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The Transatlantic Trade and Investment Partnership (TTIP): Consequences for the European Union and the United States

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The Transatlantic Trade and Investment Partnership (TTIP): Consequences for the European Union and the United States

Melanie C. Goergmaier*

After the disasters of two world wars, the main priority for Europe in the 20th century was the creation of an area of freedom, security, peace, and human rights. The general integration intention was to create an economic and political union, a free trade area, a customs union, as well as a common market including the free movement of goods, services, capital and people. Consequently, the original European Economic Community developed into the European Union (EU). The Maastricht Treaty enacted in 1993 led to the official creation of the European Union and Economic Policy Integration.

It is essential to understand the institutions of the European Union when looking at the recent events of the world's financial crisis. Due to globalization, new economic great powers are developing in Asia and Latin America creating a potential risk of displacement of the United States and Europe in the global competition. Given this shift of global power, what role will the United States and the European Union play in facilitating cooperation in this new global environment? The proposed Transatlantic Trade and Investment Partnership (TTIP) between the U.S. and the EU creates new opportunities for both sides of the Atlantic Ocean. Besides tariff abolishment and increased legal security, the transfer of technology in the automobile economy and in the information and communication technology (ICT) industry will improve, which will in turn lead to cost advantages created by common service management including fixed exchange rates for euro and dollar. In view of the carbon dioxide (CO₂) increase and the dramatically increasing climate change, energy supply with renewable energy sources combined with a better climate and environmental protection presents a further challenge, which can only be mastered jointly by the U.S. and Europe. Likewise, public health policy is to be mastered more easily on both sides in solidarity in view of aging societies. The United States and the European Union "account for nearly half of the world GDP and 30 percent of world trade"¹.

Background of Trade Relations between the United States and the European Union

High level working group analysts from both, the European Commission, as well as from the White House, contend that the proposed Transatlantic Trade and Investment Partnership will make a significant contribution to the economic competitiveness for both the United States as well as the European Union. By the same token, some social scientists and policy analysts such as De Ville and Siles-Bruegge argue that the asymmetrical benefits will have major distributive consequences, creating winners and losers². In

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¹ Office of the United States Trade Representative. 2013. "Final Report: High Level Working Group on Jobs and Growth". *Executive Office of the President*. February 11.

<https://ustr.gov/sites/default/files/02132013%20FINAL%20HLWG%20REPORT.pdf>

² De Ville, Ferdi and Gabriel Siles-Bruegge. 2016. *TTIP: The Truth about the Transatlantic Trade and Investment Partnership*. Cambridge/Malden: Polity Press, p. 2.

addition, many Europeans are afraid of TTIP, due to hormone-treated meat and genetically manipulated food from the United States threatening European Union consumer and data protection laws, eroding workers' rights, contributing to raising health care costs, etc. Therefore, this paper seeks to examine these fears and point out the important role the US and the EU play in facilitating cooperation in this new global environment of power shifting. In addition, this paper will point out the opportunities TTIP presents. Finally, the consequences and impact of TTIP will be discussed.

Goals of TTIP for the United States and the European Union

In June 2013, President Obama as well as European Commission President Barroso and European Council President Van Rompuy announced that mutual trade negotiations would commence the following month³. TTIP negotiations between the European Union and the United States did in fact begin in Washington D.C. on July 8, 2013 with an assessment of current trade relations⁴. Karel De Gucht, EU Commissioner for Trade, and Michael Froman, the U.S. Trade Representative (USTR)⁵, were the initial key negotiators and leaders in charge of the TTIP negotiations. Since then, De Gucht's term has ended and Commissioner Malstroem (2014-2019) has now taken over with Ignacio García Bercero as the Lead Negotiator for the EU and Dan Mullaney as the Chief Negotiator for the US⁶. With the formation of a huge trade area, not only nearly all custom duties are supposed to be eliminated, but also the opportunities and support for private investments in almost all trading areas are supposed to be sealed by the TTIP creation. In addition, the number of laws, rules and regulations should be minimized, since they currently prevent economic relations from transatlantic trade. The agreement is supposed to generate €20 billion per year for the economy of the European Union and \$150 billion for the US-Economy. Two million new jobs are to be expected on both sides of the Atlantic⁷. In Germany alone, around 181,000 jobs are expected to be created for the heart of Europe⁸. Besides, the agreement is supposed to serve as a blueprint for future agreement negotiations with other countries.

Serving as the European Union's negotiation leader in 2013, Karel De Gucht questioned why such a free trade agreement has not already been in existence for a long time, since goods, services and investments flow between the European Union and the United States every single day in the value of nearly two billion euros⁹. According to De Gucht, each relief, even if it is very small, of the exchange of goods, and each dismantling of trade barriers has an enormous economic effect and leads to a clear growth spurt. The former EU Commissioner for Trade further stated that the potential annual growth spurt is estimated at €19 billion for the European Union alone, which corresponds to an annual income increase of €500 per family in the European Union. These numbers provided by the EU Commissioner for Trade seem quite realistic and accurate when compared with the information provided by the Executive Office of US President Obama, according to which goods and private services in the amount of \$458 trillion were exported from the US to the EU in 2012 alone resulting in the world's largest investment relations with a

³ Office of the United States Trade Representative. June, 2013. "White House Fact Sheet: Transatlantic Trade and Investment Partnership (T-TIP)". *Executive Office of the President*. <https://ustr.gov/about-us/policy-offices/press-office/fact-sheets/2013/june/wh-ttip>

⁴ Office of the United States Trade Representative. 2013. "Fact Sheet: United States to Negotiate Transatlantic Trade and Investment Partnership with the European". *Executive Office of the President*. February 13. <https://ustr.gov/about-us/policy-offices/press-office/fact-sheets/2013/february/US-EU-TTIP>

⁵ Office of the United States Trade Representative. "United States Trade Representative Michael Froman". *Executive Office of the President*. Accessed May 2, 2016. <http://www.ustr.gov/about-us/biographies-key-officials/united-states-trade-representative-michael-froman>

⁶ Office of the United States Trade Representative. "List of Lead Negotiators for the Transatlantic Trade and Investment Partnership (TTIP)". *Executive Office of the President*. Accessed May 3, 2016. <http://www.ustr.gov/sites/default/files/lead%20negotiators%20list%20TTIP.pdf>

⁷ Frankfurter Allgemeine Zeitung. 2014. "Die Handelsgespräche mit Amerika". Nr. 38, February 14, p. 13.

⁸ Felbermayr, Gabriel. 2013. "TTIP, Macroeconomic Effects", *GED-Studie*. Gütersloh: Bertelsmann-Stiftung, June 17, p. 40. <http://www.bfna.org/sites/default/files/TTIP-GED%20study%2017June%202013.pdf>

⁹ Karel De Gucht. 2013. "Der richtige Anstoß", *Süddeutsche Zeitung*, Nr. 184, August 10 /11, p. 12.

value of \$3.7 trillion¹⁰. The Federal Association of the German commerce industry, for example, estimates an annual growth of 1.5% as well as a surplus of German exports into the U.S. of €3 to 5 billion per year for Germany alone¹¹. According to the Florida House of Representative Resolution designated on May 1, 2014, “the transatlantic economy is the largest in the world, encompassing nearly 36 percent of the \$88 trillion global gross domestic product (GDP)” resulting in the negotiations for the TTIP in order to create economic growth and jobs by “creating the world’s largest free trade zone between the world’s two largest economies with combined GDPs of more than \$31 trillion”¹².

