues, including those working to end poverty, achieve social development, solve global environmental problems, create alternative sources of finance, and restructure the international economy in support of sustainable development. There is little opportunity for the various international groups and individuals interested in a Global Marshall Plan and related concerns to meet and discuss their mutual interests because there is no existing forum for international dialogue representing all of the interconnected issues and all of the interested parties.

What is needed is an inclusive format or nexus for discussing the issues of global development, environment and economics that involves diverse representation from business, government, civil society, academia, and media from both developed and developing countries and is fully committed to a convergent multilateralism, both in spirit and in practice. Like the American Marshall Plan, which involved a new kind of participatory framework between donors and recipients for development relief and reconstruction, an **International Conference for a Global Marshall Plan** must be created in which the widest possible group of international stakeholders can convene and reach international agreement on the terms of a Global Marshall Plan. Although this conference has no international authority or power to implement a multilateral program for social development, environmental and economic reform, its purpose is to create a global democratic referendum for a Global Marshall Plan that is universally supported by business, government, civil society organizations, and other relevant groups. With a broad consensus of international representatives involved in identifying the agenda, the timeline, and the agencies required to implement a Global Marshall Plan, the conference will acquire an unprecedented level of global recognition and popular legitimacy. International public demand and political pressure is expected to grow until the designated agencies are authorized by governments and the United Nations to launch a Global Marshall Plan. The creation of this conference will involve several steps:

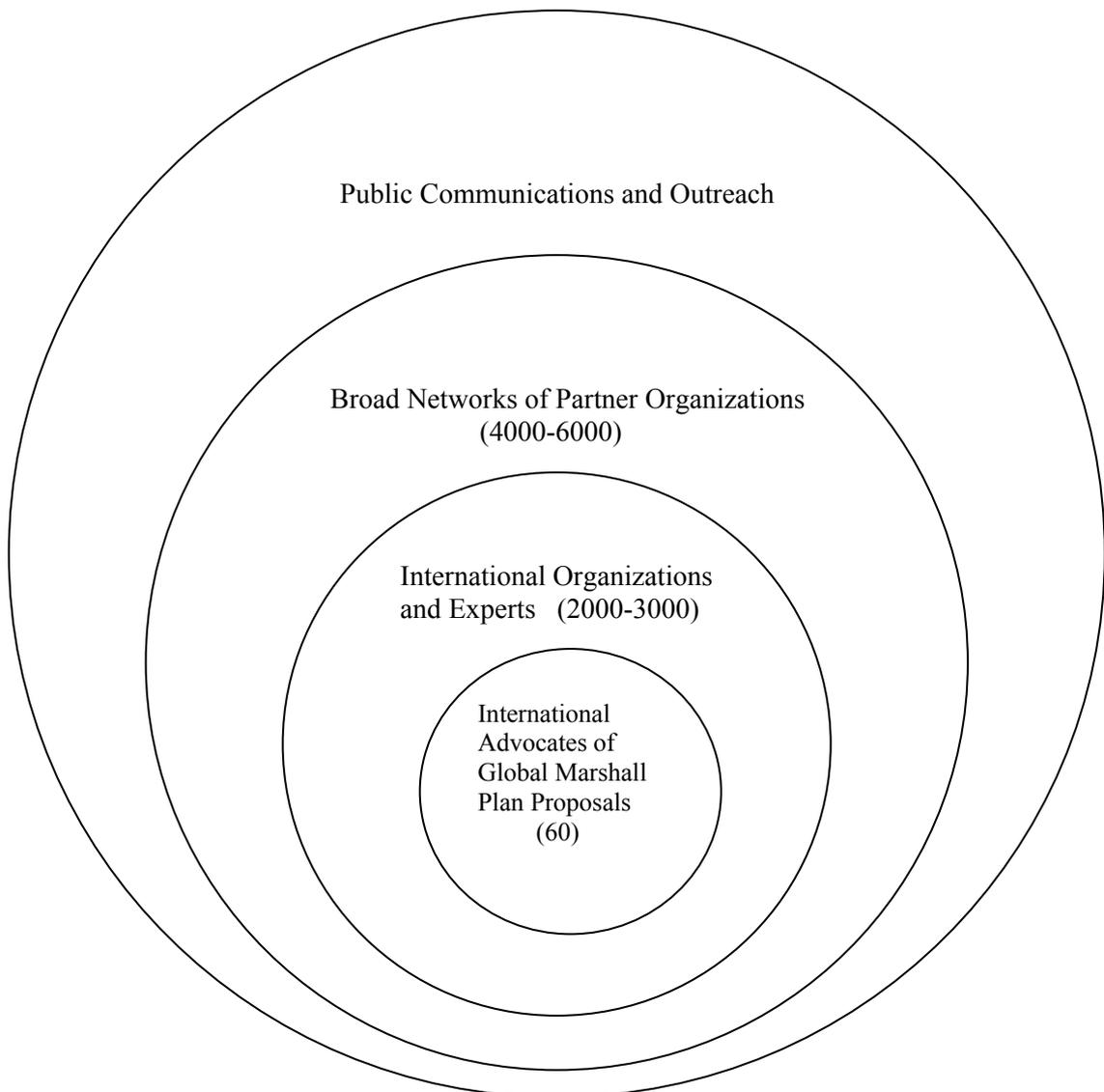
A. Developing an Agenda through International Consultations – May-December 2007

