

# Economy for the Common Good

## An economic model fit for the future



# Planetary Boundaries

after Johan Rockström, Stockholm Resilience Centre et al. 2009

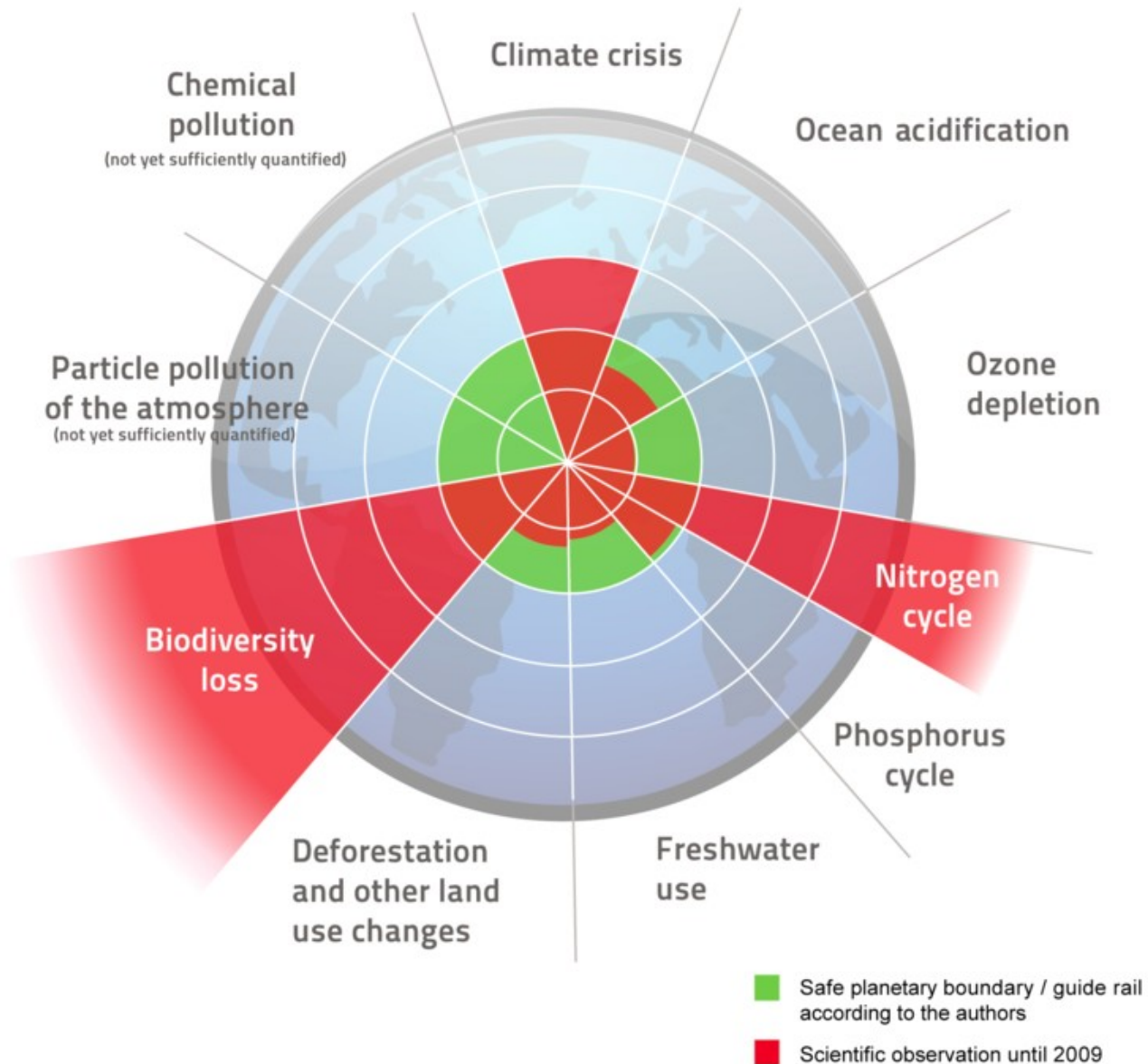
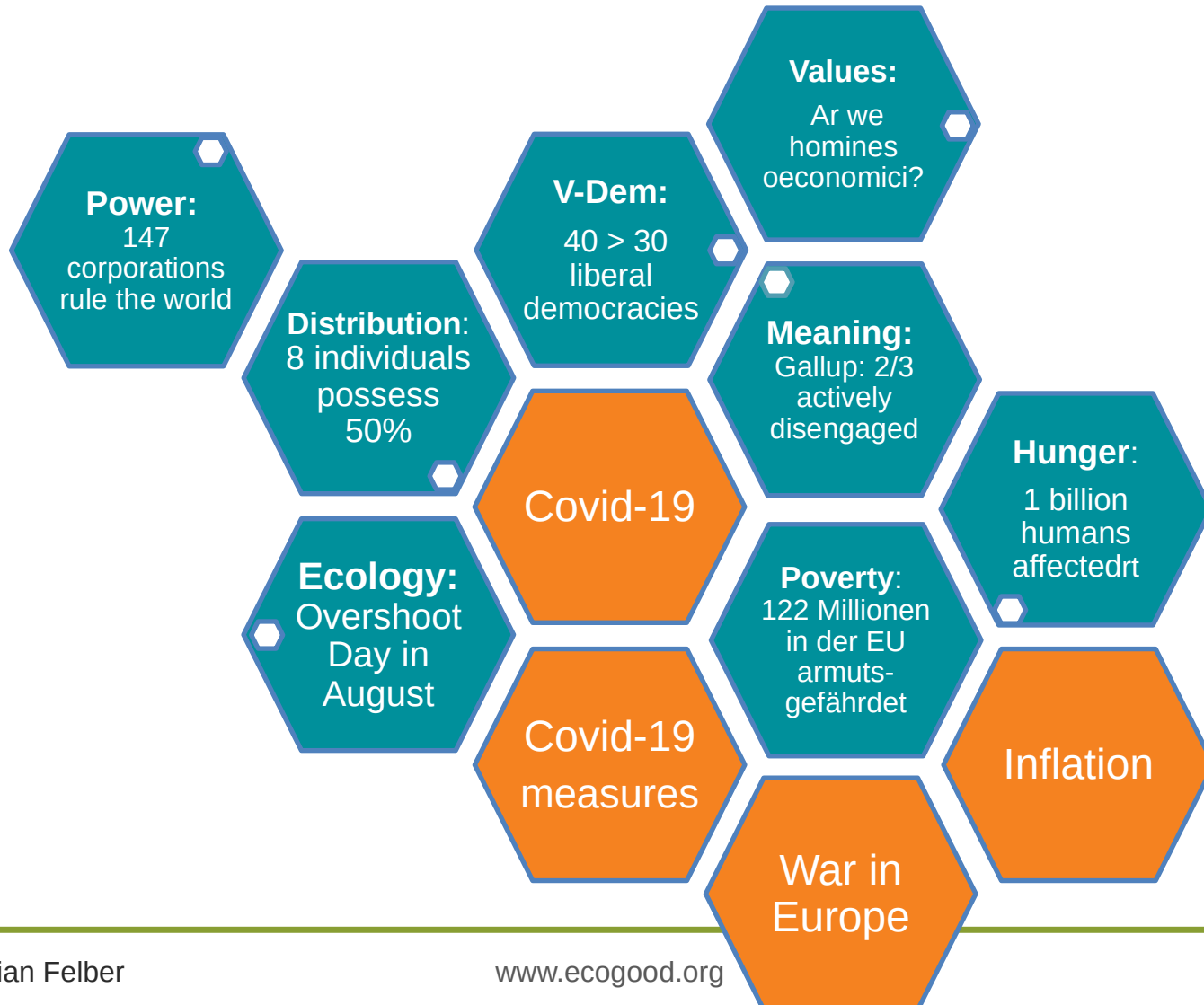


