



Frithjof Finkbeiner

Businessman, International Coordinator of the Global Marshall Plan Initiative, Member of Club of Rome, born 1962

As a pupil he won over the schools of his home town of Augsburg for activities like collecting lids of yogurt cups or planting trees. He got to know worldwide operating networks while working at the student organization AIESEC, established the Rotaract Club Augsburg and, furthermore, coordinated the setup of Rotaract in Germany, under the umbrella organization, which he also founded. During his business studies at the university in Augsburg he did internships in New York City, Lomé, Zurich, Warsaw, Karachi and explored countries in Asia and Africa by bicycle.

In 1984 upon his return from Tanzania, he collected money for a truck to enable the rural population at the north shore of the Lake Malawi to sell their crop at the market in the city, which is 50 km away. At the first charity-presentation the lady, whose lawn he was mowing for years to get some extra money, donated 5,000 Euros. He achieved a partnership between the Itete Lutheran Hospital in Tanzania, which organized the crop transport, and the Rotary Club Augsburg, which for 23 years has been providing the replacement parts.

Between 1986 and 1994 he accomplished the basis for his economic independence as a businessman in the building material field. In 1994 Al Gore changed his life: Frithjof Finkbeiner realized that social responsibility of each person shall not be limited to waste separation and aid to self-help, but rather do we have to stand up together for changing the global framework. Since then Frithjof Finkbeiner consistently has been devoting his social commitment to "enterprise humankind" and the question of how globalization can be arranged in a fair way.

He attempts to awaken people, reminding them that each individual has to fulfill their social responsibility, especially in times of globalization. Although individuals tend to feel powerless, they have to network and stand up for a fair global framework.

He has assisted in establishing several non-governmental organizations, for example the Rotarian Action Group for Population and Development (RFPD) - an initiative of Rotary International, which lobbies for the humane slowdown of population growth - and Foundation of the Rights of Future Generations.

In 2001 he founded, together with the scientist Franz Josef Radermacher and other fellow combatants, the Global Contract Foundation, Hamburg. Later, Josef Riegler, former vice chancellor of Austria added political competence with his vision of an Eco-Social Market Economy, and Uwe Möller got the Club of Rome network involved. In more than 500 speeches a year they have been spreading their common ideas. The four combined their powers, and established the Global Marshall Plan Initiative together with two dozen other dedicated people on May 16th, 2003.

In 2003 his wife Karolin and he founded the Global Marshall Plan Foundation, Hamburg to fund and to coordinate that Initiative. They live near Lake Starnberg with their children Franziska (11), Felix (10) and Flurina (8). In 2007 the three children launched their own school-Initiative www.plant-for-the-planet.org to plant one million trees until 2009.