

Rethinking

Social
Market
Economy

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Rethinking Social Market Economy an initiative of the Jenaer Alliance

Alfred-Müller-Armack, the inventor of the term “Social Market Economy”, has already pointed out that the Social Market Economy is a “progressive idea awaiting shaping”. This applies to today more than ever. The Social Market Economy should be scrutinized critically not only regarding its “shapings” but also as an economic and sociopolitical model for Germany and Europe.

Furthermore, the Social Market Economy has to be explained and communicated as a real “shaping” and a normative “idea” with increasing urgency: Therefore, politics, media, education and research institutions, entrepreneurs and think tanks are in demand.

We and our guests from these areas have widely discussed the challenges we have to face. In this brochure

central propositions are presented and should encourage further rethinking and contemplation.

I am grateful to all participants for their “input” as well as to the Alliance for the Social Market Economy and to Nils Goldschmidt for the organization and this “output”.

Berlin,
in December 2014

Prof. Dr. Michael Wohlgemuth

Spokesman of the “Jenaer Alliance for the renewal of the Social Market Economy” and director of the think tank Open Europe Berlin gGmbH

1.

The Social Market Economy is a Market Economy. It is impossible to communicate the Social Market Economy in a comprehensive manner without profound knowledge of market economic and competitive principles.

2.

The term social is not just the moral appendage of the Market Economy but a central element within the concept. The Social Market Economy has to be derived from the individual and the individual opportunities of development. In this sense, the Social Market Economy is not only an economic order but also always a social order.

Why Rethinking The Social Market Economy?

Why Communicating The Social Market Economy In a new way?



Prof. Dr. Nils Goldschmidt

... Chairman of ZöBiS - Centrum for Economic Education of the University of Siegen

... Chairman of the board of the Alliance for the Social Market Economy and of the Wilhelm-Röpke Institute

... born in 1970

3.

The Social Market Economy requires a normative discourse within its social focus. Economics without ethical reflection is pointless in a social manner.

4.

The problem in communicating the Social Market Economy is mainly a technical problem, especially of university teaching. Science which does not focus immanently on those questions which are elementary for the Social Market Economy will not be able to achieve sufficient understanding of the concept

5.

Consequently, the professionalization of communicating the Social Market Economy is demanded. The education in teaching profession is a particular challenge. Future teachers hold a key role regarding the communication of the concept of the Social Market Economy for future generations.

Perspectives of politics I

Fighting the economic illiteracy!

1. Humans love comfortable and safe situations. The role model is the official status. Once an official always an official! Not an abundant but a decent salary and additionally with abundant care. This is how many people imagine employment in the economy.
2. Nowadays, most politicians in our democracy live “from politics, but not for politics”, to quote Max Weber. Political parties possess the monopoly of recruitment for professional politics, which induces that generally people spending plenty of time succeed in politics. People who cannot afford this time allocation will not be able to get through the party political process of socialization.
3. Our education system conveys a distorted picture of our economic order. In this system, entrepreneurial freedom is often treated as a synonym for the maximization of profits and exploitation without a sense of social



Oswald Metzger

- ... Executive secretary of the convent for Germany
- ... Vice Chairman of the Ludwig-Ehrhard Foundation e.V.
- ... born in 1954

responsibility. In schoolbooks, competition is regularly regarded as a right of the strongest, who prevail in an unfair and reckless manner.

4.
The role of media in the debate about the Social Market Economy must not be underestimated. Especially in journalism and in media in general the pressure for change is higher than ever. Many employees are affected by precarious employment, unpaid trainee status, salary reduction and working stress. Distressed experiences result in an exaggeration of the real situation in many other areas of our economy since conscience is heavily influenced by the being.

5.
The excesses of the financial economy are the catalyst on which the criticism of the system bases fundamentally. Despite the financial crisis in 2007 and 2008, the casino capitalism continues uninhibitedly. It is ironic that the sector, whose business fundamentals are dependent on customers confiding savings for investments addressing risks like retirement, illness and care, discredits the basic principles of trust and liability continually.

Perspectives of politics II

The market economy
has long become an
economy of power.

