

From Consumers To Citizens

A new culture of engagement, trust and collaboration

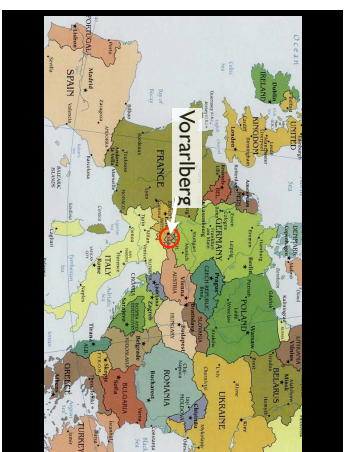
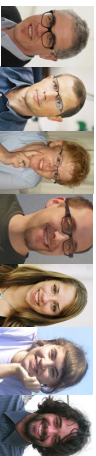


GCPH + IFF
March 27th, 2012 | Glasgow, Scotland

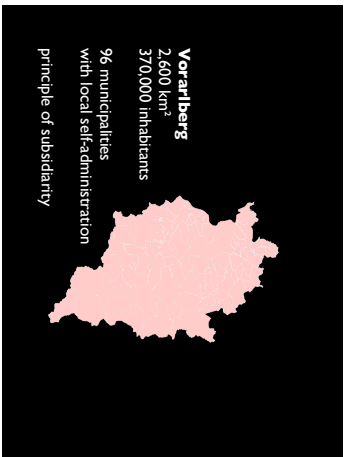
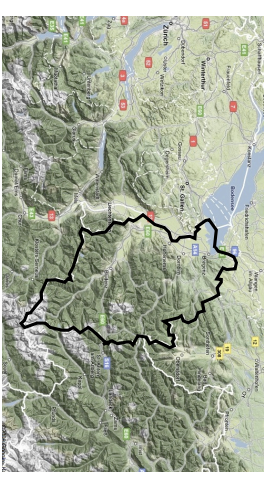
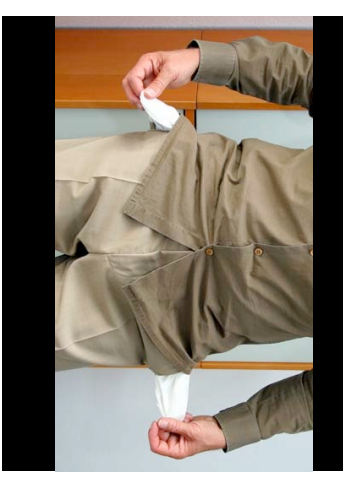
Overview

- 1 Vorarlberg and ORFI
- 2 Challenges
- 3 What we've learned so far

State Governor

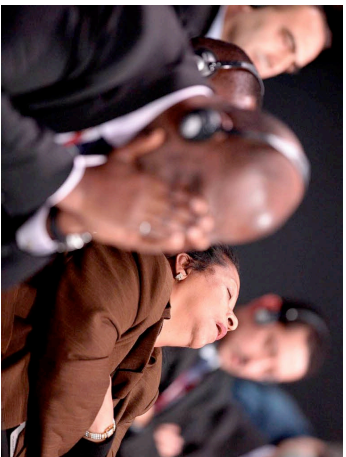


challenges

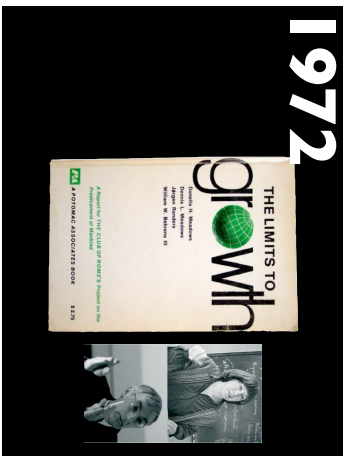
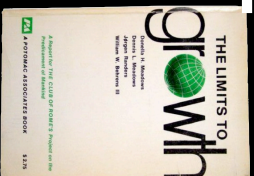


Vorarlberg
2,600 km²
370,000 inhabitants
96 municipalities
with local self-administration
principle of subsidiarity

We live far beyond our means



1972

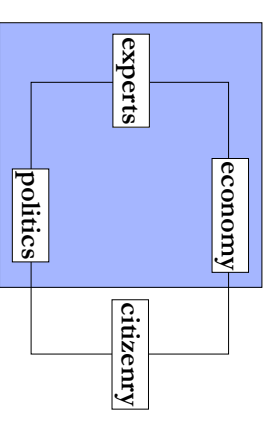


citizens are treated like

customers

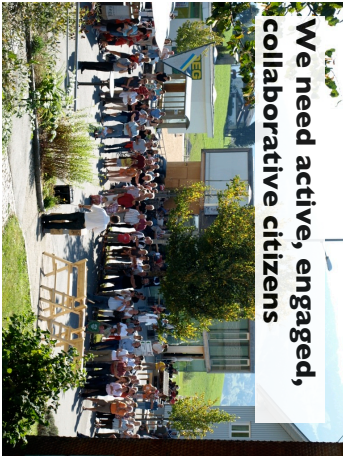


political dilemma of sustainability

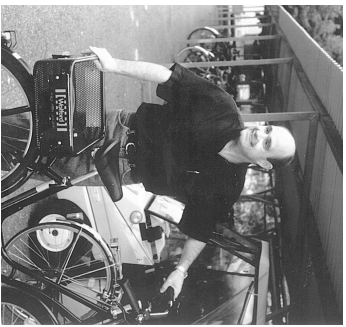




competition
instead of co-operation



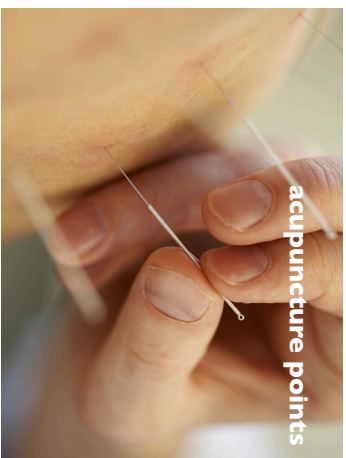
We need active, engaged, collaborative citizens



economy	economic change
spacial planning	social change
health	demographic change
environment	climate change
social affairs	...



