



Foto: Robert Gortana

Gemeinwohl-  
Ökonomie

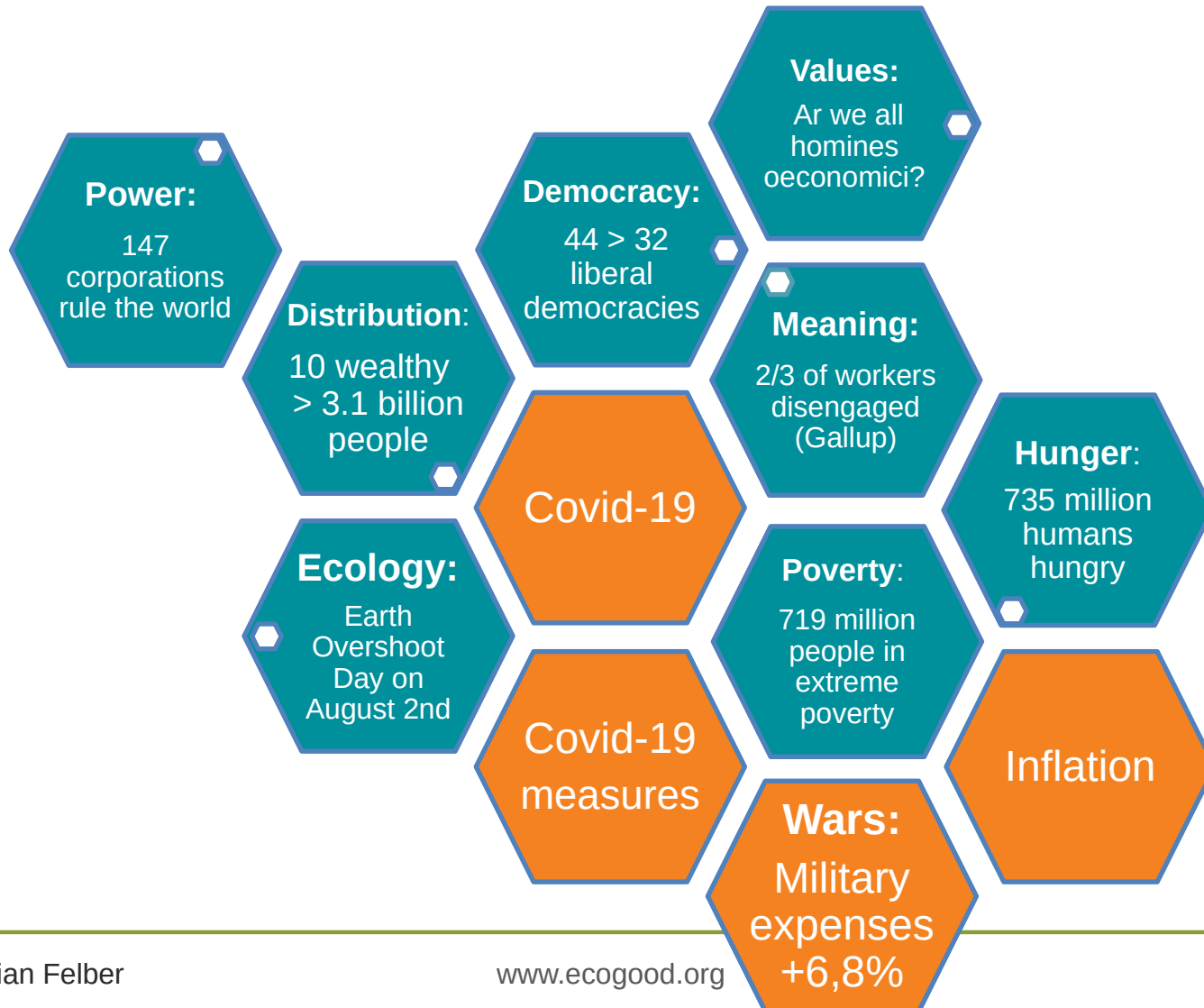
**ECONOMY**   
**FOR THE COMMON GOOD**  
An economic model for the future

# Economy for the Common Good

## An economic model fit for the future

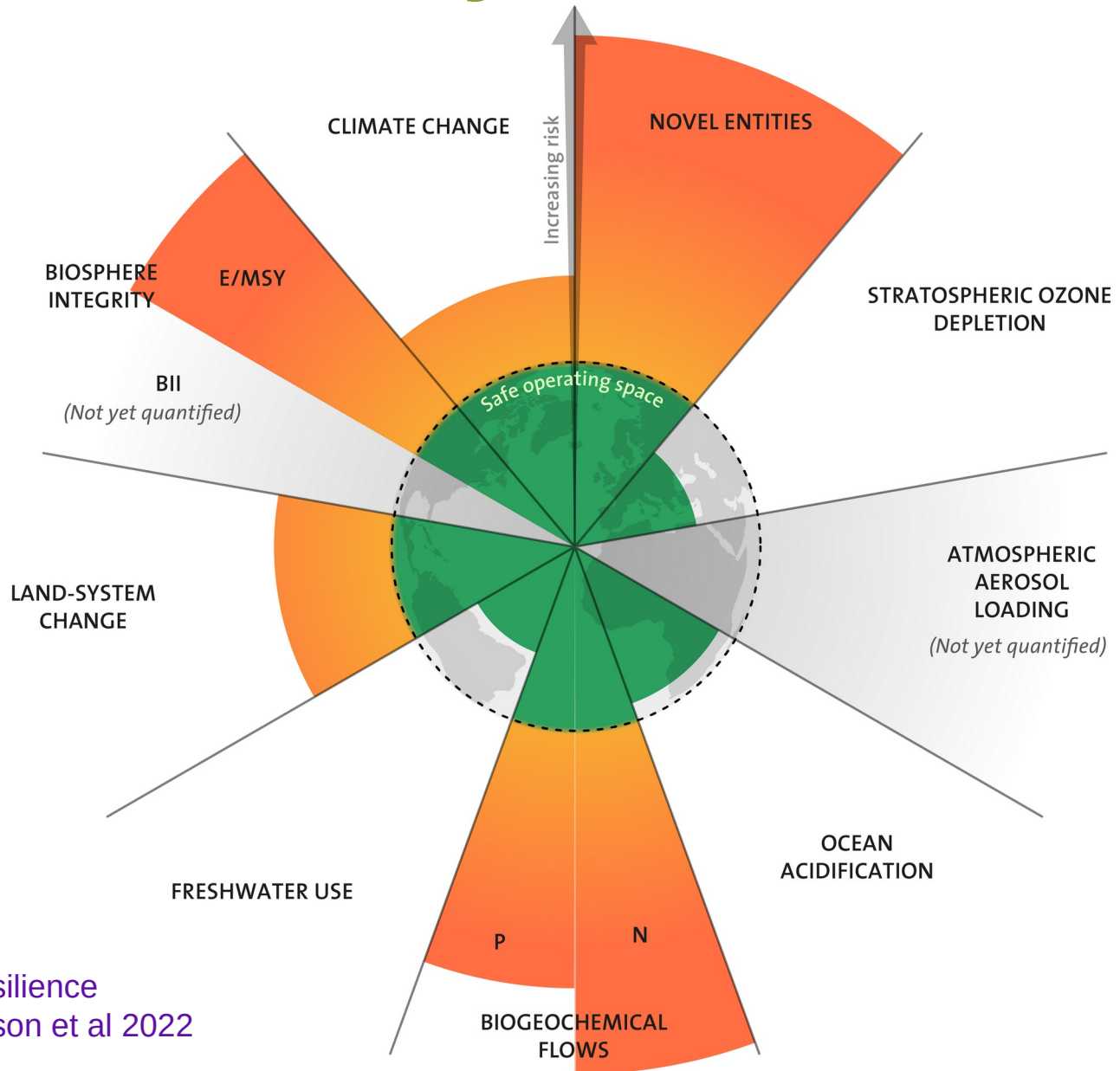


# "Polycrisis"





# Planetary boundaries



Source: Stockholm Resilience Center, based on Persson et al 2022 and Steffen et al 2015

