Dear Members and Supporters,

if you had asked us in 2019 how we felt about the previous year, then it would probably have been a very successful but at the same time also challenging year. Now, in times of Corona, we answer this question from a completely different perspective.

On the way towards an economic system that puts the well-being of people and planet first, in 2019 we saw a strong increase in interest and approval from civil society and the corporate world. Our membership numbers have been rising constantly, we could hardly handle all press inquiries, numerous researchers came to the first science conference and a growing number of companies and other organizations have successfully re-audited their Balance Sheets.

We are particularly pleased that the ECG has continued its overseas expansion. Numerous local chapters have started in Kenya, the Philippines and USA. At the same time, however, we are experiencing some “growing pains”. Due to the high interest in the ECG and the increasing internationalization, we have to rethink and rework some processes and structures. This became clear, for example, in the IT. Up until 2019 many of our internal processes were not yet digitalized and we had developed a lot of customized software. After a detailed analysis in 2019, we were able to successfully reorganize and kickstart our IT landscape in the spring of 2020. We are now working with increasingly automated processes and an internationally-oriented architecture. As a result, we are saving around 40 percent of our annual IT costs while at the same time improving quality, speed and scalability.

Despite these savings and despite increasing membership, the financial situation is very challenging. The foreseeable reduction in the commitment of our main donor was only partially compensated by more donations from companies and private individuals. We would like to thank all donors for your continued support. Without you, the ECG would not be able to continue.

We have set ourselves some ambitious goals for the year 2020. We would like to finally develop an ECG label for balanced enterprises, increase the number of supporting cities, publish an international website and introduce the idea of the ECG to an even larger circle of decision-makers and business leaders.

We hope you enjoy reading the annual report!

Your ECG Management Team

Anke Schwind
Bridget Knapper
Christian Felber

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1.1 Annual Report: ECG and Business

▶ BEST ECONOMY forum founded
In numerous workshops and panel discussions, more than 200 participants of the first alternative economic summit developed a manifesto with common demands on the global economy and politics.

▼ Numerous new ECG Companies
Last year, numerous companies drew up a new Common Good Balance Sheet or were re-audited. The network of ECG businesses is growing every day.

▼ Ever-more prizes
Numerous ECG enterprises were distinguished in 2019 with prizes for their work for the common good.

▼ Digital Reports and Audits
The auditing and reporting process in the ECG will be digitalized. Starting in 2019 all ECG Balance Sheets are organized in a central database to ensure transparency and quality.

◄ Corporate Conferences
At several conferences in Germany and Austria, ECG companies have jointly developed new ideas for the common good and built strong networks.

Outlook 2020

ECG Label
Development of a label to display the Balance Sheet result on products

Corporate Community
Strengthening the Common Good companies through further events and better communication

Growth and professionalization
Continue the current development and revision process of auditing and balancing processes
**1.2 Annual Report: Politics**

**REGIONAL FORUM**

**ON SUSTAINABLE DEVELOPMENT FOR THE UNECE REGION**

▲ ECG presented at UN conference as Good Practice
ECG presented its work at the „Regional Forum“ in Geneva as a good practice for the implementation of SDG 8 ("Decent Work and Economic Growth").

► ECG Region Stuttgart flourishes
Two municipal companies in Stuttgart, financial support for private companies, and a dedicated ECG website.

▼ New ECG Cities with Balance Sheets
Brakel and Willebadessen (Germany) start a Common Good Balance Sheet.

▼ Global Climate Strikes for a climate-neutral economy
Together with Fridays for Future, ECG takes to the streets worldwide for a value-oriented economy.

▲ German politics
The Green Party is calling on the German federal government to draw up a Common Good Balance Sheet for at least two government-run companies.

▼ More prizes
The German cities Bordelum, Breklum and Klixbüll received the Schleswig-Holstein Sustainability Award for their Common Good Balance Sheet.

**Outlook 2020**

**Workbook for Cities 2.0**
Creation and implementation of the Common Good Workbook for Cities

**Training Program**
Development of a training program for municipal ECG consultants

**Growth and more professionalization**
Acquisition of further municipalities for Common Good Balances and proactive networking with of existing ECG cities
First Science Conference is a big Success
In Bremen, Germany, the first international ECG science conference is held over 3 days in November and is well received. On the premises of the first university institute “for the Common Good” - IGC of the University of Applied Sciences Bremen - numerous renowned scientists from all over the world discuss the merits of this alternative economic system.

Citizen Dialogs
In Baden-Württemberg, Germany 3 citizen dialogues people voted on their suggestions for the ECG. The project received grant funding from the state government.

Social Innovation
Academic studies from the Universities of Valencia, Flensburg and Kiel prove that ECG is “worthy to be institutionalized”.

100+ Workshops in Schools
In over 100 interactive workshops in schools, students learn more about the ECG. Teachers receive training on ECG methods in 15 events.

Outlook 2020
Educational Material
Development and translation of existing educational materials
Education
Continuation of the school workshops and establishment of ECG in further training courses.
Common Good Balanced Schools
Accompaniment of further schools with the Common Good Balance Sheet
1.4 Annual Report: The Movement

▲ Internationalization
In addition to new national associations in the USA, Mexico, France, the Netherlands and Luxembourg, local chapters are being founded outside Europe.

► New ECG Office
In March, 2019 the new office of the ECG Federation was opened in Hamburg, Germany and now serves as one of the headquarters of the ECG.

▼ The Movement continues to grow
With nearly 400 new members (plus 15.8% over 2018 the ECG grew faster again this year. Most growth was in Germany, Switzerland and Chile.

◆ Delegates Assembly
More than 90 participants from 12 countries meet in Stuttgart, Germany to discuss and vote on future changes.

▌ We are becoming more and more professional
IT is analyzed and optimization potentials identified, numerous communication materials are revised and since May a full-time fundraiser has been hired.

Outlook 2020

IT Migration
Conversion of software and hardware to new providers to reduce costs, increase quality and improve digitization

International Website
Development of a new international website to increase awareness on an international level

Growth and more professionalization
Continuation of the growth trend with membership drives and increased staff positions
2 Financial Report

Revenue Sources
In 2019, we will have the expected sharp decline on the revenue side due to the expected revenue reduction from our main donor. Although our membership fees continue to rise, this could not compensate for the shortfall in donations.

In response to this, we created a part-time position for fundraising in mid-2019, which started with a focus on systematic membership recruitment and long-term relationship development with potential donors.

The greatest success is certainly the acquisition of several major donors. In addition, the topic of fundraising in the movement is being promoted and international networking is also taking place. We are also working on optimizing our digital fundraising processes.

Expenditures
Due to the surplus of income in 2018, this year we can operate with higher expenses (323,000€) than income (228,000€).

We have used the available funds to promote ECG. A quarter of the income went into the direct dissemination of ECG through public relations (55,000€), internationalization (13,000€) and further development of the Common Good Balance Sheet (16,000€). A further half was used for the indirect support of ECG. This includes the provision of necessary infrastructure such as IT (76,000€), fundraising (20,000€), training of our volunteers (6,000€) as well as the organization of the Delegates Assembly (10,000€).

More information about the finances of the ECG Federation can be found online at wiki.ecogood.org.