

Thank you for taking the time to participate in this interview. All answers and sources provided in this document will be used to create informative and/or promotional content to be disseminated in the Economy for the Common Good (ECG)'s official communication channels. E. g., web news posts, internal and external international newsletters, social media publications.

1. Could you introduce yourself to the movement?

You could answer questions such as: Where are you from? Where are you based? What's your background? When did you join the ECG? In what capacity?

Hello, my name is Kristina Rübenkamp and I live in Schwerin, Germany with my husband. Schwerin is city in Mecklenburg-Western Pomerania only about 1,5 hours away from Hamburg. I grew up in Braunschweig and have always been interested in different cultures. That's why I went abroad several times during my school years, my apprenticeship and my studies. I was in the USA, Finland, Great Britain, France and Spain. Before I moved to Schwerin, I lived in Dresden. I studied business administration in Hanover and then worked at the Ostfalia University of Applied Sciences as the head of the International Office. After moving to Dresden, I completed a Master's degree in Communication Psychology and Management. Meanwhile, I started working at Cloud&Heat Technologies GmbH. There I helped in different positions (Human Relations, Finance and Legal) to build up and grow the start-up. Most recently, I am in the position of CFO there.

In my spare time I like to play board games and pen & paper role-playing games and I have already developed a card game myself.

I have been with the International Association of the Economy for the Common Good since 01 January 2023 as Managing Director for Finance and Legal.

2. What has your experience within the ECG been so far?

Exciting? Challenging? How have you participated and contributed? Have you occupied more than one role as a member, be it volunteer or staff? What projects, events, Local Chapter, Association, Hubs or Working Groups have you been a part of? Who have you collaborated with?

I first heard about the ECG with the job advertisement for the role of EMT member. I then looked into the movement and also read Christian Felber's book. As I can identify with the movement, I am very happy to be a part of it now.

I have met quite a few people so far, as I have already attended an EMT meeting and an FMC meeting. I am also looking forward to meeting many more committed people through further meetings with the hubs, the international staff and the other teams.

3. What are your plans for the role and for the ECG?

What is your specific role within the EMT? What does it entail? What are your priorities? What challenges are you hoping to face and overcome? In what direction would you like to help steer the organisation?

I am responsible for Finance and Legal in the EMT. Together with the team in Hamburg, I make sure that we are administratively well positioned and that the financial figures are accurate. I am also available for questions about legal matters and data protection. I am also part of the fundraising team and work closely with Martina on the topic of people and culture.

On a personal note, I am pleased to be able to accompany the IF in an ECG balancing audit this year.

I am also working closely with the EMT to prepare the organisation for the challenges of the future. Based on the strong foundation that has already been created, we can further develop the structures to professionalise our services.

4. What do you want to say?

Feel free to expand on any detail or topic that the questions so far haven't properly covered, maybe say hi to the rest of the movement?

I am very happy to have been so warmly welcomed by the movement so far and look forward to working with all of you.

6. Could you provide a picture of yourself?

All of our newsletter pieces are accompanied by an image. We would love to show your face to the movement when we officially introduce you.

Please attach the file to the email.

Written Interview

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 organisations 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

For general questions about the Economy for the Common Good, please contact:
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