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

Social and Solidary Economy

Doughnut Economics

Circular / Blue / Regenerative Economy

Degrowth / Post-growth discourse

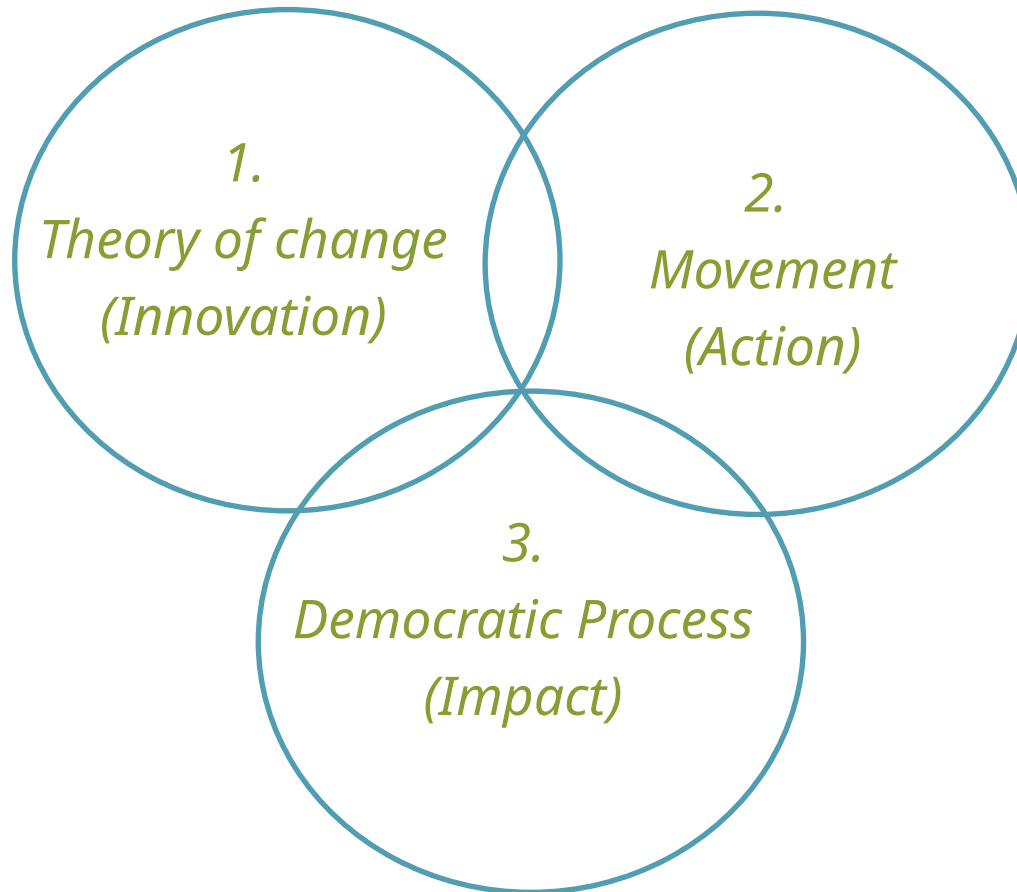
Care Economy

Buenvivir / National Happiness

Economy for the Common Good

