

Speech by Frithjof Finkbeiner, Global Marshall Plan Initiative  
Session Reporter: Jenni Salo

## **A Global Common Vision towards a World in Balance**

This report summarizes the discussion after the speech of Mr. Finkbeiner. Please refer to his Power Point Presentation to learn more about his Vision towards a World in Balance.

**Q: Mathias Binswanger described some alternative theoretical economic models. If his analysis is correct, that would mean that if you re-distribute money, you would not change the growth problem in terms of environment.**

**A: We have to change the financial system. That is important. More sustainable organization with the help of Bretton Woods would change our behaviour.**

**Q: How did you calculate the different scenarios in your presentation?**

**A: We asked specialists such as the Club of Rome of how they regard the scenarios. They are based on subjective opinion.**

**Q: How do you think rich countries are going to give up power and money and allocate it to Global Marshall initiative?**

**A: We are no angels. Global Marshall Initiative is base on self-interest. It is cheaper to solve the problem now that take the effects. There is a strong economic rationale, and doing the right things in time is reasonable.**

**Q: How would you invest money that you get from Tobin tax or Global Marshall initiative, and how that would change the consciousness?**

**A: We have made a lot of mistakes in development aid. Last 30 years we have learned how the development work could work, and now we have enough grass root organizations for their realization. We should build partnerships between the North and the South and promote education for every child. These are intelligent ways of doing it.**

**Q: How do you think that the wealth balance between the North and the South can be achieved? (Rich countries grow 4 times, poor ones 34 times.)**

**A: Poor countries don't have to increase by this amount. But poor countries will still catch up, and there will be fight about resources. The answer is dematerialization and different quality of life based on other measures but material.**

**Q: If you were able to fulfil millennium development goals, how would you do it?**

**A: Having market prices for consumption lead to the situation, where it makes sense to decrease one's personal consumption. Let the market do it.**

**Q: I rather have some remarks than a question.**

**- Micro loans were a bad example because they proved that no Marshall initiative is needed.**

**- Reaching 4/34 growth balance is impossible. Sustainability is not a matter of more but less money. It should be based on the re-distribution of wealth, growth free..**

**A: Let me add two comments to your remarks**

- Microloans are a wonderful example, they show development is not about money. It's about the finance system.
- It's not our plan to increase wealth that much, but it is realistic. Poor countries will catch up.  
The financial system will collapse at some point, because we have to produce more money every day. We need a new blueprint for a new finance system.

Q: If you were a management student, what would you concretely do to change the world to a more sustainable one?

A: I would help this project. Al Gore changed my life. I met him on a Saturday. On Monday I sold all my companies and began to work towards this vision of a Global Marshall Plan. It's your future you can change, so put your energy in a better shape of globalization.