



The purpose of Renaissance Europe (RenEU) is:

To catalyse the creation of the framework conditions for a participatory, inclusive, enterprising, culturally creative and sustainable Europe that can enable the people of Europe and the world to fulfil their dreams now and for generations to come.

To achieve this, Renaissance Europe, as an ***Alliance of Change Agents***, will have a three-prong approach. Networking Europe's key change-agents in relation with

1. A Well-Being Society
2. European Entrepreneurship
3. Replicable Models for Transition Management towards sustainable development

The enlargement, a chance for Europe and a global beacon.

Many non European countries are looking to and consider the European Union as the epicentre of one of the most historic and constructive alliances taking place anywhere in the world. Europeans have a huge responsibility to fulfil the expectations of public opinion as articulated within Europe today, and build an enlightened continent. The enlargement, is a chance for the European Citizens and Companies, to engage the metamorphosis of Europe. The think tanks meetings proposed here should enlight 3 major facts related to the enlargement process

- The potential of the draft European Constitution Regrettably, comments related to the draft Constitutional Treaty do not focus the attention on the fact that the Constitution could be the starting point of a metamorphosis of Europe. "*The Union's aim is to promote peace, its values and the well-being of its peoples*" states the draft European Constitutional Treaty (Art I-3, §1). This should be the corner stone of a Europe closer to its Citizens, the opportunity to shape a new development model adapted to the challenges of the XXIst Century. It would be the leverage of European's leadership and a new competitiveness on the tomorrow markets of products, developed in partnership with the South, good for the health and for the environment, contributing to global security.
- A new societal model The Dutch Government wishes to launch at the European Council level a major European debate on "Norms and Values". Political circles (because of the gap between the European elite and its citizens, the blocking of dossiers that have become taboo and the rise of mega-risks), business circles (with in particular the rise of reputational risk), trade unions (with the rising risk of social dumping) and civil society (with delays in meeting the major demographic, ecological and social challenges) all share the same interests: *recreating social capital* through a participatory approach that involves public authorities, businesses and civil society and *proposing a new horizon*, the Well-Being Society, that can get people mobilized. The norms and values deined in an

enlarged Europe should build a new pan-european societal model. It links 3 key issues :

- (i) Draft Constitution ratification
- (ii) European Competitiveness
- (iii) Citizens/Consumers/Investors Confidence.

The economical critical mass.

The enlargement and a new business, social and environmental model.

The think tanks meetings.

1. Bring together agents of change. Agents of Change as found in institutions, corporations, organisations, NGO's, as well as 'free' agents, are numerous amongst the greater public. The values that characterise Change Agents are in particular creativity, independence of thought and action, altruism, a well developed social conscience and social optimism. Change Agents are shapers of a new culture and are working on the re-enchancement of the world. However they feel isolated and often alone in their views and sentiments and see themselves as the exceptions in society. Synergies are now needed between change agents to accelerate the transition towards a progressive, enterprising and sustainable European Continent.
2. Identify potential partners of a multi-stakeholder alliance
3. Identify success stories contributing to shape a pan-european new societal model.

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 which has been a major milestone launched thanks to the enlargement. 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.

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 pan european movement for the implementation of a European project close to people's concerns and securing European competitiveness and leadership on the markets of the 21st 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.

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.