As already established, TTIP has the potential to create yields, jobs, growth and prosperity on both sides of the Atlantic. However, how would TTIP differ in comparison to all other mutual trade agreements and trade associations so far such as the Trans-Atlantic Free Trade Area (TAFTA), the OECD Trade and Agriculture Directorate (TAD), or the TransAtlantic Economic Partnership (TEP)? Do they all just represent abbreviations for failed approaches to deepened relations between the US and the EU? Even other trade agreements, associations and organizations around the world such as the “Eurasian Union”¹³ or “MERCOSUR” and “UNASUR”¹⁴ are in a crisis. Why is TTIP needed, when the World Trade Organization (WTO) in Geneva has been in existence as a world trade construct for rules and procedures including a comparatively well designed arbitration of arguments system? The WTO has managed to achieve some successes such as considerable lowering of custom duties and non-tariff trade barriers since 1995 and especially fairly recently again in January 2014. Nevertheless, TTIP is necessary for the following reasons: Despite some previous successes of the WTO, protectionist tendencies have been increasing worldwide. Approximately 400 trade barrier restrictions obstruct trade around the world¹⁵.

Multilateral trade agreements and trade organizations have reached some barriers in recent times demonstrated by the failure of the WTO Doha Round. Therefore, the protectionist subsidies and barriers within the agrarian sector are still very high, especially between the U.S. and the European Union. At the same time, Chinese trade has been increasing heavily worldwide. Consequently, a common European-American market area becomes important, since it would unite one third of the world’s trade and therefore create important opposition and competition for China¹⁶. Especially since doubts have been on the rise as to whether the latest WTO agreement negotiated in January 2014 is sustainable and will hold, the vision for TTIP is to create more than just a free trade agreement, according to the lead negotiators. The following goals have been established by Karel De Gucht/ Cecilia Malstroem and Michael Froman:

- Elimination of all tariff trade barriers
- Eventual abolishment of all hidden “non-tariff barriers” behind borders which obstruct the flow of goods including agricultural goods
- Strengthened access and fewer barriers of entrance for service enterprises to trade and markets
- Reduction of differing regulations and standards by creating larger compatibility, transparency and cooperation, while maintaining high levels of standards within health, security and environmental protection sectors

¹⁰ Office of the United States Trade Representative. June, 2013. “White House Fact Sheet: Transatlantic Trade and Investment Partnership (T-TIP). <https://ustr.gov/about-us/policy-offices/press-office/fact-sheets/2013/june/wh-ttip>

¹¹ The Federation of German Industries (BDI). 2013. “BDI-Konferenz zur transatlantischen Handels- und Investitionspartnerschaft (TTIP)”. *Conference Statement (BDI Nachrichten)*. November 12.

<http://bdi.eu/artikel/news/bdi-konferenz-zur-transatlantischen-handels-und-investitionspartnerschaft-ttip-imagegallery/>

¹² Florida House of Representatives. 2014. *House Resolution HR 9093*. May 1.

¹³ Canan, Atilgan. 2014. “The Eurasian Union”, Foreign Information of the Konrad Adenauer Foundation. February. pp. 8-10. http://www.kas.de/wf/doc/kas_36785-544-2-30.pdf?140207134233

¹⁴ Wesemann, Kristin. 2014. “Gemeinsam einsam: Südamerikanische Bündnisse MERCOSUR und UNASUR in der Krise”, February, pp. 76-78. Berlin: Konrad-Adenauer-Stiftung. <http://www.kas.de/wf/de/33.36787/>

¹⁵ Beise, Marc. 2013. “Handel für alle”, *Süddeutsche Zeitung*, Nr. 136, June 15/16, p. 12a.

¹⁶ Rosecrance, Richard. 2013. “The Resurgence of the west. How a Transatlantic Union can prevent war and restore the United States and Europe”. New Haven: Yale University Press. p. 202.

- Development of rules, principles and new possibilities of cooperation concerning productivity, tasks and mental property for globally operating companies, including state-owned enterprises in market-focused industries
- Proscription of commercial barriers on a local and/ or regional level as well as increase of ability to compete globally for small and medium-sized enterprises¹⁷.

Reception of Negotiation Goals and Critical Feedback by European Union Consumer Federations

After two rounds of negotiations, European Union Commissioner Karel de Gucht decided to request a delay from his official negotiation partner Michael Froman due to increasing criticism by consumer protection federations in the European Union in 2013. The delay had allowed time in order mediate a discussion in Brussels in regards to the raised issues and fears¹⁸. These fears mainly developed based upon the original vaguely expressed status by negotiators García Bercero (EU) and Dan Mullaney (US) on November 15, 2013 in Brussels¹⁹. Therefore, EU consumer federations stressed wanting to interrupt negotiations with regard to investor protection for three months²⁰. This topic has created fears for non-governmental organizations (NGOs), lobbies as well as for citizens²¹. Some of them are afraid that TTIP would enable enterprises to fight laws for the protection of health or the environment with proceedings in front of non-transparent arbitral tribunals. Even some parties within the EU Parliament fear that the Investor-State Dispute Settlement (ISDS) could potentially expand into a new Act²², according to Marietje Schaake, who is a member of the European Parliament for the Dutch liberal left-wing party “Democrat 66”. She is also a member of the “US-Monitoring Group”, a committee of the European Parliament, which is to observe the TTIP negotiations. Based on these concerns, De Gucht and García Bercero have been enabling federations as well as any other interested parties since April 2012 with the opportunity to express feedback with regard to ISDS until October 2014. The opportunity for feedback also exists for all other topics as they are scheduled to be negotiated with respective deadlines published on the website for all the years 2014-2016²³. The official European Parliament position, reflected in the texts adopted, requests that ISDS should be replaced with a new system “to ensure that foreign investors are treated in a non-discriminatory fashion, while benefiting from no greater rights than domestic investors, and to replace the ISDS system with a new system for resolving disputes between investors and states which is subject to democratic principles and scrutiny, where potential cases are treated in a transparent manner by publicly appointed, independent professional judges in public hearings and which includes an appellate mechanism, where consistency of judicial decisions is ensured, the jurisdiction of courts of the EU and of the Member States is respected, and where private interests cannot undermine public policy objectives”²⁴.

¹⁷ Office of the United States Trade Representative. June, 2013. “White House Fact Sheet: Transatlantic Trade and Investment Partnership (T-TIP)”. *Executive Office of the President*. <https://ustr.gov/about-us/policy-offices/press-office/fact-sheets/2013/june/wh-ttip>

¹⁸ De Gucht, Karel. 2013. "Der richtige Anstoß", *Süddeutsche Zeitung*, Nr. 184, August 10/11, p. 12.

¹⁹ Süddeutsche Zeitung. 2014. "Es gibt keinen Grund, Angst zu haben", Nr. 13, January 17, p. 7.

²⁰ Handelsblatt. 2014. "EU legt Verhandlungspause ein", Nr. 15, January 22, p. 11.

²¹ Frankfurter Allgemeine Zeitung. 2014. "Handelsgespräche mit Amerika stocken", Nr. 38, February 14, p. 13.

²² Süddeutsche Zeitung. 2013. "Befürchtungen von Marietje Schaake, Mitglied des Europäischen Parlaments“, in "Blackbox Freihandel", Nr. 286, December 11, p. 19.

²³ European Commission Public Consultations. “Feedback Questionnaires“, accessed May 1, 2016.

