

TAKE CARE OF IT



trade | Reformation | **IO's** | laws | **economic systems** | sustainable
development | **states** | **justice** | free markets | **education** | **GDP** |
globalisation | **peace** | digital revolution | **politics** | solidarity |
leadership | industrial revolution | political economy | natural resources | **big data**
| **GNH** | **transformations** | “the right middle” | **people** | social fairness

Changing morality and ethics in societies round about the millenium, brought me in 2004 into touch with the Dutch government's notion to bring this challenge to the notice of the public through the conference "Europe, a Beautiful Idea?", organized in 2004 by the Nexus Institute. During this conference, former chancellor of Austria Dr. W. Schüssel, welcomed to participate in 2006 the international conference on the future of Europe "The Sound of Europe" in Salzburg.

Feeling Europe Foundation is a result of participation in the conferences and aims to promote prosperity and wellbeing. The desk fosters a Europe of liberal democracy and humanistic principles, related to an economic system that meets the broadest needs of the people.

In order to achieve goals and to prosper a common sense of belonging, the foundation brings European values and affairs tot the fore, takes position as nexus between citizens and institutions **(1)**, acts as an independent observer, delivers resonance, participates in conferences, meetings, workshops, presentations, seminars, symposia, does research work, is associate member Jean Monnet Centre of Excellence (Leiden University, Faculty Governance and Global Affairs) and maintains a website.

Required knowledge was obtained through formal and informal settings, autodidactism, and instruction and guidance from experts and community, as well as the opportunity to participate (summit) events. Training on EU organization, decision-making and governance, international politics, geopolitics, music history, history of art (colloquium) and getting acquainted with philosophy was taken in conventional manners.

(1) NEXUS Institute, the Aspen Institute (SoF), CEPS, Washington Ideas Forum, European Movement Netherlands, Dutch Society for International Affairs, Society and Enterprise Foundation, Royal Association for State Economics

INTRODUCTION

In 1987, the so-called Brundtland (1) report mentioned sustainable development for the first time. The main conclusion of the report was that the major global environmental problems were the result of poverty in one part of the world, and the unsustainable consumption and production of the rest of the world.

Now, 30 years later, the concept of sustainability receives stronger awareness and wider support.

This consideration brings several developments from history that can serve the plan of action for people, planet and prosperity. The first part concerns what we already saw and know, the second is more about what we should (not) do to improve the lives of people everywhere.

Born in 1949 in Western Europe, an era of prosperity was dawned. Life gradually became harmonious, largely carefree, full of perspectives, and was equipped with systems of which over the past most people did not truly realize the existence and utility. But although then there were also transformations (from coal to natural gas, disappearance of several industries and relocation of work), nothing seemed shortage.

However, past period, effects of destructive and disruptive forces became increasingly impactful on systems as well as in the mind of people. Meanwhile, we see all over the world systems fragile, their endurance ends, powerful people deliberately breaking systems, centralization of power, vacuums, natural boundaries reached, rapid irreversible changes, and transformation of business, politics and communities.

And, though you may say that in recent centuries the world on many aspects has undeniably achieved great progress, power, money and well-being increasingly moves into the hands of a select group, while jobs are disappearing and have disappeared by outsourcing labor to low-cost countries, robotics and by innovative applications. Prosperity and well-being is shifting and in ways inequality has increased.

In order to secure a more prosperous, equitable, and healthy planet, such demands not only the use of already available knowledge, policy thinking and adjustment, but also commitment and implementation of sustainable goals.



The Great Wave off Kanagawa, Katsushika Hokusai

Early human settlements were dependent on proximity to water and other natural resources. Because of opportunities, they gradually settled elsewhere, went into societies and communities, organized states and laws, created highest levels of thoughts and strived for justice, peace and happiness. But mankind faced also natural disasters and artificial disruptions, all effecting our moral attitude, ethical thought, emotions, values and capacities.

In order to make progress, **Caux Round Table** brings the “idea” of sustainable development as it has been defined and agreed upon by the governments of the world through the **Sustainable Development Goals** (officially ‘Transforming our world: the 2030 Agenda for Sustainable Development’).

(1) written by the World Commission on Environment and Development and named after the chairman of the commission, the then Norwegian Prime Minister Gro Harlem Brundtland.

