

# ECGIC 2022: “Connecting Sustainability Organizational Models with Sustainability Development Goals”

II Economy for the Common Good International Conference opens March 9 in Valencia

**The Economy for the Common Good International Conference 2022 (ECGIC 2022) will be held from March 9th to 11th, 2022, in Valencia, Spain, under the claim "Connecting Sustainability Organizational Models with SDGs". Keynote speakers will be Christian Felber, the founder of the global grassroots movement and the internationally renowned thought leader and author Dr. Katrin Muff.**

**Valencia, 4 March 2022 | The ECGIC 2022 Conference aims at bringing together scholars working on topics related to the Economy for the Common Good (ECG) and other sustainability approaches. It will provide them with a resonance space, a platform for critical review and for networking, from early career researchers and Ph.D. students to senior scholars and chair holders.**

The organizing entities responsible for coordination of the event are the University of Valencia, in association with the Austrian Research Association (Österreichischer GWÖ-Forschungsverein) and the Science and Research Hub of the ECG movement. Christian Felber, initiator of the ECG movement comments: “It is high time to shift economic success measurement from financial indicators to what really matters, both on the macro and micro levels. The global challenges we face do not allow to continue with metrics that are not aligned with our essential goals”.

The ECGIC2022 consists of plenary sessions, parallel sessions organized in eleven tracks, doctoral workshops, and interactive practitioner sessions, all held in English. It is a space to exchange invaluable insight into making the jump from theory to practice and sharing personal and professional experiences based on research and economic activities.

Recently, there has been a growing number of scholarly works focused on the ECG both from conceptual and empirical perspectives. An international call for papers was opened during 2021 for the ECGIC 2022 and the accepted abstracts were announced to registered participants in the second week of January 2022. The call for papers is already closed.

As stated by Dr. Vanessa-Campos, main organizer in the Conference: “The 2030 agenda set by the UN advocates for the implementation of the SDGs at the corporate level following a multistakeholder approach. Some sustainability frameworks have demonstrated its usability and effectiveness in large businesses. However, their applicability to micro, small, and medium-sized enterprises (MSMEs) is under scrutiny. Therefore, the availability of sustainability frameworks suitable for MSMEs, such as the ECG, may be crucial to the successful implementation of the SDGs in most firms.”

The ECGIC 2022 welcomes contributions of qualitative or quantitative nature. Topics include, but are not limited to principles, antecedents, methodologies, and foundations of the ECG; Embedding Sustainability into Strategic Management Processes; Sustainable Entrepreneurship and HRM; Ethical Finances; Sustainability Strategies; SDGs in Higher Education; Open Science; Impact measurement and Non-financial Reporting in SMEs; political relevance of alternative Sustainability frameworks; AI, Digitalization, and Innovation.

Since its beginning in 2010, the ECG movement has spread from the German-speaking countries to other geographies, especially Europe and Latin America. Right now, it is present in 35 countries and over 2,000 companies, mainly small and medium-sized enterprises (SMEs), have been registered as supporters. More than 800 businesses in Europe have produced or are currently producing an ECG Balance Sheet.

The Common Good Balance Sheet is based on the Common Good Matrix, a model for organizational development and evaluation of entrepreneurial and charitable activities. Companies, municipalities and educational institutions can also apply it. It assesses twenty themes describing a company's contribution to the Common Good. These tools allow sustainability and transparency standards to be compared across all sectors, types and sizes of businesses.

ECG's model and control instruments serve as an organizational compass and essential strategic and management tools to help implement the Sustainable Development Goals (SDGs). This annual conference brings together in interactive conference formats such academics and practitioners working on topics related to the ECG and other sustainability approaches.

The ECG can be considered a new approach in line with a variety of socioeconomic and political approaches that aim to frame the economic activity within ecological and social boundaries. However, the ECG does not aim to incorporate sustainability into the predominant system of profit-maximization, but to integrate economic activities into a broader cultural and social context so they can be linked with core human values, such as dignity, solidarity, social justice, environmental sustainability, democracy, and transparency.

ECG's holistic perspective applied to business practices allows companies to effect worthwhile impact as part of their normal commercial activities within the context of the SDGs. It holds companies accountable and presents incentives in equal measure, to promote the integration of respectful ethical and environmental practices to their regular operations. This view seamlessly aligns itself with the interlinked nature of the SDGs. At least one SDG, usually more, are addressed within each of the Common Good themes.

[Visit the event's official website to find out more.](#)

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### **About the Economy for the Common Good**

The Economy for the Common Good advocates a more ethical economic model, in which the wellbeing of people and the environment become the ultimate goal of business. The worldwide movement exists since 2010 and is based on the ideas of the Austrian publisher Christian Felber. Currently the movement consists of over 11,000 supporters, more than 4,000 activists in more than 160 local chapters and 31 associations. Over 500 businesses and organizations have completed the Common Good Balance Sheet. Worldwide nearly 60 municipalities and 200 universities are actively involved in spreading the idea of the Economy for the Common Good. On 29 Sep. 2018 the International Federation was founded and consists of 10 national associations. (05/2019)

Further Information: [www.ecogood.org/en](http://www.ecogood.org/en)

**For general questions about the Economy for the Common Good, please contact:** [press@ecogood.org](mailto:press@ecogood.org)