



## **Synergies for the Well Being of Society**

### **Think tank note**

## **Renaissance Europe - Think Tank II Conference 14 June 2004.**

### Objectives

1. At this propitious time of European unification, the "Well-Being of Society Initiative" aims to propel Europe's integration once again into motion.
2. The Well-Being Society is a project implementing one of the three core objectives of the Union, as defined in the draft European Constitutional Treaty. It is a stimulus for innovation for new products and new services - a "creator of progress" and human security in a knowledge-based society.
3. It will be driven by a multi-stakeholder alliance mobilizing the general public and social entrepreneurs, as well as public services, voluntary organizations and companies from both the private and public sectors.

### Fields of Action

The second think tank meeting of Renaissance Europe identified 4 fields of action/levers.

1. The new opportunities created by the Constitutional Treaty to move towards a well-being society model and tools to put Europe in motion again as a Convention III on a European contract for a "well-being society";
2. The need of a multi-stakeholder alliance, under the leadership of CEO's, Trade Unions and Civil Society Leaders, in favour of a Lisbon II Process (to make Europe the most competitive and sustainable economy in a knowledge based economy) addressing the potential of a "well-being society" in terms of competitiveness, research, consumption, industrial, social and environmental policies at EU level and in EU Member States;
3. The potential of a "Europe of Partnerships" to create the willingness to change that is an essential pre-cursor to moving towards a well-being society and the need of a "Permanent Task Force" within the cabinet of the President of the Commission;
4. The importance to address the "personal development" dimension of a "well-being society" and the vital role of education.

### A Political context: a Well-Being Society « the European New Stage »

In the two years of "ratification" of the Constitutional Treaty, which will be a critical phase for Europe, this project will show that European institutions have taken the lead in a large-scale movement for the implementation of a European project close to people's concerns and

securing European competitiveness and leadership on the markets of the 21<sup>st</sup> century. The project will show, at a very concrete level,, that it is a source of innovation, of a new industrial revolution, new production and consumption patterns, new products, new services and new jobs. It will show that it has the necessary spirit for opening up debates, leading to a willingness to change, on the crises looming upon us: demographic winter, climate change, etc. Finally, it will show that it relies on new synergies for a Well-Being Society, particularly between the Commission and the agents of change (organizations and individuals).

The draft European Constitution Art I-3, §1 which states that “the Union’s aim is to promote peace, its values and the *well-being of its peoples* » and in its Art I-3, §4 states that “In its relations with the wider world, the Union (...) shall contribute to peace, security, the *sustainable development* of the earth, solidarity and mutual respect among peoples, *free and fair trade, eradication of poverty and protection of human rights* will lead towards a new pan-European development model.

After drawing up the Charter of Fundamental Rights and establishing the Constitution of the European Union, it is now necessary to take a step further, a European Contract for a Well-Being Society, adopted by a CONVENTION III.

### Definition

This occurs at a time when, given demographic trends and the aspirations of all those living in poverty (including in the enlarged Union), the fundamental question becomes: What kind of societal model should we have, what new types of services and products, what role for socially responsible enterprises and the non-commercial sector, in order to ensure "growth" based on well-being indicators and a true assessment of social costs?

*A Well-Being Society is a society in which, seizing the opportunity offered by our interdependence and the richness of exchanges, every person’s fundamental needs are met, their personal dignity is recognized and safeguarded, their personal development is supported, their work is a source of personal enrichment, their active participation in society is encouraged, their desire for a quality of life and health and their right to a healthy environment are met, in harmony with nature, while respecting cultural diversity and the rights of future generations.*

*A Well-Being Society is a society characterized by prosperity and quality of life, solidarity and equity, justice and universal fraternity. For Europe, it is the instrument of unity within diversity, development through education, culture, communication, exchanges of views and innovation.*

### A New Model

After the “Well-fare “ and the “Neo-liberal” society models, the time has come for the reunited Europe to shape, in a global partnership framework, the “Well-being” society model. By 2010, this new model will make Europe the most advanced knowledge based economy.

- (i) A “Well-Being Society” addresses the three pillars of sustainable development including personal development.