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ABBREVIATION LIST

BIS	Bank for International Settlements
EU	European Union
FAO	Food and Agricultural Organization of the UN
FTA	Free trade agreement
GATT	General Agreement on Tariffs and Trade
GDP	Gross Domestic Product
GNH	Gross National Happiness
IBRD	International Bank for Reconstruction and Development
ICSU	International Council for Science
ILO	International Labour Organization
IMF	International Monetary Fund
IO's	International Organizations
NGO	Non-governmental Organization
OECD	Organisation for Economic Co-operation and Development
PPP	Purchasing power parity
SDG's	Sustainable Development Goals
UN	United Nations
WB	World Bank
WTO	World Trade Organization

“It seems that all natural laws during the birth of the universe are very precisely aligned to give life a chance. That's very coincidental and why there is conjecture that our universe is but one in a huge amount of universes that are born continuously. You can see it as a cosmic lottery. Every now and then there is a universe in which life has a chance.”



We must take care of such a top prize.

GENESIS

“The Lord God took the man and put him in the Garden of Eden to work it and take care of it” (Genesis 2:15).

Early human settlements were dependent on proximity to water and other natural resources. However, people have always searched for ways in order to survive, to achieve a better life. Humans have a great capacity for altering their habitats by various methods, such as through irrigation, urban planning, construction, transport, and manufacturing goods, and with the advent of largescale trade and transport infrastructure, proximity to these resources has become unnecessary. They settled elsewhere, went into societies and communities, organized states and laws, and strived for justice, peace and happiness for all people. Sometimes in a responsible and sustainable way and sometimes not.

EXISTENCE and TRANSFORMATIONS

500 Years ago, it became justified that ideas have no objective existence outside man. Although there were clashes with the faith, the justification caused revolutionary change into the look at the science. The invention of the art of printing democratized knowledge and made after the Middle Ages the scientific revolution possible, culminating finally in the **Reformation** and **The Enlightenment**, which latter movement dominated the world of ideas, centered on reason.

The new period typified not only the beginning of the **industrial revolution, humanist themes** such as tolerance, freedom of thought, peace, education for the development of the individual, and the mythology of antiquity, but gave also room to subjective experience, like **Romanticism**, a counter reaction towards reason in order to compensate the feeling of absence of visual arts, literature, music, and intellectual life. In a sense, such subjective experience is currently being met by making creative use of the possibilities offered to us by the digital revolution, which transformation can also help us to built a better world.

Another recent far reaching transformation, the energy transition, was started by changing geopolitical relations, decrease of air quality and the ever-increasing energy need.

**TOWARDS A
STATE OF
FLOURISHING,
THRIVING, GOOD
FORTUNE AND/
OR SUCCESSFUL
SOCIAL STATUS**

WHAT WE SEE AND KNOW

EFFECTS OF TRANSFORMATIONS OF THE PAST

TRADE

FREE MARKETS

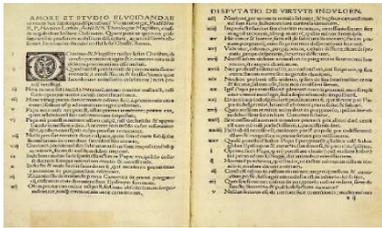
ECONOMIC SYSTEMS (the system of capitalism, and (eco)-social market economy)

GLOBALISATION

SUSTAINABLE DEVELOPMENT GOALS

EFFECTS OF TRANSFORMATIONS OF THE PAST

From history, we learned phenomena and impact of transformations: injustice, fear of disintegration of society, exploitation of the working mass, normlessness and feelings of exclusion and aimlessness, caused by successively the Protestant Reformation, the transition from premodern to modern society, and the Industrial Revolution. Great sociologists, philosophers, economists and theologians saw the disadvantages of transformations:



Luther saw **injustice** in the performance of the Catholic church and prosecuted and rectified this. He succeeded to get his vocation into the world by publishing 95 theses. In areas where the Reformation took hold, the structure of the Roman Catholic Church disappeared. The religious movement had also a strong impact on all other aspects of life: marriage and family, education, the humanities and sciences, the political and social order, economy, and the arts.

In these digital times, we yet should be easy able to spread message about sustainability and to embrace as such?

At the time of the transition from premodern to modern society, almost all Western Europe feared the **disintegration of society, the degree of regulation, and of social cohesion**.

The **Industrial Revolution**, one of the most studied and complicated periods of social and technological change ever, strongly influencing the organisation of labour, caused injustice and had a deep impact on societies. Revolts broke out by unemployed homeworkers, pushed out of the market by the cheaper new factories and because of the poor working conditions of the working class (the social issue). Friedrich Engels saw and described the **abominable circumstances in the textile industry** and Karl Marx, echoing Engels, “Das Kapital”.



Marx saw that industrial power, which became more and more centered around powerful entrepreneurs, led to **exploitation of the working mass** and alienation. The workers were at the same time devoid of political power because they were, even reserved in the most democratic states, to the capital and landowners.