<http://trade.ec.europa.eu/consultations/index.cfm?cons>

²⁴ European Parliament resolution of July 8, 2015 containing the European Parliament’s recommendation to the European Commission on the negotiations for the Transatlantic Trade and Investment Partnership (TTIP). Texts adopted in Strasbourg, 2(d) (xv). <http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-//EP//TEXT+TA+P8-TA-2015-0252+0+DOC+XML+V0//EN&language=EN>

In the meantime, European Commission representatives have stressed that the goal is not to arm enterprises against governments. Therefore, the European Union member states have assigned Brussels with the task to negotiate investment protection clauses in order to close those legal loopholes in the approximately 1400 existing bilaterally finalized investment protection agreements of the European Union member states²⁵. During the three months of the negotiation break in 2013, the European Commission wanted to accomplish a uniform EU-position with regard to the topic of investment protection. According to the 2014 American negotiation model for investment agreements, measures for the protection of public interest do not represent an indirect expropriation of the investor. The outcome of the European Commission initiative on a uniform EU position in regards to this issues resulted in publishing several fact sheets on a new ISDS proposal that is very different from the US position. The first Fact sheet published in November 2013 focuses on clarifying and improving investment protection rules as well as “improving how the dispute settlement system operates”²⁶. In January 2015, the European Commission published a report about the online public consultation on ISDS concluding that “there are in particular four areas where further improvements should be explored: the protection of the right to regulate; the establishment and functioning of arbitral tribunals; the relationship between domestic judicial systems and ISDS; the review of ISDS decision through an appellate mechanism”²⁷. A summary of this very lengthy report was also made available in a comprehensible manner on the European Commission website including a decision timeline and a reference to whether “other trade agreements include an ISDS clause”²⁸. During the same month (January 2015), the European Commission also published an additional Fact Sheet on the creation of more investment opportunities in the US and in the EU including “Sensitive or controversial issues” in regards to ISDS outlining the concerns as well as the EU response to each respective issues (Governments’ right to regulate, Lack of transparency and legitimacy of ISDS, Lack of consistency in ISDS decisions)²⁹. If an agreement cannot be reached on the ISDS issue between the EU and the US, there is a possibility that “controversial Investor-State Dispute Settlement provisions could be taken out of” TTIP³⁰, according to European Commission First Vice President Frans Timmermans. This sort of exclusion strategy can also potentially apply to some other aspects of TTIP, if a compromise cannot be found in regards to a controversial issue. In November 2015, the EU published a new detailed “proposal for Investment Protection and Resolution of Investment Disputes”³¹ which “is more transparent and safeguards the EU and its Member States’ regulatory freedom”³².

In the meantime, however, negotiations have been continuing with regard to all other ranges of topics. The dismantling of custom duties and regulations alone is to trigger large growth impulses in the US as well as in the EU. In any case, there are bright outlooks for TTIP based upon the fact that transparency was correctly created by keeping the communication and input open with NGOs as well as with federations.

²⁵ Süddeutsche Zeitung. 2014. “Das Grundrecht auf ungestörte Investitionen“, Nr. 92, April 22, p. 4.

²⁶ European Commission Fact sheet. 2013. “Investment Protection and Investor-to-State Dispute Settlement in EU agreements”. DG Trade. November 26, p. 2.
http://trade.ec.europa.eu/doclib/docs/2013/november/tradoc_151916.pdf

²⁷ European Commission. 2015. “Online public consultation on investment protection and investor-to-state-dispute settlement (ISDS) in the Transatlantic Trade and Investment Partnership Agreement“. Commission Staff Working Report. Brussels, January 13, p. 4. http://trade.ec.europa.eu/doclib/docs/2015/january/tradoc_153044.pdf

²⁸ European Commission. 2015. “Question and Answers on the results of the public consultation on investment protection in EU-US trade talks”. DG Trade, January 12. <http://trade.ec.europa.eu/doclib/press/index.cfm?id=1233>

²⁹ European Commission. 2015. “Investment“. DG Trade. January, p. 3.
http://trade.ec.europa.eu/doclib/docs/2015/january/tradoc_153018.5%20Investment.pdf

³⁰ European Parliament Research Service Blog. 2015. “TTIP & ISDS”. EU-documents. February 4.
<https://epthinktank.eu/2015/02/10/ttip-isds/>

³¹ European Union. 2015. “TTIP – Trade in Services, Investment and E-Commerce: Chapter II – Investment”. European Commission, November 12. http://trade.ec.europa.eu/doclib/docs/2015/november/tradoc_153955.pdf

³² European Commission. 2015. “Fact Sheet: Why the new EU proposal for an Investment Court System in TTIP is beneficial to both States and investors”. Brussels, November 12. http://europa.eu/rapid/press-release_MEMO-15-6060_en.htm

The more secretive and confidential negotiations ran, the higher the risk that not only stakeholders would be upset, but also negotiation results might fall through in the EU Parliament at the end. Contrary to public opinions, TTIP talks are fairly transparent when compared to other trade agreement negotiations. There is a lot of publicly accessible information available for free on the European Commission website in every EU language. Free EU paper publication booklets such as “Inside TTIP” (an overview and chapter-by-chapter guide in plain English) or “The top 10 myths about TTIP: Separating fact from fiction” provide a very comprehensible summary for the general public and can be ordered by any individual online free of charge in every EU language³³. Alternatively, these booklets can be picked up free of charge at any EU Center, from the EU’s representations in each country³⁴ or by contacting the Europe Direct Service online or via a toll-free phone number from anywhere in the EU³⁵. In fact, the TTIP “talks are the most open ever for a trade deal”³⁶. The European Commission further states “We want to do all we can to make the TTIP negotiations transparent. That’s why we’ve now gone further than ever in talks on earlier trade deals – by publishing EU negotiating texts for chapter where we’ve already drafted them”³⁷ available and accessible on the European Commission website. However, besides ISDS, criticism is also occurring in other topic areas such as climate, environmental and consumer protection. The “Green” Party in the European Parliament even used such topics as climate protection, energy policy, privacy, animal welfare and sustainable rural economy in the European election in May 2014 to fight against TTIP³⁸. In addition, the differing regulatory frameworks and treatments of Genetically Modified Organisms (GMOs) “in the US and EU have led to a serious trade dispute, which continues to be a contentious issue in TTIP discussions”.³⁹

TTIP’s Contents⁴⁰

TTIP consists of 24 chapters that are being negotiated grouped into the following three parts⁴¹:

1. Market Access (export, import, investments)
 - 1.1 Trade in goods and customs duties
 - 1.2 Services
 - 1.3 Public procurement
 - 1.4 Rules of origin
2. Regulatory Cooperation (safety, quality, technical rules and procedures, protection)
 - 2.1 Regulatory cooperation
 - 2.2 Technical barriers to trade

³³ European Commission. “EU Bookshop”. Directorate-General for Trade. Accessed May 10, 2016, p. 51.

<http://bookshop.europa.eu/en/inside-ttip-pbNG0215971/?CatalogCategoryID=m0sKABstN9AAAAEjuJAY4e5L>

³⁴ European Commission. Representations of the European Commission. Accessed May 9, 2016.

http://ec.europa.eu/represent_en.htm

³⁵ European Union. “Contact: Questions about the EU – Telephone, Email, Contact points in your country”. Accessed May 5, 2016. http://europa.eu/contact/index_en.htm

³⁶ European Commission. “A balanced EU-US Free Trade Agreement: Freer trade – without sacrificing Europe’s standards”. Accessed May 10, 2016. http://ec.europa.eu/priorities/balanced-eu-us-free-trade-agreement_en

³⁷ European Commission. “Inside TTIP: An overview and chapter-by-chapter guide in plain English”. Luxembourg: Publications Office of the European Union, 2015, p. 10.

http://trade.ec.europa.eu/doclib/docs/2015/july/tradoc_153635.pdf

³⁸ Frankfurter Allgemeine Zeitung. 2014. “Auftakt zum ‚knallgrünen‘ Europawahlkampf“. Nr. 32. February 7, p. 16.