Social spending, health system effectiveness, ageing populations, labour market trends, education, poverty and health, environment and natural resources preservation, an equitable gender perspective, social integration and respect for cultural differences and minorities, human security; are inextricably linked with economic policy, trade, sustainable development and growth as well as personal development.

To recognise a „personal development” component is key. Its value is to

- Be based on the involvement of the Peoples of Europe and inclusiveness

- Underline the personal “enrichment” and the opportunity offered by our interdependence
  - Link with the developments of a knowledge society and social entrepreneurship
  - Stress the importance of awareness, education and curiosity
  - Demonstrate the development potential of commitment, integrity
  - Facilitate behavioural changes towards sustainable consumption
  - Encourage to address ageing population and migration issues in new terms
  - Underline the need to review the education system which currently is far too conventional and fragmented.
- (ii) A Well-being Society is a society where enterprise, at worst, maintains the social and environmental balance, while achieving profitability; and at best, improves the social and environmental balance, while strengthening profitability.
- (iii) A Well being Society Project will transform Europe

With the implementation of the "Well-Being Society" on the horizon, the Union gets its metamorphosis under way and gives itself a new face. The draft Constitutional Treaty includes a number of new levers that will make for a new face of Europe if they are triggered as a result of concerted action. Among these new elements, we should mention the well-being objective, the concept of participatory democracy, the reference to a social market economy, the principle of free and fair trade and the objective of eradicating poverty. Like a caterpillar which is metamorphosed into a butterfly, Europe would acquire a body composed of policies for "human safety" and a set of two wings, necessary for balance, called "sustainable economy" and "well-being" respectively

- (iv) A Well being Society Project will transform our civilisation..

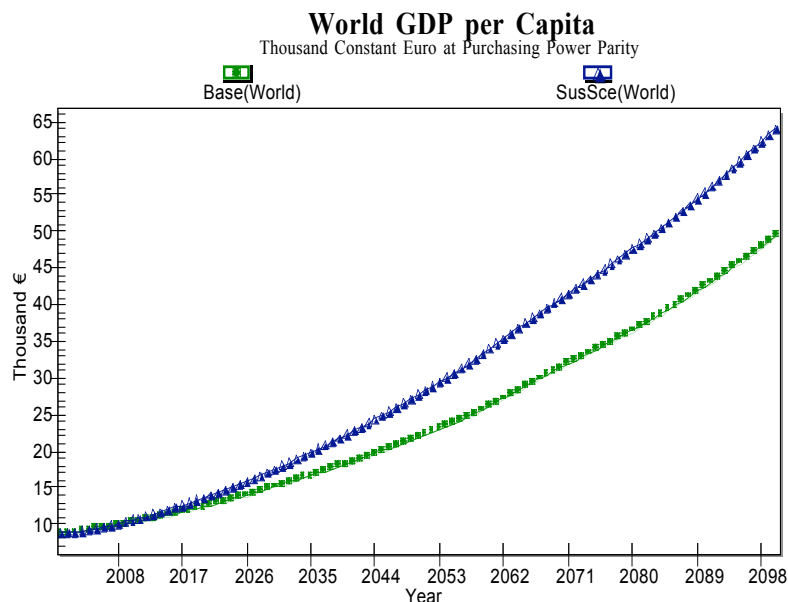
One of the central questions is whether the Union can anticipate and deal with the disruptions expected by 2020, thereby averting the threats of decline on the horizon, particularly for demographic reasons.

What is it all about? Nothing less than the challenge for the planet to move to planetary ethics. By 2020, according to the "Challenge 2020" Report, two groups of factors that will transform our life on this planet will reach a critical mass: first, the threats announced in terms of population, poverty, hunger, access to water, climate change, etc., which give the impression of being unconnected to one another, will finally appear to be closely interdependent and could lead to a crisis in the whole system; second, factors of change such as the global communications revolution or the new forms of partnership will offer tremendous opportunities. With these two groups of factors combined, we shall be faced with what the "Initiative 2020" Campaign calls an "evolutionary wall". Success or failure will depend on how we prepare for this watershed in the history of mankind. What we have to do is transform our civilization.