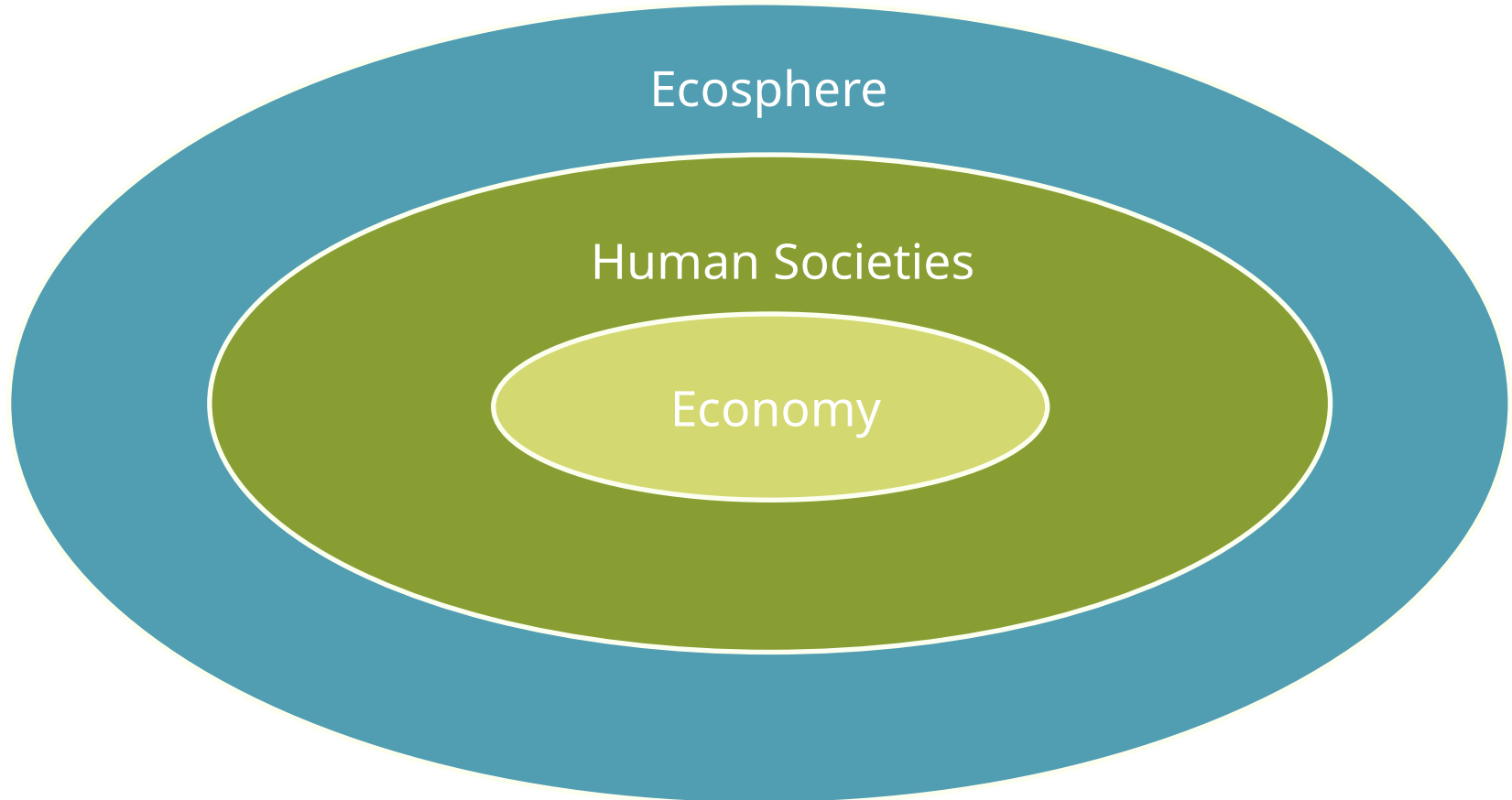


# Holistic alternative



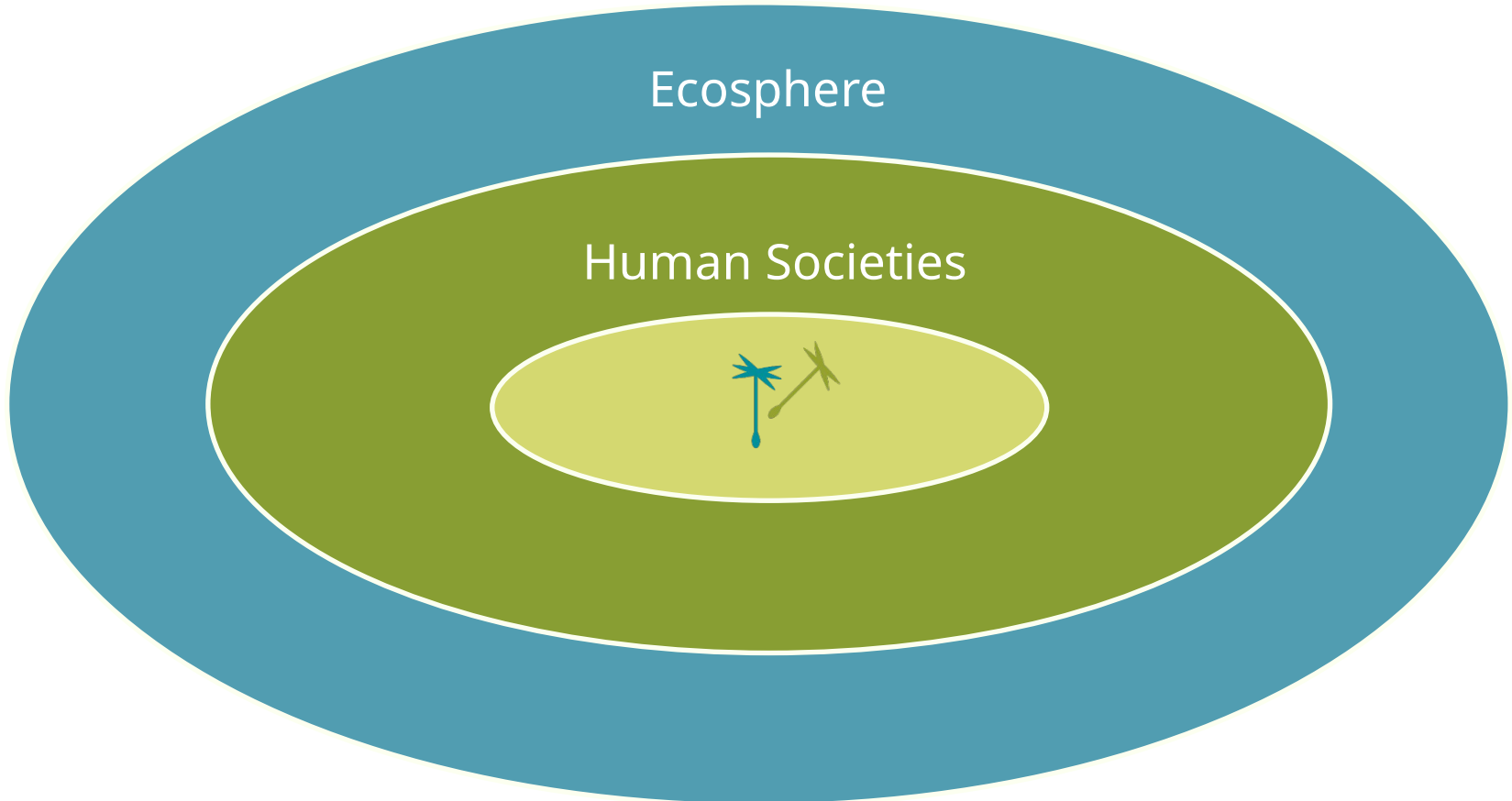


# Reintegrating the Economy





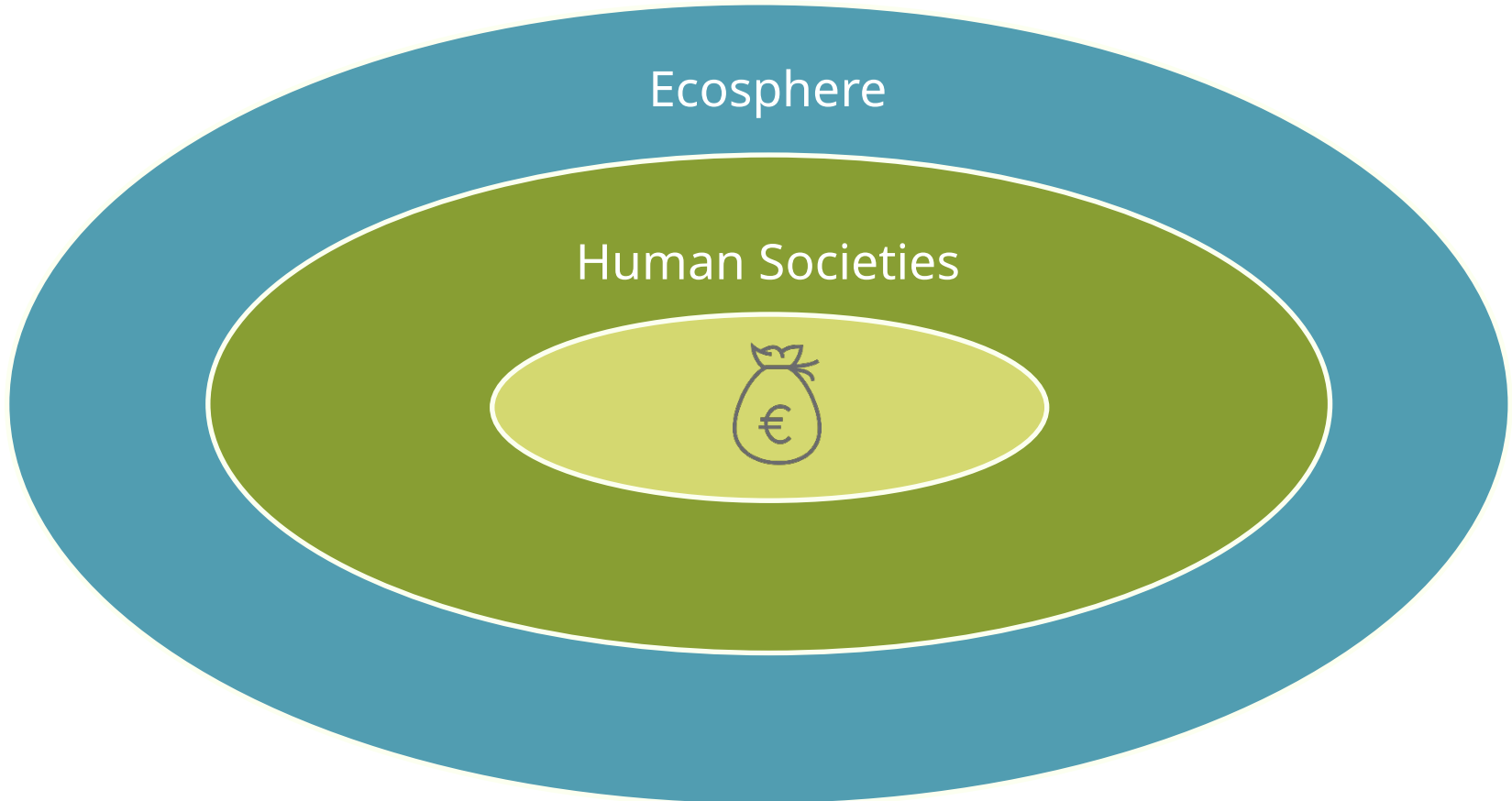
# Reintegrating the Economy







# Reintegrating the Economy





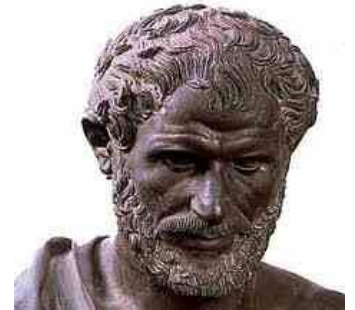
# Not new...