Chart:  
Felix Müller



# Landscape of crisis



DAVOS WEF

# Most people think capitalism does more harm than good, survey shows

PUBLISHED MON, JAN 20 2020-8:32 AM EST | UPDATED TUE, JAN 21 2020-6:05 AM EST



Capitalism as it exists today does more harm than good in the world



# TAPAS better than TINA

Solidary and Social Economy

Doughnut Economics

Circular Economy

B Corps

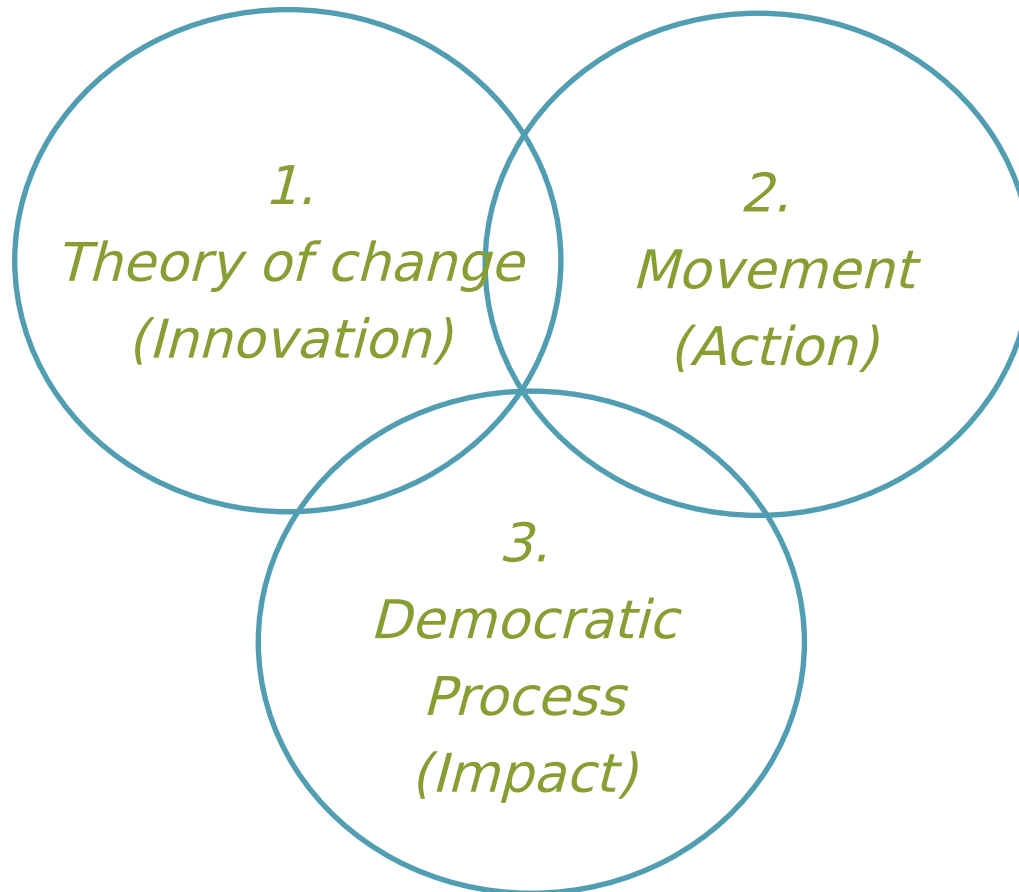
Commons

Degrowth

Economy for the Common Good

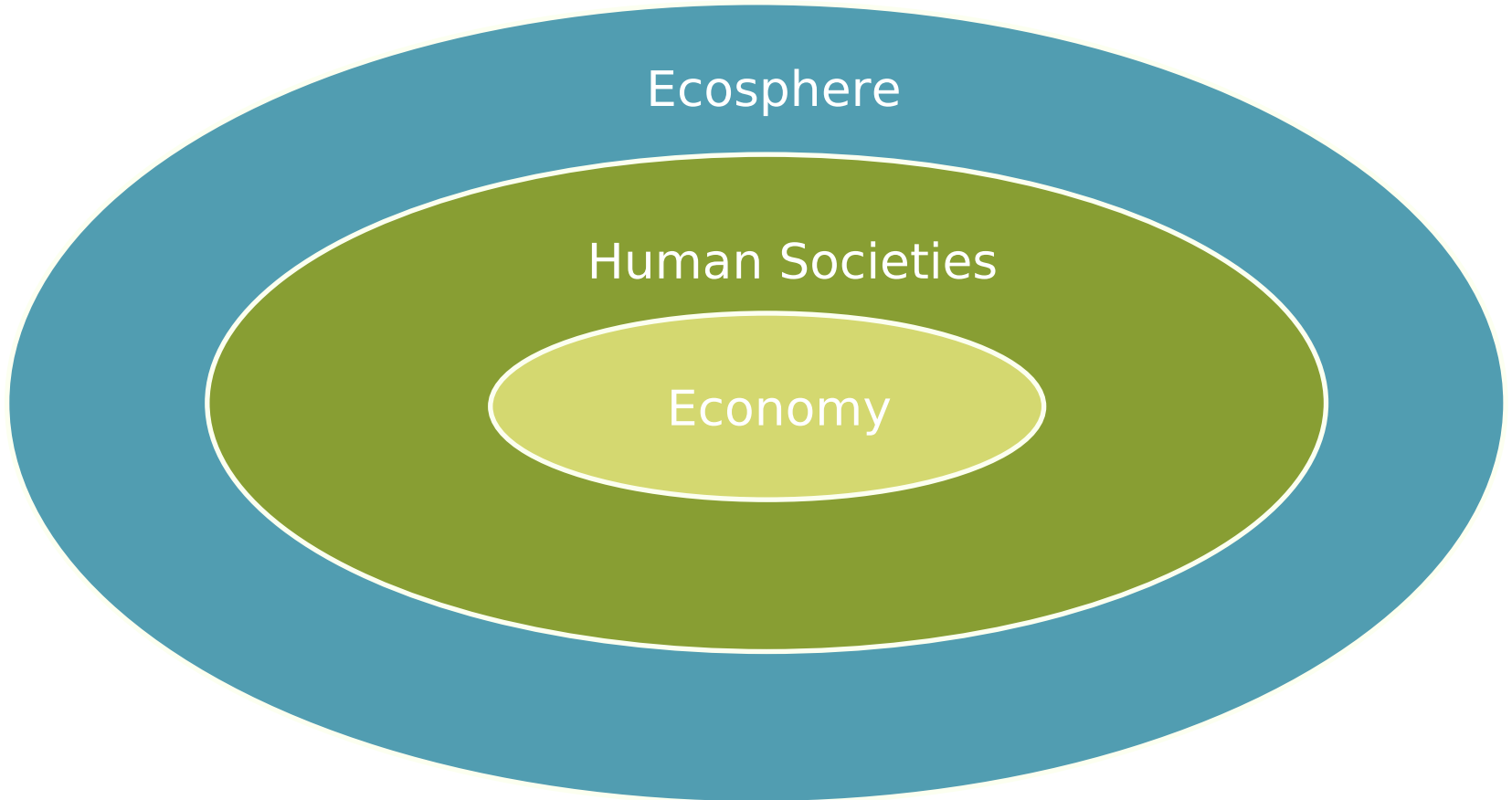


# Holistic alternative



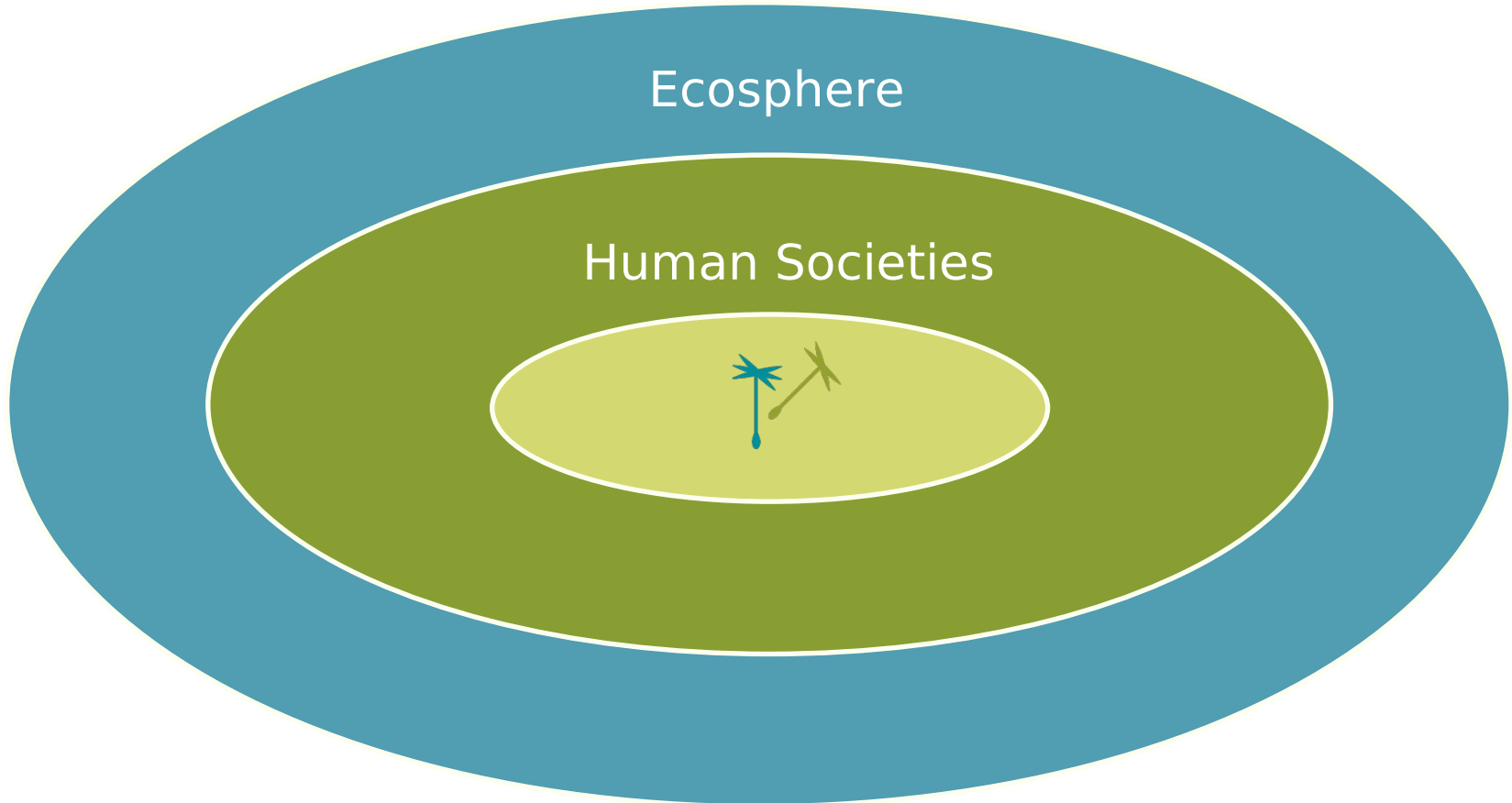


# Reintegrating the Economy





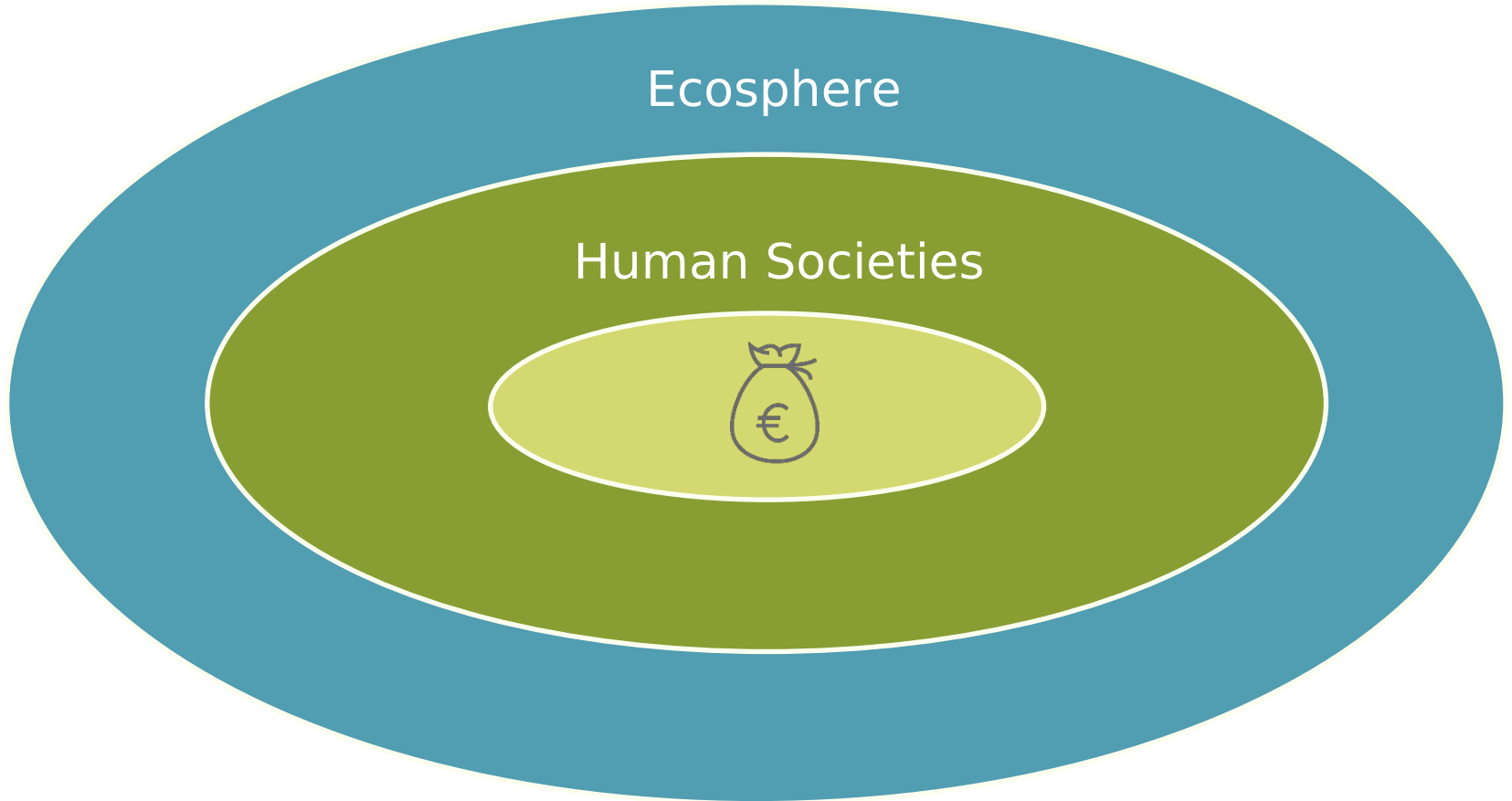