How can we tackle the evolutionary wall through the process of establishing a Well-Being Society?

- by reinforcing the perception that interdependency is not a source of alienation but of added value and building the structures to take advantage of it;
- by changing our educational patterns so that interdependency, a source of enrichment and personal fulfilment – the first example of which is education – should become a core element, with special focus on developing the capacity to set up partnerships and networks;
- by building up the perception that we need to "change" and that this change will enrich us economically, socially and spiritually, giving rise to many more jobs and ensuring economic growth without a decline in resources;

- by evolving our technological and energy system to provide well-being to the whole planet: zero pollution, zero waste, sustainable agriculture, etc.
  - by showing that a change in consumption patterns increases quality of life and reduces negative health effects (obesity, cancer, heart disease);
  - by underlining that we shall need the market to develop the new products and services necessary to serve mankind, while putting the market at the service of mankind
  - by showing how opening the doors of Europe to migrants is a source of richness for Europe
  - by tackling the ageing population issues.
- (v) With successful partnerships towards the global well-being of Society, including with partners of other regions of the world, European Growth and competitiveness will be strengthened.



(\*) Information Society and the Well being agenda by Peter Johnston, DG INFSOC

### The Lisbon process

Strategic changes to the Lisbon process should be made to meet these challenges in an integrated manner and in a way that will foster a more ethical globalisation. Indeed, the methods that have been used up to now have reached their limits. Governments, international organizations, businesses and civil society cannot, with today's methods and approaches alone, succeed in meeting the objectives of the Lisbon Process.

The Lisbon process II should have

- A new type of alliance supporting the process. This is the theme of this think-tank note.
- New indicators. Not addressed in this note. Should be the subject of an other note.
- A New agenda for action. To be addressed by the alliance members when established.

Such an agenda should embed new tools for the management of complex system

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| <ul style="list-style-type: none"><li>○ Getting the frameworks right: Legislative, fiscal and trade frameworks</li><li>○ Increasing “feedback” to all actors – at all levels – Measuring and benchmarking change : Goals and indicators</li><li>○ Facilitating innovation and change to higher-value work and business, with greater resource productivity – A dynamic knowledge-based economy</li></ul> |
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(\*) Information Society and the Well being agenda by Peter Johnston, DG INFSOC

Collective leadership and complex systems : a new type of alliance

1. The Competition for "leadership for sustainable development" must necessarily evolve and eventually become a new “collective leadership” approach. New approaches are required for enhanced cooperation, at all levels and in every stratum of society, among public authorities, businesses and civil society.
2. The project of a Well-Being Society represents a sphere of convergence for the interests of business, trade unions and civil society, all confronted with new risks.
3. A new approach by the Business sector of their responsibilities at European level.
  - *The pursuit of the well-being of society is one in which business must play a key role – both for the good of society and the good of individual companies. Since all of the output of companies eventually results in a service or product provided to consumers, the whole supply chain has a role to play in improving lives. By so doing, the company’s business results will be strengthened.*
  - The EU draft constitution talks of “*peace, security, ..., solidarity and mutual respect among peoples, ..., ... protection of human rights*”. The concept of well-being echoes the aim of promoting the general welfare found in the US constitution . In business language this translates into a wider variety of employment and employee practices in answer to the business strategy
  - The Well being of Society is the new leverage through *development of new products, services, initiatives, markets and business models to ensure a better quality of life for everyone, now and for generations to come.* It calls for significant changes in the way business is done and the way the business community thinks about doing business,. *This is the end of the « CSR Bubble » and goes beyond the ‘responsibility focus’ of CSR*
  - The time for Companies of isolated initiatives is over and *corporate lobbying needs to be re-invented. Business-led voluntary initiatives and related initiatives that have evolved in recent years, in isolation do not have the capacity to tackle the challenge of reaching the Milleniumj Development Goals. Corporate public policy activity traditionally focuses on defending existing markets rather than establishing new markets towards Sustainable Development.* By doing so it is the entire Business community, including the most progressive Companies (who are often accused of playing a double game), which loses credibility and trust.
  - *The next 3-5 years will likely see major companies going beyond isolated initiatives to connect with other organisations (and the EU) in pursuit of objectives like those embodied in the MDG’s.* Millennium Development Goals agenda and similar objectives at UN and EU level are poorly co-ordinated and lack critical mass. The issue is how globalisation could better deliver on societal goals.
  - CEO’s, active at European level should be now co- leaders of a Well-being Agenda, an endeavour linking competitiveness, security, peace and the peoples major concerns : a « *Well-being society in an enlarged EU as well as at global level* ».