„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)

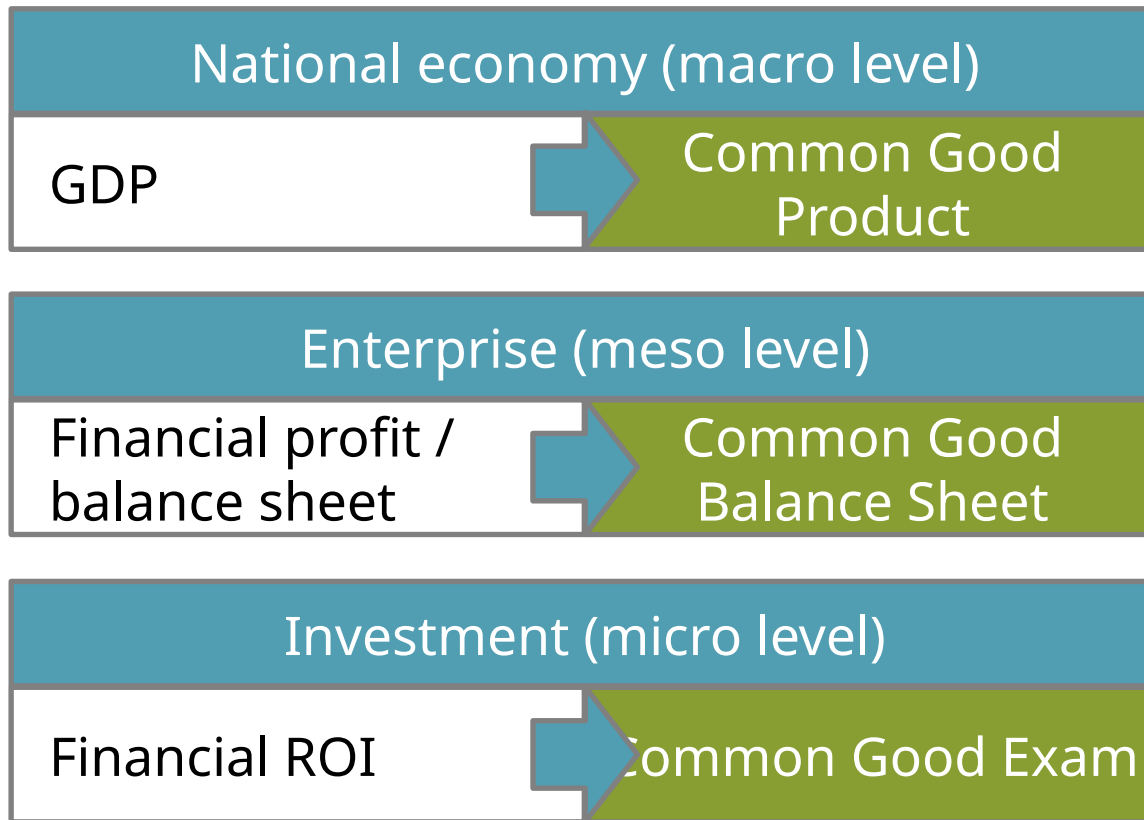
Financial profit

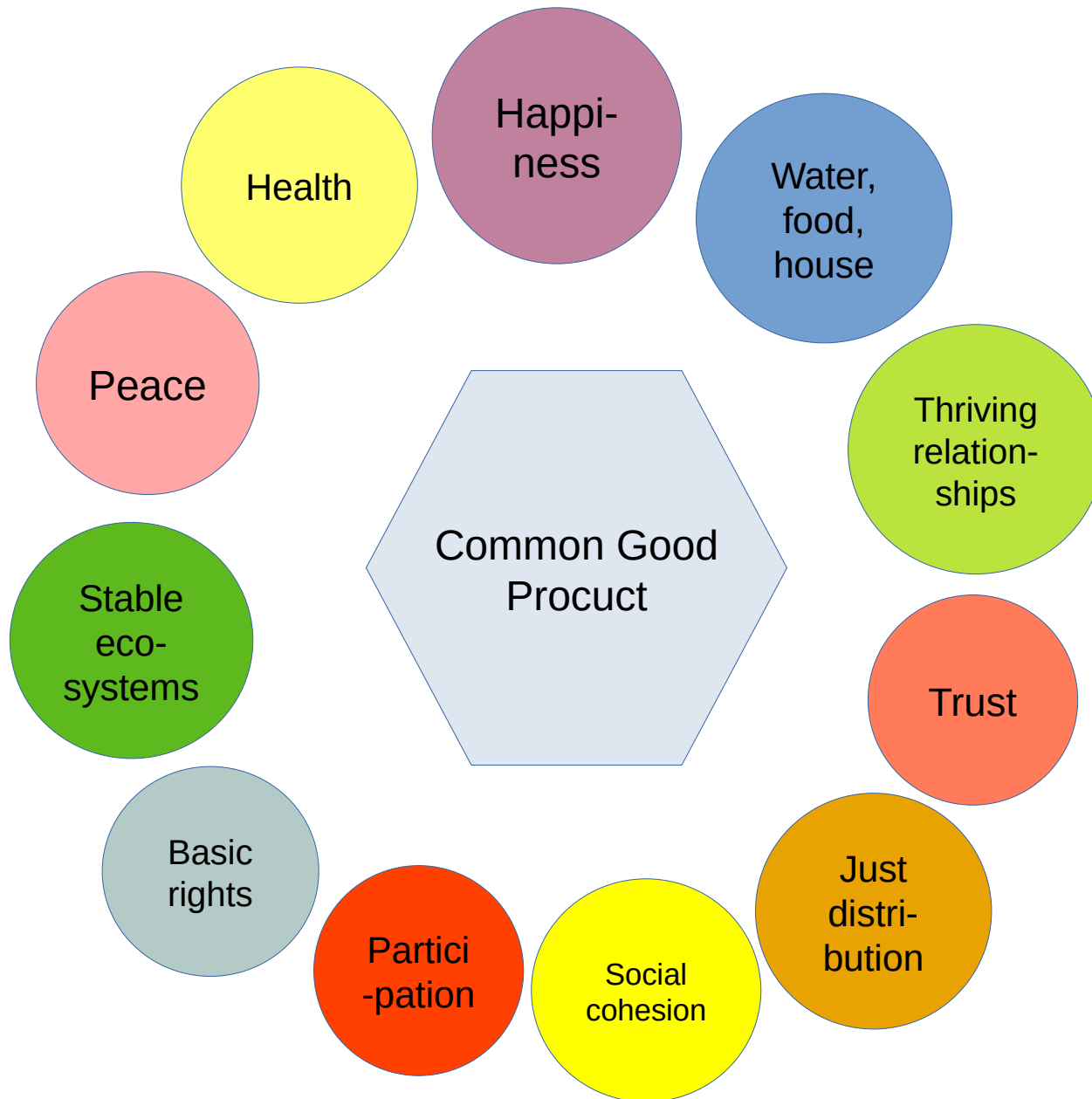
Investment (micro level)