- (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

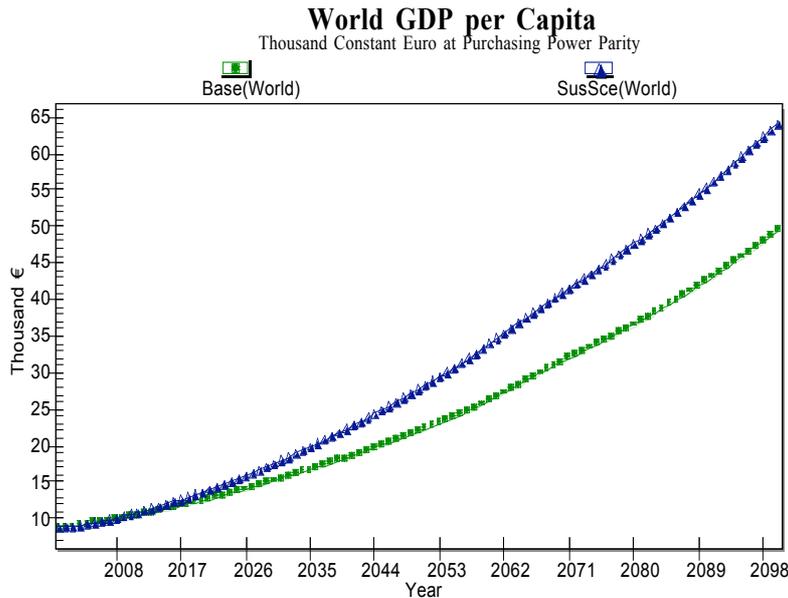
(iv) A Well being Society Project will transform our civilisation..

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 project aims to

Renaissance Europe is an alliance of change agents. It gathers "doers", those who in the practise ensure concrete steps towards the realization of a progress towards more solidarity. From companies to hospitals, from banks to research centres, from the cultural sector to the social organizations, from the local authorities to the European networks, a Europe for more solidarity, closer to the dream of its citizens is being built. These initiatives, are often carried by change agents. Such initiatives constitute the "*bricks*" of a new model of development

Learning Fora. Success Stories, the "Bricks" of a New Model of Development

A new approach towards a Well-Being Society, a progress for all, factors of security and peace, takes shape in particular through the initiatives of "catalysts of change" little known out of the circles of experts..

These "bricks" of a new development model, are the result of innovative new concepts reflecting

1. The emergence of new values, methods and models.
2. The numerous "success stories",
3. The impact of the sustainability and transparency agenda's on enterprises

The objective of the workshops will be to

- bring together "catalysts of change" from government, non-profit groups and business
- present "success stories" of a Well-being society
- explore how to "unlock the national potential" .

The conferences will gather change agents who can, starting from "success stories" show how to make a success of a multiplier effect and identify the initiatives to be taken in this direction as much by the European Union, the member state Authorities as by the Companies and the Civil Society.

The project comprises 2 phases:

1. Identification of the "change agents" in the Member State, and the "bricks of a Well-Being Society, carrying "success stories" in the member state
2. A Think tank meeting (first afternoon) "*The second renaissance of Europe and social entrepreneurship*", and working groups (the day after) "*unlock the country potential*".

Background information.

RENAISSANCE EUROPE Phase II

The Mission.

4. As agreed at the conclusion of its first conference, June 2003,

RENAISSANCE EUROPE, Phase 2

The First Prong The Well-Being Society

Our objective is a Global Well-Being Society. Our enemy is apartheid in Europe as well as at the global level.

Our leverage will be partnerships between “Catalysts” and “Doers”. The purpose is to share successful stories (best practices leading towards a Well-Being Society) and to multiply the effectiveness of on-going programmes and projects to accelerate a broad uptake. European Partners for the Environment and the Regional Environment Centre will lead this activity.

Theme 1 How to make a Global Well-Being Society Programme, the engine of a new growth for Europe ? How can such “approach” be translated in a EU Programme of Action ? What would be the role of the financial sector (public and private banks) ? How can trade unions and civil society co-operate with business on such agenda? Recommendations would address as well the EU Budget 2007-2013.

Theme 2 How a “new approach” to a Well-Being Society can address the looming clash of the generations. Four issues are coming together to create a “perfect storm”: birth rates below replacement level, longer life spans, holes in private pension funds and massive governmental deficits. Neither the state nor the private sector is in a position to meet the promises made to the aging generation.

How new forms of partnership between Governments, the private sector, local authorities, the social economy (co-operatives, hospitals...) and non-governmental organisations (social ngo’s- including representing immigrants, religious movements...) could address this challenge.