³⁹ Dudek, Carolyn M. 2014. “Genetically Modified Foods and Trade Controversy”, in Joaquín Roy and Roberto Domínguez (editors). *The TTIP: The Transatlantic Trade and Investment Partnership between the European Union and the United States*. Miami-Florida European Union Center/ Jean Monnet Chair, p. 111.

<http://www.as.miami.edu/media/college-of-arts-and-sciences/content-assets/euc/docs/books/TTIP.pdf>

⁴⁰ Council of the European Union. 2013. “Directives for the negotiation on the Transatlantic Trade and Investment Partnership between the European Union and the United States of America”. Nr. 11103/13, Brussels, June 17, pp. 5-14. <http://data.consilium.europa.eu/doc/document/ST-11103-2013-DCL-1/en/pdf>

⁴¹ European Commission. 2015. “Inside TTIP: An overview and chapter-by-chapter guide in plain English”. Luxembourg: Publications Office of the European Union, p. 8-9.

http://trade.ec.europa.eu/doclib/docs/2015/july/tradoc_153635.pdf

- 2.3 Food safety; animal and plant health
- 2.4 Chemicals
- 2.5 Cosmetics
- 2.6 Engineering products
- 2.7 Information and communication technologies (ICT)
- 2.8 Medical devices
- 2.9 Pesticides
- 2.10 Pharmaceuticals
- 2.11 Textiles
- 2.12 Vehicles
- 3. Rules (intellectual property rights, access to energy and raw materials for companies, save time and money on customs paperwork, sustainable development, government disputes)
 - 3.1 Sustainable development
 - 3.2 Energy and raw materials
 - 3.3 Customs and trade facilitation
 - 3.4 Small and medium-sized enterprises
 - 3.5 Investment protection and, investor-state dispute settlement (ISDS)
 - 3.6 State-state dispute settlement
 - 3.7 Competition policy
 - 3.8 Intellectual property and geographical indications

In summary, the main goal of TTIP is to ease trade between the European Union and the United States. One of the primary goals is the elimination of currently existing market access restrictions, for example, the elimination or reduction of unnecessary custom duties and tariff barriers which also includes reducing delivery times producing more incentives for entrepreneurs to engage in transatlantic trade. This includes either the mutual recognition of each other's standards (EU and US) or the harmonization of rules, easing of investment transfer regulations (mutual certification and norm recognition) as well as equal opportunities and standardized treatments for investors in order to prevent and reduce potential discrimination. For example, this also includes health and hygiene laws for food, chemicals, automobile industry, finance etc. Moreover, the protection of intellectual property rights is essential not only within TTIP, but also for being able to set international standards for other nations, for instance China. This includes underlining the importance of conducting trade within a social and sustainable development framework pertaining to raw materials and energy (transparency and competition), (public) health, public services and education.

These different contents have been negotiated in 13 different negotiation rounds so far since July 2013. Each negotiation round focuses on different topics and allows input from the public during the stakeholder parts of the meetings (Stakeholder Presentations by Topics; Press Conference with Chief Negotiators for Stakeholders; Question and Answer Session with Chief Negotiators and Stakeholders). Negotiation round meetings so far have been taking place either in Europe (Brussels) or at various locations in the US (Washington, DC, Arlington, Chevy Chase, Miami and New York). The 13th round of negotiations just took place in New York from April 25-29, 2016. The EU and the US negotiation "parties hope to agree on consolidated texts by the 14th round of TTIP negotiations to take place in Brussels in July 2016"⁴². EU and U.S. negotiators hope to finalize negotiations in October 2016 by holding regular intercessional discussions between formal rounds.

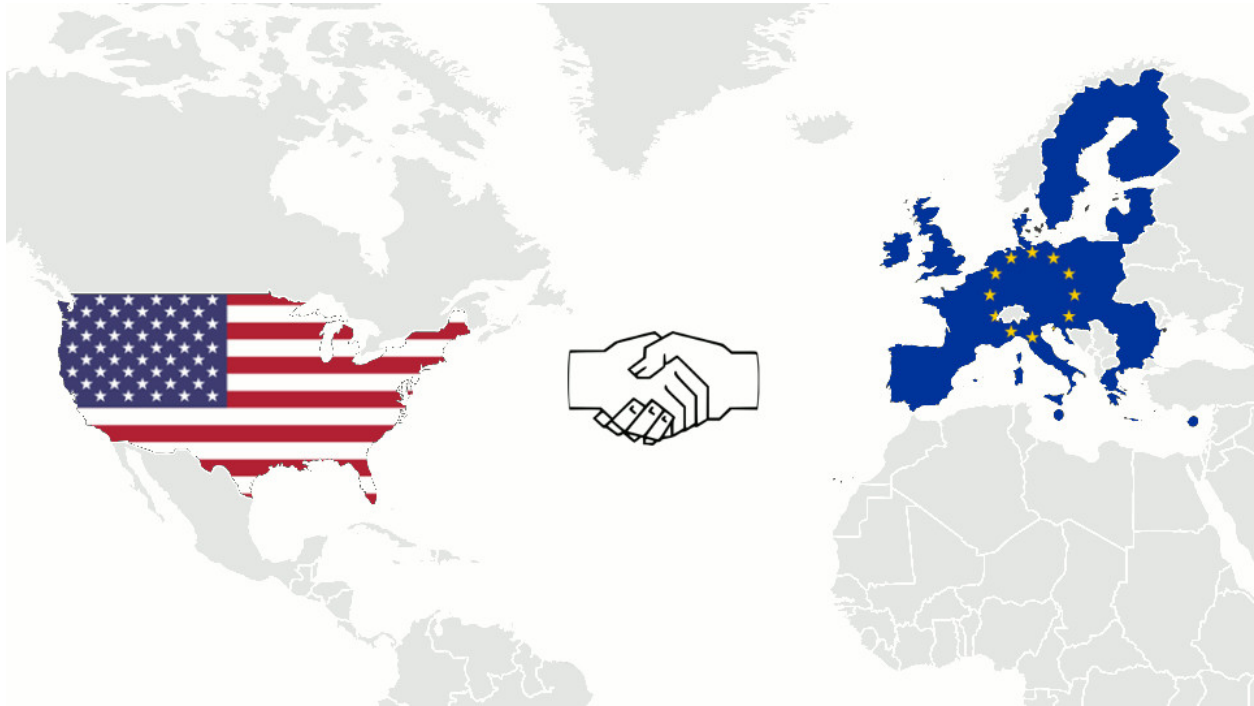
⁴² McKeon, Michael. 2016. "Latest round of TTIP talks boost momentum". EurActiv, March 10. <http://www.euractiv.com/section/trade-society/opinion/latest-round-of-ttip-talks-a-momentum-boost/>

Consequences of TTIP and Policy Recommendations

As previously established in this paper, the Transatlantic Trade and Investment Partnership (TTIP) between the US and the EU creates new opportunities for both sides of the Atlantic Ocean. However, even in the event that the agreement never comes to fruition or changes in shape, TTIP aspects contribute to a broader literature applicable in other cases of trade agreements. For instance, many aspects of TTIP can be found in the recently completed free Comprehensive Economic Trade Agreement (CETA) between Canada and the EU as well as in the Trans-Pacific Partnership (TPP) between the United States, Canada, Australia, New Zealand, Japan, Singapore, Chile, Mexico, Peru, Malaysia and Brunei (11 countries).

If TTIP was not to be implemented and TPP were to pass through the US Congress, TPP would be the largest Trade Agreement in the world with 40% of world GDP, one-third of world trade flows, a 0.4% GDP boost for the US by 2027 and a 2.2% GDP boost for Japan⁴³.