# Reintegrating the Economy







# Reintegrating the Economy





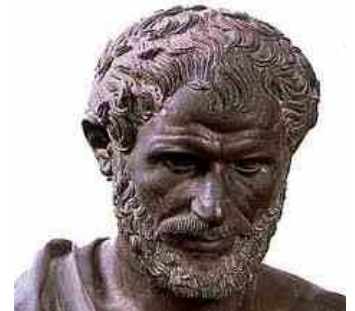
# Not new...

„oikonomia“

money = means  
purpose = good life

„chrematistiké“

money = goal  
„antinatural“





# Constitutional goal

- „The economic activity in its entirety serves the common good.“  
*Art. 151, Bavarian Constitution*
- „Property obliges. Its use shall serve also the common good.“  
*German Basic Law, Art. 14*
- „Economic activity and private initiative are free, within the boundaries of the common good.“  
*Constitution of Colombia, Art. 333*
- „We the people of the United States, in Order to form a more perfect Union (...) promote the general Welfare.“  
*Preamble, Constitution of the United States*
- „Formation of capital is not an end in itself, but a means of the development of the economy.“  
*Art. 157, Bavarian Constitution*



# Measuring economic success differently

National economy (macro level)

GDP

Enterprise (meso level)

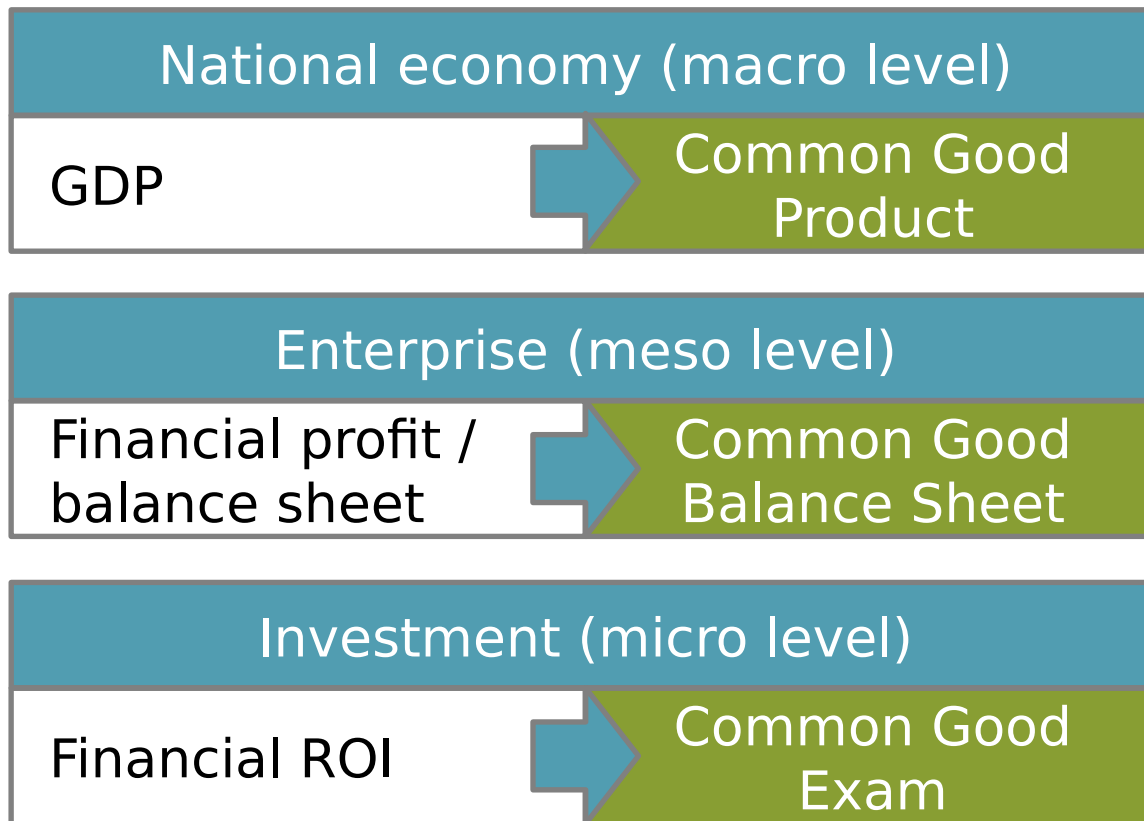
Financial profit

Investment (micro level)

Financial ROI



# Measuring economic success differently





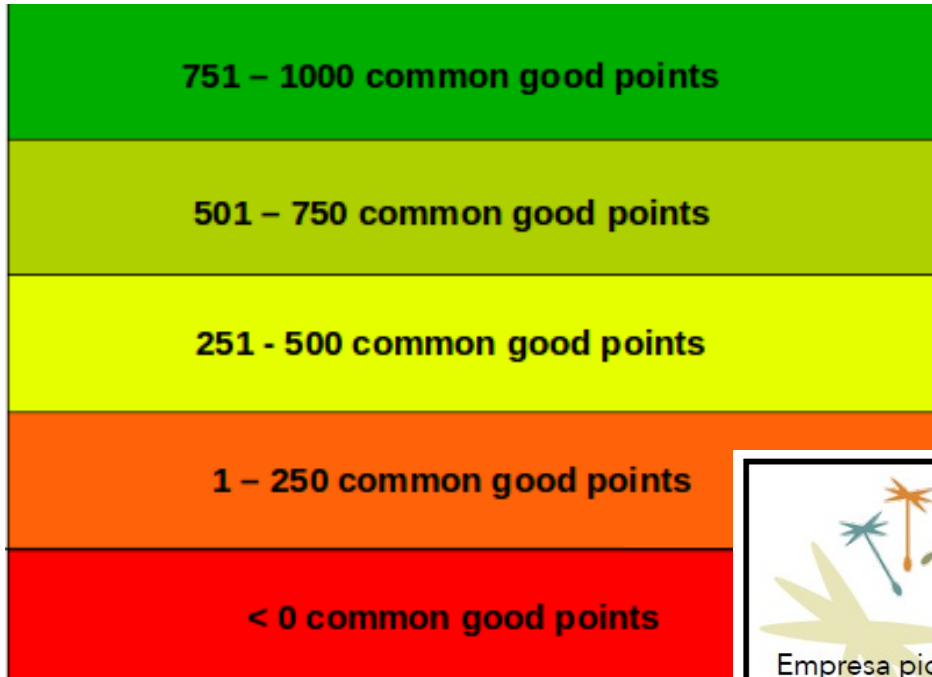
# Common Good Matrix

The Common Good Matrix lies at the heart of the Common Good Balance Sheet. Version 5.0 can be seen below.

