



Global Marshall Plan®
balance the world
with an Eco-Social Market Economy

What is the Global Marshall Plan?

The state of the poor, the gap between north and south, cultural conflicts, security and environmental issues; these are all problems which in the context of widely unregulated globalisation are not likely to be solved nationally. Sustainable development will only be attained through a better and binding framework for global economy. Together with co-financing programs they can lead to a global economic miracle.

The Global Marshall Plan Initiative acts as an integrative platform to devise win-win concepts for a fairer globalization. The Initiative bundles positive forces from business, politics and civil society in a strategic alliance. The Initiative, which started in 2003, already has some 6,000 supporters, among them the Club of Rome, the Eco-Social Forum Europe, the Club of Budapest, sections of Friends of the Earth, politicians from all parties, universities, AIESEC, Junior Chamber International, small, medium and large enterprises as well as a couple of trade associations.

A World in Balance

Let us all create a world in balance ...

... in harmony with nature

... in peace between cultures and religions

... in peace within societies

... in worldwide prosperity

in which every human being can reach his/her desired potential.

A Worldwide Eco-Social Market Economy

- a global domestic economic and social policy framework
- with open commodity and financial markets, but with a binding (enforceable) democratically agreed framework – the core ILO, UNESCO and environmental standards plus an effective combination of these standards with trade and regulatory policy frameworks (especially with the WTO, IMF and World Bank)
- committed to the general as well as the economic, social and cultural human rights

Achieving the “Millennium Development Goals” by 2015

The Initiative provides a concrete concept for the realization of the 2015 Millennium Development Goals which all countries and international organizations have agreed to. These goals include:

- Half extreme poverty (people living on less than 1 USD per day)
- Primary education for all children
- Gender Equality
- Reducing infant mortality by 2/3 and improve maternal health
- Fight against HIV/Aids
- Global partnership for development

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Ways to a Global Economic Miracle

The current global structure results in a world that is poorer than it could be. In a long-term perspective over 50-100 years implementation of a Global Marshall Plan could lead to a global “equity” of 50% (following the EU definition of poverty which says that the lowest incomes in Europe should amount to at least half of the average income). As a consequence the world would be much richer through full expansion of all human potential.

Basic Design Parameters of a Global Marshall Plan

- implementation starting from 2008
- gradually increasing the resources for global development cooperation from today’s 60 billion USD to 180 billion USD, i.e. from 0.2% to 0.6% of the world’s GNP
- financed by new global financial resources
- Co-financing by the rich countries for the readiness of poorer countries to adopt ILO, UNESCO and environmental standards
- dismantling of agricultural subsidies
- improved and increased aid with a special focus on the grass-roots level
- First phase of a Global Marshall Plan for the time till 2015 – increased efforts after 2015

New Global Financial Resources

1. Terra Tax from 0.35 to 0.5% on world trade
Volume of world trade approx. 8,500 billion USD/year; A terra tax would normally burden market prices with 0.1% at the most (compare to the concept of “fair trade”)
2. Taxes on world finance transactions from 0.01%
Volume of world finance transactions today approx. 480,000 billion USD/year
3. Tradable per capita emission rights
4. IMF Special Drawing Rights in favor of developing countries

Co-Financing

Co-financing is a core methodical idea of a Global Marshall Plan – corresponding to the successful process of EU enlargement. A similar case is the Montreal Protocol, where China was convinced to undertake CFC-free refrigerator production. An example of co-financing in the context of a Global Marshall Plan could be the abolition of child labor by financing respective programs for parents and promotion of school-construction.

Ensuring that the funds are allocated in the appropriate manner and do not feed corruption is the hardest part of attaining the Global Marshall Plan goals. However, from experience we have seen that participation, education, and the empowerment of women enable independent, self-motivated and responsible development. Core principles are transparency and strict control over the flow of funds as well as a “bottom-up” approach. Concrete examples of implementation are micro-financing and “partnership aid” (= empowerment of local intermediaries).

Strategy

By connecting a variety of stakeholders it is possible for the Global Marshall Plan Initiative to integrate multifaceted expertise and to increase the Initiative’s political impact. The Global Marshall Plan Initiative follows a double strategy of “bottom-up” and “top-down”. With lectures, road shows and publications political awareness is raised, leading to pressure on stakeholder groups. At the same time political decision makers are addressed individually and asked for support for the Initiative’s goals. The Initiative’s activities are focused on the European Union which is envisioned to become a driving force for a Global Marshall Plan, as well as on the G8-Process.