Reimagining Prosperity

The historic task of the European Union (EU) today, this book argues, is to articulate and institute a new imaginary of prosperity. Imaginaries of prosperity integrate societies around the shared pursuit of a prosperous future, rendering 'political-economic' questions as the main preoccupation of politics. The new imaginary of prosperity in the EU must be able to provide answers to contemporary societal challenges while also conjuring a world in which people want to live. Through analyses of several policy fields, the book shows that the EU has already made modest strides in fostering more caring consumption, circular products and technologies, sustainable industry, and fairer corporate activity. But the EU must go further and faster if it hopes to respond effectively to Europe's problems, while arresting another descent into tribalism. This title is also available as Open Access on Cambridge Core.

Marija Bartl is Professor of Transnational Private Law at the University of Amsterdam. She is Director of the Amsterdam Centre for Transformative Private Law and a Principal Investigator of the N-EXTLAW Project .

Downloaded from https://www.cambridge.org/core. UNIVERSIDAD AUTONOMA METROPOLITANA, on 16 Nov 2026 at 06:27:50, subject to the Cambridge Core terms of use, available at https://www.cambridge.org/core/terms. https://doi.org/10.1017/9781009236195

Cambridge Studies in European Law and Policy

The focus of this series is European law broadly understood. It aims to publish original monographs in all fields of European law, from work focusing on the institutions of the EU and the Council of Europe to books examining substantive fields of European law as well as examining the relationship between European law and domestic, regional and international legal orders. The series publishes works adopting a wide variety of methods: comparative, doctrinal, theoretical and inter-disciplinary approaches to European law are equally welcome, as are works looking at the historical and political facets of the development of European law and policy. The main criterion is excellence, i.e. the publication of innovative work, which will help to shape the legal, political and scholarly debate on the future of European law.

Joint Editors

Professor Mark Dawson
Hertie School of Governance, Berlin
Professor Dr Laurence Gormley
University of Groningen
Professor Jo Shaw
University of Edinburgh

Editorial Advisory Board

Professor Kenneth Armstrong, *University of Cambridge*
Professor Catherine Barnard, *University of Cambridge*
Professor Richard Bellamy, *University College London*
Professor Marise Cremona, *European University Institute, Florence*
Professor Michael Dougan, *University of Liverpool*
Professor Dr Jacqueline Dutheil de la Rochère, *University of Paris II Pantheon-Assas, Director of the Centre for European Law, Paris*
Professor Daniel Halberstam, *University of Michigan*
Professor Dora Kostakopoulou, *University of Warwick*
Professor Dr Ingolf Pernice, *Director of the Walter Hallstein Institute, Humboldt University of Berlin*
Judge Sinisa Rodin, *Court of Justice of the European Union*
Professor Eleanor Spaventa, *Università Bocconi*
Professor Neil Walker, *University of Edinburgh*
Professor Stephen Weatherill, *University of Oxford*

Downloaded from https://www.cambridge.org/core. UNIVERSIDAD AUTONOMA METROPOLITANA, on 16 Nov 2026 at 06:27:50, subject to the Cambridge Core terms of use, available at https://www.cambridge.org/core/terms. https://doi.org/10.1017/9781009236195

Books in the Series

Reimagining Prosperity: Toward a New Imaginary of Law and Political Economy in the EU
Marija Bartl

Open Strategic Autonomy in EU Trade Policy: Assessing the Turn to Stronger Enforcement and More Robust Interest Representation
Wolfgang Weiß and Cornelia Furculiță

Trilogues: The Democratic Secret of European Legislation
Giacomo Rugge

The European Union, Emerging Global Business and Human Rights
Aleydis Nissen

The European Central Bank and the European Macroeconomic Constitution
Klaus Tuori

The Procedural and Organisational Law of the European Court of Justice: An Incomplete Transformation
Christoph Krenn

The New Economic Governance of the Eurozone: A Rule of Law Analysis
Paul Dermine

Digital Constitutionalism in Europe: Reframing Rights and Powers in the Algorithmic Society
Giovanni De Gregorio

Can the European Court of Human Rights Shape European Public Order?
Kanstantsin Dzehtsiarou

The Constitutional Boundaries of European Fiscal Federalism
Brady Gordon

Private Selves: Legal Personhood in European Privacy Protection
Susanna Lindroos-Hovinheimo