Map 1: Transatlantic Trade and Investment Partnership (TTIP)



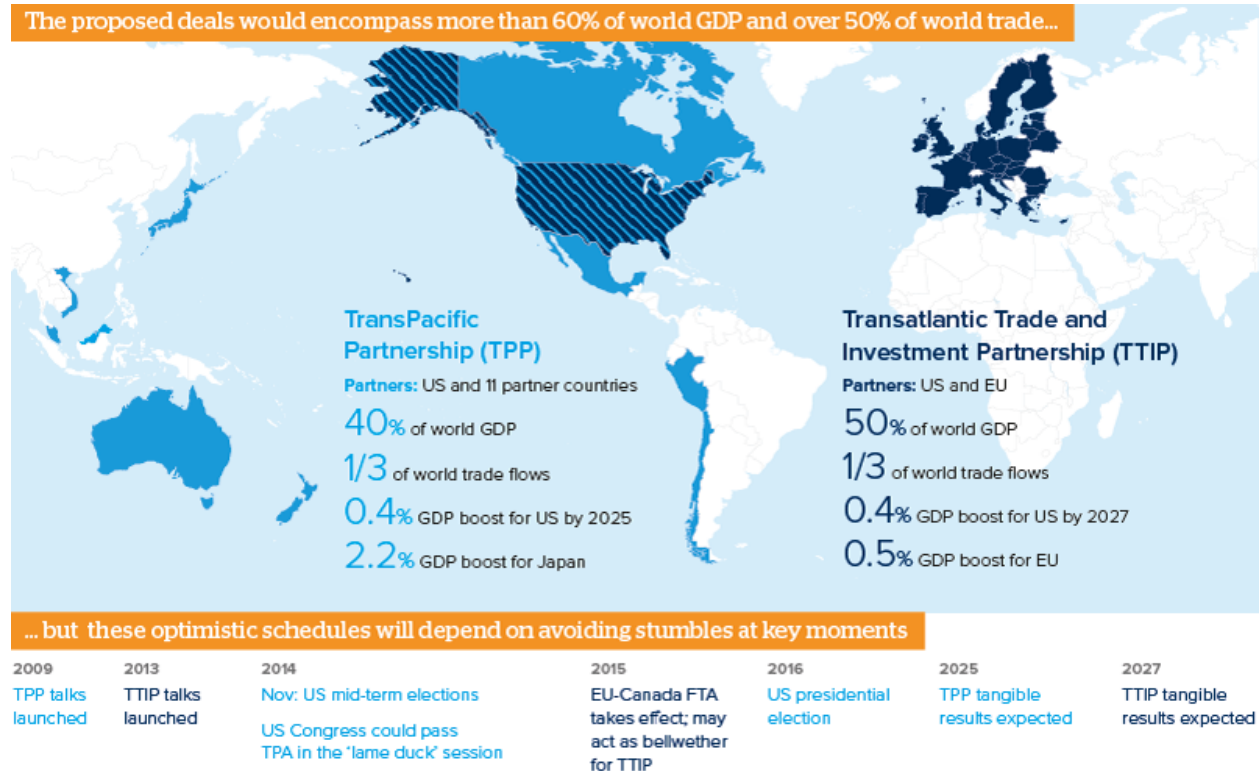
Map 1⁴⁴ above shows TTIP alone, while Map 2 below compares TTIP and TPP demonstrating that TTIP would be the bigger force with 50% of world GDP, one-third of world trade flows, a 0.4% GDP boost for the US by 2027 and a 0.5% GDP boost for the EU:

⁴³ Oxford Analytica. 2014. "International trade partnerships: Deal or no deal?" July 31.

<http://bilaterals.org/?international-trade-partnerships>

⁴⁴ L'Intraprendente. 2016. "Ode liberista al TTIP". March 4. <http://www.lintraprendente.it/2015/07/ode-liberista-al-ttip/>

Map 2: Trans-Pacific Partnership (TPP) vs. Transatlantic Trade and Investment Partnership (TTIP)



Map 3: Trans-Pacific Partnership (TPP)



As visible in Map 2 and 3 above, the Trans-Pacific Partnership would basically be a trade empire, as it would become “the largest regional trade accord in history, covering one-third of all world trade, with

the signatory member countries (shown in green in the map above) producing 40% of total global economic output”⁴⁵. The United States and Canada alone are both bigger than the European Union and Australia is about equal in size when compared to the European Union. Combining this landmass size with the economic force behind the United States, Canada, Australia, Japan, New Zealand, Singapore etc. could potentially leave the European Union behind in the trading competition among some very significant global trading players. Some European trade opponents view TTIP as a threat, when in reality they should view TTIP as a huge opportunity to become a part of a global trading force. If the European Union is left behind in the global trading competition, there could potentially be far more negative outcomes and consequences as opposed to the TTIP implementation. Globalization and global trade cannot be halted in the 21st century. Obama stated in his joint press conference with German Chancellor Merkel in Hannover, Germany on April 24th, 2016 that there will be Trans-Atlantic trade no matter what (with or without TTIP). The question is under what terms. “...as you see other markets like China... and Asia beginning to develop, and Africa growing fast, we’ve got to make sure that our businesses can compete here”⁴⁶ in the United States as well as in Europe. Instead of opposing TTIP as a whole, it is far more important to seize this opportunity to provide constructive criticism and valuable input for the precise TTIP terms. Even if TTIP fails, there will most likely be another agreement in the future, because trade will continue in any case. TTIP is a huge opportunity to top TPP as the largest regional trade deal in history, as the US and the EU combined would account for the largest economic relationship in the world⁴⁷. Consequently, TTIP is necessary and if it does not happen now within the next couple years, it will most likely be unavoidable to implement it or a similar agreement in the future anyway. TTIP does not only create positive consequences upon implementation, but there will also be opportunities “after TTIP”. Because of their mutual occidental origin, as well as their long-term peaceful partnership for 70 years, the European Union and the United States are well suited to move closer together than ever with the TTIP standards, even beyond the character of a pure free trade agreement. As an Atlantic “community of values”, TTIP standards should first serve as a “blueprint” for other future trade agreements. Whatever copyright laws and regulations or environmental standards China might be violating at this point in time, it would have to adjust to certain standards, if TTIP was to be implemented. The creation of such an “Atlantic Union” would move the European Union and the US to number 1 of the world rankings concerning the areas of economic power, entrepreneurship and invention spirit based on the Gross Domestic Product of the EU (\$16,21 billion) and the US (\$16.72 billion) in 2013 – combined: \$32.93 trillion⁴⁸. In the period from 2003 until 2012, China was placed on number 1 with a \$12.14 billion export sum, followed by Germany with \$11.89 billion and the U.S. with \$11.38 billion. Economically an exporter of raw material, Russia reached only \$3.43 billion, since proceeds essentially flow to external accounts in the West and generally are not reinvested into the country for modernization, but are rather used for consumer goods from the West. For this reason, President Obama referred to Russia as a “Regional Power” during the EU-US Summit on March 26, 2014 in Brussels, Belgium.

Since the BRICS States are growing at a much faster rate than the EU and the U.S., forces have to be joined economically in the form of a trade agreement, but in other areas as well such as investment. The geographic situation of the EU and the U.S. close to each other “only” divided by the Atlantic Ocean, also favors TTIP as well as a potential future Atlantic Union with close neighbors such as Canada and Mexico. The US already is a very important trading partner for the EU and vice versa. After the reduction of some trade barriers, trade volume would consequently increase even more if TTIP was to be implemented resulting in export increases as well as creation of numerous new jobs. However, the exact number of these

⁴⁵ Haas Institute, University of California, Berkeley. 2016. “Trans-Pacific Map”. March 9.

