

# Global Marshall Plan Initiative

## A network for a World in Balance

The Global Marshall Plan Initiative views itself as an integrative organisational platform for a World in Balance. It brings together a broad alliance of positive energy from politics, business, science, and civil society based on core demands for a fairer globalization. The Initiative's political influence is raised through the interlinking of a plurality of organizations and individuals which at the same time gathers a broad expertise. The supporters bring in their special skills and access to diverse social networks to the Initiative.



Please join us by visiting our website and letting us know what you think about the Initiative.

## Raising of awareness and lobbying

The Global Marshall Plan Initiative focuses on a combined strategy of "bottom up" and "top down"; i.e. of raising awareness on grass-roots level and among decision makers. People are informed about the goals of the Global Marshall Plan through lectures, information events, and publications, which generate political will for change in the middle of our societies. At the same time, decision makers at national, European, and international levels are directly approached to gain their support.



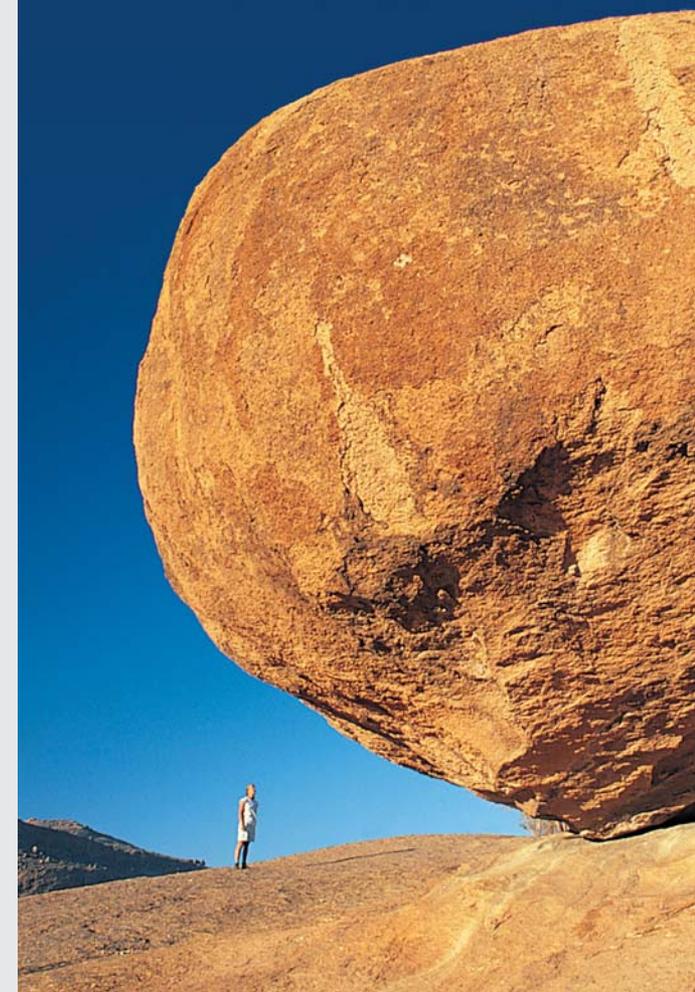
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Global Marshall Plan  
balance the world  
with an Eco-Social Market Economy



# What is the Global Marshall Plan?



The Global Marshall Plan aims at a "World in Balance". To achieve this we need a better design of globalization and the global economic processes – a worldwide Eco-Social Market Economy. This is a matter of an improved global structural framework, sustainable development, the eradication of poverty, environmental protection and equity, altogether resulting in a new global 'economic miracle'.

The Global Marshall Plan includes the following five core goals:

- implementation of the globally agreed upon UN Millennium Goals by 2015
- raising of an additional 100 billion US\$ a year required to achieve the Millennium Goals, to enhance worldwide development
- fair and competitively neutral raising of these necessary resources, also by burdening global transactions
- gradually establish a worldwide Eco-Social Market Economy with an improved global policy framework through the interlinking of established rules and agreed upon standards for economic, environmental and social issues (WTO, ILO and UNEP standards)
- new forms of appropriation of funds directed to the grassroots level, while at the same time fighting corruption

## Why do we need a Global Marshall Plan?

Because today's global situation is scandalous, and because the current conditions of globalization produce the complete opposite of what is constantly demanded in rosy speeches. Poverty, the north south divide, migration, terror, wars, cultural conflicts, and environmental catastrophes are all problems, which can no longer be resolved nationally under the conditions of a widely unregulated globalization process. Therefore, we need an improved and binding global framework for the world economy, that brings economy into harmony with society, culture, and environment.

## Millennium Development Goals and Worldwide Eco-Social Market Economy

The Global Marshall Plan considers the realization of the United Nations Millennium Development Goals, which were signed by 189 nations in 2000, to be an important first step. The following goals should be achieved by 2015:

### The Millennium Development Goals

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria and other diseases
7. Ensure environmental sustainability
8. Develop a global partnership for development

In order to create a World in Balance a worldwide Eco-Social Market Economy with globally binding social, ecological, and cultural standards is required. The Global Marshall Plan combines a functional and coherent global governance structure with appropriate reforms and intelligent interlinking of UN, WTO, IMF, World Bank and ILO and UNEP standards with the raising of an additional 100 billion US\$ a year in order to co-finance development. The enlargement process of the European Union serves as a conceptual model for combining co-financing and the compliance with eco-

social standards. This enlargement, however, requires a better financial support than it is the case in the current enlargement round.

## Funding

In addition to the creation of fair competitive conditions in the agricultural sector and improved North-South cooperation in this sector as well as reasonable methods of debt relief for the less and least developed countries, the Global Marshall Plan focuses on new financial funding sources. They are



based on global added value processes and therefore neither strain domestic economies nor distort competition. Possible financing mechanisms are a Terra-Tax on worldwide trade, a levy on global financial transactions, trade with equal per capita emission rights, a carbon tax, or Special Drawing Rights with the IMF.

## Appropriation of Funds

Perhaps the most difficult aspect of a Global Marshall Plan is finding an effective way of translating money into development. Concrete examples are micro-financing, renewable energies, and cooperation with local development workers