1.
The Social Market Economy has not a communication problem, but an actual problem. Many people notice that the idea of a fair and liberal economic exists barely in reality. Thus, it is wrong to long for communication strategies. On the contrary, the concentration of power has to be corrected and a fair market environment has to be introduced.
2.
The market economy has long become an economy of power. The central task of economic policy is the restoration of the market economy against rent-seeking conducted by large corporations and their public partners. Freedom within markets and society cannot be taken for granted but as something state rules have to guarantee. As a result, competition policy has to issue more restrictive rules.
3.
The balance of power between the state and actors on the market is not intact anymore. This is one reason why



Dr. Gerhard Schick

... Member of the German Bundestag
... Vice Chairman of the finance committee
... born in 1972

people lose trust in the Social Market Economy because they feel that the state is not able to create and enforce rules. This results from the fact the state cannot track the activities on markets anymore.

4.
Market economy is not a goal but a means to an end: The goals are a sound environment and an economy which enables every individual to achieve an adequate life. In order to reach this, strong ecological measures for the economy have to be implemented. Moreover, undesirable developments of the market have to be adjusted applying redistribution policy. In addition to that, we have to define areas, in which markets are not desirable.

5.
A new regulatory framework cannot be implemented on national level. Regarding global market structures, many issues should be addressed and settled globally, yet this does not occur. That is why Europe is the central action level. We need a strong and independent European antitrust authorities as well as European corporate tax law in order to adjust the balance of power between actors on the market and states within the European internal market.

Dr. Susanne Cassel

... Vice chairman of ECONWATCH – Society for political analysis e.V.
... born in 1969



1.

For politicians, not applying scientific advice is often rational. These suggestions might be economically rational, but they are not politically opportune in many cases as they harm the probability of reelection. Therefore, politicians are often not applicable recipients for economically rational proposals.

2.

Successful scientific consultation requires the institutional separation of policy consultation (public consultation) and politician consultation. Only if this is met, scientific consultation will be able to satisfy different aims, recipients and frameworks. Politician consultation should comply with the model of internal consultation,

policy consultation with a model, in which consultants compete and participate in the public debate in an active way.

3.

In order to use potential influence completely, scientists have to participate in public opinion-forming processes more frequently and have to face the competition for stronger influence with other interest groups. Thus, it is indispensable that they are present in media continuously, providing well-prepared and comprehensible information. This requires media competence on the scientists' side.

4.
There is little incentive for scientists to commit themselves to public consultation because model-theoretical and econometrical publications in (Anglo-American) journals are more decisive for their scientific success than publications relevant to economic policy.

5.
Sharing of knowledge about the Social Market Economy and its mechanisms has to be considered a major challenge for policy consultation as the market-oriented principles lack value in the general public and, additionally, as questions of distribution prevail in the political debate. In order to evoke an informed public culture of discussion, more direct democratic elements (especially on federal level) should be implemented and the emphasis on economic education within the curriculum at school should be increased.

The perspective of policy consultation I

Successful scientific consultation requires the institutional separation of policy consultation and politician consultation.

Sascha Tamm

... Employee of the Friedrich-Naumann Foundation for Freedom
... Member of the board of the institute for entrepreneurial freedom
... Member of the Friedrich A. von Hayek Society
... born in 1965



1.
Policy consultants have to raise the question why the implementation of their suggestions is not “opportune” or why, from their perspective, wrong suggestions are implemented. The answer to this question has become more complex. Arguments, values and corresponding preferences, which are not aligned with (strictly speaking) economic principles, play a stronger role nowadays than they used to in the past.

2.
The importance of ethic and moral (and often moralizing) arguments is increasing. This is a result of increasing welfare that is considered untouchable and yields both chances and risks. On the one hand there are risks, because economic arguments are devalued. On the other hand there are chances, because arguments can be utilized to face their representatives. The moral superiority of the market economy should be raised as a topic.

3.
When consulting the public, consultants have to separate and elaborate on levels and arguments to stay serious. There is no clear “right or wrong”, then consultants become a party within the debate. They can take this role, but not only this role.

The perspective of policy consultation II

The importance of ethic and moral (and often moralizing) arguments is increasing.