<http://haasinstitute.berkeley.edu/tpp>

⁴⁶ The White House, Office of the Press Secretary. 2016. “Remarks by President Obama and Chancellor Merkel in Joint Press Conference”. Schloss Herrenhausen in Hannover, Germany. April 24. <https://www.whitehouse.gov/the-press-office/2016/04/24/remarks-president-obama-and-chancellor-merkel-joint-press-conference>

⁴⁷ De Lecea, Antonio. 2014. “The EU-US trade and investment before and after TTIP: What can Latin America expect from it?” in Joaquín Roy and Roberto Domínguez (editors). *The TTIP: The Transatlantic Trade and Investment Partnership between the European Union and the United States*. Miami-Florida European Union Center/ Jean Monnet Chair, p. 1. <http://www.as.miami.edu/media/college-of-arts-and-sciences/content-assets/euc/docs/books/TTIP.pdf>

⁴⁸ Simon, Hermann. 2014. “EUROSTAT“, *Frankfurter Allgemeine Zeitung*, Nr. 69 (1), March 22, pp. 8-20.

increases will certainly depend on the final contents of the agreement. If TTIP only includes elimination of custom duties without standardization of norms and certifications, the beneficial numbers will be a lot less than if everything was to be implemented. According to several different research studies conducted, TTIP would boost GDP in the EU and in the US by providing a wider range of product diversity, lower prices for goods, and more jobs. Especially small and medium-sized enterprises will benefit from TTIP, as they are being prevented from investing transatlantically today due to regulatory barriers. One of the challenges between the US and the EU today is the fact that there are “50 million small- and medium-sized businesses, but only 260,000 of them engage in trade across the Atlantic. TTIP can help... improve on that figure, strengthening Trans-Atlantic economic bonds”⁴⁹. In addition, TTIP will provide ease of mobility for entrepreneurs.

To touch more on TTIP criticisms: “TTIP will not have any negative impact on...sustainable development, because compliance with sustainability criteria like labour protection and environmental protection is a primary goal of the negotiators on both sides”⁵⁰. Contrary to what some (media) critics claim and what the general public often tends to repeat (without necessarily always knowing the actual facts), the goal for the EU and the US is “to agree on high standards and fair transatlantic trade regulations with a global impact”⁵¹. This includes standards pertaining to food products. Europeans do not want chickens cleaned with chlorine allowed within their markets. However, that omitting this cleaning process can pose a potential salmonella risk as the other side of the story is almost completely omitted by most of the media sources, which is quite interesting. There seems to be a visible pattern of (European) media bias despite the fact the European Commission already clarified that the goal is not to lower standards. On the contrary, the main idea is to actually adhere to higher standards from whatever side (US or EU), according to Ignacio Garcia Bercero and Dan Mullaney in the TTIP 11th round stakeholder press conference held in Miami on October 21, 2015. This pattern of general anti-trust is not only directed towards the US from the European population, but it is also directed towards each country’s own government or the EU institutions as a whole in general. This deep founded distrust tends to be stronger these days than any real tangible criticisms. For example, in the TTIP context, critiques sometimes refer to the non-discrimination clause under the WTO, which states that “countries cannot normally discriminate between their trading partners”. However, “some exceptions are allowed” in the form of a free trade agreement, for instance⁵². Fact is that there is a World Trade Organization Agreement on the Application of Sanitary and Phytosanitary Measures (SPS Agreement) which has been in existence since the Uruguay Round of Multilateral Trade Negotiations in 1995. This agreement refers to food safety as well as animal and plant health regulations in regards to international trade allowing countries to set their own regulation standards based on “scientific justification,...appropriate assessment of risks so long as the approach is consistent, not arbitrary”⁵³. Contrary to TTIP critiques, based on the text of this agreement, the EU *can* actually require US producers to mention that their food contains genetically modified organisms (GMOs). Whether the US TTIP negotiators will accept the EU terms is a different story, but it is technically not only possible, but also highly recommendable to insist on the higher standards in this important case. According to the EU Commission, EU negotiators “must ensure that products imported into the EU meet...high standards” protecting “people’s health and safety, and the environment” and that “EU governments fully maintain their right to adopt rules or laws to protect people

⁴⁹ Medick, Veit. 2016. “US Commerce Secretary on TTIP: ‘Our Administration Wants a Deal This Year’”. Washington, DC: Spiegel International. April 25. <http://www.spiegel.de/international/world/ttip-interview-with-us-commerce-secretary-penny-pritzker-a-1089072.html>

⁵⁰ German Federal Ministry for Economic Affairs and Energy. 2016. “Frequently asked questions about the Transatlantic Trade and Investment Partnership”. <http://www.bmwi.de/EN/Topics/Foreign-trade/TTIP/faq.html>

⁵¹ German Federal Foreign Office. 2016. “Towards a transatlantic economic agreement – the Transatlantic Trade and Investment Partnership (TTIP)”. January 29. <http://www.auswaertiges-amt.de/EN/Aussenpolitik/RegionaleSchwerpunkte/USA/TTIP.html?searchArchive=0&searchEngineQueryString=ti p&searchIssued=0&searchIssuedAfter=27.11.2013>

⁵² World Trade Organization. 2016. “Principles of the trading system”. Accessed May 11, 2016. https://www.wto.org/english/thewto_e/whatis_e/tif_e/fact2_e.htm

⁵³ World Trade Organization. 1998. “Understanding the WTO Agreement on Sanitary and Phytosanitary Measures”. May. https://www.wto.org/english/tratop_e/sps_e/spsund_e.htm

and the environment”⁵⁴. According to the EU Commission, “TTIP will not change existing food safety rules. The EU will keep its restrictions on hormones or growth promoters in livestock farming just as the US will keep its rules on microbial contaminants...Growing and selling genetically modified organisms is subject to an authorization process in line with EU law. TTIP will not change this law. EU countries must also agree to any growing of GM plants. This will not change through TTIP”⁵⁵. The EU Commission further confirms that “TTIP will not open the EU market to hormone-fed beef. And the EU will continue to regulate these substances in line with legislation already in force”⁵⁶. Even in the unlikely event that gene manipulated food product standards would be somehow lowered in TTIP, and chlorine chickens or GMO products were to be offered within the European Market, it would be legitimate on part of the EU to insist on label requirements for those particular (US) products based on these already existing EU laws in place. Consequently, if consumers do not buy these products, they would automatically be eliminated by the competition. This is the beauty of a free market that this sort of market self-regulation can and will happen to gene manipulated food for example. There has been a huge trend of US consumers avoiding those kind of products which is why Organic supermarkets such as Whole Foods, fresh markets etc. have risen in popularity. People are willing to spend more money in order to buy healthier products which has been forcing “regular” supermarkets to now also avoid offering gene manipulated products, for example Aldi, which has recently committed to eliminating GMO products and has therefore requested from its suppliers to only deliver GMO free products.⁵⁷

Historically, the partnership between the US and the EU is not only important economically, but in the view of some realists, TTIP is also a strategic partnership like many trade agreements are perceived in general terms. However, events such as the NSA affair, have triggered critics in Europe, especially in Germany, to mistrust the US in general including anything related to TTIP. No matter the obvious benefits, most of the media as well as the general public claim to be uninformed and in fact are uninformed, because they either do not make the effort to visit the European Commission website, for example, where all document chapter summaries are in fact visible to anyone including some of the original texts, or they simply still don't know that these documents are available. Due to most media coverages still claiming that TTIP negotiations are secretive, the general public believes it and therefore does not even attempt to access or search for any documents and is in fact not effectively using the resources provided to them. Daily news reports on public TV and in the newspapers every single day mainly focusing on all the threats that TTIP supposedly brings certainly contributes to these opinions. There seems to be a dangerous pattern creeping up throughout Europe whether it's related to TTIP or the migration crisis or the EU in general – the trend of the general public and the media is to oppose it all entirely without any compromise. When looking back at the Euro implementation 14 years ago, it was the same trend, the same counter-arguments, the same fears, when in fact, Germany above all, tremendously benefited from the Euro and so did many other European countries. Therefore, the media will continue to play a vital role, because not each individual will take a step back and examine the actual facts on their own before repeating everything they see on daily biased media coverage. The general EU public views TTIP as a threat and most of the media coverage constantly feeds into those fears creating a vicious circle. Relevant EU institutions should therefore continue their effort to make as much factual material as possible not only available, but specifically target the media, NGOs and other stakeholders with this material by hosting information sessions on local levels in every