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

751 – 1000 common good points

501 – 750 common good points

251 - 500 common good points

1 – 250 common good points

< 0 common good points







# Legal incentives

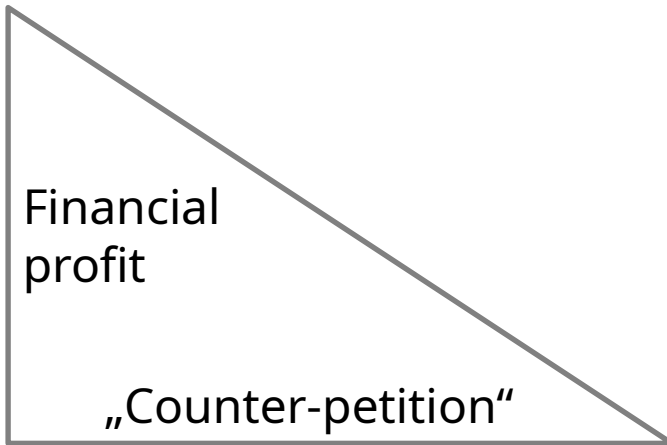
- ✓ Lower tax rates
- ✓ Lower tariffs
- ✓ Lower interest rates for bank loans
- ✓ Priority in public procurement
- ✓ Cooperation research with public universities
- ✓ Direct subsidies



# New Rules of the Game

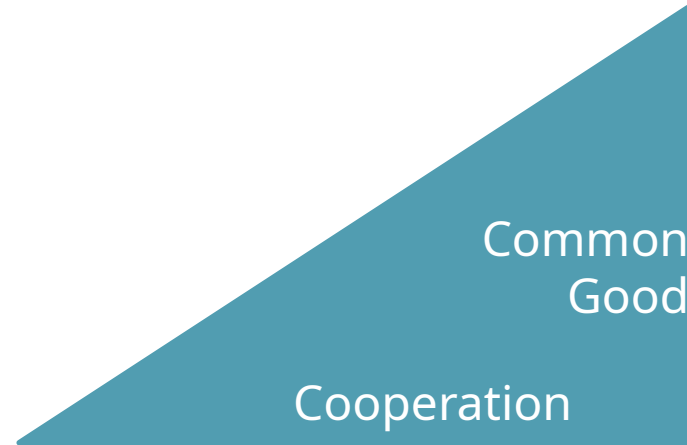


Capitalistic  
value system



*„chrematistike“*

Common good  
value system



*„oikonomia“*

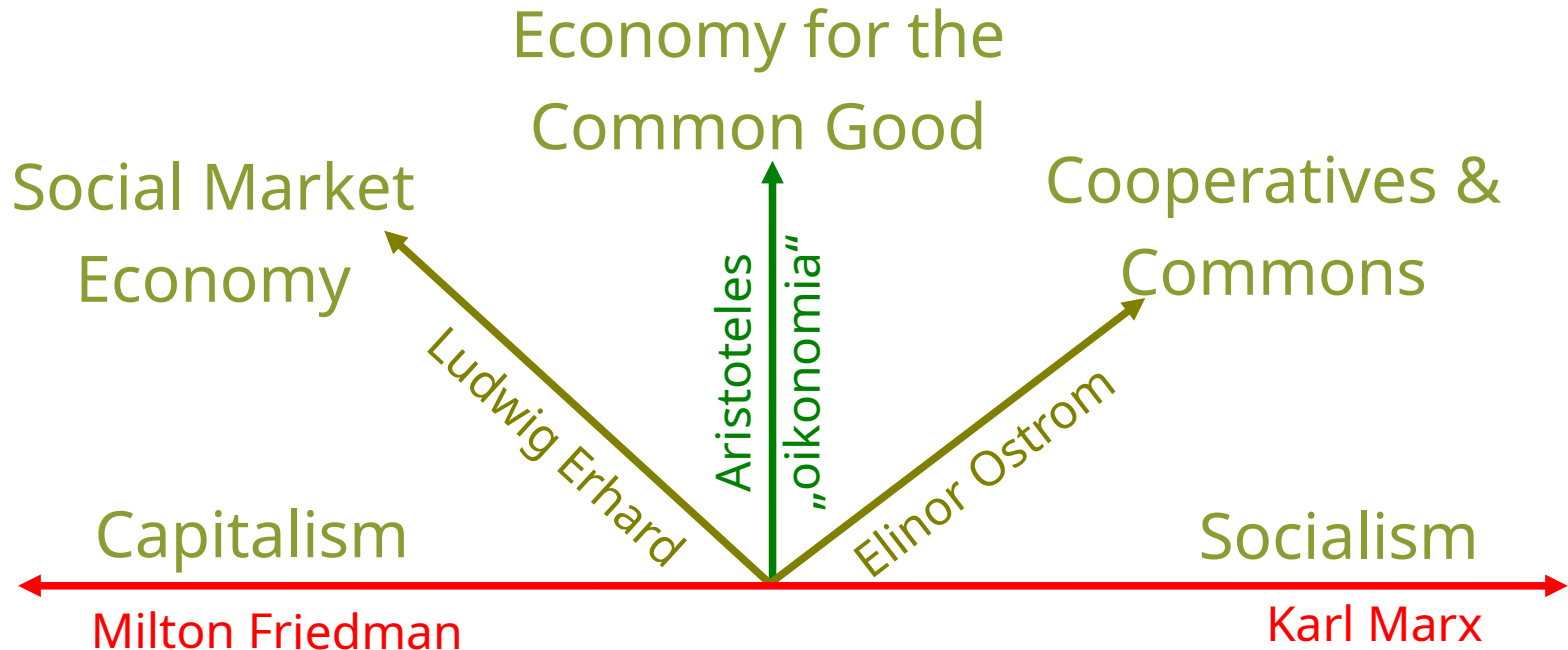


# Counterpetition → competition

<b>Active damaging of co-companies</b>	<b>Omission of help and cooperation</b>	<b>Cooperation on the individual level</b>	<b>Cooperation on the systemic level</b>
Price dumping	Non-disclosure of relevant information	liquidity compensation, interest free loans	Open source, Creative Commons licences
Blocking patents	Incomplete information to consumers	Forward of orders	Participation in branch table for crisis resolution
Hostile takeover	Retention of remanent resources	Forward of labour force	Definition and aspiration of „appropriate size“
Advertising through mass media	Retention of unused means of production	Support with Know-how	Participation in egalitarian product information system
Strategic lawsuits	Non-sharing of free labour force	Joint R & D	Participation in rescue fund
<b>Bad result of CGBS</b>	<b>Poor result of CCBS</b>	<b>Good result of CCBS</b>	<b>Excellent result of CCBS</b>



# Economic orders



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

*Ludwig von Mises*



# 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)



2024:

# 1.100 companies with CG balance











BROTBACKEREI **demeter**





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





# 10 real-life prototypes

## COMMON GOOD...

COMMON GOOD MATRIX 5.0

LEVEL	HUMAN IDENTITY	SOCIALITY AND GROUP IDENTITY	ENVIRONMENTAL IDENTITY	TRANSCULTURAL AND SUPRANATIONAL IDENTITY
A. SUBJECT	A1.1. Identity of the individual	A1.2. Identity of the group	A1.3. Identity of the environment	A1.4. Identity of the culture
B. OBJECT	B1.1. Identity of the individual	B1.2. Identity of the group	B1.3. Identity of the environment	B1.4. Identity of the culture
C. PROCESS	C1.1. Identity of the individual	C1.2. Identity of the group	C1.3. Identity of the environment	C1.4. Identity of the culture
D. CONTEXT AND OTHER COMPONENTS	D1.1. Identity of the individual	D1.2. Identity of the group	D1.3. Identity of the environment	D1.4. Identity of the culture
E. VALUE	E1.1. Identity of the individual	E1.2. Identity of the group	E1.3. Identity of the environment	E1.4. Identity of the culture