Hubertus Pellengahr

... Managing director of the INSM – Initiative for a
New Social Market Economy GmbH
... Born in 1960



1.
Scientific freedom and social balance do not automatically strengthen the awareness for the Social Market Economy.

Many Germans do not regard their economic and societal success of their country as a result of the Social Market Economy. This will only be achieved, if the idea of the Social Market Economy with its basic principles including freedom, competition, property, liability and solidarity is present in the general public.

2.
The continuous, focused and goal-oriented launch of market economic principles leads to an decrease in the issues of communication.

With the use of advertisements, political media, campaigns, social media, studies and political events, social debates and the active dialog between the general public and the Bundestag can be triggered. The experiences of the INSM introducing topics such as labor market reforms, EEG and intergenerational justice serve as a good example.

3.
The reduction of complexity and comprehensible communication increase the acceptance.

Today's challenges for the economy and labor markets are not always easily to grasp. Clear messages and an explicit commitment to the Social Market Economy by politics, economy, societies and media create trust and provide security which many people lack in our complex economic order. The better citizens understand the basic principles of the Social Market Economy, the higher is their acceptance for progress-oriented changes.

The perspective of policy consultation III

Many Germans do not regard their economic and societal success of their country as a result of the Social Market Economy.

1.

Doubts about the functioning of the Social Market Economy have been spreading in media since the financial crisis. They reflect the increasing discomfort of the general public with market economic principles. It also acts as a catalyst. The financial crisis was not the trigger, but certainly the accelerator.

2.

Happiness research, behavioral economics and anthropological patterns have emerged as new and attractive alternatives to the pure market economic model for many business editors.

The perspective of media I

Journalists need news,
especially in the economic
political debate.



Dr. Ursula Weidenfeld

... Free business journalist, columnist and host

... Born in 1962

3.
The climate change and its containment as a new challenge are a central topic for politics, which is not the only contributor to the growth criticism. Moderation, cutting consumption and leveling wealth are considered correct in media as well.

4.
The media sector is deeply embroiled in a crisis and reacts both uncertainly and confused towards the increasing digital competitors. The digital sector as a new competitor causes reflex against the market economy for classic media. This reflex goes even beyond the media sector.

5.
An aging society is more averse towards risks and rather focuses on security.

1.

There is an ideologic purification within new media; The costs of publishing radical points of view are less than in classic media. Representatives of concepts based on balance and consideration such as the Social Market Economy have to spend more effort to make their opinion more present.

The perspective of media II

The advocates of the Social Market Economy have to learn how to tell their stories (of success).



Kalle Kappner

- ... Research Fellow bei IREF – Institute for Research in Economic and Fiscal Issues
- ... Journalistic commitments to different blogs
- ... Born in 1989

2.
Representatives of the Social Market Economy have to refresh their array of terms and react fast on the changing meaning of central terms in order to maintain their ability to discuss properly in new media. Gatekeepers who establish an unified set of terms are not part of new media.

3.
Stories and emotions replace analyses and arguments; It will be even harder to communicate complex concepts in the future. The advocates of the Social Market Economy have to learn how to tell their stories (of success). Therefore, shaping complex ideas in comprehensible narratives is key.

1.

It would be desirable if media clarified the value of the Social Market Economy. Yet, this is not its main task. Media, like other sectors, creates a product which it has to sell. The content of media is just as good as the readers who consume it.

The perspective of media III

The one who aims to communicate the Social Market Economy sustainably needs the capability to explain complex contexts in a vivid and tangible manner.



Dr. Karen I. Horn

... Chairman of the Friedrich A. von Hayek Society

... Free scientist and journalist

... Born in 1966

2.
The one who aims to communicate the Social Market Economy sustainably needs the capability to explain complex contexts in a vivid and tangible manner. Readers are more impatient than ever and look for the simple truth. Facing this circumstance without losing depth of content is a huge challenge.

3.
Outside classic media it is essential to address new media more frequently communicating the Social Market Economy. A big number of comments can already be enough to change the direction of public opinion in social media. These comments do not require academic depth or high complexity. Representatives of the Social Market Economy should not dread financing and engaging in viral campaigns.