Max Weber (sociologist) wrote the ‘**The Protestant ethic and the Spirit of Capitalism**’. The Protestant ethic was an important force behind the unplanned and uncoordinated emergence of modern capitalism, while on the other hand Durkheim (1), “father of modern sociology”, saw industrialization has a prize and brings a **“breakdown” in the rules that govern behaviour**, leading to normlessness and feelings of exclusion and aimlessness. He believed that anomie was the result of change of solidarity in a community that had undergone significant changes in economic wealth; mechanical solidarity changed through the industrialization process into organic solidarity (2).

Precisely in the times of the transformations, the world brought us great minds, who made unprecedented furore and who were able to influence whole societies. But it's not anymore about greatness, truth, and beauty. In contemporary times, using rude language, oppression, intimidation, aggression, threats and violence, the right to achieve chaos is fully exploited. Lies, half truths and kept back information made and fed discontent among populations. Empty promises, great sense of drama, little sense of realism, a too simple representation of affairs, advocating easy solutions that do not work, ever increasing polarization and fighting against ourselves is the atmosphere in which negative changes in the current time is being created.

Furthermore, there are breaks on trade deals, concentrations of wealth, democratic governance breaks down and rise of autocratic rulers, the effects of climate are experienced, and we saw nationalism and of the political doctrine of populism grow, which both limits instead of transcend the human mind. This inhibits to fulfill the **SDG's**, agreed upon by the governments of the world, a complex effort, where the involvement of the science of **political economy (3)** and **balancing free market economics**, the strive for **social fairness** and the **sustainable use and protection of the natural resources** is necessity.

- (1) Les règles de la méthode sociologique
- (2) The Division of Labour in Society
- (3) the study of production and trade and their links with custom, government and law. The study and use of how economic theory and methods influence and develop different social and economic systems, such as **capitalism, socialism** and **communism**, and it analyzes how public policy is created and implemented.

TRADE



Trade originated with human communication in prehistoric times. But it was during The Great Depression the lack of free trade was considered by many as a principal cause of the depression causing stagnation and inflation. In 1944, 44 countries signed the **Bretton Woods Agreement**, intended to prevent national trade barriers, to avoid depressions. It set up rules and institutions to regulate the international political economy: the **IMF** and the **IBRD** (later divided into the **WB** and **BIS**).

These organisations became operational in 1946 after enough countries ratified the agreement. In 1947, 23 countries agreed to the **GATT**, at present **WTO**), to promote free trade.

Seeking to promote greater equity in international trading, partnerships started from the 1940s and 1950s by religious groups and NGO's. Today, the "fair trade" movement, also known as the "trade justice" movement, promotes the use of labour, environmental and social standards for the production of commodities, particularly those exported from the Third and Second Worlds to the First World. Such ideas have also sparked a debate on whether trade itself should be codified as a human.

Trade in general contributes to prosperity and has become increasingly important as a form of globalization. But not all **FTA's** have such effect: they also work inequality in the hand.

Contemporary trade agreements still raise questions as 'Do trade treaties deliver enough wealth?', 'What are the effects on income distribution, the environment, working conditions, or geo-political relations?', 'Is there a non-zero-sum outcome?', 'How to turn the value of an FTA into policy, involving regional and local effects? How can losers of international trade be compensated?', 'Can disruptions by globalization be solved through FTA's?'

FREE MARKETS (1)

"There had to be a mistake in the belief that the free market can better regulate itself than any government supervision would do" (Alan Greenspan, 2008 for a committee of the US Congress).

One view is that a free market is a system in which the prices for goods and services are determined by the open market and consumers, in which the laws and forces of supply and demand are free from any intervention by a government, price-setting monopoly, or other authority. Another view considers systems with significant market power, inequality of bargaining power, or information asymmetry to be less than free.

It is a result of recognizing a need, followed by the need being met. Some believe a free market contrasts with a regulated market, in which a government intervenes in supply and demand through various methods such as tariffs used to restrict trade and protect the economy. Prices for goods and services are set freely by the forces of supply and demand and are allowed to reach their point of equilibrium without intervention by government policy. Others believe regulation might be part of a free market if the regulation is necessary to control significant market power, inequality of bargaining power, or information asymmetry. The latter view implies a free market is not necessarily deregulated, although some of those with the former belief speak of free markets and deregulated markets as similar.

Although free markets are commonly associated with capitalism within a market economy in contemporary usage and popular culture, free markets have also been advocated by free-market anarchists, market socialists, and some proponents of cooperatives and advocates of profit sharing. But because it appeared free markets alone are not able or interested to protect the environment, hence **government action** is necessary.

