



Background paper in view of a meeting with the Dutch Presidency

From Norms & Values to Competitiveness : 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 21st century. At this propitious time of European unification, the "Well-Being of Society Initiative" aims to propel Europe's integration once again into motion. It links 3 key issues :

- Draft Constitution ratification
- European Competitiveness
- Citizens/Consumers/Investors Confidence.

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. A Declaration of the European Council should fix the terms of reference of the new Convention.

A Well-being Society Definition

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 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 united 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. 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

- (i) A „Well-Being Society“ addresses the three pillars of sustainable development + 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 introduce a „ personal development.“ component is key. Its added 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, far too conventional and fragmented.

- (ii) A Well-being Society is a society where enterprise, at worse, maintain the social and environmental balance, while achieving profitability; and at best, improve the social and environmental balance, while achieving profitability.

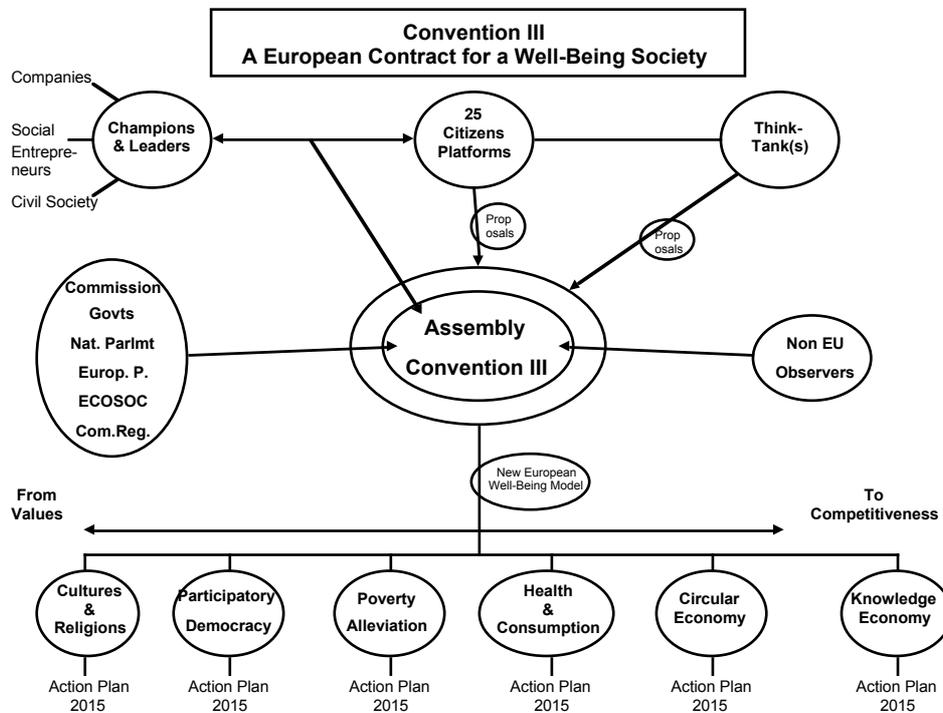
- (iii) A Well being Society Project will transform Europe

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.. 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 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 will 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.

Why A Convention III.



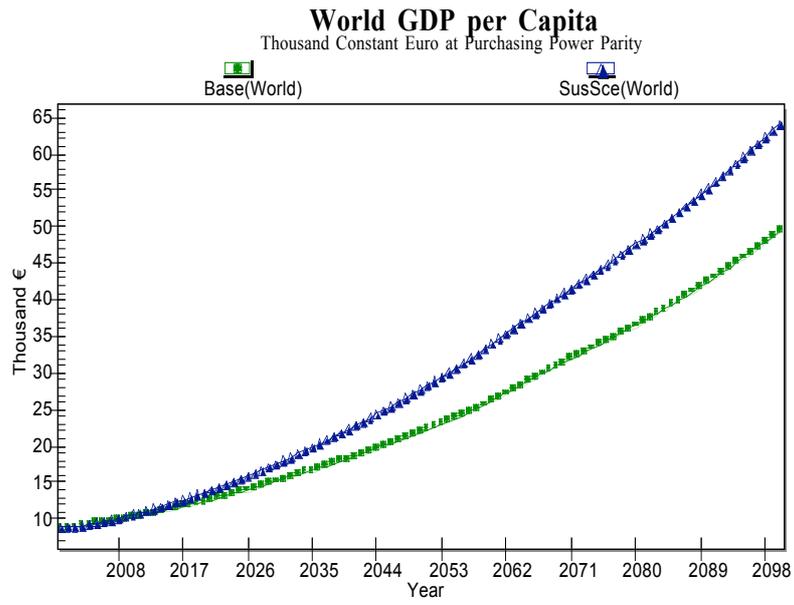
1. **We have entered a race against the ghettoization of the world and a host of crises are on the horizon, from a "demographic winter" to climate change. The methods that have been used up to now have reached their limits.** Governments, international organizations, businesses and civil society cannot manage, with today's methods, to meet the objectives of the Lisbon Process and are currently engaged in only one third of the efforts necessary to achieve the objectives set at an international level in the fight against poverty. A "systemic change" is required. This is why a Convention III is proposed. There is a need to combine discussions on "norms and values" and on "competitiveness" matters.

2. **There is a convergence of interests today around the development of the fourth engine in the rocket "Europe": the *participatory route*.** The European Union has been built over the past fifty years through the implementation of three "routes": the *intergovernmental route* (e.g. the European Council), the *federalist route* (e.g. the European Parliament) and the *functionalist route* (e.g. the internal market and the euro). The participatory route provides the leverage required for *generating the best out of organizations and individuals in a networking, knowledge-based society*. It is also an invitation to try and find a new way to *tackle the taboo issues* in the Union and resume work on the dossiers that have ended in failure up to now. The Convention III should discuss "compacts" or "contracts" related to several fields of action from cultures & religion to a knowledge economy. Other « contracts » may be imagine as related to the demographic winter and ageing population, trade free and fair

3. **It is thanks to a "Europe of partnerships for a Global Well-Being Society" that Europe can become by 2020 a region of the world that is as essential as China or the United States.** Europe is actually in a better position than any other region in the world to succeed in turning the Well-Being Society into a project of economic and technological, social and cultural innovation, security and peace. This is why such Convention should be open to observers representing non EU Countries. It is also why the Convention should recognise a special role to champions & leaders already actively implementing a well being society through their successful work in Companies, Social Enterprises, Public services and Voluntary Organizations

4. **Through the process of establishing a European Well-Being Society Contract and Model, the Convention should (i) help a Lisbon process II to gain support and involvement, and (ii) be the place to build consensus on how to link norms & values and competitiveness ,`**
 - 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 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 demonstrating that there is a new way for Companies and CEO's to be "competitive" with a "Values-based Leadership in Action" approach.

5. **With successful partnerships towards the global well-being of Society, debated within the framework of the Convention, 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