



Focus Group  
Manifesto  
„Real Prices for  
Fair Markets“

In order to lead our **companies / organisations** towards a **sustainable future**, we commit ourselves to the following measures:

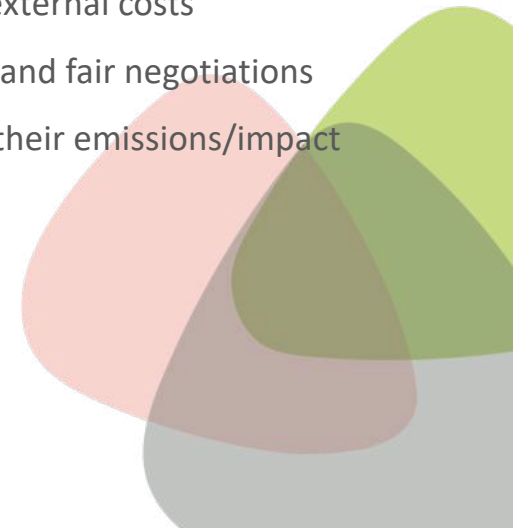
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### short-medium term (2 to 5 years)

- Companies will start incorporating internal and external costs in their final costs
- Companies will provide fair living income for all the actors of the supply chain
- Companies will invest in communication – to tell stories!!!
- Increased investment and capacity to develop true cost accounting (TCA) standard are achieved. It will be simple and won't create new burdens for companies
- Value creation of TCA will be shown and a critical mass for global TCA will be established

### long-term (10 years)

- TCA standard will change the bank supervising system toward accountability for external costs
- Full transparency in pricing will be achieved, prices will be the result of real costs and fair negotiations
- Socio-ecological impact of companies will be assessed and they will compensate their emissions/impact



The transition to a **sustainable economy** can only succeed with political support. We therefore demand following measures:

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### short-medium term (2 to 5 years)

- Non-organic farmers will not receive public subsidies and governments will boost incentives towards sustainable and local production
- Scientific support for development of TCA will be provided
- Legal framework to eliminate modern slavery in the supply chain will be developed, including eliminating labour taxes.
- Renting government own land to organic farmers
- Immediate actions for tackling the challenges of water pollution and communicate to citizens the costs for cleaning water from contaminants will be taken.
- Special tax regime/increased price for non-renewable supplies

### long-term (10 years)

- Economy of Common Goods Balance Sheet/TCA/others will be used to calculate corporate taxes
  - Government create awards for companies delivering common goods as incentive for other companies to follow the example
  - A common legal framework will be developed to ensure that the polluter pay principle is fully implemented
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