

## 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. At the heart of the model are the Common Good Report and Balance Sheet. These are practical tools which enable any business, large or small, to assess its contribution to the Common Good and to identify priorities for future development to maximize this. Governments can also facilitate the creation of a common good economy by using fiscal and other policies to incentivize ethical and sustainable economic activity.

### How will this help create a good life for all?

- Ethical, durable products and services become mainstream
- Regional and local economic activity is stimulated
- Employment becomes more meaningful, rewarding and engaging
- Cooperation within and between businesses is promoted
- Income and wealth become more fairly distributed
- The economy operates in harmony with, not to the detriment of, nature and the planet



*"Putting Economy for the Common Good into practice is perhaps the most important challenge of our generation."*

Otto Scharmer, Senior Lecturer,  
MIT co-founder, MITx u.lab

## Get involved and be part of real change

ECG is a decentralized international movement, built on a structure of local chapters and regional and national membership associations. We rely on our individual and corporate members to build the movement and to determine (through deeply democratic processes) our directions and strategic priorities.

If you'd like to become a member, support our ideas and contribute to the movement please go to [ecogood.org](https://ecogood.org)

In order to remain independent, our work is funded through membership fees and donations. Become a supporter of the ECG and receive information about our latest developments regularly.

### Donate

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### Stay informed!

Sign up for our newsletter and as a supporter on [ecogood.org](https://ecogood.org)

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# TRANSFORMING ECONOMY FOR PEOPLE AND PLANET

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



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

## How does the Economy for the Common Good work?

### 1. Businesses produce a Common Good Balance Sheet.

This results in a score that shows a company's impact or contribution to the Common Good - how humanly, justly, sustainably and transparently they operate.

Stakeholder	Value	Human Dignity	Solidarity and Social Justice	Environmental Sustainability	Transparency and Co-Determination
Suppliers					
Owners, Equity- and Financial Service Providers					
Employees					
Customers and Business Partners					
Social Environment					

**20 THEMES**  
awarding up to 50 points each,  
resulting in a maximum of 1,000 points,  
made visible on all of a company's  
products and services

SWEETGOOD does not agree with this practice of ECG

### 2. Products receive an ECG label with the score from the Common Good Balance Sheet.

This enables people to make truly informed decisions about the products and services they buy.

### 3. Governments can speed the transition to a Common Good economy.

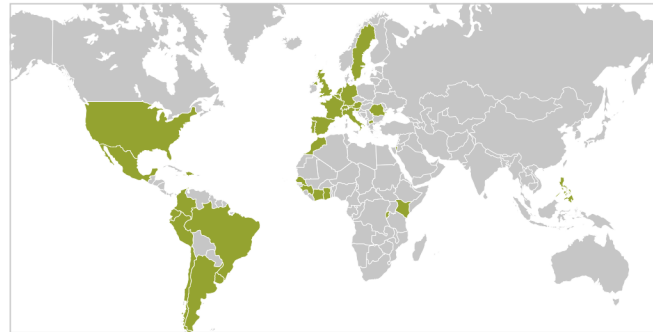
All levels of government can adopt fiscal and other policies that incentivize ethical and sustainable business practices.



**Common Good guidelines also exist for other organizations** – e.g. for local authorities, educational institutions and individuals who want to contribute towards a sustainable future.

## Where is the Economy for the Common Good active?

A diverse and vibrant global movement has emerged from the idea of an Economy for the Common Good. Worldwide there are more than 11,000 supporters, 4,800 active members in over 180 local chapters, 35 associations, 600 ECG companies, almost 60 cities and local authorities that are engaged, as well as 200 committed universities (as of June 2020).



International Delegates Assembly 2019 in Stuttgart, Germany.

## How does the ECG movement effect change?

To create an Economy for the Common Good we will need a **paradigm shift**. In order for our economic system to deliver a good life for all, we need to make the Common Good its primary goal. The ways in which we are working to do this are:



### We spread the ECG idea.

We organize lectures, workshops and presentations for businesses and local authorities. We participate in conferences and exhibitions, visit schools and universities, and engage in media work.



### We test ECG ideas in real life.

We develop tools and methods that help businesses, public institutions, communities, and private individuals who want to evaluate, measure and increase their own contribution to the Common Good.



### We help shape economic policy.

The European Economic and Social Committee has already recognized the Economy for the Common Good. The first local authorities and regions have also taken up our ideas. In the long term, we want to enshrine the Economy for the Common Good in laws and constitutions.