

## What is the Economy for the Common Good?

The [Economy for the Common Good](#) (ECG) is an economic model which prioritizes a good life for all, in harmony with the wellbeing of the planet. What constitutes the Common Good in concrete terms is determined democratically with reference to four groups of ethical values: human dignity, solidarity and social justice, environmental sustainability, transparency and democratic co-determination.

## Who is involved?

The Economy for the Common Good was founded in Austria in 2010, based on the book [Change Everything: Creating an Economy for the Common Good](#) by the Austrian author [Christian Felber](#). The ECG movement, which has been awarded several prizes, currently comprises 11,000 supporters worldwide, more than 4,800 active members in more than 180 local chapters, 35 ECG associations, over 800 companies and other organizations, some 40 municipalities as well as 200 universities worldwide. This growing network promotes, implements and further develops the [vision](#) of the Economy for the Common Good. In 2018, the International ECG Federation was founded by nine national ECG associations from Sweden to Chile which coordinate and pool their resources. (08/2022)

## How is the Economy for the Common Good organized?

The Economy for the Common Good is open to all – everybody, every company, every organization and every community can get involved and participate actively. Individuals can get involved in [local chapters](#) or [hubs](#), such as the Consultants Hub, the Communication Hub, the Auditors or the Speakers Hub. Joint decisions are made by all groups at the annual Delegates Assembly. Together with the board of the [International Federation](#), it constitutes the highest operative organ of the movement.

## How does it work?

[Companies](#), universities, education centres and other organizations have the opportunity to draw up a Common Good Balance Sheet. This balance sheet is based on the [Common Good Matrix](#), which describes 20 themes that make a company's contribution to the common good visible. Each company can achieve a maximum of 1,000 points. Thus, for the first time, the result of a CSR standard can be compared across all sectors, legal forms and company sizes. The ECG Balance Sheet fulfils and goes beyond the European Union's requirement for non-financial reporting.

One goal of the Economy for the Common Good is to make this kind of impact assessment visible on products. Following this idea, the ECG will launch a globally registered logo in 2023 which will allow consumers to evaluate the individual score simply by scanning it via smartphone. The audited results of the Common Good Balance Sheet should determine legal advantages or disadvantages of a company, e.g. taxes, customs duties or public procurement. With the help of these incentives, the current cost and competitive disadvantage of ethical companies is reversed into a price and competitive advantage.

Beyond the scope of a single organization, the ECG is pushing forward the [Common Good Product](#) (CGP) and the Common Good Index (CGI). The CGP is a tool that complements the GDP in quantifying and measuring factors such as sustainability, human rights, democracy, inequality or quality of life. The CGI on the other hand, allows the application and standardization of said parameters on a centralized, local scale in regions, cities or [municipalities](#).

The Common Good Product and Common Good Index are tools that can be used by policymakers at local, national and international levels to overcome the limitations of focusing on endless growth within a limited planet, thus increasing the wellbeing of people and nature. They shift the focus of success measurement from the means (money) to the goals (generating value for society).

## Examples of Common Good Municipalities

- District [Horta-Guinardó, Barcelona](#), Spain
- [Stuttgart](#), Germany
- [Mannheim](#), Germany
- [Ökobusiness](#), Vienna, Austria
- [Amsterdam Impact Action Program](#), Netherlands
- [Münster](#), Germany
- [Alto Adige](#) (Laas, Mals, Latsch und Schlanders), Italy
- [Miranda de Azán](#), Spain
- [Orendain](#), Spain
- [Mäder and Nenzing in Vorarlberg](#), Austria
- [Kirchanschöring](#), Bavaria, Germany
- [Klixbüll, Breklum, and Bordelum](#) in North Friesland, Germany
- [Mertzig](#), Luxembourg
- [Eschlikon](#), Switzerland
- [Santa Coloma de Queralt](#), Catalonia, Spain
- [El Bruc](#), Catalonia, Spain
- [Höxter Region](#), Germany
- [Wilder Kaiser Region](#), Austria

More and more municipalities and cities are working for sustainable global development. Yet, few administrations have found a way to systematically assess and improve their own sustainability performance. Now, the ECG model can offer new paths by offering easy principles and tools for cities and municipalities.

