

Adding value to the future

Applying sustainable
economic principles

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Key Statements

Bringing together economic, social and ecological goals at global, national and regional level is a challenge when planning sustainable development. Given the variety of societal and value models that exist, we must negotiate a path through conflicting objectives and interests. Helping stakeholders assume their responsibilities is at the core of GTZ's work.

1. Values for the future

The social market economy is a model for society that has a long tradition in Germany and in the wider European context. It is based on the fundamental conviction that a society can only develop sustainably if it takes into account both economic and social factors. We bring this experience and these values with us in our cooperation with partners on the path towards sustainable development.

2. Unity in diversity – harmonising economic, social and ecological factors

The model of a social and ecological market economy is founded on sustainable economic principles. On the basis of the rule of law, this combines the laws of the market with social balance and ecological sustainability. These three components are linked and must be constantly adapted to one another.

3. Growth and equity

Economic growth is a vital prerequisite for poverty reduction. If poverty is to be overcome in the long term, as many sections of the population as possible should contribute to development and benefit from it.

4. Natural resources for today and tomorrow

The Earth's ecosystems are the life-base on which today's and future generations depend. Sustainable economic growth thus demands that we use natural resources responsibly and that we conserve them for the generations to come.

5. Our common responsibility

To shape the future, we need an active and pro-active state that provides public services and undertakes to balance interests in its interaction with industry and civil society.

6. Prospects for competition

The application of sustainable economic principles makes it possible to generate competitive advantages, to use these now and in the future, and to open up development opportunities.