Prof. Dr. Rolf H. Hasse

... Spokesperson of the doctoral study course Social Market Economy
of the Konrad-Adenauer Foundation

... Member of the board of the Alliance for the Social Market Economy
... Born in 1940



1.

Both the demand side (carriers of the economic policy) and the supply side of economic policy consultation have changed drastically. There is one thing that has not changed: The reciprocal criticism between politics on the one hand and scientific consultants from universities and economic research institutes on the other hand. As a result, arguing about the field economics solely is not beneficial.

2.

Interest groups, economic societies, banks and commercial consulting companies are prevalent within the consultation market which has to be considered a quasi-monopsony. This comes from the fact that these

groups have the financial resources, the expertise and the abilities to create working groups fast, to spread results in a media-effective manner and to provide mainly lobbyists and administrators with information.

3.

Rational economic policy should be expected regarding this collusion. The conflict between scientific consultation and political demand is also based on that. The politicians' willingness to accept criticism is not induced by the other actors.

The perspective of economics I

Economics has to be more active, aggressive and connected. This also applies to the concept of the Social Market Economy.

4.

There should be a stronger emphasis on the fact that academic research has a different profile than project research. This difference is on purpose and necessary. The extensive distribution of third-party funds should be reviewed elaborately.

5.

Nevertheless, economics has to make own efforts within research institutes and universities. This includes measures such as more cooperation to enable flexible supply pools with wide expertise and better marketing for competence centers. These efforts can be summarized with the following three terms: more active, aggressive and connected. This also applies to the communication of the Social Market Economy.

Prof. Dr. Carsten Hefeker

... Professor of European economic policy at the University of Siegen
... Director of FoKoS - Research Institute „Shaping a human future“
at the University of Siegen
... Born in 1964



1.
(Social) Market Economy is often misinterpreted as market fundamentalism. Both the basal education and especially the Bologna system leave few possibilities for conceptual economic policy and the clarification of this misinterpretation.

2.
The reference to “old” theories and persons appears old-fashioned, so the references should be modernized and refreshed for the public debate. This can be realized e.g. establishing a connection to modern institutional economics. Unfortunately, textbooks dealing with economic policy generally do not show this connection.

The perspective of economics II

The reference to “old” theories and persons appears old-fashioned, so the references should be modernized and refreshed for the public debate.

3. German order economics should try to establish a connection to modern institutional economics since the latter is very successful. This contains the adoption of methods, which is especially important for the young academic generation.

Prof. Dr. Stefan Kolev

... Professor of economics, special focus on economic policy
at at the West Saxon University Zwickau
... Managing director of the Wilhelm-Röpke Institute
... Born in 1981



1.
There is too much order and normativity and too little process and empirics: Rules of the economic order are indispensable as an object of study, but there should be a stronger focus on theories concerning the economic process. It is important to reveal normative premises and to be more open-minded towards empiric work.

2.
There is too much generalism and too little awareness for the borders of recognition: Academia also requires a division of labor. If order economists go on answering all questions of political economy this will likely appear arrogant and disadvantageous for the communication with highly specialized colleagues.

The perspective of economics III

There is too much respect for tradition and too little skeptical and innovative thinking:

History of theory, despite its great importance, cannot replace an own innovation of theory.

3.

There is too much respect for tradition and too little skeptical and innovative thinking: History of theory, despite its great importance, cannot replace an own innovation of theory. If one has the ambition not to be just an historian, skeptical and innovative refining to make order economics attractive for young economists will be essential.

1.

The public opinion on market economy is wrong. It is considered a system consisting of incentives causing egoism and greed for profit. The system would promote a “dog-eat-dog society” in the private sector and politics on federal level would be “driven” by capital.

2.

Contrarily: Morality and ethics of the market economy are constituted in themselves. “Social interventions” do not automatically lead to an improvement in the moral quality of the market economy. Their financing is based on additional debt which harms future generations and contradicts a social character.

The perspective of entrepreneurs I

In a market economy with a sense of social responsibility, the focus is not on the producers' welfare but on the consumers' welfare.



Stephan Werhahn, Ph.D.