VALUE	HUMAN DIGNITY	SOLIDARITY AND SOCIAL JUSTICE	ENVIRONMENTAL SUSTAINABILITY	TRANSPARENCY AND CO-DETERMINATION
STAKEHOLDER				
<b>A: SUPPLIERS</b>	<b>A1</b> Human dignity in the supply chain	<b>A2</b> Solidarity and social justice in the supply chain	<b>A3</b> Environmental sustainability in the supply chain	<b>A4</b> Transparency and co-determination in the supply chain
<b>B: OWNERS, EQUITY- AND FINANCIAL SERVICE PROVIDERS</b>	<b>B1</b> Ethical position in relation to financial resources	<b>B2</b> Social position in relation to financial resources	<b>B3</b> Use of funds in relation to the environment	<b>B4</b> Ownership and co-determination
<b>C: EMPLOYEES</b>	<b>C1</b> Human dignity in the workplace and working environment	<b>C2</b> Self-determined working arrangements	<b>C3</b> Environmentally friendly behaviour of staff	<b>C4</b> Co-determination and transparency within the organisation
<b>D: CUSTOMERS AND BUSINESS PARTNERS</b>	<b>D1</b> Ethical customer relations	<b>D2</b> Cooperation and solidarity with other companies	<b>D3</b> Impact on the environment of the use and disposal of products and services	<b>D4</b> Customer participation and product transparency
<b>E: SOCIAL ENVIRONMENT</b>	<b>E1</b> Purpose of products and services and their effects on society	<b>E2</b> Contribution to the community	<b>E3</b> Reduction of environmental impact	<b>E4</b> Social co-determination and transparency



# Clear visibility – ECG label



Empresa pionera  
de la  
**ECONOMÍA**  
DEL BIEN COMÚN  
con  
Balance auditado

78,7%

2012/MBC 4.0.1

[www.balanceEBC.org/123456](http://www.balanceEBC.org/123456)



# Legal incentives

- ✓ Lower tax rates
- ✓ Lower tariffs
- ✓ Lower interest rates for bank loans
- ✓ Priority in public procurement
- ✓ Cooperation research with public universities
- ✓ Direct subsidies





