

A civilian roadmap to bounce back from the crisis Sustainable development in all simplicity and boldness for all¹

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The actors in the crisis are well known: banks and financial institutions had in 1929 already been involved in and caused quite a stir. The lessons of history are not enough learned. Monetary institutions and States have unconditionally given a hand to enable them to create a global financial industry, free from any regulation. This new industry has given no other meaning than to produce, and first for itself, the easy money transfer, with the help of insurance, expenses of its own risk-taking on the contractor and employee ... until the staggering outbreak of financial bubbles and processions of bankruptcies, unemployment and distress. This is the crisis ...

Crisis? Time to turn the page, to create the global civil society, moving to an era of sustainability.

The return of the State ... to add more crisis into the crisis?

The crisis is of a global society in which the actors having, without rules, controls ahead of the economy, could only disconnect the accumulation of their capital gains for any real basis connected with the value of work and the creation of wealth. It reflects the disappearance of any other "Prince" that the self (individual, community or national), and any other "Temple" that easy money. It threatens so much the global economic structure that, everywhere, the markets have called the old prince, contractor and protector, to help them: the State. Yesterday considered as the starting point, through its deficits, of economic rigidities and the drying up of financial markets, the State miraculously appears today as the only way to maintain confidence in the inter-bank market and to allow the economy to be funded. But his return could be a trap: the temptations of protectionism, which can be heard, adding more crisis into the crisis, within crossed economic interdependences. Conditional aid from the State based on a national obligation, and not on an obligation of sustainability, put the economic globalization towards a reality of variable geometry in the service of rich countries, and endows the crisis with a political and cultural dimension.

Standing out and bringing a global civil society

Beyond the limits to be introduced into executive's compensation, wisely and carefully accounting rules, supervisory control of hedge funds, the disappearance of tax havens and beyond the expanded role of the IMF which could be equipped with a power of monetary issue, another more diffuse and underlying crisis must find and provide a solution : to end the monopoly that the dominating rationality attributes to the state in the development and implementation of the general interest, and gives to the market in the realization of economic performance. In these coupled relationships between market and state, the excesses and

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failures of one point to the need of the other. However, the first always ends, in the absence of civil society, by dictating its laws.

This means that the state should leave its head to head with the soliloquy around the market. Only a high ambition, where the audacity to take and willingness to share on full employment, satisfaction of basic needs, preservation of public goods (nature, education, health, knowledge, cultural diversity), the local citizenship and decentralized cultural cooperation, could allow the raised pilot of the business sphere of not having to return tomorrow, to the role of torchbearer of a world without a soul, other than free trade and market.

Global conception and local declension of a planetary ambition: sustainability

In the era of economic globalization, the globalization of developments, the “deterritorialization” of information and global climate change, the state must serve the investment in the future, one that allows the creation of wealth, which maintains the balance between natural abilities and needs, and return value to the work: the sustainable development. It should promote the novel civilian dynamics to conceive locally and bear worldwide the outline of a planetary common and shared goal, this asset offered by sustainability, allowing getting out positively, all together, all over the crisis. Sustainability is the novel economy in which globalization is one of the conditions of implementation and of which ethics is the condition of relevance. An ethics that cares about fairness and integrates the limit, this balance between the productive capacities and the needs that the players in the crisis were not able to meet. It incorporates, in the construction of its object, links and the limits that the maintenance of these links requires, and where the economics, *those of the market or those of the state*, must make public debate dealing in their certainties and their rationalities.

Global civil society, which the state depends for its freedom of initiative in achieving the overall sustainability, must be institutionally recognized in the organizational stage of regulation. It has a major social capital, information and expertise on the field, already highly solicited to contribute to practical knowledge on the poisoning of nature, the social distress, the stairwells or the social imaginary, and assist in the greening of business and territorial documents.

An economy based on local eco linkages

The quantitative decrease and the qualitative control of flows and stocks of material, energy and waste, are the practical condition of the implementation of sustainability, accompanied by solidarity with the poorest. The economics of sustainability, the economics of eco links, only produces goods that each may become waste, "wall to wall", a resource for the production of another one or the same property. Then it disconnects the creation of wealth from increased material withdraws from raw nature. It provides, "from cradle to cradle", clean and durable goods, in terms of their overall life cycle within the whole chain of economic links. It favours the overall productivity of natural resources, the quality of information, and the safety of products more than labour productivity, and therefore allows sobriety in the collection of new non-renewable materials, or non-reusable ones, and avoids the production of pollutants whose life cycle is leaking and not confined. The economy is so configured as a virtual ecosystem. It requires creating conditions that encourage timely and strategic cooperation "over the fence" between the companies to allow to loop their production cycles and participate in the loop of the economic cycle (production, consumption) within their own rivalries. By bringing the production areas close to the reuse of waste, by developing local resources, including local waste and how knowledge, this economy makes better use of global economies of scale and offers an operational strategy for the relocation of businesses and jobs. It leads to the shift of the centre of gravity of global economic power towards the local management of the overall sustainability. It allows firms to perform the quality of their

knowledge, by the intensity of their cooperative links and the reduction of input costs, transportation, waste treatment and environmental regulations, not by means of lower staffing, and salary costs or relocation elsewhere.

An eco-tax on polluting capital and fiscal exemption of employment

Addressing to the productivity of resources, that is encouraging work and employment, the development of training and human engineering. Do not restrict the hiring but aim for full employment of human potential is a prerequisite for the implementation of eco links. This path commands, in the first place, to focus on production technologies in order to guide them towards the creation of true sustainable wealth ... as part of missions that could give sovereign funds or international financial institutions ... in exchange for their freedom to do it so. Public policies that make use of taxation for environmental purposes should therefore be combined with those of employment. In other words, to make accessible the alternative and sustainable goods, to prevent environmental damage at source, they must jointly cover the two production factors: capital and labour. The state has the fiscal tool to guide the market towards sustainable technological trajectories and not with empty and unfair environmental taxes, borne by consumers, but by a tax action on the production system. Gradually replacing the share of social contributions paid by the employer, by an eco-tax on polluting capital, the deformation of the production function, caused by a direct tax in favour of 'clean' capital and labour, increases the volume of employment, increases the wage in non-polluting companies, and releases the purchasing power of all employees, measured in sustainable products. It allows the relocation of activities and jobs, and simultaneously protecting nature and health in a preventive manner. The joint and combined fixation of the rate of social contributions and the rate of eco-tax on polluting capital, allows the balance of social accounts, ensures the overall stability of prices, and ensures the budget balance of the fiscal tax reform. Then, any State can only engage in the implementation of this tax revolution.

With the abandonment of polluting technologies, other fiscal tools will be required to fund social protection but in a renewed context of full employment and lowered social costs, usually generated by infertile environmental regulations, unemployment, job insecurity and environmental diseases.

A Global Sovereign Fund for Sustainability.

The duty of durability justifies the development of social and environmental standards at international level, and a rightful support to innovative enterprises which are investing in technologies of eco links. It requires the introduction of a tax on imports on polluting goods. This fee is not a nation-based protectionist measure, because it responds to the need for sustainability of the whole humanity and put obstacles to the circumvention of the conditionality of national aid based on local sustainability. As a result, the new tax should be concerned with the issue of global cost of reducing pollutants and to develop compensatory mechanisms for developing countries, as countries whose development depends on the extraction of non-renewable materials and export of pollutants, will be hardly burdened by all these measures. This fee must supply a Global Sovereign Fund in order to finance projects for conversion activities in these countries.

Sustainability is inherently the case of solidarity with the whole world.