- ... Founding director of the „European Institute of Market Economies“ of the Steinbeis University, Berlin
- ... Partner of the German agency for supervisory boards
- ... Partner of FCF Fox Corporate Finance
- ... Born in 1953

3.

The pursuit of profit is an imperative of the market economy within competition. Fulfilling the needs of customers induces innovation and structural change. This will be advantageous for the general public if it is aligned with the legal framework.

4.

By the legal framework, the state has to ensure the enforcement of rules for well-functioning and fair competition. An intact framework promotes moral behavior on the actors' side.

5.

In a market economy with a sense of social responsibility, the focus is not on the producers' welfare but on the consumers', the citizens' and public welfare. If the social responsibility of the state and entrepreneurs within a market economy is taken seriously, communicating its principles for the "well-being of all" will be facilitated.

The perspective of entrepreneurs II

Small and medium-sized companies should serve as the idol communicating the Social Market Economy.



Dr. Jörg Dittrich

... President of the Chamber of Crafts Dresden

... Managing director of the roofing company Claus Dittrich GmbH & Co. KG

... Born in 1969

1.

Small and medium-sized companies should serve as the idol communicating the Social Market Economy because they are the backbone of the German economy.

2.

Professional qualification is the key to employment and success.

3.

Free collective bargaining is a fundamental right. Continual dialogs between employers and employees is indispensable for a fair corporate culture and economic success.

1.
The entrepreneur acts as an ambassador of the Social Market Economy and has a special task, because he embodies as a representative of an important group of actors in this social order its positive attributes and make these comprehensible. Being advocates of the Social Market Economy, mainly family businesses with a long-term and cross-generational perspective are regarded as credible.

The perspective of entrepreneurs III

Addressing media, one of the entrepreneur's main tasks is to cast a favorable light on the system of the Social Market Economy.



Dr. Daniel Mitrenga

... Head of Economic Fundamental Issues – The Family Businesses

... Born in 1975

2.
Consequent advocacy for the Social Market Economy towards politics will cause frictions more frequently if more political decisions contradict market economic principles. A passionate market economist moves to the position of a persistent critic due to an increasing number of economically wrong decisions by politicians. This makes him an bothersome conversation partner for politicians.

3.
Addressing media, one of the entrepreneur's main tasks is to cast a favorable light on the system of the Social Market Economy. Media interprets and evaluates the per se anonymous order principle of the Social Market Economy widely. Here, a generally skeptical or negative point of view (s. paragraph concerning media) prevails. The entrepreneur can ideally display with an own example, what positive effects an orientation towards the Social Market Economy yields.

Prof. Dr. Hans Jürgen Schlösser

... Chairman of ZöBiS – Centrum for Economic Education
of the University of Siegen
... Born in 1952



1.

Our public education does not put enough emphasis on regulatory policy. The presence of sociological, political and moral reflection cannot serve as a substitute.

2.

If market economy is only evaluated in a moral sense, the regulative system on which the evaluation is based will be unknown. Consequently, the moral criticism of the market economy is then be pointless in an economic political sense. The existing market economy with all its drawback is evaluated with an undefined, but morally ambitious ecologic-socialist fantasy.

3.

Moral criticism will not grasp the entirety if economic contexts are not considered. Every pedagogue should keep in mind that morality requires knowledge. Claims for “Affirmative Action” (USA) or “Inclusive Growth” (EU) might appear benevolent, yet they end up in the transmission of ethic from a small group to the entire economy. This will not work at all.

The perspective of Business Didactics I

Moral criticism will not grasp the entirety if economic contexts are not considered.

4.
Adam Smith, who dealt with the conflict between success and moral as well as the meaning of benevolence extensively, has already figured out why establishing an economic order based on bonhomie does not make sense.

Dr. Michael Schuhen

... Managing director of ZöBiS - Centrum for Economic Education
of the University of Siegen
... Born in 1976



1.
In text books, many single aspects are usually introduced in a historical context. The connection between the topic and the students' situations is missing, though. This leads to a decrease in interest of the students' side.

2.
Challenging exercises and tasks referring to the topic are essential for insightful learning. In the context of the area "economic order", many reproducing and few activating exercises exist. From a cognitive psychology perspective, this leads to inert knowledge, or, put differently, to the state of not knowing.