# New EU regulations

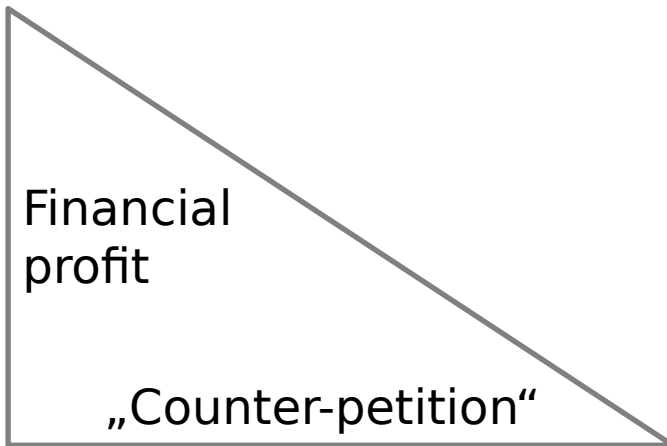




# New Rules of the Game

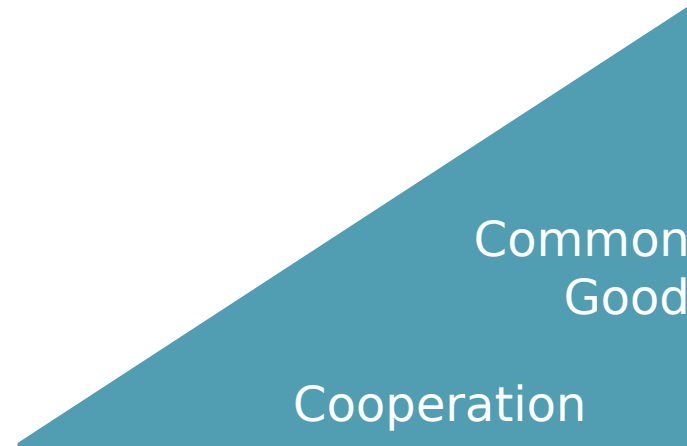


Capitalistic  
value system



***„chrematistike“***

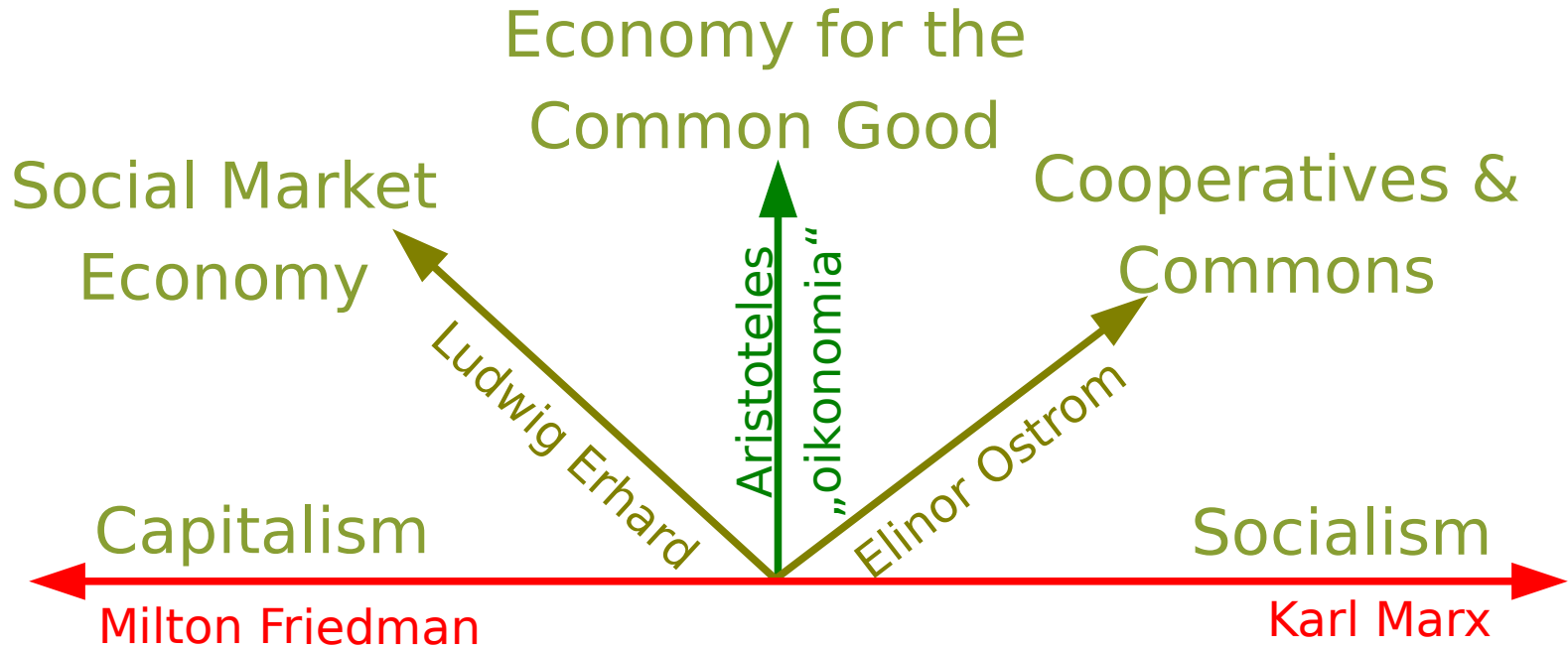
Common good  
value system



***„oikonomia“***



# Economic orders



„Either capitalism or socialism, there is nothing in between.“

*Ludwig von Mises*

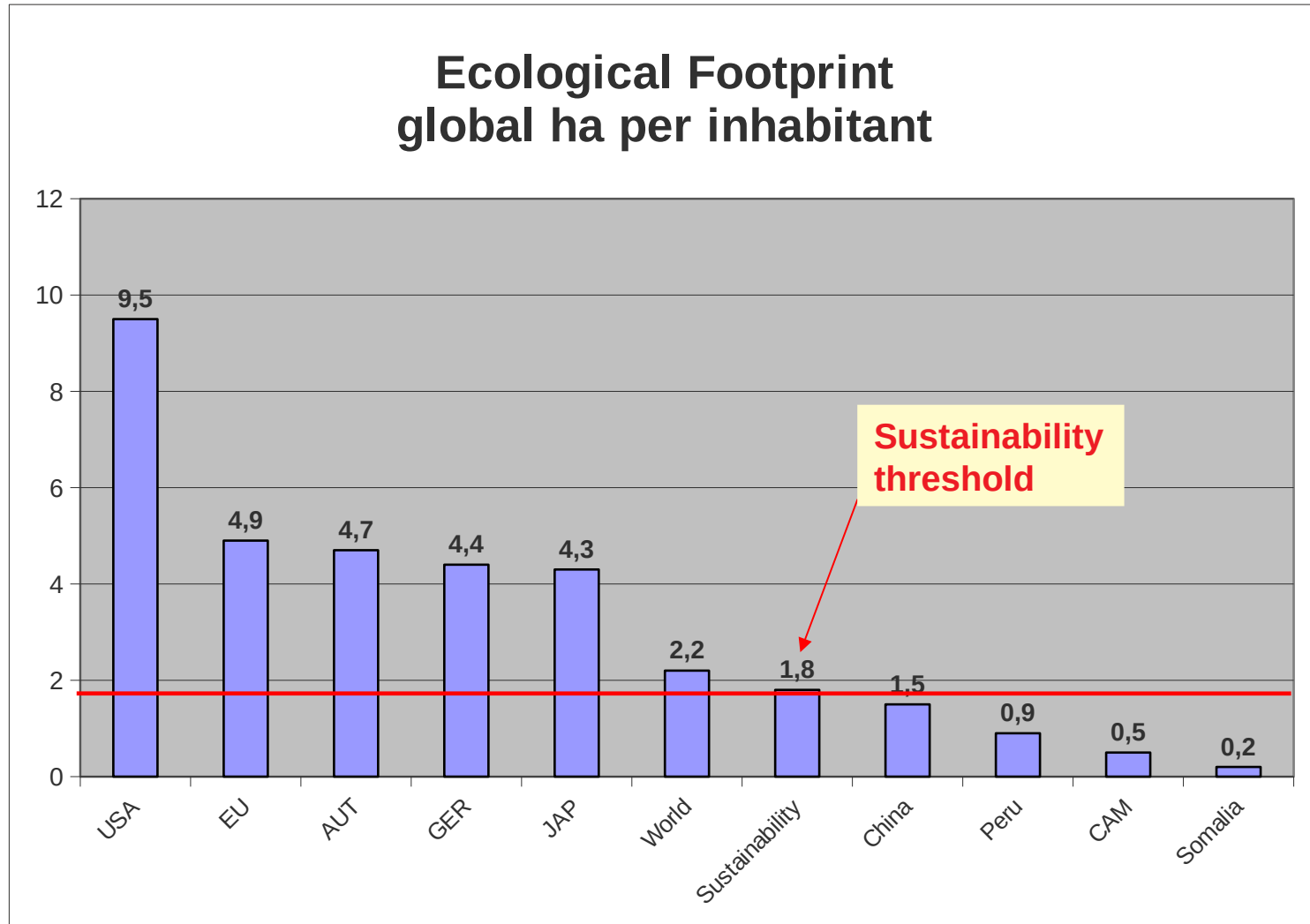


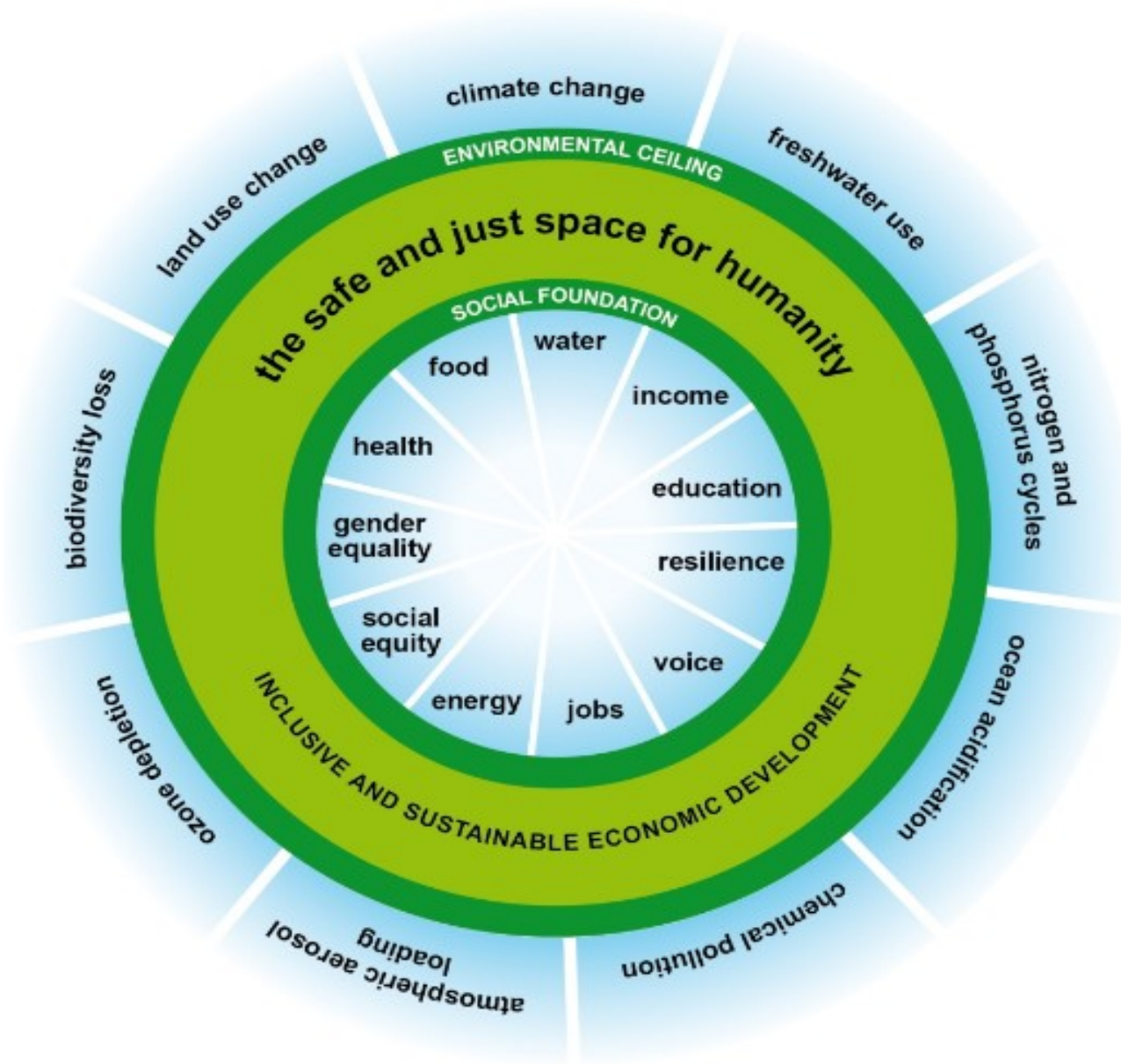
# 20 Elements of Economic Order

- Values and objectives
- Success measurement
- Use of profits
- Cooperation before competition
- Negative feedback
- Limitation of inequality
- Solidarity income
- Reduction of working time
- Four sabbaticals
- Ecological human rights
- Ethical world trade
- Bretton Woods II
- Money as a public good
- Common good banks
- Negative interest system
- Sovereign money (reform)
- Democratic commons
- Sovereign democracy
- Holistic education
- Reform the study of economics



# Ecological Human Rights







Size limit  
for Global Players;  
Common Good BS as  
„licence to trade“

Multilateral agreement  
in the United Nations  
(≠ WTO)  
Ethical tariffs

Priority for local  
markets:  
economic  
subsidiarity

Ethical  
World Trade

Commitment to  
even trade  
balances (Keynes)

Political dancer's  
dress instead of  
straight jacket

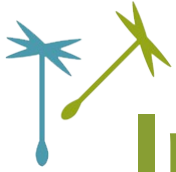
Preferential treatment  
of  
low-income countries



# Diversity of property

<b>Public property</b>	<b>Private property</b>	<b>Common goods</b>	<b>Socialy owned goods</b>	<b>Rights of use (no property)</b>
Schools, Town Halls, central bancs, money	Bicycle, company, own house	Pastures, fishing areas, software, seeds	Big production companies	Water, energy, land
Infrastructure	Consumer goods	Common land, commons	Production of onsumer goods	Nature
Only strategic goods	Limitations + conditions	Clear rules of the game	Relevance of systemic approach	Generation of ecological goods





# International Movement

**5.000** active members

**1.068** organizations with a Common Good Balance

**171** local chapters in 35 countries

**44** cities and municipalities

**15** experts hubs

**3** scientific conferences

**1** university chair (Valencia)



2023:

# 3.000 companies support ECG











De este análisis se extraen debilidades, fortalezas y propuestas de mejora. Puedes consultar el informe extendido sobre los productores en la en la web de [Subbética Ecológica](#).







FINANCIAL TIMES

Home World Companies Markets

Business Education Entrepreneurship Business Books

November 19, 2014 2:23 pm