## Moving through the gears



	1 <sup>st</sup> Gear: Compliance	3 <sup>rd</sup> Gear: Partnership	5 <sup>th</sup> Gear: Re- engineer
Who is involved	PR & legal Departments →	CR experts / CEOs →	Senior Execs/Boards
Stakeholder engagement	'Traditional stakeholders' →	2-way dialogue non-traditional →	Progressive alliances
CR Activity	Philanthropy →	Incremental improvement →	Business models/systems
Business case	None →	Risk/reputation management →	Long-term business case
Key drivers	NGOs, media →	NGOs, leading businesses →	Governments

(\* ) Gearing Up: From corporate responsibility to good governance and scalable solutions by Seb Beloe, Director of Research & Advocacy, SustainAbility

### The partners. A European multi-stakeholder Alliance.

The Commission efforts towards sustainable development are today endangered. The EU Advising Committee on Competitiveness, chaired by Mr Wim Kok with participation of several CEO's and Commissioner Liikanen are accusing the implementation of environmental regulations to represent a cost of 2% of European GDP. The Draft constitution reference to sustainable development has been linked with a reference to non inflationary impact, while at the same time no progress is made neither towards changes in internalisation of costs nor to a shift of fiscal policies.

In order for the three fold partnership among public and private sectors and civil society – which will be a source of innovation and competitiveness – to be brought fully into play so that a multiplier effect can be produced and the transition can be sufficiently accelerated in order to avert disaster, the alliance efficiency requires that CEO's and Civil society Leaders be prepared to address themselves together and publicly to the EU Institutions on issues as the Lisbon Process and the Open coordination Method, indicators, competitiveness, internalisation of costs, fiscal policy.

Invitations should be addressed by EPE and REC, in particular to:

- Companies whose CEO's are ready to be co-leaders of the Alliance and to speak on its behalf and are implementing their commitments (Global Compact, EMAS, ISO...) through partnership initiatives with civil society organisations addressing sustainable trade, purchasing and investment issues.
- The European banks having signed the Ecuador Principles and/or involved in micro-credit initiatives.
- Companies members of the cooperative sector (Banks, Retailers)
- The coalition between ETUC-EEB-Anti-poverty network
- Consumer movement (Generation Europe, the Consumers...)
- The European Permanent Forum of Civil Society
- Institutes (the New Economics Foundation, SustainAbility...)
- EU, its Member States and Governmental, Regional and Local Procurement Agencies.
- Fair Trade Movement

REC would be in charge of developing a participatory process aiming to involve REC partners in the EU and applicant countries.