Theme 3. How Europe could promote a Global Well Being Society through a new “European diplomacy” involving the business sector and civil society.

The EU “diplomacy” at international level could do much better. One of the reasons is the lack of synergies between on one hand between “diplomats” and the Europeans active at international level and representing business and civil society interests, on the other hand between projects and partners in the framework of programmes as the one in charge of EuropeAid and other EU International programmes. There is no system of annual review of progress of the EU and Member States external policies towards sustainable development, no review and feed back system for projects supported by the Commission, no system of comprehensive review of the impact of the “Europeans” (public authorities, business and trade unions, civil society) on the global agenda.

Actions:

- (i) A Conference April 2004 in Dublin will aim to address **Social Entrepreneurship**
- (ii) A series of roundtables in European Countries « Unlock your potential »

The second prong

Networking Europe's key change-agents for an innovative, enterprising and progressive continent

Recognizing, aggregating and supporting European entrepreneurship in new businesses, the social sectors, the arts, culture, media, architecture and other domains that shape our civilization, is the second objective of Renaissance Europe, as seen by Progressio Foundation, co-founder of the initiative.

RenEU aims to be a talent scout and promoter of European excellence, as well as a builder of bridges that link the Renaissance Europe platform with other worldwide progressive networks and movements. RenEU intends to be a **catalyst** – of change agents who are actively involved in the development of creative solutions to current European challenges around a more sustainable economy, a well-being society, a continent that wants to partner on equal terms with key developing nations, a multi-cultural union that thrives in diversity and is open to a globalization that works for everyone, and more.....

What these change-agents require and what Renaissance Europe intends to provide are a combination of:

- **Contacts** at national, European and worldwide level that single individuals may not easily be able to reach but that the aggregation of such a movement facilitates
> A DIRECTORY OF LEADING CHANGE-AGENTS
- **Ideas** that spring from the cross-pollination of activities, which RenEU aggregates
> A BEST-PRACTICE REPOSITORY
- Opportunity to attract **funding and in-kind contributions** through the creation of such a coherent platform of excellence
> A GRANTS' FUND
- **Visibility** that such a network of individuals would guarantee, managed by a team of communication experts (internal to RenEU) who would cover marketing of this enticing platform. We would use the combination of media coverage (e.g. Positive news, Prospect), publications (e.g. ODE) and the interactive online community
> MEDIA OUTREACH and ANNUAL CONFERENCE

The target members of Renaissance Europe are leaders recognised as such in their respective areas of activity, of individuals who are committed to the overall vision but also capable of independently gaining support politically and financially. A number of champions of RenEU are being identified – they will assist the initial aggregation of individuals and the subsequent dissemination of the ideas, concepts and projects that will stem from this platform. A combination of RenEU-led activities will be taken forward in parallel with participation of RenEU champions at relevant conferences – thus ensuring the propagation of the concepts to a wider audience and the increased awareness of this platform that will engage more individuals.

Selecting the 500 European change-agents, united by a vision of world sustainability and renaissance civilization will be the first task of this second prong

The third prong

Replicable models for transition management towards sustainable development

The third prong of Renaissance Europe (RenEU) is an action research programme to facilitate accelerated change processes in businesses and communities. While many innovative methods and tools have been developed, there is still poor replicability of "best practice" results; wheels are frequently re-invented, and old "mistakes" repeated.

Action Research Programme

To speed up the transition to sustainable development, the working group at the first RenEU conference in Brussels affirmed the need for:

- Analysis of success and failure factors — leadership, management models, behavioural tools etc
- Establishment of preliminary criteria for selection of appropriate methods and tools
- Building a Pattern Language for Sustainable Development, capturing patterns underlying successful companies and projects.
- Development of a teaching programme to diffuse the research results to practitioners
- Diffusion through national and regional "laboratories".

The choice of an action research approach is appropriate both a participatory research method and as a model for further rapid development of methods and tools. It is also of direct relevance to the ambition of contributing to improved job satisfaction and gender equality; the methods are inclusive, invitational and empowering.