...company

...account

...city

...public facility

...region



...promotion law

Index / Product

...university chair

...study

course



# 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)



MÄDER

# Positive Gemeinwohlabilanz in Mäder

0 KOMMENTARE

Von GemeindereporterIn Michael Mäser - 18.02.2020 07:50  
(Akt. 18.02.2020 07:50)







## Baden-Württemberg

- Stuttgart is doing the CGBS with public companies
- Project Manager Common Good (Stuttgart)
- City of Stuttgart promotes private companies with CGBS
- A regional public company will do the CGBS 2019

## Valencia is ahead...

- Order to foster ECG companies
- Order to foster investment
- Register for ECG companies
- Law with incentives for ECG companies
- ECG Chair at University

*Valencia, June 2017*





# EEESC „opinions“ on ECG



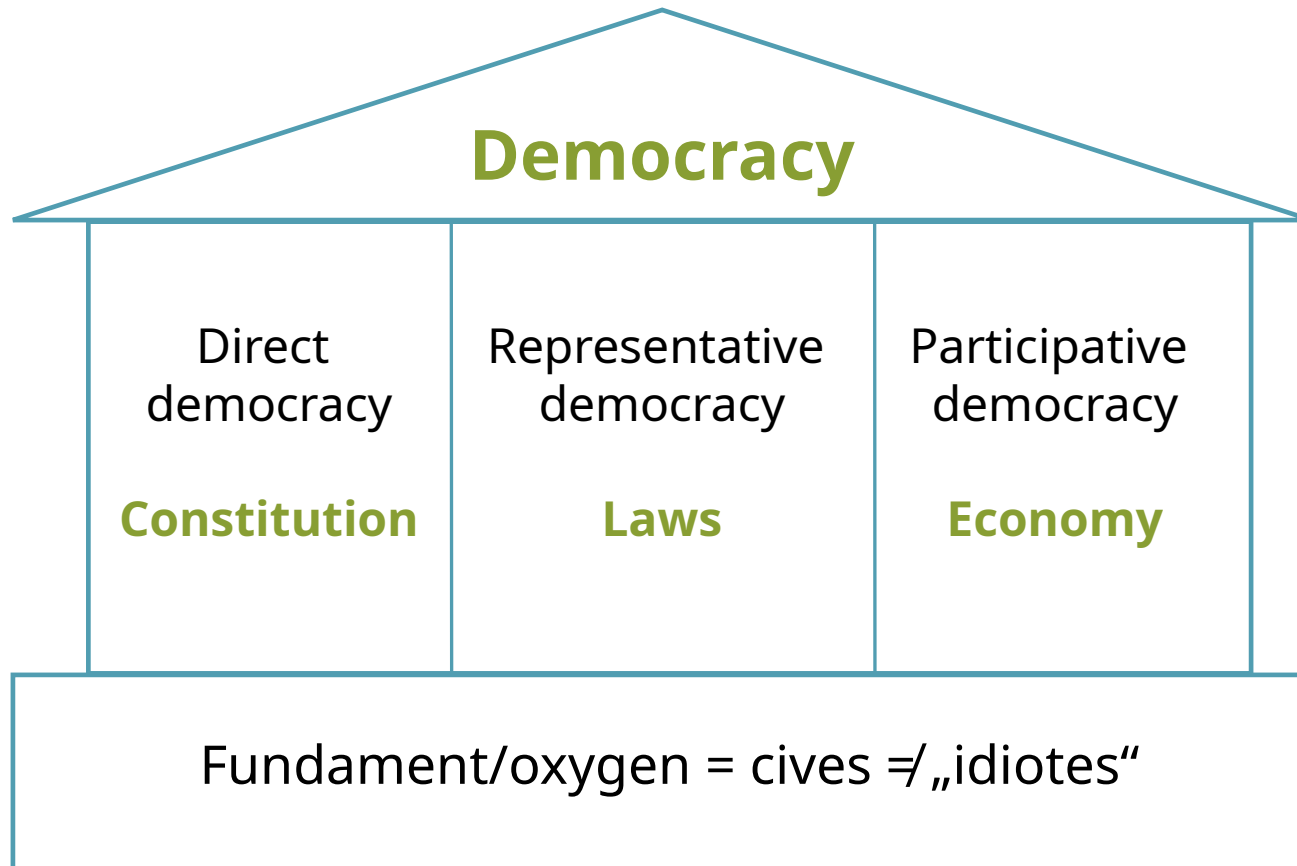
2015: 86% approval

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

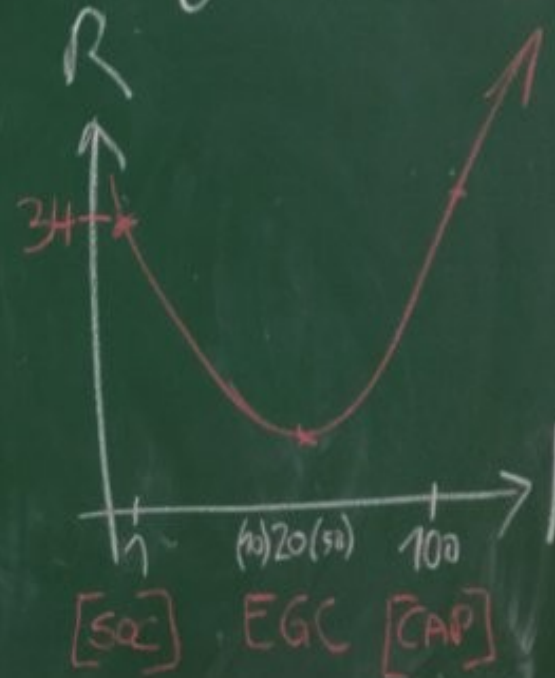