The perspective of Business Didactics II

Social Market Economy
has to be rethought as a
topic at school.

3.
People who experience an economic order are generally better at evaluating its rules. People who are only informed about the rules instead have a hard time criticizing and accepting these. The competence to judge is one of the biggest goals at school. Therefore, new methods which enable students to experience rules have to be implemented.

Dr. Benedikt Fehr

... Head of the area Economic Education at the German Bundesbank

... Born in 1952



1.

Our experience at the Bundesbank is the following: It is virtually impossible to underestimate the knowledge and ability to think in economic contexts. There is a lack of basic knowledge and thus a lack of knowledge of the Social Market Economy. Education at school should put a higher emphasis on it.

2.

During the last years, the distribution of income and assets has changed in favor of the “1 per cent on top”. The promise of a social focus within the Social Market Economy lost credibility. This should be pointed out explicitly in order to gain acceptance for this message.

3.

Market economy is the economic order to head for not only because it is the most efficient economic order yielding the highest prosperity but also because it is an ethical economic order. The starting point is the individual freedom to unfold as a consumer, as an employer, as an entrepreneur. The market economy is ethical from every point of view. Yet, it also causes severity for individuals such as losing the job without one's fault; and it causes a skew income distribution. At this point, the state has to act in an adjusting manner: This is the social element of the Social Market Economy. The market economy is ethic per se, but it is not perfect from every perspective.

The perspective of Business Didactics III

It is virtually impossible to underestimate the knowledge and ability to think in economic contexts.

4.
How should the communication of the Social Market Economy look like? Joseph Pulitzer would say: Write shortly – and you will be read. Write clearly – and you will be understood. Write pictorially – and the message will be remembered. The analogy between Social Market Economy and soccer serves as an adequate example: The message is pictorial, clear and easy to formulate. The number of rules in football is manageable which should also apply to the rules of the Social Market Economy (Eucken's principles). In short: People should attempt to explain the rules of the Social Market Economy in a easy and comprehensible way.

Justus Lenz

... Head of Fiscal Policy – Family businesses

... Born in 1983



Foto: Frank Eidel

1.
There are ray of hopes for the economic education. Besides market-critical textbooks there are also good presentations of economic topics. This applies especially to textbooks for the subjects politics, business and economics, whereas textbooks for the subjects geography and history are rather contain market-critical perspectives.

2.
It depends on the teachers: They do not only play a vital role in classes, but also have a big influence on education policy in a bigger (e.g. via orders to the ministry) and smaller (e.g. in school conferences) sense. Hence, there are two critical aspects resulting from the fact that market-critical textbooks are based on the majority of teachers in the respective subject.

The perspective of Business Didactics IV

A promising approach is to establish a subject business and economics based on regulatory policy.

3.
- Therefore, the strategic question is how to attract teachers with economic knowledge and affinity for schools. It is a complicated task to change the perspectives of market-critical subjects like geography and history. A promising approach is to establish a subject business and economics based on regulatory policy.

1.

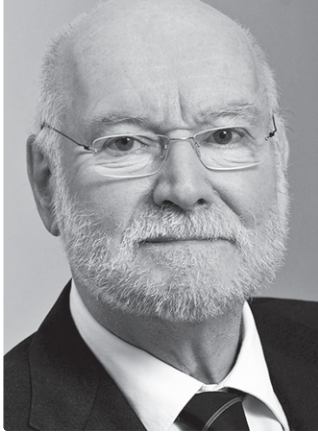
F.A. von Hayek called the “Social Market Economy” a “weasel-word”. The weasel can suck eggs without being noticed from outside, which can be applied to the Social Market Economy. The beautiful-sounding formula loses its original content and has an anti-market spirit conclusively. In fact, the original concept of the Social Market Economy is diluted if not turned to the opposite.

2.

It is the main concern of the Jenaer Alliance to adjust this development. Institutions which are devoted to the Social Market Economy support the alliance. The alliance aims to maintain, strengthen and renew the essence of the Social Market Economy.

The perspective of the Jenaer Alliance?

Rethinking Social Market Economy!