Some common factors for sustainable development could be dematerialisation, democracy, leadership and valuation (enabling flexible solutions, incremental implementation and continuous monitoring).

Swedish Laboratory

Our first step is a "Swedish Laboratory" with two case studies: one in an engineering and manufacturing company (Volvo Aero Corporation) and the other a municipality (Sustainable Robertsfors). In both cases, the action research supports and deepens work in existing projects. A supplementary funding application was submitted to VINNOVA, the Swedish Agency for Innovation Systems, in August 2003.

Sixth Framework Programme

Our second step is to apply for "Integrated Project" funding under the EU's 6th Research Programme (FP6). The intention is to create a pan-European partnership between researchers, municipalities, consultants and business to rapidly test and evaluate innovative models and methods for transition management. Participating municipalities and businesses would thus receive the best possible skills support, at the same time as tools are honed for the next groups.

(*). Une initiative différente mais inspirée par la même analyse a été lancée par l'Université de Yale. Voir annexe.

For information:

FEATURES: Yale unlocks the door for future leaders

By Sara Silver

Financial Times; Oct 06, 2003

The programme, starting its second year, has brought 18 "catalysts of change" from government, non-profit groups, business, the military and the media for a semester of honing leadership skills by learning tools for critical thinking. In addition, the programme allows students to build an international support network of faculty, campus visitors and other fellows - to help them make an even greater impact when they return home.

"[It] is designed to build a global network of individuals who are positioned to assume leadership roles in their own countries and on the global stage."

Fellow Sofia Frech earned her spot in the programme after years of work on education and economic development for Mexico's National Action Party (PAN), which in 2000 succeeded in overthrowing the party that had governed for 71 years. After losing strength in this summer's midterm elections, PAN is now retooling its strategy to try to be more effective in changing people's daily lives.

Other fellows include the youngest member of South Africa's parliament, who is an advocate of regional arms control, a former commander of Canada's peacekeeping forces in Kosovo, an Egyptian women's rights scholar, an Indian advocate for slum-dwellers, a Chinese Aids campaigner and a Zimbabwean who is fighting for constitutional rights under Robert Mugabe's regime.

The World Fellows Program is part of Yale president Richard Levin's strategy to make the university more international.

Since taking over in 1993, he has created the Center for Globalization and extended Yale College's needs-blind admission policy for foreign students, committing university funds to make up the difference. And last year Prof Levin launched a special initiative to strengthen ties with Mexico.

Faculty stars, such as Mr Zedillo, the government expert Robert Dahl, and the historians Paul Kennedy and John Gaddis conduct twice-weekly seminars. They explore the role of religion in politics, economic development strategies, the corporation in the modern world, healthcare crises, approaches to environmental problems, human rights and the rule of law, and women's role in society and government.

Nominations for candidates to the programme come from

around the world with Yale looking in particular for "catalysts of change" who are likely to chart new courses around the world.

Applicants, usually in their late 30s, must have an established record of driving change and demonstrate extraordinary achievement and integrity. Final selection is made by Yale faculty which assembles a group that is balanced in terms of geography, professions, talents and perspectives.

The programme is popular; for the class of 2002 there were 500 applicants from 100 countries.

Although students do not necessarily take courses at the business school, they learn crucial management skills, says Jeffrey Garten, dean of the School of Organisation and Management.

"One common denominator is that in one way or another, they are all facing complex challenges that would benefit from sophisticated management," he says.

"In their respective areas, they are operating at the frontier."

Last year's fellows are already putting their skills to work. Emilia Arthur of Ghana is working to build her National Reform Party's platform for the 2004 presidential elections and negotiating potential mergers with smaller parties.

She is preparing to run for parliament next year in the hope of seeking the presidency in 2008.

If she is successful, she believes the techniques learned at Yale could be useful.

"It's not really skills training, but more deeper analysis of issues," she says. "Since I've been back, I look at issues in a different way and I ask how my other colleagues, with different backgrounds and ideologies, would address the issue."