**1 : X**

# Democratic Assembly

TU Berlin,  
9-2-2024

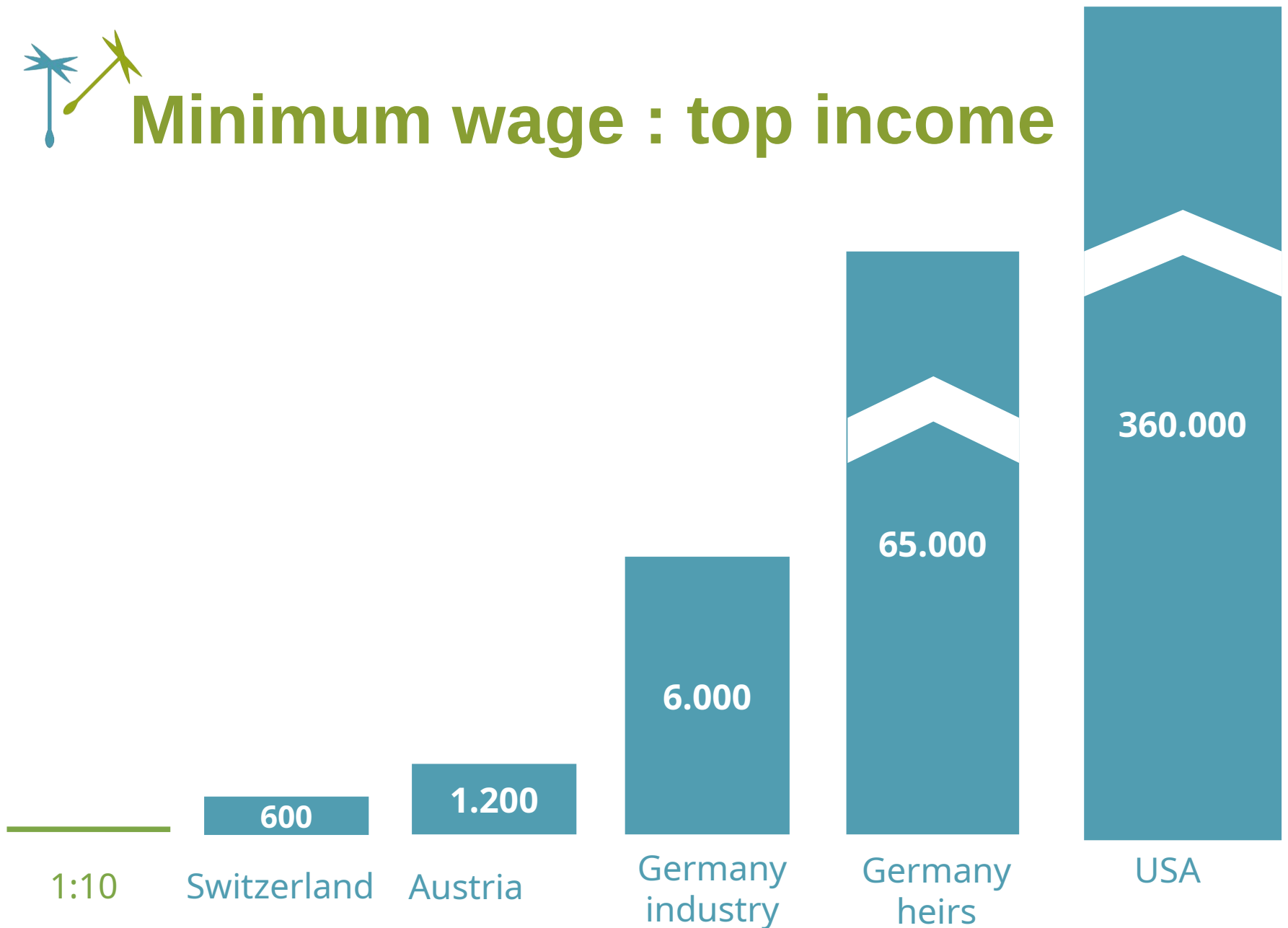
10, 100, 50, 1,  $\infty$ , 20

1	34
10	12
20	10
50	15
100	35
$\infty$	45





# 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)

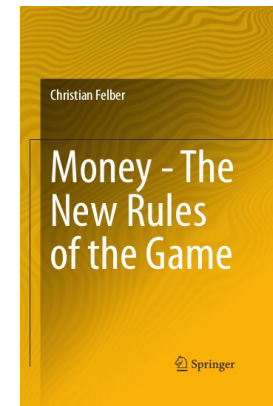
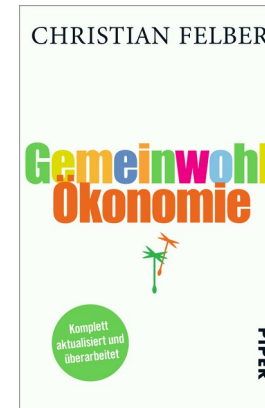
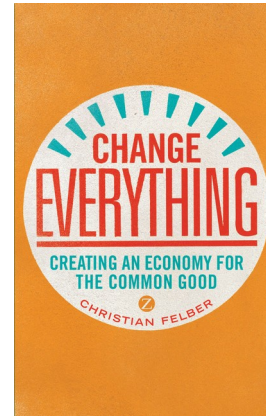


# Thank you for your attention!

**Christian  
Felber**  
**Change  
Everything**  
Creating an Economy  
for the Common Good



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



<https://www.ecogood.org/>

<https://christian-felber.at/>





# Key thesis

1. Economics should offer a clear **definition** of „economy“ (and „economics“)
2. Economics should be clear about **the goal** of the „economy“ (and „economics“)
3. Economics should offer **consistent metrics** for success measurement (macro, meso, micro)
4. The creation of proper metrics is a **political task**, possibly of all citizens