## A corporate balance sheet with a little added love

Chris Bryant Author alerts



Fresh path: Antje von Dewitz, chief executive of mountain sports clothing maker Vaude

What is the purpose of business? Many executives would say their task is to maximise returns for shareholders by serving the needs of customers, perhaps with social benefits as a byproduct.

# REGIONAL FORUM

ON SUSTAINABLE DEVELOPMENT FOR THE UNECE REGION

GENEVA | 21-22 March 2019



UNECE



**Sparda-Bank**

Sparda-Bank München eG

**„ECG is carried by all employees.“**

*Christine Miedl, Sparda München*

**B.A.U.M.-Umweltpreis 2018**



# Climate Protection Award at COP24 December 2018



COP24 · KATOWICE 2018





# Hotel "La Perla", Alto Adige

Hotel La Perla ★★★★★

Relais - Col Alt 105 - 39033 - Corvara in Badia - ☎ Telefonnummer +39 02 56 56 77 71 ✉ Email





# 10 real-life prototypes

## COMMON GOOD...

COMMON GOOD MATRIX 5.0				
LEVEL	HUMAN QUALITY	SECURITY AND ECONOMIC	ENVIRONMENTAL SUSTAINABILITY	TRANSPARENCY AND GOVERNANCE
A. PUBLIC	Efficiency in the application of resources	Ability to create wealth and distribute it	Ability to create and maintain a sustainable environment	Ability to create and maintain a sustainable environment
B. ORGANIZATIONAL AND INSTITUTIONAL QUALITY	Efficiency in the application of resources	Ability to create wealth and distribute it	Ability to create and maintain a sustainable environment	Ability to create and maintain a sustainable environment
C. ECONOMIC AND SOCIAL QUALITY	Efficiency in the application of resources	Ability to create wealth and distribute it	Ability to create and maintain a sustainable environment	Ability to create and maintain a sustainable environment
D. ECONOMIC AND SOCIAL QUALITY	Efficiency in the application of resources	Ability to create wealth and distribute it	Ability to create and maintain a sustainable environment	Ability to create and maintain a sustainable environment
E. ECONOMIC AND SOCIAL QUALITY	Efficiency in the application of resources	Ability to create wealth and distribute it	Ability to create and maintain a sustainable environment	Ability to create and maintain a sustainable environment



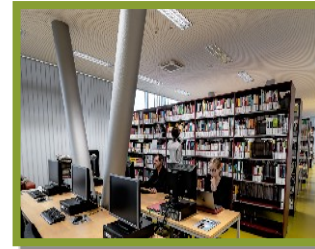
...company

...account

...city

...public facility

...region



...promotion law

Index / Product

...university chair

...study

course

Download: <https://www.ecogood.org/10-prototypes-for-a-common-good-economy/>



# GUTHABEN, DAS GUTES TUT



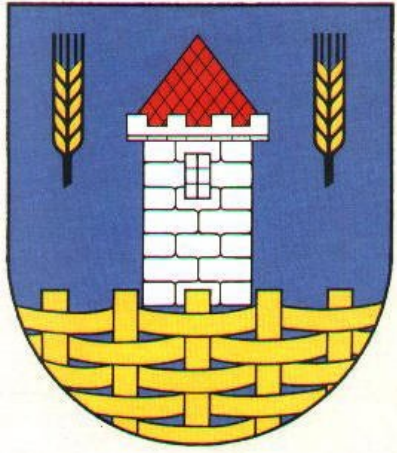
## Österreichs erstes Gemeinwohlkonto

Ein Konto des Umweltcenters der Raiffeisenbank Gunskirchen exklusiv für Mitglieder, das garantiert dem Gemeinwohl dient.