How can we get them?



acupuncture points



lobbyism

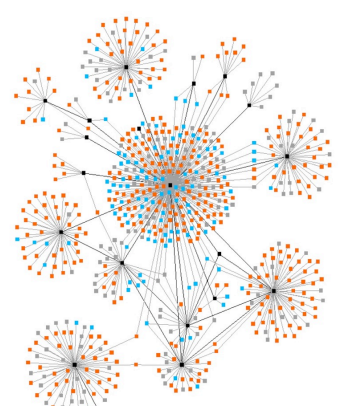


From consumers to citizens

The ,usual' approach



- laws and regulations
- to plea and call
- campaigns
- subsidies
- awards and decorations



very high	> 40%	Netherlands Sweden Austria United Kingdom
high	30 - 40%	Denmark Germany Finland Luxembourg
average	20 - 29%	Estonia France Latvia
relatively low	10 - 19%	Belgium, Ireland, Polta, Poland, Rumania, Spain
low	<10%	Bulgaria Greece Italy Lithuania

Quelle: Study on volunteering in Europe (2010)

1991 - 1999

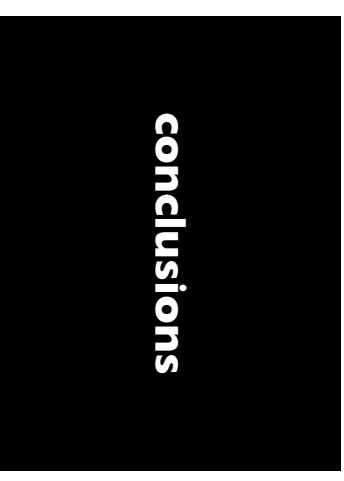
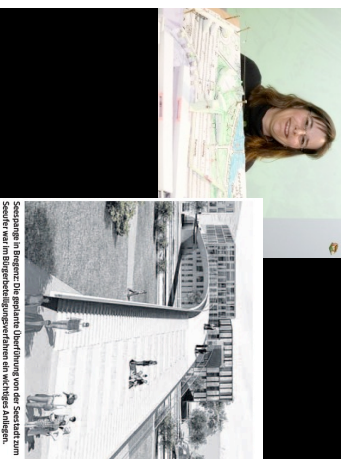
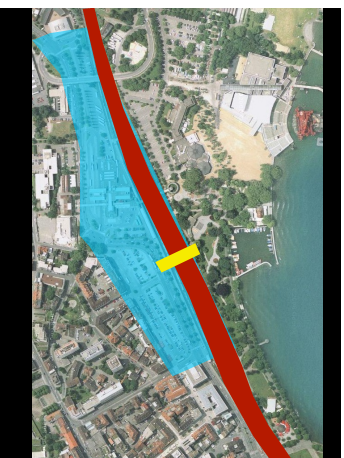


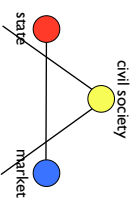
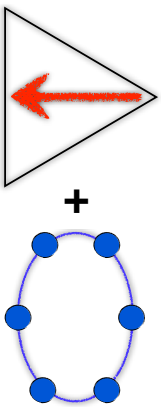
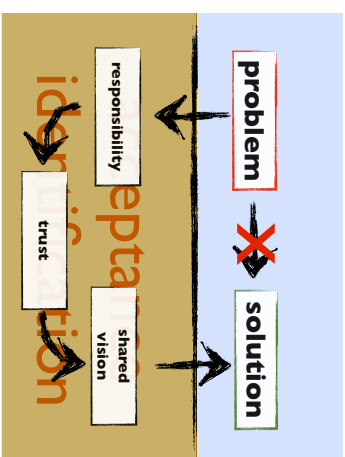
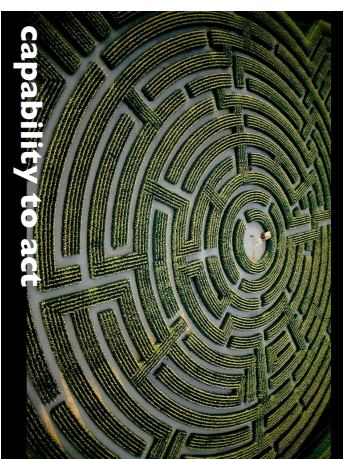
UmweltINFORMATIONSDIENST
VORARLBERG



What is driving people like Oswald?

Wisdom-Councils





- benefits**
- better solutions
 - higher acceptance and identification
 - lower costs



- crucial questions**
- time ripe for co-operation?
 - real interest to let people participate?
 - ready for open processes?



Regional and municipal units are rather capable than the national state to support civil society, self-organization and solidarity.

Prof. Dr. Helmut Kerner



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