Prof. Dr. Dr. h.c. Joachim Starbatty

- ... Former chairman of the board of the Alliance for the Social Market Economy for many years
- ... Co-initiator and former long-time spokesperson of the Jenaer Alliance
- ... Member of the European Parliament
- ... Born in 1940

3.

The Social Market Economy is based on competition policy and on the balance between competition and a social component as frequently claimed. Only things that were produced can be distributed.

4.

There are three levels of sociality within the Social Market Economy: (1) Competition is a discovery procedure, serves customers and stimulates innovations, (2) institutional protection of social goods aims at the control of economic power, stability of prices as protection

from exploitation based on rule of law and (3) social compensation via redistribution without harming the sensible price mechanism.

5.

The basic principles of the Social Market Economy have to become common property as decision-makers are often subject to short horizons due to political forces. Enlightened citizens are able to control both politicians and their decisions and can induce adjustments. The **Jenaer Alliance** has devoted itself to insight.

The Jenaer Alliance

The „**Jenaer Alliance for a renewal of the Social Market Economy**“ is a cooperation network of organizations, institutions and personalities which devote themselves to the renewal of the Social Market Economy. It was founded on the occasion of the anniversary conference **“60 years Social Market Economy”** in 2008. The regulatory perspectives and goals of the Jenaer Alliance are established in the **“Jenaer call for a renewal of the Social Market Economy”** published at that time. Every two year,

it awards the **“ORDO-Award for Regulatory Innovations”** in cooperation with the Institute for Economic Policy of the University of Cologne. In the respective other it celebrates the **“Jenaer Convent for the Renewal of the Social Market Economy”**. The Walter Eucken Award of the economic faculty of the Friedrich-Schiller university Jena is awarded within the Jenaer Convent for the Renewal of the Social Market Economy every two years.

JEDER MENSCH BRAUCHT
FREIHEIT, UM SEINE
ANLAGEN UND FÄHIGKEITEN
ENTFALTEN UND
VERWIRKLICHEN ZU KÖNNEN.
SONST VERFÄLLT ER DREI
VERFÄLLEN KULTUR UND
WISSENSCHAFTEN, STAGNIERT
DIE WIRTSCHAFT.
GEISTIGES LEBEN BRAUCHT
FREIHEIT GENAU SO, WIE DER
KÖRPER DIE LUFT ZUM ATMEN.

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SOCIAL
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ORDO → Constitutio in Libertate

 **WILHELM-
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Institut für Wirtschaftspolitik
an der Universität zu Köln

 **Council on
Public Policy**

ECONWATCH
GESELLSCHAFT FÜR POLITIKANALYSE e.V.

Why Rethinking The Social Market Economy

Why Communicating The Social Market Economy In a new way?

Fighting the economic illiteracy!

The market economy has long become an economy of power.

Successful scientific consultation requires the institutional separation of policy consultation and politician consultation.

The importance of ethic and moral (and often moralizing) arguments is increasing.

The reference to "old" theories and persons appears old-fashioned, so the references should be modernized and refreshed for the public debate.

There is too much respect for tradition and too little skeptical and innovative thinking: History of theory, despite its great importance, cannot replace an own innovation of theory.

Addressing media, one of the entrepreneur's main tasks is to cast a favorable light on the system of the Social Market Economy.

In a market economy with a sense of social responsibility, the focus is not on the producers' welfare but on the consumers' welfare.

Small and medium-sized companies should serve as the idol communicating the Social Market Economy.

Many Germans do not regard their economic and societal success of their country as a result of the Social Market Economy

Journalists need news, especially in the economic political debate.

The one who aims to communicate the Social Market Economy sustainably needs the capability to explain complex contexts in a vivid and tangible manner.

Economics has to be more active, aggressive and connected. This also applies to the concept of the Social Market Economy.

The advocates of the Social Market Economy have to learn how to tell their stories (of success).

Moral criticism will not grasp the entirety if economic contexts are not considered.

It is virtually impossible to underestimate the knowledge and ability to think in economic contexts.

Social Market Economy has to be rethought as a topic at school.

A promising approach is to establish a subject business and economics based on regulatory policy.

The perspective of the
Jenaer Alliance?

Rethinking
Social Market Economy!