With all the crisis in economics, labor, the benefits of job specialization and trade are still fierce. In fact, it is the world economy motor.

(1) Wikipedia, https://en.wikipedia.org/wiki/Free_market

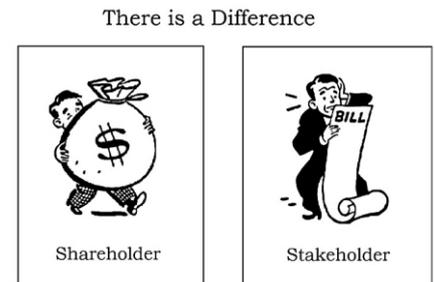
ECONOMIC SYSTEMS

“The classical economists had a good understanding of the shortcomings of market-based societies. Because the neoliberals lacked this insight, the classical economy in their hands has been transformed into a utopian ideology” (John N. Gray, 2007 Black Mass, p. 124).

The system of capitalism

Capitalism is an economic system based on private ownership of the means of production and the creation of goods and services for profit. Among the advocates of the system traditionally the liberals have been found, with the mainly classic economists including **Adam Smith**, who defended the system in his **The Wealth of Nations**.

The idea that capitalism generates bitter poverty for laborers is contested by the assertion that capitalism and the industrial revolution have made for the poor and rich greater prosperity from the start. At the time of high-capitalism with its laissez-faire there was no mention of this, and the poverty of that era contributed to the development and rise of socialism and communism. In addition, some models suggest that capitalism has led to greater prosperity for both the poor and the rich, but also a greater inequality between the capitalist western world and the other countries.



Capitalism in extreme appearances, has led to relentless pursuit of growth **(1)** and destructive desire for maximizing shareholder value **(2)** at the expense of societies' prosperity.

(Eco)-social market economy

In the US, prevails capitalism. Europe is living in social market economies, the main economic model used in Western and Northern Europe. Decisions regarding investment, production, and distribution are based on the interplay of supply and demand. This mixed economy is seeking a middle path between socialism and capitalism, and aims at maintaining a balance between a high rate of economic growth, low inflation, low levels of unemployment, good working conditions, social welfare, and public services, by using state intervention.

In recent years, increasingly attention has been given to the development of our environment, resulting in the formation of a broad philosophy, ideology, and social movement regarding concerns for environmental protection and improvement of the health of the environment, and inclusion in economic system. But the subject is not new.



There was already attention for environmental protection in the 630s by the thought to **"bring no harm to the trees, nor burn them with fire" (3)**.

In Europe, the economic system is slowly growing towards an eco-social market economy **(4)**, aiming **balancing free market economics**, the strive for **social fairness** and the **sustainable use and protection of the natural resources**.

Eco-social market economists support the implementation of the **SDG's**, reduction of greenhouse gas emissions to prevent undesirable effects of climate change and demand a stronger cooperation with respected **IO's (5)**.

- (1)** Drew Hansen, contributor to Forbes Business Magazine, published Feb 9, 2016 the article **"Unless It Changes, Capitalism Will Starve Humanity By 2050"** and wrote among others *"Corporate capitalism is committed to the relentless pursuit of growth, even if it ravages the planet and threatens human health. We need to build a new system: one that will balance economic growth with sustainability and human flourishing. A new generation of companies are showing the way forward. They're infusing capitalism with fresh ideas, specifically in regards to employee ownership and agile management."*
- (2)** In 2012, during the 4th global Drucker Forum on Capitalism 2.0, it was wondered **"Is there really a movement building to counter 'Maximizing Shareholder Value'?"**
- (3)** A concern for environmental protection has recurred in diverse forms, in different parts of the world, throughout history. For example, in Europe, King Edward I of England banned the burning of sea-coal by proclamation in London in 1272, after its smoke had become a problem, In the Middle East, there was already attention for environmental protection in the 630s by the thought to "bring no harm to the trees, nor burn them with fire", and during the 9th to 13th centuries, when several treatises were written, dealing with environmentalism and environmental science, including air and water pollution, soil contamination, municipal solid waste mishandling, and environmental impact assessments of certain localities.
- (4)** developed by Austrian politician Josef Riegler during the 1980s, expanding on the original concept of the social market economy, an economic model first advocated by Konrad Adenauer, and is considered the economic format which the majority of nations in Europe follow.
- (5)** the **UN, WTO, IMF, and ILO**.