# 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

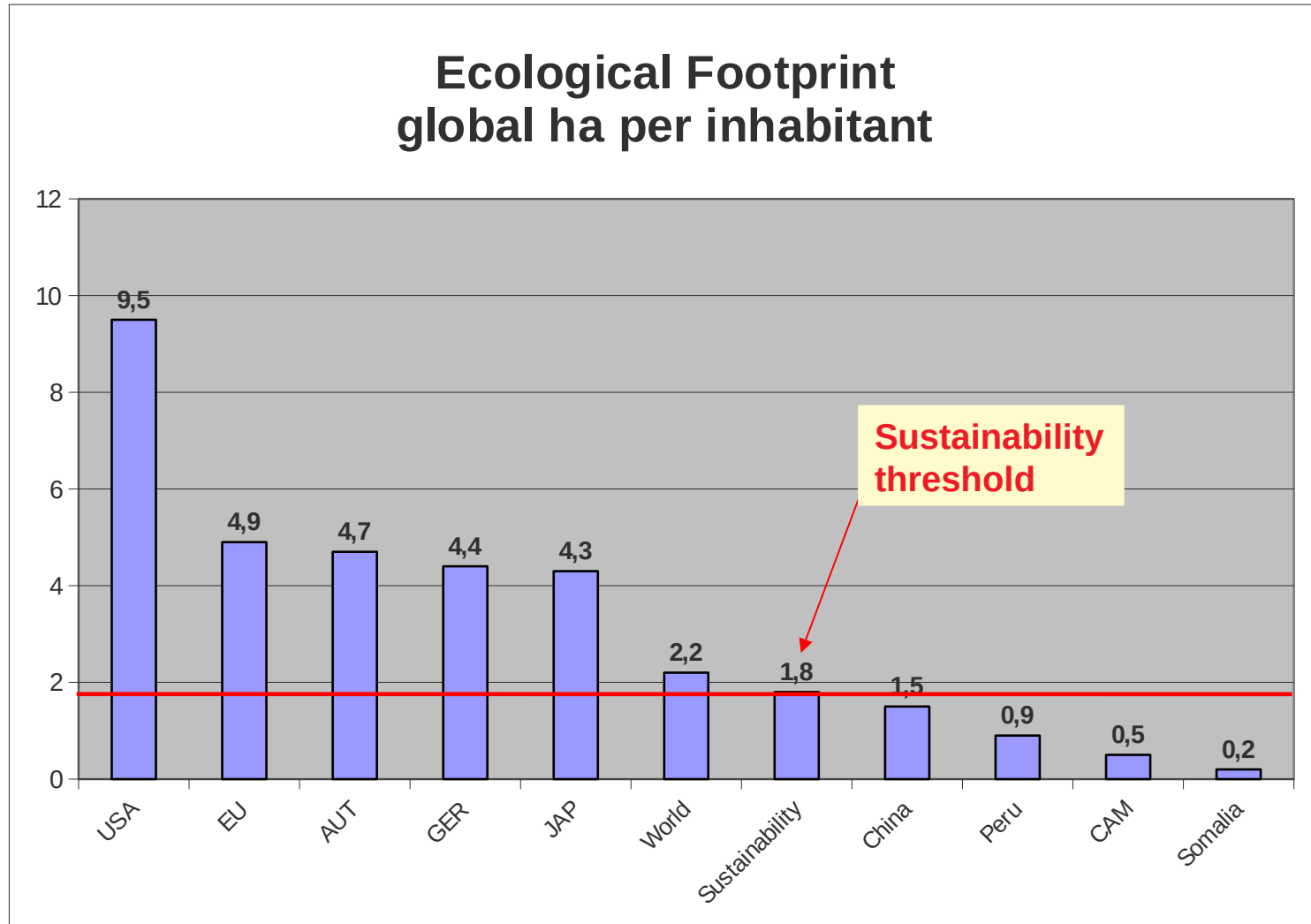


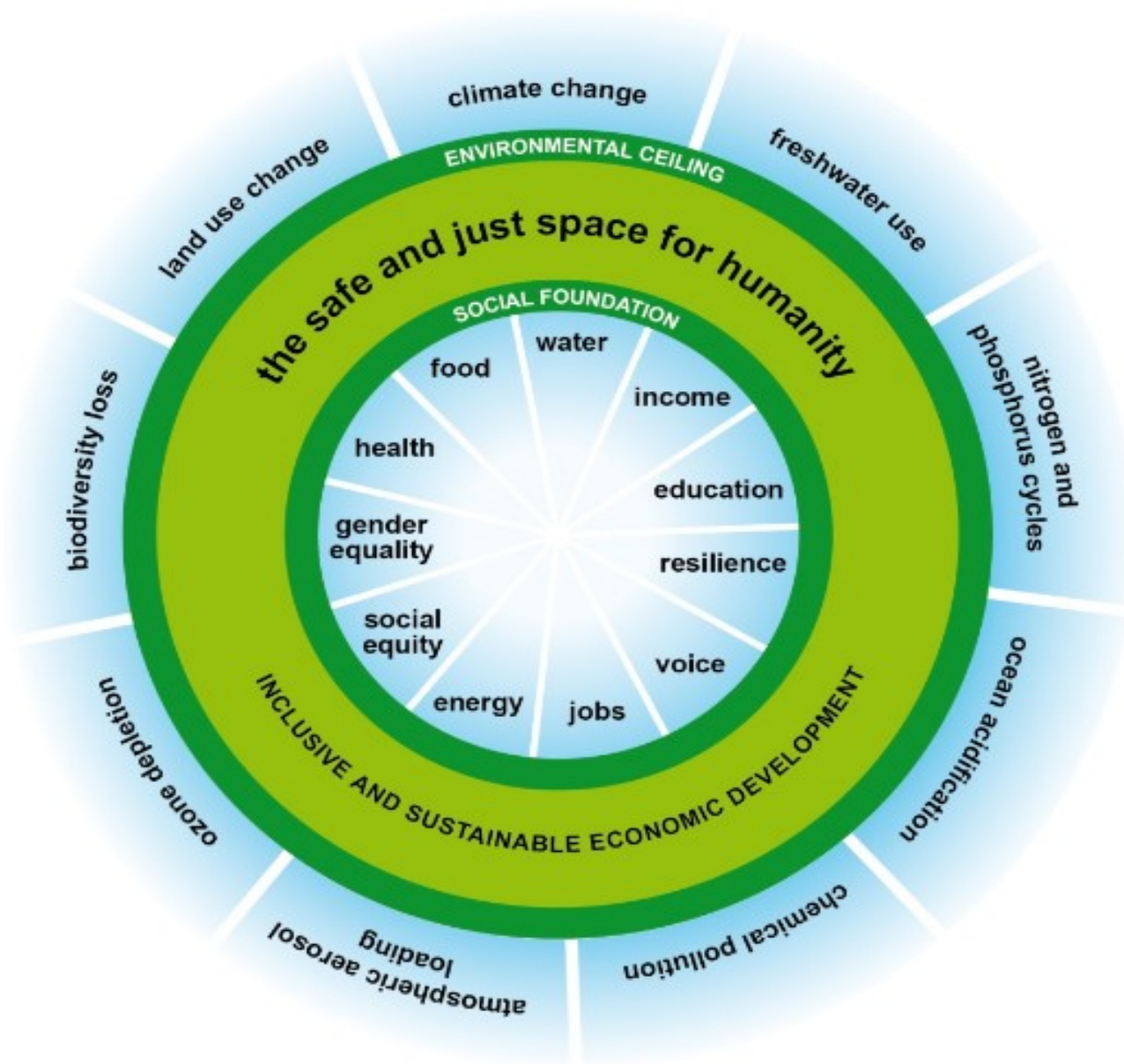
# Diversity of property

<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



# Ecological Human Rights

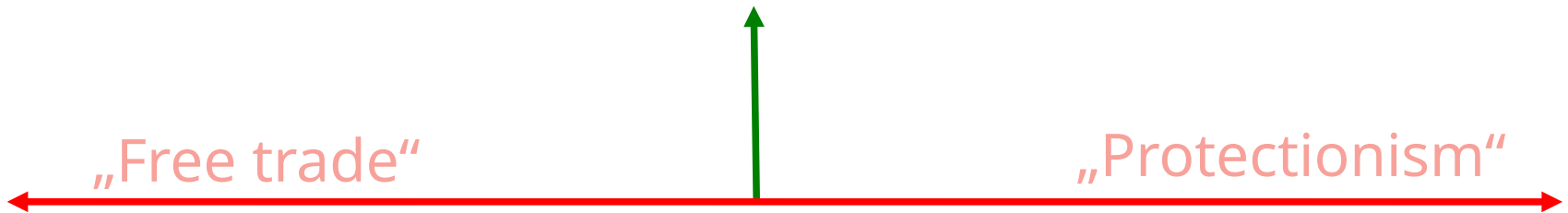






# Global Trade Order

Ethical  
World Trade



**Trade = means**

Goals:

- Human rights
- Climate stability
- Social cohesion
- Democracy
- *Global common good*

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





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



# Unification of standards

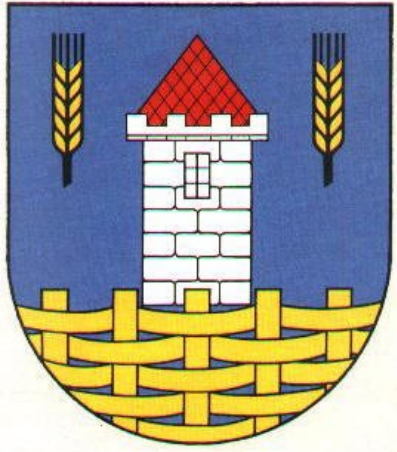






# EcoTech Uruguay





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

*Werner Schweizer, Mayor of Klixbüll*





# II ECG Conference 2022

## II ECONOMY FOR THE COMMON GOOD INTERNATIONAL CONFERENCE 2022 (ECGIC 2022)

«Connecting Sustainability Organizational  
Models with SDGs»

9, 10 and 11, March 2022

VNIVERSITAT  
D VALÈNCIA

[0%] Facultat  
d'Economia

 CÀTEDRA EBC  
ECONOMIA DEL BÉ COMÚ  
GENERALITAT VALENCIANA VNIVERSITAT  
D VALÈNCIA

ECONOMY   
FOR THE COMMON GOOD

 caixa  
popular

 GENERALITAT  
VALENCIANA  
Conselleria d'Economia  
Sostenible, Sectors Productius,  
Comerç i Treball

**SAVE  
THE  
DATE**



June 3-5, 2024  
Leeuwarden, Fryslân, The Netherlands

# **ECGIC 2024** 3<sup>RD</sup> ECONOMY FOR THE COMMON GOOD INTERNATIONAL CONFERENCE

Converging Sustainable Economic Models: Advancing Just and Sustainable Regions

• 10 bilanzierende Unternehmen



• 3 bilanzierende Städte



Europäischer Landwirtschaftsfonds für die Entwicklung des ländlichen Raums:  
Hier investiert Europa in die ländlichen Gebiete unter Beteiligung des Landes Nordrhein-Westfalen.