⁵⁴ European Commission. “Inside TTIP: An overview and chapter-by-chapter guide in plain English”. Luxembourg: Publications Office of the European Union, 2015, p. 6

http://trade.ec.europa.eu/doclib/docs/2015/july/tradoc_153635.pdf

⁵⁵ European Commission. “Inside TTIP: An overview and chapter-by-chapter guide in plain English”. Luxembourg: Publications Office of the European Union, 2015, p. 22.

http://trade.ec.europa.eu/doclib/docs/2015/july/tradoc_153635.pdf

⁵⁶ European Commission. Commission. “Inside TTIP: An overview and chapter-by-chapter guide in plain English”. Luxembourg: Publications Office of the European Union, 2015, p. 30.

http://trade.ec.europa.eu/doclib/docs/2015/july/tradoc_153635.pdf

⁵⁷ Peterson, Helen. 2016. “Aldi is fixing its biggest weakness, and that should terrify Whole Foods”. Business Insider. January 23. <http://www.businessinsider.com/aldi-is-fixing-is-biggest-weakness-and-that-should-terrify-whole-foods-2016-1>

city and town through the appropriate local EU representative or EU Centers targeting schools and universities as well.

TTIP is flexible in terms of disagreement threats. As key negotiators have pointed out during numerous summit occasions regarding TTIP, if there are disagreements between the EU and the U.S. (for example GMOs, consumer protection laws etc.), key negotiators have already or will potentially decide that those (trade) areas will not be part of TTIP. Therefore, many of the fears expressed by the population as well as by lobbyists are unfounded in the sense that they will not apply. In regard to the alternative outcome that TTIP will not take place, the EU and the U.S. will be becoming smaller and smaller in all aspects of rankings when compared to the BRICS States. TTIP “would serve as a powerful demonstration that the West is not doomed to decline. Perhaps most importantly, TTIP would underpin the international liberal order at a time of global power shifts. If the EU and the US can agree on critical standards and regulations with each other, they will significantly enhance their ability to make these the international standard, forcing China and other rising powers to buy into Western norms and principles or else risk falling behind⁵⁸.

The Economic Coal and Steel Community was used as a tool for Europe’s reconstruction. In addition, the U.S. was present at the European Union’s creation and has frequently been using (former) Germany as well as the European Union (at that time the European Economic Community before 1992) as a (economic) shield during the Cold War. According to European Commission President Barroso, “the relationship between the United States and Europe constitutes the world’s strongest, most comprehensive and strategically most important partnership” (Brussels, February 9, 2005). Even before then, the U.S. originates from Europe, and due to this long mutually beneficial history, based on shared strong fundamental beliefs in democratic government, human rights and market economies, the relationship between the U.S. and the EU is central and irreplaceable in the world. “Today, security and justice and prosperity for our world depend on America and Europe working in common purpose. That makes our transatlantic ties as vital as they have ever been” (U.S. President Bush, February 19, 2005).

In addition to trade, investment will be key for the future strength of the US/ EU and will be part of the impact of TTIP on the global competition. “There are major priority aims in the energy sector (given Europe’s dependence on Russian gas), and in securing access to raw materials where combined pressure on other countries may be vital⁵⁹. Consequently, the TTIP negotiation committee should recommend appropriate policies that need to be implemented in order to strengthen both, the U.S. and EU economies.

TTIP has the potential to advance environmental standards consequently also positively impacting global public health policies. Many scholars view all these areas separately. However, all those areas are interconnected and impact one another. TTIP could have a huge economic, social, environmental and public health impact on U.S. and EU consumers and population. In addition to trade, climate and global public health policy will be keys for the future strength of the US/ EU and will be part of the impact of TTIP on the global competition. “There are major priority aims in the energy sector (given Europe’s dependence on Russian gas), and in securing access to raw materials where combined pressure on other countries may be vital⁶⁰. Consequently, the TTIP negotiation committee should recommend appropriate policies that need to be implemented in order to strengthen both, the U.S. and EU economies. While economic, climate and global public health policies all impact one another, many scholars have treated them as separate entities, even though they are intertwined and affect each other. Another fascinating fact is that TTIP, similar to the notion of the EU, is “bound together by will....not forced by conquest, war or political pressure”.⁶¹

⁵⁸ Erik Brattberg. 2016. “TTIP is too important to fail”. Europe’s World, January 31.

<http://europesworld.org/2016/01/31/ttip-important-fail/#.VzNgSOSvyeK>

⁵⁹ Abbott, Roderick. 2014. “A close look at the Transatlantic Trade and Investment Partnership”. Europe’s World, March 28. <http://europesworld.org/2014/03/28/a-close-look-at-the-transatlantic-trade-and-investment-partnership/#.VzNfzeSvyeK>

⁶⁰ Europe’s World. 2014. “A close look at the Transatlantic Trade and Investment Partnership”, March 28.

⁶¹ Roy, Joaquin and Roberto Domínguez (eds.). 2014. “The Transatlantic Trade and Investment Partnership between the European Union and the United States”. Miami-Florida European Union Center/ Jean Monnet Chair, p. 8. <http://www.as.miami.edu/media/college-of-arts-and-sciences/content-assets/euc/docs/books/TTIP.pdf>

Besides tariff abolishment and increased legal security, particularly for small and medium-sized enterprises, TTIP will improve transfer of technology in the automobile economy and in the information and communication technology (ICT) industry which will, in turn, lead to cost advantages created by common service management including fixed exchange rates for euro and dollar. TTIP “could boost the U.S. economy by more than \$100 billion per year and create close to a million new jobs”⁶².

In view of the carbon dioxide (CO₂) increase and the dramatically increasing climate change, energy supply with renewable energy sources, combined with a better climate and environmental protection, present a further challenge, which can only be mastered jointly by the U.S. and Europe. TTIP “could boost the U.S. economy by more than \$100 billion per year and create close to a million new jobs”⁶³. Likewise, public health policy is to be mastered more easily on both sides, in solidarity, in view of aging societies.