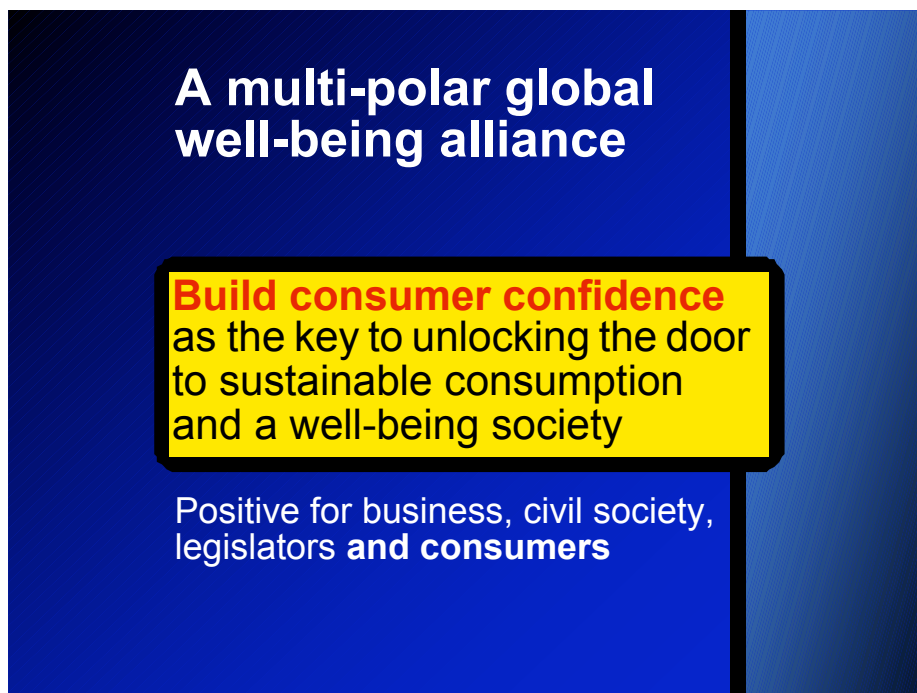
The Progressio Foundation would take facilitate the Alliance activities related to social entrepreneurship and be the broker between the Alliance and Institutions and Foundations interested in social entrepreneurship.

The European Permanent Forum of Civil Society would keep the alliance members informed about developments towards a “Convention III” for a European contract for a well-being society ant the European participatory budget 2007-2013, and involve other civil society networks in the alliance.

### The mandate

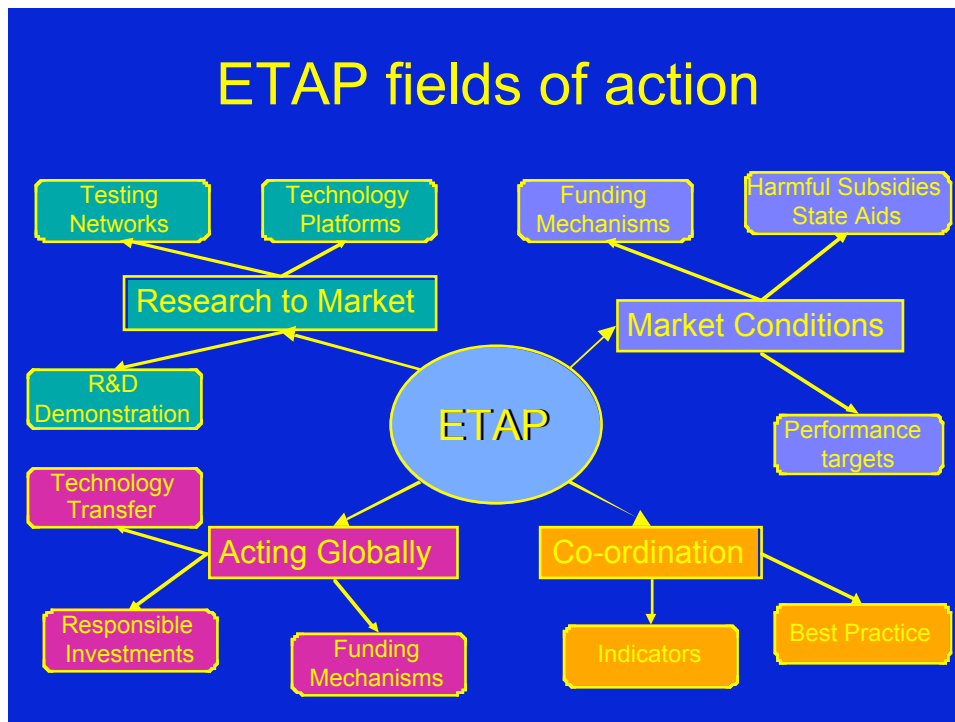
The alliance – with systems of reinforced co-operation between partners according to their focus, fields of expertise and interest - would have 6 potential fields of actions

- a- To identify the elements of and new tools for a Lisbon Process II (indicators, subsidies, data, modelling...) for a three-fold partnership framework (the public and private sector and civil society)
- b- To translate these elements into direct action through existing sustainable trade, purchasing and/or investment initiatives
- c- To build confidence of and empower citizens and consumers, as a key to unlocking the door of a well-being society as well as to move towards sustainable consumption



(\*) Partnership between Enterprises and Consumers, by Charles Laroche, Unilever

- d- To explore the opportunity to engineer a “circular economy Environmental Technology Platform” and or R&D project.