[www.gemeinwohlkonto.at](http://www.gemeinwohlkonto.at)





**„The principles of the ECG seems to me a proper tool to implement the SDGs on the local level.“**

*Werner Schweizer, Mayor of Klixbüll*





# EESC „opinions“ on ECG



2015: 86% approval

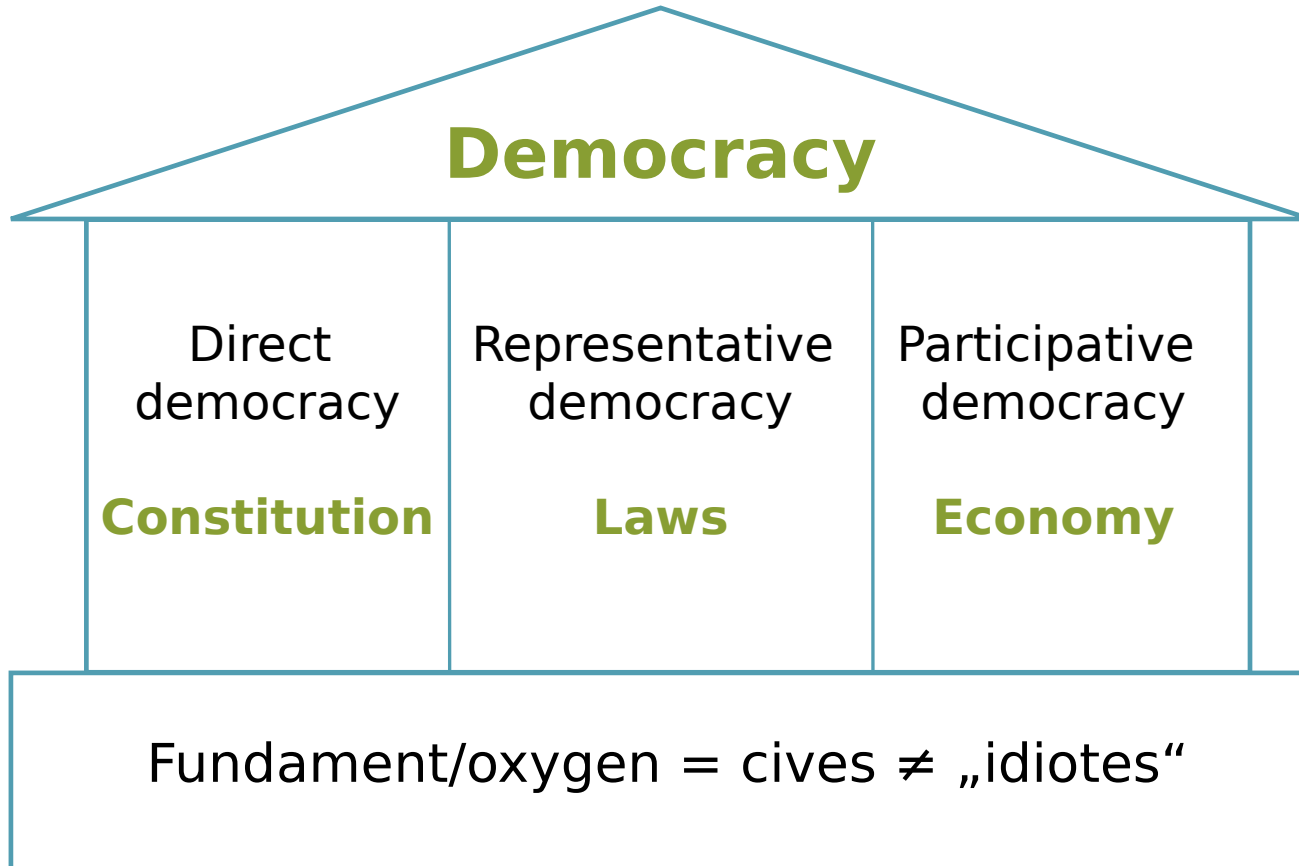
2017: 96% approval







# „Sovereign democracy“





# „Sovereign rights“

1. Write the constitution
2. Change the constitution
3. Elect a specific government
4. Dismiss the government
5. Stop a law initiative
6. Initiate and adopt laws
7. Take control over public goods
8. Issue money
9. Take control of trade (tariff) regime
10. Give framework mandates for international agreements





# Minimum wage : top income

**1 : X**

20 \$ 7 10 4 100 1000  
~~15~~ 15 50 500

4	180
7	71
10	31
15	41
20	68
50	160
100	190
500	220
1000	alle

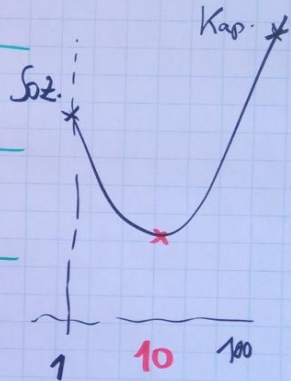
Kloster  
 Kirchberg  
 27.1.2015

Saalfelden, 17.9.  
 2021

Demokr. LSI-Konvent

10, 100, 20, 1, 12, 5

1	10
5	5
10	3
12	4
20	8
100	13





# Minimum wage : top income





# What can I do, to make the Economy for the Common Good a reality?



**Engage as a  
Volunteer**

[ecogood.org/volunteer](https://ecogood.org/volunteer)



**Facilitate as a  
Supporter**

[ecogood.org/donate](https://ecogood.org/donate)



**Become a  
Member**

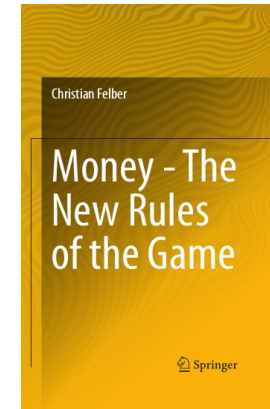
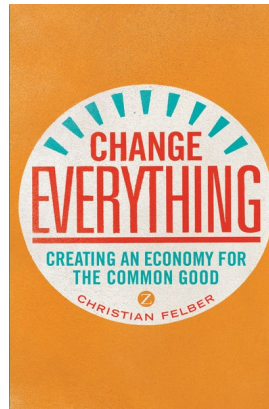
[ecogood.org/member](https://ecogood.org/member)



# End = beginning



クリスティアン・フェルバー著  
池田憲昭・訳



**Christian Felber**  
**Trading for Good**  
How Global Trade  
Can be Made to Serve  
People not Money



<https://www.ecogood.org/>  
<https://christian-felber.at/>