For all these reasons, “TTIP is too important to be left to economists”⁶⁴ only. It has to be viewed from other angles as well. “TTIP provisions on services, state-owned enterprises, environment, labor and competition policy could set precedents for global standards and future WTO negotiations”.⁶⁵

Common Economic and Fiscal Union in the Dollar-Euro-Area

In the U.S. and in Europe, great importance of production consists of the respective other marketing area (e.g. *Barbie, Apple, Google, Microsoft, and Facebook* in Europe - *BMW, Daimler, Audi, and Porsche* in the U.S.). The 50 largest European subsidiary companies of U.S.-parent companies produce approximately €170 billion in revenue. In the United States and Europe, there is a high appreciation of universities and research institutions with long traditions of technology and knowledge transfer on both sides (including exchanges of scientists and students). U.S. investors represent one of the most important foreign direct investors who buy out and/ or save European enterprises (e.g. German tableware manufacturer WMF Group was acquired by American investment firm KKR; Advent International bought perfume and cosmetic company Douglas; BMW’s investment in Moses Lake and Linde’s investment in the U.S. Lincare Group). On both continents, business startups and elevator pitch actions create enterprise outsourcing as well as business network founder scenes in world cities such as Miami, Berlin and Regensburg with foundation chairs for start-ups (Example: U.S. Professor Dowling at University of Regensburg in Germany). The guidance function of the US-market with lower energy prices, and with the re-industrialization initiated by President Barack Obama, sets impulses towards the European Union with strong de-industrialization in the United Kingdom, Spain, Greece, Portugal and Ireland. Vice versa, Europe sets impulses in the U.S. to strengthen re-industrialization by introducing SAP-Software based on success factors. The U.S. is ranked 3rd after China and Japan in the mutual exchange of goods (import/export) for European enterprises; vice versa, Europe is ranked 2nd after China in the mutual exchange of goods for American enterprises. Mutual anti-dumping measures established by the U.S. and Europe already exist, for instance, for solar products implemented in May 2013. A growth spurt in the mutual goods traffic is expected on a long-term basis by the formation of a foreign trade zone between the United States and the

⁶² Delegation of the European Union to the United States. “More Trade brings more jobs”, accessed March 24, 2016. <http://www.euintheus.org/press-media/op-ed-by-ambassador-vale-de-almeida-in-the-hill-more-trade-brings-more-jobs/>

⁶³ Delegation of the European Union to the United States. “More Trade brings more jobs”, accessed March 24, 2016. <http://www.euintheus.org/press-media/op-ed-by-ambassador-vale-de-almeida-in-the-hill-more-trade-brings-more-jobs/>

⁶⁴ Hamilton, Daniel. 2014. *The Geostrategic Aspects of a Transatlantic Trade and Investment Partnership*. Brookings Institution Press. Center for Transatlantic Relations, John Hopkins University SAIS, p. 4. http://transatlantic.saisjhu.edu/publications/books/The%20Geopolitics%20of%20TTIP/Hamilton_TTIP_geopolitics_summary_final.pdf

⁶⁵ Schott, Jeffrey. 2014. *Broad Objectives and Prospects for TTIP*. Peterson Institute for International Economics. May 1, p. 2. <http://www.piie.com/publications/papers/schott20140501ppt.pdf>

European Union. Currently, the exchange of goods is still obstructed by different trade standards. The standardization of trade standards might take up to 10 years of implementation concerning topics such as the 5-7% custom duties, non-tariff barriers, certification requirements, terms of payment, safety standards, technical defaults, subsidies, immigration regulations and many more. However, some of these details could gradually be implemented after TTIP.

Agenda Suggestions for the Formulation of a Joint climate and Energy Policy

The dramatic increase of CO₂ in the atmosphere from 30,000 to 420,000 ppm from 1965 to 2012 leads to enormous entropy in the atmosphere. According to the laws of thermodynamics, energy is not evaporated on earth, but is converted into heat instead. This heating of the atmosphere strikes back on mankind: an unusually high and increasing number of floods, tornadoes, hurricanes, heat waves over 40°C and an increase in the deserts on earth are the consequences. Entire regions, such as some in Bangladesh, are no longer habitable, as the sea level rises inexorably, caused by the melting of the glaciers and the melting of the Arctic and Antarctic. Europe has taken the initiative to create objectives and strong legal rules for the reduction of CO₂ emissions by the year 2020 which include power supply, changes of the drive systems in traffic (smart mobility, smart cities), and development of energy efficiency and fight of climate change. While the U.S. was lacking behind in comparison to the EU under the Bush administration, the Obama administration has significantly managed to advance climate and energy policy within the US during the last 7 years. Therefore, there is now an opportunity for a joint climate and energy policy in TTIP on the basis of the following:

- Introduction of limited access in large cities to environmental zones and privilege approach for electric vehicles
- Increased Sustainability Awareness
- Reversal of coastal building developments (nature needs to remain on coasts instead of one hotel/ building next to another)
- Photovoltaic and solar thermal energy in the private and operational building of houses for the cooling and generation of energy
- Conservation and reserve attitude of fossil combustibles for emergencies and future generations (coal, oil rest occurrences, gas)
- More usage of terrestrial heat for heating/ energy supplies of cities
- Increased usage of hybrid and electric cars/ vehicles for enterprises and government organizations as model effect for the population
- Energy supply net development in Europe and the U.S. within country and offshore wind farms
- Common research efforts toward the change of industrial companies with “smart technology” (industry 4.0) in order to kindle prosperity and growth in a structural change
- Climate friendly heating with disperser settlement structures created by wood pellets and wood briquettes instead of gas and oil consumption
- Conversion from statutory orders to climate friendly energy policy

Common Health Policy

Research and development for pharmaceutical and diagnostics are already closely related between the U.S. and Europe. In both the U.S. and Europe, national public health policy has increasingly become more important in the sense of health-supply and prevention for the recent increasingly aging generation (drugs/ alcohol/ nicotine addiction) in order to avoid cost explosions in health services. Europe and the U.S. can profit from each other by implementing a legal framework for health care politics. The TTIP market needs common precaution and prevention politics through the following:

- Increased education of the public by consumer protection institutions and organizations about healthy eating/ nutrition (obesity problems, increase of chronic diseases such as diabetes within the recent generation) in the US and Europe
- Joint campaigns calling on more ethical behavior of fast food chains with the production of nutrition products without sugars and against too high cholesterol content (compliance in the nutrition industry on both sides)
- Exchange of experiences for the fight against alcohol addiction, drug and tobacco consumption, especially targeting the youth population (prevention)
- Joint campaign measures as coordinated prevention policy to more movement and sports in the young and adult generations on both sides of the Atlantic
- Increasing network of research and development strengthened by technology within the medicine field as well as in the biotechnology field (e.g. minimum invasive medical technology for the reduction of cost-intensive operations/ surgeries and periods spent in hospitals)
- Increasingly strengthened networking structure for startups in medical technology, biotechnology and pharmaceutical sectors between universities and incubators of universities
- Motivate entrepreneurs increasingly to invest in business startups on both sides of the Atlantic

Conclusion

As this paper has demonstrated, many of the TTIP criticisms overall are non-fact based and unjustified. They are rooted in fears and past actually unrelated events such as the Iraq war under the Bush Administration, Guantanamo tortures, and the NSA scandal. These examples demonstrate the constructivism approach that politics and emotions cannot be separated. However, globalization cannot be halted and it will neither wait for the EU nor for the US. Therefore, policy makers can only target those fears specifically by educating the public further about facts vs. fiction related to TTIP. During the scope of this paper, not all aspects of TTIP could be covered and this paper serves mainly for summary purposes and to raise understanding about TTIP. However, even by only touching on the main points, the following becomes apparent:

Apart from trade liberalization and control of the adherence to the competition, a common Euro-Atlantic energy policy is to be included in TTIP according to the European model, as well as a common public health policy for both continents. A European-American energy policy has the power to act as a role model and therefore affect the BRICS states to change their consumption habits in order to avoid CO2 entropy. In comparison to Asia and Latin America, the U.S. and Europe have aging societies requiring more health supplies and investments. By building a network structure, common research and development policies, transfer of technology and enterprise cooperation, smart mobility as well as a solid environmental and public health policy (smart health) are to play an important role in the agreement on both sides. As outlined in this paper, the opportunities of TTIP exceed the risks overall. Not only can the US-EU friendship be emphasized rooted in common values and world leadership by TTIP, but also peace and prosperity can be advanced at the same time with this geostrategic agreement. Essentially, TTIP presents an opportunity for the EU and the US to create the highest standards in the world on environment, labor and many other crucial subjects. Negotiations about the Euro-Atlantic TTIP area offer large opportunities to build key questions concerning the fate and future of our time in terms of the agreement between the U.S. and the European Union.