(\*) Technology Platforms, by Pierre Valette, DG Research

- e- To support education initiatives addressing sustainable development, social entrepreneurship
- f- To participate in a European *Millennium Development Goals* Platform

### Global Partnership.

A "Europe of Partnerships for a Global Well-Being Society" provides Europe with a historic opportunity fully to play its role in the global community (or Community of Nations). Europe is probably in a better position than any other region in the world to succeed in turning the Society of Well-Being into a project of economic and technological, social and cultural innovation, security and peace.

(i) « European *Millennium Development Goals* Platform »

The platform - acting as a bridge between European stakeholders involved in partnership initiatives in support to the MDG's and the WSSD Plan of Implementation - will bring together, on an informal basis, agents of change active in the European Commission, the Member States Governments, the Business, Trade Unions and Civil Society and the UN.

The platform aims and its added value is to mobilize efforts by Europe and the Europeans to reach the MDGs,

- Be a public-private-civil society initiative and a meeting point between the UN, the EU and its Member states, the Business Sector and Civil Society
- Enlightening and building synergies between initiatives taken at EU and Member states levels as well as by Business and Civil Society in support to the MDG's
- Supporting Global partnerships as the Global Marshall Plan Initiative



## Measurement of Order

World Financial Market Transactions  $\approx$  **480 Trillion US\$**

Gross National Product (GNP)  $\approx$  **30 Trillion US\$**

Help with Development  $\approx$  60 Billion US\$  $\approx$  0,2 %

Global Marshall Plan (UN-MDG)  $\approx$  120 Billion US\$  $\approx$  0,4 %

Interest Payments  
from South to North  $\approx$  160 Billion US\$

Tax Evasion over  
Offshore-Banking  $\approx$  60 Billion US\$

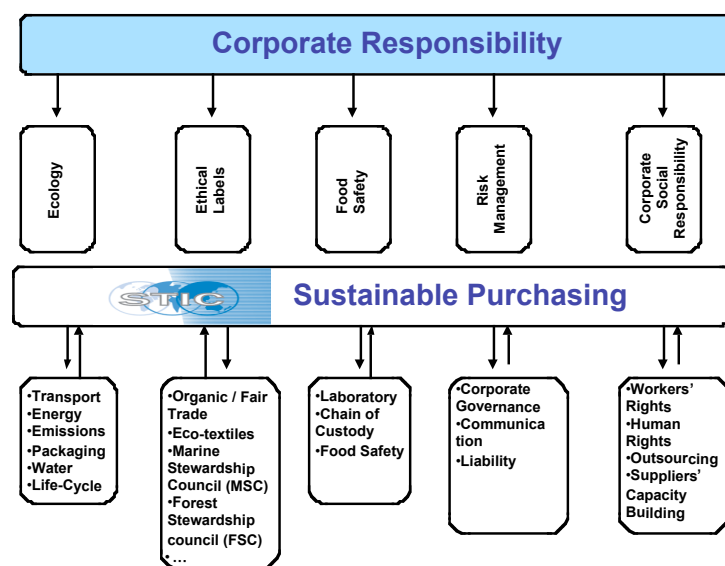


- Exploring new mechanism and partnerships to “accelerate” the implementation of the MDG’s
- Encouraging coherence between interrelated issues impacting the implementation of the MDG’s.

(ii) Standards Reciprocal Acceptance and Business Compliance Systems.

Europeans should facilitate Manufacturers from Developing Countries cost reduction (Reduction by 15.000€/year), time saving.

Business Compliance Initiatives should be developed in a multi-stakeholder framework in support to sustainable trade.