Fissures in EU Citizenship: The Deconstruction and Reconstruction of the Legal Evolution of EU Citizenship
Martin Steinfeld

The Boundaries of the EU Internal Market: Participation without Membership
Marja-Liisa Öberg

The Currency of Solidarity: Constitutional Transformation during the Euro Crisis
Vestert Borger

Empire of Law: Nazi Germany, Exile Scholars and the Battle for the Future of Europe
Kaius Tuori

Downloaded from https://www.cambridge.org/core. UNIVERSIDAD AUTONOMA METROPOLITANA, on 16 Nov 2026 at 06:27:50, subject to the Cambridge Core terms of use, available at https://www.cambridge.org/core/terms. https://doi.org/10.1017/9781009236195

In the Court We Trust: Cooperation, Coordination and Collaboration between the ECJ and Supreme Administrative Courts
Rob van Gestel and Jurgen de Poorter

Beyond Minimum Harmonisation: Gold-Plating and Green-Plating of European Environmental Law
Lorenzo Squintani

The Court of Justice of the European Union as an Institutional Actor: Judicial Lawmaking and its Limits
Thomas Horsley

The Politics of Justice in European Private Law: Social Justice, Access Justice, Societal Justice
Hans-W Micklitz

The Transformation of EU Treaty Making: The Rise of Parliaments, Referendums and Courts Since 1950
Dermot Hodson and Imelda Maher

Redefining European Economic Integration
Dariusz Adamski

Human Rights in the Council of Europe and the European Union: Achievements, Trends and Challenges
Steven Greer, Janneke Gerards and Rosie Slowe

Core Socio-Economic Rights and the European Court of Human Rights
Ingrid Leijten

Green Trade and Fair Trade in and with the EU: Process-based Measures within the EU Legal Order
Laurens Ankersmit

New Labour Laws in Old Member States: Trade Union Responses to European Enlargement
Rebecca Zahn

The Governance of EU Fundamental Rights
Mark Dawson

The International Responsibility of the European Union: From Competence to Normative Control
Andrés Delgado Casteleiro

Frontex and Non-Refoulement: The International Responsibility of the EU
Roberta Mungianu

Gendering European Working Time Regimes: The Working Time Directive and the Case of Poland
Ania Zbyszewska

Downloaded from https://www.cambridge.org/core. UNIVERSIDAD AUTONOMA METROPOLITANA, on 16 Nov 2026 at 06:27:50, subject to the Cambridge Core terms of use, available at https://www.cambridge.org/core/terms. https://doi.org/10.1017/9781009236195

EU Renewable Electricity Law and Policy: From National Targets to a Common Market
Tim Maxian Rusche

European Constitutionalism
Kaarlo Tuori

Brokering Europe: Euro-Lawyers and the Making of a Transnational Polity
Antoine Vauchez

Services Liberalization in the EU and the WTO: Concepts, Standards and Regulatory Approaches
Marcus Klamert

Referendums and the European Union: A Comparative Enquiry
Fernando Mendez, Mario Mendez and Vasiliki Triga

The Allocation of Regulatory Competence in the EU Emissions Trading Scheme
Josephine van Zeben

The Eurozone Crisis: A Constitutional Analysis
Kaarlo Tuori and Klaus Tuori

International Trade Disputes and EU Liability
Anne Thies

The Limits of Legal Reasoning and the European Court of Justice
Gerard Conway

New Governance and the Transformation of European Law: Coordinating EU Social Law and Policy
Mark Dawson

The Lisbon Treaty: A Legal and Political Analysis
Jean-Claude Piris

The European Union's Fight Against Corruption: The Evolving Policy Towards Member States and Candidate Countries
Patrycja Szarek-Mason

The Ethos of Europe: Values, Law and Justice in the EU
Andrew Williams

State and Market in European Union Law: The Public and Private Spheres of the Internal Market before the EU Courts
Wolf Sauter and Harm Schepel

The European Civil Code: The Way Forward
Hugh Collins

Downloaded from https://www.cambridge.org/core. UNIVERSIDAD AUTONOMA METROPOLITANA, on 16 Nov 2026 at 06:27:50, subject to the Cambridge Core terms of use, available at https://www.cambridge.org/core/terms. https://doi.org/10.1017/9781009236195