1. Discussion with International Advocates of Global Marshall Plan Proposals (there are at least 60 worldwide proposals for a Global Marshall Plan) – **June-December 2007**
 - a. present, discuss and achieve possible consensus within the Global Marshall Plan Initiative on the following proposal for an International Conference for a Global Marshall Plan
 - b. issue press release on **June 5, 2007**, announcing the idea of an International Conference for a Global Marshall Plan to be held in 2010
 - c. research and/or dialogue with technical consultants (Google, Wikipedia, SimPol, e-parliament, World Future Council, Helsinki Process, Copenhagen Process, IPCC process) to design an interactive multistakeholder consultation process & and possible procedure for the moderation and regulation of a website
 - d. create a new website with a transparent format for interactive dialogue and social networking
 - e. identify the major issues (based on existing Global Marshall Plan proposals) and create a brief, structural report for discussion which also identifies points requiring additional expert analysis – **June 30, 2007**
 - f. consult with Commission for Sustainable Development and other possible UN organizers of the 2012 World Summit – **June-July 2007**
 - g. initiate consultations with international advocates of different Global Marshall Plans - **mid-July - end of October 2007**
 - h. consult with Comité d'action pour un Parlement Mondial – **September 2007**
 - i. decide on the selection process of conference delegates
 - j. prepare a new report including the recommendations and guidelines suggested by the various international advocates of a Global Marshall Plan – **late October - end of November 2007**
 - k. identify Global Marshall Plan advocates, organizations, and experts best qualified to serve on
 - i. an executive committee of 5-7 people to guide the general planning and fundraising for the multistakeholder consultation process, the conference, and follow-up activities
 - ii. an oversight committee of 30-40 people to resolve differences of opinion and guarantee the transparency of the editing and production of the report
 - l. develop a list of 2000-3000 international organizations, specialists, and experts committed to the issues involved in a Global Marshall Plan
 - m. initiate major fundraising efforts
 - n. present preliminary report at press conferences in **early December 2007** (South America, AVINA; South Africa, CIVICUS; Europe, Global Marshall Plan Initiative) to announce the end of the first round of consultations

2. Consulting with International Organizations and Experts – **January-December 2008**
 - a. locate facilities for International Conference in 2010
 - b. make presentations to World Social Forum, World Economic Forum, and World Spiritual Forum – **January 2008**
 - c. hire five staff members in different issue areas to integrate research
 - d. invite designated organizations and experts to take part in the consultation process
 - e. invite experts to write papers on specific issues and post these on the website
 - f. elicit feedback on the research papers through the website in a new round of consultations, **January-May 2008**, and a feedback round, **September-October 2008**
 - g. integrate the recommendations in **June-August 2008 & November 2008**
 - h. ensure that these organizations and experts invite and enroll 4000-6000 additional organizations and specialists in the network for a third phase of consultations in 2009
 - i. hold press conferences in **December 2008** (S. America, Africa, Europe, Asia, N. America) to announce end of second round of consultations and drafting of preliminary report

3. Mobilizing Broad Networks of Partner Organizations – **January-September 2009**
 - a. make presentations to World Social Forum, World Economic Forum, and World Spiritual Forum – **January 2009**
 - b. integrate a broader network of 4000-6000 partner organizations into the consultation process
 - c. initiate third round of consultations and feedback and integrate expert analysis on the website
 - d. write a report based on the consultations, comments, and expert analysis, which will become the conference agenda
 - e. select delegates to the conference
 - f. hold press conferences in North America, Europe, Asia, Africa, South America to announce end of third round of consultations, the conference agenda, and the selection of delegates to the International Conference for a Global Marshall Plan – **September 2009**
 - g. lobby the 2010 G8 planners in Canada – **September 2009 – June 2010**