GLOBALISATION

Recent years have seen closer integration of countries around the world, with increased flows of goods and services, capital and knowledge. Integration into the world economy is an opportunity for economic and social progress and yet many citizens across the world apprehend it and fear its negative social impact. **Solidarity** and **social rights** are indivisible values on which most European societies are founded.

Creating necessary conditions for citizens

Creating necessary conditions for citizens to make the most of the opportunities offered by globalisation is therefore committed by policy makers and the European Authority. But is globalisation a blessing in disguise, a trilemma, a paradox? Are the new rules too much? They suffice? And is the development going too fast? Does globalisation generate adequate growth? And what about the challenge of national interest and positioning by authoritarian rulers?

There are a variety of views concerning globalisation (1), which shows how economics is a science of trade-offs, that we can have too much globalisation and a lack of legitimacy:

- a) globalisation has hurt the poor, has been bad for the environment and is governed by undemocratic institutions operating behind closed doors, advancing corporate and financial interests of the more developed countries;
- b) globalisation is the only means by which developing countries will be able to grow and eradicate poverty;
- c) the social impact from globalisation will gain, but these gains will not be uniformly distributed across individuals, regions and countries. Nor will they accrue automatically, but will instead depend on successful adaptation and well-judged policy responses;
- d) globalisation, democracy and sovereignty can not coexist and collides European economic integration;
- e) globalisation is leaving many people behind, particularly in the lower half of the income distribution, and especially in advanced countries.

May 2017, scholars at **Bruegel** wrote the article '**Europeans rediscover enthusiasm for globalisation**' (2) and stated "that the general political mood on both sides of the Atlantic seems to suggest declining public support for globalisation, but people in the EU increasingly see globalisation as an opportunity for economic growth. This shift in public opinion coincides with improved economic conditions".

Referring to the speech '**Building a more resilient and inclusive global economy**' (3), held in April by Christine Lagarde and substantiated by figures of Eurobarometer, it was argued in the article that the backlash against globalisation is fuelled by various factors, including xenophobia, job losses, a fear of losing national cultural identity and even the fear of terrorism. Anti-globalisation advocates propose various economic and cultural protectionist measures, as one can see in the recent election campaigns in the US, the Netherlands and France. On the other hand, leaders of the IMF and World Bank have moved to defend globalisation, while pushing for inclusive policies that would ensure benefits for a wider part of the population, rather than a few.

In terms of age and education, young people and those who are still studying tend to view globalisation as an opportunity for growth; people aged 55 and more, and those who did not continue education beyond 15 years of age, are much less in favour.

(1) Bruce Greenwald and Joseph Stiglitz (a and b), Ian Begg, 2008 'Is social Europe Fit for Globalisation?' (c), Dani Rodrik (d) '**The globalization paradox, Democracy, and the Future of the World Economy**'. The paradox, as Rodrik sees it, is that globalization will work for everyone only if all countries abide by the same set of rules, hammered out and enforced by some form of technocratic global government. The reality is, however, that most countries are unwilling to give up their sovereignty, their distinctive institutions and their freedom to manage their economies in their own best interests (<https://www.youtube.com/watch?v=LRDlejhdYk>), e) **OECD** April 2017: '**Fixing Globalisation**'.

(2) <http://bruegel.org/2017/05/europeans-rediscover-enthusiasm-for-globalisation/>

(3) <http://bruegel.org/2017/04/building-a-more-resilient-and-inclusive-global-economy/>

SUSTAINABLE DEVELOPMENT GOALS

“The problem is not so much a lack of initiatives as the Citizens of the World’s incapacity – our incapacity! - to collectively coordinate and constructively articulate the multitude of local, regional, national, continental, worldwide initiatives, action plans, roadmaps, research programmes and Sustainable Development Goals together for global planetary benefit creating further fragmentation and division. There is no solidarity. Suspicion prevails, trust is lost. This very lack of solidarity between citizens enforces the power of institutions creating a vicious circle” (Prof Vivian R.F. Linssen, International Multidisciplinary Neuroscience Research Centre)

On September 25th 2015, countries adopted the 2030 Agenda for Sustainable Development (**1**) and its 17 SDG’s (**appendix**). Governments, businesses and civil society together with the **UN** and the **EU**, which has committed to implement the SDGs both in its internal and external policies, have started to mobilize efforts to achieve the Agenda by 2030. Universal, inclusive and indivisible, the Agenda calls for action by all countries to improve the lives of people everywhere in order to end poverty, protect the planet, and ensure prosperity for all. And yet integrating these efforts remains a formidable challenge. If our leaders are ever to realize the world envisioned in the SDGs, they will need a roadmap for navigating the complex policymaking terrain.