(\*) Business Compliance Initiative by Bernhard Moeri, MIGROS

## Next think tank meeting. "The Euro-Mediterranean Partnership II"

For the European Union, the challenge of the Euro-Mediterranean Partnership comes straight after the challenge of EU enlargement. A Euro-Mediterranean Partnership II needs to be built on the "acquis" of the Euro-Mediterranean Partnership I and the Blue Plan mechanisms, the recognition of the bio-cultural specificities of the Mediterranean Basin, the framework agenda proposed by the UN "human security" Commission, the implementation of the new elements of the European Constitution. Renaissance Europe should identify change agents organisation in the South Med area to co-host a workshop with on its agenda

Doesn't the architecture of the Euro-Mediterranean Partnership need to change? Shouldn't it become a "long-term pact between Euro-Mediterranean states, businesses and civil society" in order to strengthen the effectiveness of the pact and give the region the capacity to fulfil the objectives of the Millennium Declaration?

### A Systemic change.

The European Commission must undertake a strategic review of its vision, its methods and its procedures in the field of partnerships and to the support accorded to the agents of change. All societal actors in the public and private sectors, as well as civil society, must be called upon to fully play their role; all contribute to a critical mass of innovation and competitiveness. In close partnership and consultation, they will create an accelerating multiplier effect and, at the same time, be able to contain mega risks.

The President of the Commission should be assisted in this venture by a special Multi-Stakeholder Task Force entitled "*Europe of Partnerships, New Methods, New Horizons*", attached to the presidential Cabinet to address what partnerships would accelerate the transition to a Well-Being Society in a Europe marked by huge differences between its regions in terms of societal conditions, the relations of civil society with public authorities and industry, social entrepreneurship, etc as well as at Global level.

Such Task Force should not be a one shot review but a continuing and participating process during all the legislature.

### Communication.

- (i) A Metaphor for the new Europe ?

It is most doubtful whether Europe can be „re-animated“ without re-animating the representation of „Europe“ for the benefit of those whose highest values are represented by it.

- (ii) Renaissance Europe Newsletter.

Sponsored by the Progressio Foundation, a monthly newsletter is edited by Nadia McLaren.

- (iii) A Renaissance Europe Café ?

Partners might wish to have regular and informal meetings.

- (iv) A Message to the President of the Commission 2004-2009.

A draft message is proposed for review.

Think tank note drafted on the basis of the participants interventions and the panellists following contributions

- Reunited Europe, Our Values, our Means, Marta Bonifert, REC
- Social Entrepreneurship, Marcello Palazzi, Progressio Foundation
- The Well Being of Society, a new Horizon for the EU by Raymond Van Ermen.
- European Growth, the Well Being of our Peoples and the Financial Industry by Robert Rubinstein
- The Power of Well Being Indicators, Nic Marks, New Economics Foundation
- A Civil Society perspective. Daniel Spoel, Permanent Forum of Civil Society
- How to communicate about Europe, - UIA
- The Global Compact Summit by Seb Beloe, Director of Research & Advocacy, SustainAbility.
- The Business Case for the Well-being of Society Agenda, by Peter Hindle, EPE Member of Honour
- Commission Views of the Case for a Well Being of Society Agenda 2004-2009, Odile Quintin, Director General DG Employment & Social Affairs
- Information Society and the Well being agenda by Peter Johnston, DG INFSOC
- Technology Platforms for a Circular Economy, by Pierre Valette, DG Research
- Business Compliance Initiative by Bernhard Moeri, MIGROS
- Standards Reciprocal Acceptance, by Willie Beuth, STIC.
- The lack of Business support for the Well-Being of Society by Czako Borbola from Ernst and Young.
- Partnership between Enterprises and Consumers, by Charles Laroche, Unilever
- The Global Marshall Plan, Frithjof Finkbeiner
- A Brussels Café, Nadia MacLaren
- European Unification, Rita Kellner-Stoll, Bremen.
- Education, Vivian R.F. Linssen NewPOL Consortium Network
- EU suffers from many constraints, Daniel R. Schaubacher, EBBF