Pre-Conference Consultation Process



4. Creating a Public Communications and Outreach Campaign – **September 2009 - April 2010**

- a. influence the 2010 G8 Summit process in Canada - **September 2009 – April 2010**
- b. make presentations to World Social Forum, World Economic Forum, and World Spiritual Forum – **January 2010**
- c. develop an executive summary of the report for purposes of organizational networking
- d. develop a brochure for purposes of public outreach
- e. develop key points for the media
- f. publish and distribute
 - i. the conference agenda report
 - ii. the executive summary
 - iii. the brochure and other publicity materials
 - iv. the book of background papers
 - v. press releases and media advisories
 - vi. DVD program
- g. hold press conferences (Canada, France, Asia, Africa, South America) to announce the final conference agenda and the specific plans for the International Conference for a Global Marshall Plan – **March 2010**
- h. convene delegates to the International Conference for a Global Marshall Plan - **April 2010**
- i. delegates sign final report
- j. hold a press conference at the conclusion of the conference – **April 2010**

5. Generating Follow-Up Activities – **May 2010 – September 2012**

- a. embark on a publicity campaign based on the conference report, leading to the United Nations World Summit (Rio+20) in 2012
- b. edit and publish the final conference report
- c. hold a press conference to
 - i. announce the publication of the final conference report
 - ii. call on the 2010 G8 Summit in Canada to endorse the report
 - iii. invite organizations to continue to lobby for the Global Marshall Plan at the UN Summit in 2012
- d. develop a book of the key expert papers submitted during the consultation process
- e. present the conference report to the agencies designated in the report to launch the Global Marshall Plan
- f. present the report to the 2010 G8 Summit in Canada – **June or July 2010**
- g. generate wide media coverage on the delivery of the report to the designated agencies
- h. ensure mass distribution of the final conference report
- i. lobby all major international institutions in support of the report
- j. lobby the 2010 G8 planners in France – **September 2010 – May 2011**
- k. make presentations to World Social Forum, World Economic Forum, and World Spiritual Forum – **January 2011**
- l. present the report to the 2011 G8 Summit in France – **June or July 2011**
- m. lobby the 2012 G8 planners in the United States – **September 2011 – May 2012**
- n. make presentations to World Social Forum, World Economic Forum, and World Spiritual Forum – **January 2012**
- o. present the report to the 2012 G8 Summit in the United States – **June or July 2012**
- p. present the report to the 2012 UN World Summit – **Summer 2012** (although plans for the 2012 UN World Summit have not been formally announced, UN sources indicate that it is likely to take place as in 1992 and 2002)

B. Responsibilities

1. Coordinator and Staff (could be managed by Global Marshall Plan Initiative coordination office)

- a. oversees development of the list of experts and stakeholder organizations
- b. works with staff from partnering organizations
- c. oversees development of website and interactive format
- d. moderates the website discussion
- e. writes the report, the executive summary, the brochure, the media advisories, the press releases, and assembles the book of background papers
- f. writes the final conference report
- g. coordinates follow-up activities
- h. reports to executive committee

2. Executive Committee (5-7 people)

- a. guides activities of coordinator and staff
- b. raises funds through grants, donations, book sales
- c. arranges location and facilities for conference
- d. selects participants for conference

3. Oversight Committee (30-40 people diversely representing the global population)

- a. resolves questions during final editing of report
- b. guarantees transparency
- c. agrees on report

C. Finance

1. Phase 1: June-December 2007
funded by Global Marshall Plan Foundation, additional € 20.000 is needed
2. Phase 2: January-December 2008
funded by Global Marshall Plan Foundation, additional € 200,000 for staff and mailing € 20,000 is needed
3. Phase 3: January-September 2009 -
funded by Global Marshall Plan Foundation additional € 300,000 for staff and mailing € 30,000 is needed
4. Phase 4: September 2009 – April 2010 to be discussed later

Second Draft of James B. Quilligan, Maike Sippel, Frithjof Finkbeiner in Cooperation with the International Coordination Office of the Global Marshall Plan Initiative and the Global Marshall Plan Foundation, May 25, 2007