More generally, each country will need to monitor its progress toward each SDG, and revise its approach as needed. This will require diligence from all policymakers. But the potential return on investment, not least a better planet for generations to come, is enormous

‘Project Syndicate’ published 6 June 2017 the article ‘**A Scientific Method for the SDGs**’ (**2**), inspired by the **ICSU**-organized study of how different goals and targets relate to one another, and how an independent analytical framework was developed to help leaders prioritize policies within their own countries (**3**).

We can build cities like Rome, New York, or put a man on the moon and create microchips

Science could actually save the world, because it can help us solve our greatest health and development problems. Those problems are at the heart of the UN’s SDG’s. But comprehensiveness can come at the expense of effective action. Few people can actually name all of the SDGs, much less explain how every country can achieve them over the next 13 years. And some SDGs have reinforcing relationships, whereby achieving one will make it easier to achieve others or, conversely, some SDGs may be in conflict, if progress in one area comes at the expense of others.

Whether science really will save the world remains to be seen. But one thing we know is that scientists can point us in the right direction by putting the right questions.

Attainment of the SDG’s will demand gigantic funds, sustainable innovative finance, values based banking. The UN is an intergovernmental organisation. It don’t have legal sanctional power if agreements are not fulfilled or undermined (**appendix**), e.g. when countries move production to abroad.



Can we use big data? How about teaching about sustainability in education? Is there sufficient coordination and supervision within the system of multi-level governance in order to achieve successful implementations? What indicators and how to measure progress? What do governments do for propaganda for the SDGs? Where can public and business address questions? How does policy reach society? Can capital flows be used more effectively? Can those who loose be compensated?

(1) <https://sustainabledevelopment.un.org/post2015/transformingourworld>

(2) <https://www.project-syndicate.org/commentary/a-scientific-approach-to-the-sdgs-by-anne-sophie-stevance-and-david-mccollum-2017-06>

(3) The ICSU recently brought together 22 scientists from various fields – including oceanography, epidemiology, agronomy, and energy economics – to come up with SDG-specific insights for world leaders to follow: **A Guide to SDG Interactions: from Science to Implementation**: <https://www.icsu.org/publications/a-guide-to-sdg-interactions-from-science-to-implementation>.

AND WHAT WE SHOULD (NOT) DO

SOLIDARITY

POLITICAL GOVERNANCE

SCENARIO

We are living on the planet with 7,3 billion people. Generally spoken, man aspires a state of flourishing, thriving, good fortune and/or successful social status. In sight then comes distribution of resources and wealth with the corresponding political governance, a sustained economic model, the role of IO's, international supervisory bodies, solidarity and development of new customer value.

TO MEET THE BROADEST NEEDS OF THE PEOPLE, WE NEED:

solidarity, a political system and form of government (political governance), an important role for the people in (decision-making) processes, a sustain model for sustainable economy, international organisations (IO's), international supervisory bodies, able to intervene and to sanction.

SOLIDARITY

Solidarity is unity (as of a group or class) which produces or is based on unities of interests, objectives, standards, and sympathies. It refers to the ties in a society that bind people together (Durkheim: **'Individual and Society'**) as one. In the economic prosperity theory, the optimal allocation of scarce alternative resources is central **(1)**.

As to speak as Durkheim, solidarity is needed to prevent normlessness and feelings of exclusion and aimlessness.

POLITICAL GOVERNANCE

To put an end to poverty, inequality and CO2 emissions is a necessity, but the goals may not become utopian or lead to dystopia. Henry Kissinger once said *"a country that strives for moral perfection will at last achieve nor perfection neither safety"*. Should we, as to speak with Aristotle's 'Ethica Nicomachea', look for **'the right middle'**?

what about (non) acting as a result of the agreed plans?

When the leaders, regardless the political system **(2)**, once have committed the set SDGs, they have to act on the agreed plan to transform our world. But great powers **(3)** are thinking to their national interest, and in some smaller countries authoritarian leadership rules: the Bolivarian Republic of Venezuela is in crisis because of the economic situation and corruption, the government of the Republic of Poland recently authorized large-scale logging, thereby undermining sustainable development goals **(appendix)**. It's their way of doing politics, of following their political economy and political philosophy. But despite such attitude, they remain responsible for sustainable development.

The science of political economy rests upon utility, wealth, value, commodity, labour, land and capital. The need to use the study of production and trade and their links with custom, government and law, continues to exist. Globalization as an economic process implies at the same time specific political choices and preconditions that politics must make for their economies and free markets alone are not able or interested to protect the environment. Hence **government action** is necessary.

