

# Contents

<i>Series Editors' Preface</i>	page xiii
<i>Acknowledgements</i>	xv
<b>1 Introduction</b>	<b>1</b>
1.1 On Prosperity	5
1.2 On the Role of the EU	8
1.2.1 Where Are We Now?	10
1.3 Conceptual Framework	12
1.4 Structure and Choices	15
<b>2 Imaginaries of Prosperity</b>	<b>20</b>
2.1 Introduction	20
2.2 Social Imaginaries	22
2.2.1 Defining Social Imaginaries	22
2.2.2 How Social 'Imaginaries' Change	25
2.2.3 On the Problem of 'Institution': What It Takes to Change a Social Imaginary	28
2.2.3.1 <i>The Trouble with Instituting Economy</i>	29
2.2.3.2 <i>On the Translation Role of Democratic Institutions</i>	35
2.2.3.3 <i>Between Ideas and Interests</i>	38
2.2.3.4 <i>On the Role of Law</i>	40
2.3 Prosperity	45
2.3.1 On the Meaning of Prosperity (Today): More about Happiness than Consumerism	46
2.3.2 Of Prosperity and Democracy	51
2.3.3 Of Prosperity and Technocracy	53
2.3.4 Of Prosperity and Europe	55

2.3.5	The Prosperity's Other: Looming Tribalism	59
2.3.5.1	<i>Dialectics of Prosperity: Between Privatised and Shared Prosperity</i>	59
2.3.5.2	<i>The 'Other' Collective Imaginary: The Rise of Tribalism</i>	62
2.4	Sustainable and Shared	65
2.4.1	On the Constitutive Outsides: Renewing Imaginaries of Prosperity	66
2.4.2	In the Search of Future: Credible Prosperity in the Twenty-First Century	68
2.4.3	Can the EU Make a Difference?	69
3	<b>Reimagining Consumption</b>	72
3.1	Introduction	72
3.2	Consumption as a Matter of Contract Law	77
3.3	A Hurried Decline of the Imaginary of Shared Prosperity (1975–1985+)	80
3.3.1	1975: Consumer Protection as a Collective Project	81
3.3.2	1981: First Cracks	84
3.4	Towards the Imaginary of Privatised Prosperity (1985–1995)	86
3.4.1	1985: 'New Impetus' for Consumer Policy	86
3.4.2	1990: Breaking the Link between Consumer Rights and Policy Objectives	88
3.4.3	1995: Privatising for Good Causes: Public Services and Sustainability	91
3.5	The Transient Hegemony of the Privatised Prosperity (1998–2012+)	93
3.5.1	1998: The Birth of Common Interest and the Death of Politics	93
3.5.2	2001: Competitive Consumer Law	97
3.5.3	2012: Out of the Crisis with Better Information	99
3.6	Towards an Imaginary of Shared Prosperity after 2018?	101
3.6.1	2018: First Cracks: What Is the Deal in the 'New Deal for Consumers'	101
3.6.2	2020: A New Consumer Agenda: A Next Step?	104
3.7	The Contours of the New Imaginary of Prosperity	107

<b>4</b>	<b>Designing Technology</b>	<b>112</b>
4.1	Introduction	112
4.2	Embedding the Product	114
4.2.1	Ecodesign Framework	114
4.2.2	Embedding the Product in Time (Life-Cycle) and Society (Circular Economy)	117
4.3	Steering Growth	121
4.4	Beyond Win-Win	123
4.4.1	Distributive Trade-Offs 1: Consumers	123
4.4.2	Distributive Trade-Offs 2: Businesses	125
4.4.3	Distributive Trade-Offs 3: Workers	127
4.5	Shoring up Publicness	128
4.6	Hardening Law	132
4.6.1	Rise and Fall of Self-Regulation	132
4.6.2	Toward a More Mandatory Law	134
4.7	The Contours of the New Imaginary of Prosperity	137
<b>5</b>	<b>Reinventing Industrial Policy</b>	<b>139</b>
5.1	Introduction	139
5.2	Greening Growth	143
5.2.1	EU Industrial Strategy	143
5.2.2	Making Europe 'Competitive' via Green Growth	150
5.3	Law as Burden	156
5.4	Resourceful Government	160
5.5	The Contours of the New Imaginary of Prosperity: or <i>Im Westen nichts Neues?</i>	165
<b>6</b>	<b>Transforming the Corporation</b>	<b>171</b>
6.1	Introduction	171
6.1.1	'Corporate Governance File'	175
6.2	New Problems, New Solutions	183
6.2.1	Wait a Bit – <i>What Problems?</i>	187
6.2.2	Wait a Bit – <i>What Solutions?</i>	190
6.2.2.1	<i>How Capable Are Directors?</i>	190
6.2.2.2	<i>The Conflicting Imaginaries of Prosperity</i>	191
6.3	Paradigm Shift in Knowledge and Expertise	193
6.4	The Contours of New Imaginary of Prosperity	195

6.5	Going Beyond: <i>Pluralising Economy, Transforming Imaginaries</i>	198
6.5.1	Mainstreaming Non-extractive Organisations	200
6.5.2	Transforming Imaginaries	202
7	<b>Conclusion: Towards a New Imaginary of Prosperity in the EU</b>	204
7.1	Changing Background Assumptions	207
7.2	The Road Ahead	211
	<i>Select Bibliography</i>	215
	<i>Index</i>	229