## Examples of Companies with a Common Good Balance Sheet

- ARGEkultur gemeinnützige GmbH, A-Salzburg
- Traperos de Emaús de la Región de Murcia, ES-San Javier
- BKK Pro Vita, D-Bergkirchen
- Can Cet, ES-Badalona
- Cultiva, CL-Santiago
- Ecotopia på Österlen, SE-Tranås
- elobau GmbH & Co. KG, D-Leutkirch
- Grüne Erde GmbH, A-Scharnstein
- Herzogsägmühle Diakonie in Oberbayern e.V., D-Peiting
- Hotel La Perla, I-Corvara
- La Congregación Mariana, CO-Medellin
- Märkisches Landbrot GmbH, D-Berlin
- Mundo de Virtudes, CL-Santiago
- Odin, NL-Geldermalsen
- OiKOPOLiS, LU-Munsbach
- PAUMA Gestión de recursos sociales y educativos, ES-Pamplona
- Polarstern GmbH, D-München
- Proqualitas Consultores, CL-Santiago
- Raiffeisenbank, A-Lech am Arlberg
- Sparda-Bank München eG, D-München
- Sotronik GmbH, CH-Winterthur
- Vägen Ut! kooperativen, SE-Göteborg
- VAUDE Sport GmbH & Co. KG, D-Tettnang
- Voelkel, DE-Höhbeck

The two municipal companies, [Leben & Wohnen](#) and [Stadtentwässerung Stuttgart](#) of the city of Stuttgart have received an ECG audit report. The first universities to publish balance sheets are the [Business School Lausanne](#) (CH), the [FH Burgenland](#) (A) and the [IGC of the Hochschule Bremen](#) (D). A list of our members and companies with a balance sheet can be found on [this website](#) in German.

## Where does ECG enjoy official political support?

The first common good communities with an ECG balance sheet are [Mäder](#) and [Nenzing](#) in Vorarlberg, Austria. In Germany, [Kirchanschöring](#) in Upper Bavaria and the Schleswig-Holstein municipalities of [Brekum](#), [Bordelum](#) and [Klixbüll](#) are leading the way. [Baden-Württemberg](#), [Hessen](#) and [Bremen](#), Germany, [Salzburg](#), Austria and [Valencia](#), Spain have the common good economy in their government programs.

The [European Economic and Social Committee](#) approved the ECG in an "own-initiative opinion" in 2015 by 86% and considers it suitable for the integration into the legal framework of the European Union and its member states. In 2017 the committee announced the ECG as one of the "new sustainable economic models". The ECG was also invited by the [UN Economic Commission for Europe](#) in Geneva (UNECE) to present the ECG Balance Sheet as a case study and was included in a report by the [United Nations Research Institute for Social Development](#).

## What about ECG and the scientific community?

The Economy for the Common Good is also increasingly active in the field of science and research. The German-speaking [ECG science & research hub, which operates a networking platform with more than 150 scientists](#), supports research projects and manages an online library with teaching offers and publications. Furthermore, it searches for appropriate hosts for the biannual scientific conference. The 2<sup>nd</sup> ECGIC took place in March 2022 in Valencia in Spain.

Since June 2017, the same university holds the world's first ECG Chair. In autumn 2018, the master's program Applied Common Good Economics launched at the [Saalfelden Study Centre](#) in cooperation with the University of Applied Sciences of Burgenland in Austria.

Currently (early 2020), three scientific studies on the ECG have been conducted by the [University of Valencia](#), [Universities of Flensburg and Kiel](#) (in German) and the [University of Bremen](#). They distinguish the ECG as a "social innovation", attribute the impact of higher ethical and financial performance to the Common Good Balance Sheet and regard ECG as a suitable instrument for implementing the UN Sustainable Development Goals within businesses. An [IASS study](#) proposes 10 requirements for a universal sustainability reporting standard. A 5<sup>th</sup> project has started at the Humboldt-Universität zu Berlin.

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ECG Spokespersons are available for information, interviews and discussions. ECG Advocates support the ECG in their specialty fields. Please contact us and we will get you in touch with the right person in your area or field of expertise.

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