To determine the economic performance of a whole country or region, and to make international comparisons, nominal **GDP (4)** and **PPP** estimates are commonly used. Today, much of the world is fixated on current-account imbalances. The economic indicator can be well used by governments and **IO's** to formulate policies to achieve SDG's.

- (1)** Pareto conceived an optimality to reallocate so as to make any one individual or preference criterion better off without making at least one individual or preference criterion worse off. However, distribution of resources can be very skewed at optimal allocation in the sense of Pareto. This in practice gives rise to redistribution of resources through the **government**
- (2)** Democracy, republic, monarchy, communist state, dictators, theocracy
- (3)** the US, the People's Republic of China and the Russian Federation
- (4)** Gross Domestic Product, a monetary measure of the market value of all final goods and services produced in a period (quarterly or yearly)

SCENARIO

"..... the master economist must possess a rare combination of gifts. (...) He must be mathematician, historian, statesman, philosopher - in some degree. (...) No part of man's nature or his institutions must lie entirely outside his regard" (Keynes, 1924).

We saw reason and impact of the Protestant Reformation, the transition from premodern to modern society, the Industrial Revolution, and from recent times, destructive and disruptive forces. Social aspects and injustices became issues, and societies were disintegrated. Almost everything that was built up with great effort for decades, crumbled or went lost; certainly no transformations that societies and governments aim.

In order to build a more resilient and inclusive global economy, the UN has prepared global goals for sustainable development for future international development. Universal, inclusive and indivisible, the Agenda calls for action by all countries to improve the lives of people everywhere in order to end poverty, protect the planet, and ensure prosperity for all. And yet integrating these efforts remains a formidable challenge. The organization does not have legal sanctional power and lacks the economics to realize the Agenda.

What brings us nearer towards a state of flourishing, thriving, good fortune and / or successful social status? The main economic model in Europe can quite well serve as an example, building a sustain model for sustainable economy: an eco-social market economy with room for new customer value, innovation and inventions, a balanced free market economy, strive for social fairness and the sustainable use and protection of the natural resources. Further, one can think of reuse of products, of sharing goods and services, and actions aimed more at non zero sum outcome.

People themselves are responsible for shaping his/her life. It is this freedom of choice and the responsibilities attached to it that constitute the dignity of the human being; it is if our leaders are ever to realize the world envisioned in the SDGs, that they will need a roadmap for navigating the complex policymaking terrain. To create a common goal of the new mission and fulfillment thereof, we need people to be involved in (decision-making) processes to meet the legitimacy deficit and the principle of subsidiarity **(1)**, we need to use the science of political economy, we need, according to the President of Poland H.E. A. Duda, to avoid actions, which are deemed by others as imposing upon them a system of values or an ideology, and we need answering questions that matter:

on SDG's

'Can we use big data?', 'How about teaching about sustainability in education?', 'What about responsible dealing with natural resources?', 'Is there sufficient coordination and supervision within the system of multi-level governance in order to achieve successful implementations?', 'Are definitions unambiguous?', 'What indicators and how to measure progress?', 'Are all important indexes deployed?', 'What do governments do for propaganda for the SDGs?', 'Where can public and business address questions?', 'How does policy reach society?', 'Can capital flows be used more effectively?', 'Can those who loose be compensated?', 'How to ensure the level of solidarity?'

on trade and free markets

Presence and the use of trade and free markets are essential aspects to achieve the goals, 'but do trade treaties deliver enough wealth?', 'What are the effects on income distribution, the environment, working conditions, or geo-political relations?', 'Is there a non-zero-sum outcome?', 'How to turn the value of an FTA into policy, involving regional and local effects?', 'How can losers of international trade be compensated?', 'Can disruptions caused by globalization be solved through FTA's?', 'Should prices for goods and services be determined by intervention by a government or be determined by the open market and consumers?'

on globalisation

'Can have too much globalisation and a legitimacy deficit: 'How and who is creating necessary conditions for citizens to make the most of the opportunities offered by globalisation, policy makers, the European Authority?', 'Is globalisation a blessing in disguise, a trilemma, a paradox?', 'Are the new rules too much?', 'They suffice?', 'And is the development going too fast?', 'Does globalisation generate adequate growth?', 'And what about the challenge of national interest and positioning by authoritarian rulers?'

(1) decisions are taken as closely as possible to the citizen and that constant checks are made to verify that action at the right level is justified in light of the possibilities available at national, regional or local level

IO's led to a system of "global governance". Klaas Dykman wrote in 2013 in 'Civilising the world - The nature of international organisations': *"In the past, they helped mitigate the often violent conflicts of the "global condition" and they have attempted to make use of the potential of increasing worldwide interactions"*.

