

# Common Good Product Now!

## #RebalanceOurEconomy



**ECONOMY**   
FOR THE COMMON GOOD  
An economic model for the future

# Now is the time!

Without a doubt, Covid has devastated our normality like a hurricane sweeping the coast. But what comes after the storm? There is growing social awareness that “normality was the problem” and that we must now seize the moment to transition to a future-fit economy for the decades ahead to prevent further social and environmental crises.

It's time to send a strong message to the leaders of G20.

It's time for a fundamental change in our economies.

It's time for a fundamental shift in our mindset.

Money is not the goal of the economy. It is the means to grow the common good.



***“Gross Domestic Product measures everything,  
except that which makes life worthwhile”***

Robert Kennedy, 1968



## Rebalance our economy with the Common Good product.

In the face of climate change and growing inequality, our current way of measuring economic success is unfit. Gross Domestic Product (GDP) is not designed to support human and planetary thriving. It fails to inform decision-makers how sustainable our economies really are.

What grows when GDP grows is not necessarily organic grain, food security, affordable housing, meaningful work, healthy ecosystems, or even love and peace. GDP growth is little more than an aggregation of market transactions measured in monetary terms, such as the production and sale of food and drinks, airplanes, facility cleaning, business consultation or weapons production, regardless of whether they contribute to human wellbeing and health of the planet or not. The GDP aims at increasing growth, regardless of planetary boundaries and thus at the cost of future generations.

**The Common Good Product** (CGP) is a new innovative measure that can be used by policymakers and societies to overcome these limitations. Instead of endless growth on a limited planet, it aims at increasing the wellbeing of people and nature. It shifts the focus of success measurement from the means to the goals.

The Common Good Product (CGP) is an economic instrument that measures the achievement of the core **values of a society** and progress made towards economic goals derived from these values. The societal goals are defined democratically through a **citizens' assembly** or economic convention.



## The goal of the campaign.

The overall goal of the campaign is to let the world know that fundamental changes in the economy for the better are possible.

We just need to agree on the simple ideal that money is not the goal of the economy, it is the means to grow prosperity of the common good.

The goal of the campaign is to plant a seed in the minds of our political leaders by using a very simple yet striking idea.

The Common Good Product nails down a fundamental change in mindset.

It illustrates a peaceful revolution without raising fears of extremism.

The message is: There are alternatives to predatory capitalism. We can change the system within the system very easily.

## The spin of the campaign.

We want to use the G20 summit as a launchpad for the campaign.

We want to provide the public with a platform to address the leaders of G20 directly.

- The spin of the campaign comes from its simplicity.
- Easy to understand, easy to sign.
- It has the potential for an easy-to-sign petition. You don't need to dive into any kind of background reading to sign it.
- It gives an easy answer to very complex problems – therefore has great PR momentum



## Strategy and Campaign elements.

1. *Activating, easy to share and customizable social media content*
2. *Campaign landing page: [commongoodproduct.org](http://commongoodproduct.org)*
3. *Open Letter to G20 signed by "The CG20" (see below)*
4. *A petition on [avaaz.org](http://avaaz.org) (see below)*
5. *Global press release in English, German, Spanish, Italian*
6. *Global press conference/public declaration to focus attention and give journalists the opportunity to cover an "event" or "webinar"*



## Campaign visuals.



Starting End of October, we will launch a social media campaign in all 35 countries where our members are present.

Every supporter can share this content on his/her social media channels and maybe even individually customize the motifs.



### Campaign main visuals



### Profile image badge



### Additional material

<b>Gross Domestic Product measures:</b> <ul style="list-style-type: none"><li>1. Production of goods and services at markets</li><li>2. Goods and services sold at markets</li></ul>	<b>Common Good Product measures:</b> <ul style="list-style-type: none"><li>1. Sustainability</li><li>2. Human rights</li><li>3. Democracy</li><li>4. Inequality</li><li>5. Quality of Life and Happiness</li><li>6. Gifts to society</li></ul>
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#RebalanceOurEconomy  
commongoodproduct.org

I want the **G20** to create an economy that measures the common good, not just production or consumption.

#RebalanceOurEconomy  
The Gross Domestic Product measures everything except that which makes life worthwhile.  
commongoodproduct.org

I want the **G20** to place the wellbeing of humans and our planet at the centre of decisions.

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I want the **G20** to nurture quality of life, not account for goods and services only.

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I want the **G20** to measure the health of the planet and not the transactions of global corporations.

#RebalanceOurEconomy  
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commongoodproduct.org

I want the **G20** to measure affordable housing, meaningful work and healthy ecosystems instead of financial growth.

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## The CG20 open letter.

To boost the campaign we will set up an open letter to the G20 calling on them to rebalance the economy. To gain relevance it needs to be signed by people who stand for a global movement to change the economy for the better.

Examples of potentially likeminded people from our network who we are currently approaching.

Let's call them **the Common Good 20** or **CG20!**

Each member will contribute one personal demand addressing the G20.

The website landing page will feature a picture and one quote of each signatory.



Greta Thunberg (Fridays for Future)



Vandana Shiva (Indian environmental activist)



Boniface Mabanza (Lecture and activist)



Antje von Dewitz (CEO Vaude)



John Strelecky (Bestselling author)



Carolin Stüdemann (Viva con Aqua)



Esin Rager (Co-president FC St. Pauli Football Club)



Kate Raworth (Donut Economy)



Jason Hickel (Economic anthropologist)



David Bronner (Dr. Bronner's organic soap)



## We need you!

*Help us to promote a new way of thinking economy. Help us to let people discover this simple yet striking idea.* We do not have a big media budget to boost the campaign on social media, therefore we need the support of all members of ECG to get the campaign started. The personal engagement of each member of our organization is vital for success!

On a personal level:

1. Sign the petition
2. Download the social media content and spread it on your personal accounts such as Twitter, Facebook, LinkedIn etc.

On ECG country or chapter level:

1. Download the templates
2. Translate the headlines into your language
3. Maybe even formulate your own headlines according to your specific demands
4. Activate your local members and your local network
5. Contact journalists or influencers

## Global Petition on Avaaz.

We also intend to set up a global petition with Avaaz, a U.S.-based nonprofit organization that promotes global activism on issues such as climate change, human rights, animal rights, corruption, poverty, and conflict. The Guardian referred to Avaaz as “the globe’s largest and most powerful online activist network”. Avaaz campaigns are managed by a team of campaigners working from over 30 countries.

## Timing.

Mid-October: Start of the campaign

Oct 18th: Open letter, press release to 2000 media contacts (translated to English, Spanish, German, Italian)

Oct 25th: press conference/online event

November / December: Ongoing social media campaign



**Rome wasn't built in a day yet a single weekend in Rome has the power to change our world.**

