

Basic idea and concept for the realisation of a

Common Good Region

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I. Foundation & references

1. Concept of the Common Good

The concept of the Common Good is universal and has a long historical tradition, it is deeply anchored in state and constitutional law, democratic societies ultimately serve the common good:

<https://web.ecogood.org/de/idee-vision/seit-400-v-chr/>

<https://web.ecogood.org/de/idee-vision/darum-gemeinwohl/>

2. References to historical documents

- In almost every country or region there are prominent references to the „common good“. Many constitutions contain a common good reference, e. g. Sometimes, prominent company founders did refer to the common good.

- These quotations could kind of patronise the project.

3. Current developments and references

- SDGs

- UN Climate Conferences

4. ECG movement

ECG is a growing international movement. It works with citizens, companies, Universities, cities, and regions. Political decisions have been made at all levels from the local to the EU level.

Local: Barcelona, Stuttgart, Amsterdam, and Vienna are promoting ECG elements.

Regional: The Minister of Sustainable Economy of Valencia promotes ECG in a [resolution](#)

EU: The European Social and Economic Committee initiated [opinion on ECG](#), that was adopted by a majority of 86 percent of its members on 17 September 2015.

UNO: Presentation of a case study at the [UNECE Regional Forum](#) on 22 March 2019 in Geneva.

II. Points of departure

5. Wake-up call

FFF and the Covid-19 are raising awareness of necessary change and socio-ecological transformation. They can be used as well-known references that now the time has come to act!

6. Crystal nucleus

- Each region has its emblematic natural, geographical or cultural icon: a lake, a river, a mountain, a typical crop, a traditional industry, ... which may serve as the cornerstone, centerpiece or crystal nucleus of a common good region.

- Narrative around the crystal nucleus that introduces the core content of the CGR, e. g. a lake should not grow (nor shrink), it unfolds its highest potential if it remains stable (in a dynamic equilibrium), its about (water) quality, fish population, recreation factor, and others.

- This „objective“ phenomenon has the potential and the strength to trigger a cross-sector and supra-regional cooperation around the emblem/crystal nucleus

7. Vision

Our region becomes the first Common Good Region in our country. We create a Common Good Index in a participatory process which is used for success measurement of political measures and decisions. As many companies as possible will do a common good Balance Sheet and make its result visible in a label on their products. Banks create Common Good Centers with Common Good Accounts and 100% sustainable investments. As many municipalities as possible become Common Good Cities, do a Common Good Balance Sheet on the whole administration or public companies, promote private companies and involve citizens. Universities research and teach ECG, create courses and studies with ECG and establish an ESG Chair (model: University of Valencia). To further democratise and improve the economy, we initiate a Democratic Convention (Citizen Council) on the economy. In schools and other educational institutions, we teach alternative economic models such as the Economy for the Common Good.

8. Unifying process

Common Good Index for the region → s. Separate document

III. Actors

7. Initiators

Regional government, municipalities, universities, NGOs, sustainable companies/banks, ...
– broad mix

8. Coordination

- Professional projekt management

9. Pool of volunteers

citizens, NGO activists, experts, pioneer companies – for each module

9. Council

- Representatives of initiators
- Representatives of every module

10. Multipliers

Opinion leaders, Leader managers, journalists, SDG coordinators, scientists, teachers, ...

IV. Modules:

11. Companies:

- Business breakfasts with regional entrepreneurs;
- Companies do the CGBS in regional peer groups;
- public events with certification;
- companies use the ECG label (upcoming!);

12. Municipalities:

- become Common Good Municipalities/Cities with certification;
- make the CGBS for public companies;
- promote private companies to do the CGBS;
- link public procurement and economic promotion to CGBS criteria/values and CGBS results;
- initiate a Common Good Index for the city or a democratic convention on the economy.

13. Universities:

- schools and universities do the CGBS like e. g. [Waldorf-Schule Freiburg-Riesefeld](#);
- Universities offer practical courses in which students help regional companies to do the CGBS, following the example of [Münster University of Applied Science](#);
- establish an ECG Chair, following the example of the [University of Valencia](#);

14. Financial institutions:

- do a CGBS like [Sparda Bank München](#);
- establish a Common Good Center and offer a [Common Good Account](#) → see separate document;

Common Good Region:

- regional government implements the CGBS in public companies, following the example of [Stuttgart](#);
- promotes CGBS in a government resolution, following the example of [Valencia](#);
- creation of a Common Good Index;
- organising a Democratic Convention on the economy.

Work in progress

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