Their role is of utmost importance. They have insight and overview, and are each of itself a platform, but each in its own field. Therefore, an umbrella organisation would complete. But of course it is not just the institutions that should deliver, also the fellow citizens are able to contribute on a daily basis, on larger or smaller scale.

In order to achieve the goals within the set time, an **international supervisory organization** must exist, or tasks should at least be assigned to a legitimate function. From this location, also accountability and progress is being monitored and reported, which also makes it clear which member can be blamed for the failures of globalization or should take credit for its successes. The location should also be able to intervene in case of deviation relative to objectives and to sanction in case of obstruction.

Europe is still a resilient construction and a resilient territory. It is the biggest humanitarian aid provider and operates with the most comprehensive diplomatic network of the world. It should therefore take a global role when it comes to achieving the goals and better prospects for the world, in particular for the 2nd and 3rd world countries.

TAKE CARE OF IT



APPENDIX: 17 SDG's

Goal 1: End poverty in all its forms everywhere

Goal 2: End hunger, achieve food security and improved nutrition, and promote sustainable agriculture

Goal 3: Ensure healthy lives and promote well-being for all at all ages

Goal 4: Ensure inclusive and equitable quality education and promote life-long learning opportunities for all

Goal 5: Achieve gender equality and empower all women and girls

Goal 7: Ensure access to affordable, reliable, sustainable and modern energy for all

Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Goal 10: Reduce inequality within and among countries

Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable

Goal 12: Ensure sustainable consumption and production patterns

Goal 13: Take urgent action to combat climate change and its impacts

Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development

Goal 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

Goal 16: Achieve peaceful and inclusive societies, rule of law, effective and capable institutions

Goal 17: Strengthen Means of Implementation and revitalise the global partnership for sustainable development

APPENDIX: IF SUSTAINABLE DEVELOPMENT GOALS ARE NOT FULFILLED OR UNDERMINED. 2 'CASES'.

1. 'THE 'CASE' OF THE LAST EUROPEAN OLD-GROWTH FOREST IN THE REPUBLIC OF POLAND AGAINST THE SUSTAINABLE DEVELOPMENT GOAL 15:

“protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss”.

27 September 2015, H.E. Andrzej Duda, President of the Republic of Poland, held a statement at the United Nations Summit for the adoption of the post -2015 development agenda, NY. Poland, state member of the United Nations and of specialized agencies, is part of the 2018 voluntary national review of the high-level political forum on sustainable development. This is a central platform for follow-up and review of the 2030 Agenda for Sustainable Development and the Sustainable Development Goals.

The last European old-growth forest at the Polish Bialowieza, is an area as big as the province of Utrecht, which is in the Netherlands. For centuries, nature has untouched its passage, making it now the habitat of tens of thousands of animals and plants. One of those animals is the rare European bison, the wisent. Mid 2016, the Polish government authorized large-scale logging, to the great rage of nature conservationists worldwide. The EU is also concerned. The Bialowieza forest is on the border with Poland with Belarus and covers more than 150,000 hectares. 17 percent is UNESCO World Heritage since 1979 and protected nature reserve. The cutting does not take place in the protected part of the forest, but according to critics, biodiversity is threatened by the plans. They want to extend the protected area.

The EU has warned the Polish government that the decision might be in violation of the European Natura 2000 program, which was established to maintain and protect biodiversity in Europe.

2. 'THE CASE OF THE BOLIVARIAN REPUBLIC OF VENEZUELA AGAINST THE SUSTAINABLE DEVELOPMENT GOAL'

- **2:** End hunger, achieve food security and improved nutrition and promote sustainable agriculture;
- **3:** Ensure healthy lives and promote well-being for all at all ages;
- **8:** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all;
- **9:** Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation;
- **11:** Make cities and human settlements inclusive, safe, resilient and sustainable;
- **16:** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

Venezuela is in the process of implementing its Enabling Act of December 2015, meant to support social investments, infrastructure and public works. In its voluntary input to the 2016 High-level Political Forum on Sustainable Development, Venezuela says about 60 percent of its 2016 national budget has been allocated to social investment.

In 2017, the mounting crisis in Venezuela is entering a new chapter as President Nicolás Maduro's plans to rewrite the constitution face a pivotal vote. For months, opponents have taken to the streets to voice their frustration with Maduro's government. More than 100 people have died in connection with bloody protests. Increase in unemployment, lack of food, poor economic conditions and chaos has consumed this country of astonishing natural beauty -- one that also possesses the largest proven oil reserves in the world.