Ethical Dimensions of the Foreign Policy of the European Union: A Legal Appraisal
Urfan Khaliq

Implementing EU Pollution Control: Law and Integration
Bettina Lange

European Broadcasting Law and Policy
Jackie Harrison and Lorna Woods

The Transformation of Citizenship in the European Union: Electoral Rights and the Restructuring of Political Space
Jo Shaw

The Constitution for Europe: A Legal Analysis
Jean-Claude Piris

The European Convention on Human Rights: Achievements, Problems and Prospects
Steven Greer

Social Rights and Market Freedom in the European Constitution: A Labour Law Perspective
Stefano Giubboni

EU Enlargement and the Constitutions of Central and Eastern Europe
Anneli Albi

Downloaded from https://www.cambridge.org/core. UNIVERSIDAD AUTONOMA METROPOLITANA, on 16 Nov 2026 at 06:27:50, subject to the Cambridge Core terms of use, available at https://www.cambridge.org/core/terms. https://doi.org/10.1017/9781009236195

Reimagining Prosperity

Toward a New Imaginary of Law and Political Economy in the EU

Marija Bartl
University of Amsterdam

CAMBRIDGE
UNIVERSITY PRESS

Downloaded from https://www.cambridge.org/core. UNIVERSIDAD AUTONOMA METROPOLITANA, on 16 Nov 2026 at 06:27:50, subject to the Cambridge Core terms of use, available at https://www.cambridge.org/core/terms. https://doi.org/10.1017/9781009236195

CAMBRIDGE
UNIVERSITY PRESS

Shaftesbury Road, Cambridge CB2 8EA, United Kingdom

One Liberty Plaza, 20th Floor, New York, NY 10006, USA

477 Williamstown Road, Port Melbourne, VIC 3207, Australia

314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre,
New Delhi – 110025, India

103 Penang Road, #05-06/07, Visioncrest Commercial, Singapore 238467

Cambridge University Press is part of Cambridge University Press & Assessment,
a department of the University of Cambridge.

We share the University's mission to contribute to society through the pursuit of
education, learning and research at the highest international levels of excellence.

www.cambridge.org
Information on this title: www.cambridge.org/9781009236225

DOI: 10.1017/9781009236195

© Marija Bartl 2025

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, with the exception of the Creative Commons version the link for which is provided below, no reproduction of any part may take place without the written permission of Cambridge University Press & Assessment.

An online version of this work is published at doi.org/10.1017/9781009236195 under a Creative Commons Open Access license CC-BY-NC 4.0 which permits re-use, distribution and reproduction in any medium for non-commercial purposes providing appropriate credit to the original work is given and any changes made are indicated. To view a copy of this license visit https://creativecommons.org/licenses/by-nc/4.0

When citing this work, please include a reference to the DOI 10.1017/9781009236195

First published 2025

A catalogue record for this publication is available from the British Library.

Library of Congress Cataloging-in-Publication Data
Names: Bartl, Marija, author.
Title: Reimagining prosperity : toward a new imaginary of law and political economy in the EU / Professor Marija Bartl, University of Amsterdam.
Description: Cambridge, United Kingdom ; New York, NY : Cambridge University Press, 2024. | Series: Cambridge studies in European law and policy | Includes bibliographical references and index.
Identifiers: LCCN 2024023204 (print) | LCCN 2024023205 (ebook) | ISBN 9781009236225 (hardcover) | ISBN 9781009236171 (paperback) | ISBN 9781009236195 (epub)
Subjects: LCSH: Law–European Union countries. | Consumer protection–Law and legislation–European Union countries. | Sustainable development–Law and legislation–European Union countries. | Welfare economics. | Economic policy.
Classification: LCC KJE947 .B379 2024 (print) | LCC KJE947 (ebook) | DDC 341.242/2–dc23/eng/20240528
LC record available at https://lccn.loc.gov/2024023204
LC ebook record available at https://lccn.loc.gov/2024023205

ISBN 978-1-009-23622-5 Hardback
ISBN 978-1-009-23617-1 Paperback

Cambridge University Press & Assessment has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.

Downloaded from https://www.cambridge.org/core. UNIVERSIDAD AUTONOMA METROPOLITANA, on 16 Nov 2026 at 06:27:50, subject to the Cambridge Core terms of use, available at https://www.cambridge.org/core/terms. https://doi.org/10.1017/9781009236195