

Seedlinks - March 2021



Seedlinks March 2021
ECG movement newsletter

Dear members of the ECG,

All of us have learned to adapt our lifestyle and ECG activities in line with the COVID-19 pandemic. Just like in the outside world, almost all ECG events have moved to the virtual space. This does bring some advantages. Independent of your location you can join events, that previously would have been out of reach for you. In this issue of Seedlinks, you can find out more about some of these events.

This publication is by the movement and for the movement, which means that we rely on your input to be able to reflect the diversity of our movement. Please share your experiences, stories, events, etc. with us. The aim is to promote collaboration between members and countries, share ideas and good practice and to keep everyone up to date with the latest facts, figures and developments.

We've moved the publication date to the middle of the month due to overlap with other ECG newsletters at the beginning of each month. As such, the editorial deadline from now on is the 10th of each month.

Looking forward to all your stories during the next month,

Daniela from the Communications Hub

+++ *If you have any content for the next issue of Seedlinks please send a note to newsletter@ecogood.org* +++

Topics in this issue



TOP NEWS

Delegates Assembly 2021 coming soon

Deadlines approaching

The ECG Delegates Assembly (DA) is the movement's international meeting of elected representatives of ECG Hubs and Local Chapters and is considered the "parliament of the movement". The last chance to register for the DA 2021 is March 30th. We are anticipating a wonderful assembly this May and June and look forward to participation from across our global movement.

Follow this link to [register](#).

Proposals for the DA need to be submitted by March 30th. If you plan to submit a proposal, please view the [example proposal](#) to get an idea of what your submission should look like.

Follow this link to [submit a proposal](#).

Learn more about the DA 2021 in the [Wiki](#).

Important Dates

March 30th: Deadline for registration and proposal submission

May 14th: Welcome Session

June 18th to 19th: DA Assembly including presentations from Local Chapters and Hubs, Community Building, Open Spaces and Voting



Illustration by © Franz Ryznar



COMPANIES

Italian Webinar

Let's activate our positive energy

ECG Italy is offering a workshop for companies on April 17th from 11:00 am to 12:00 pm. To join please click [here](#). "Attiviamo energie positive" is a digital platform offering free webinars (in Italian) to escape the current state of emergency. The platform creates an opportunity for growth and exchange, for discussions and for a possibility to learn new tools and design new strategies. The initiative was created by Produzioni dal basso, with the support of Banca Etica, Gruppo Assimoco and Etica SGR.



Source: attiviamoenergiepositive.it

BEST ECONOMY forum

Discounted tickets now available for all ECG member companies

It is just a bit more than a month until the [BEST ECONOMY forum](#) 2021 kicks off. It will take place from April 20th to 22nd as an interactive online event. In addition to inspiring keynote lectures and exciting best practice examples, you can expect a participatory process for your company which will be accompanied by experienced management consultants.

The discounted "supporter tickets" for ECG member companies can be reserved at federation@cogood.org for the price of €250 plus VAT.



FOCUS on HUBS

Municipalities Hub



Over 30 municipalities are actively engaging with ECG in a range of ways, including publishing a Common Good Balance Sheet, encouraging companies and organisations in their region to complete one, adopting policy measures and carrying out a Common Good Index. Below you will find a list of some of these municipalities.

The [Municipalities Hub](#) has 15 active members from Austria, Germany, Italy, Spain and Switzerland. The focus of the team has been on creating an international Common Good Matrix and Workbook for municipalities, this was [published](#) in January 2020. One aspect of the work has been to encourage dialogue between countries to create a common framework that accommodates the respective legal and cultural norms. Three German municipalities have worked with the new handbook and one is in process in Spain. An English translation of the workbook will be available in April.

Training courses for ECG consultants focused on municipalities will be developed in 2021. The Hub hopes to ensure international recognition of the training program.

The next steps of the Hub will focus on supporting the work of the consultants and defining strategies to encourage ECG values within cities. Hub participants are also working as a municipalities matrix development team, aimed at improving the Matrix and Workbook for municipalities.

For further information contact barbara.calderon@ecogood.org



INTERNATIONAL

Growing membership in ECG Associations

For the sixth year, membership in ECG Associations has grown by more than 30 percent

At the end of 2020 ECG associations around the world had a total of 3,643 members.

Here are the top three increases:

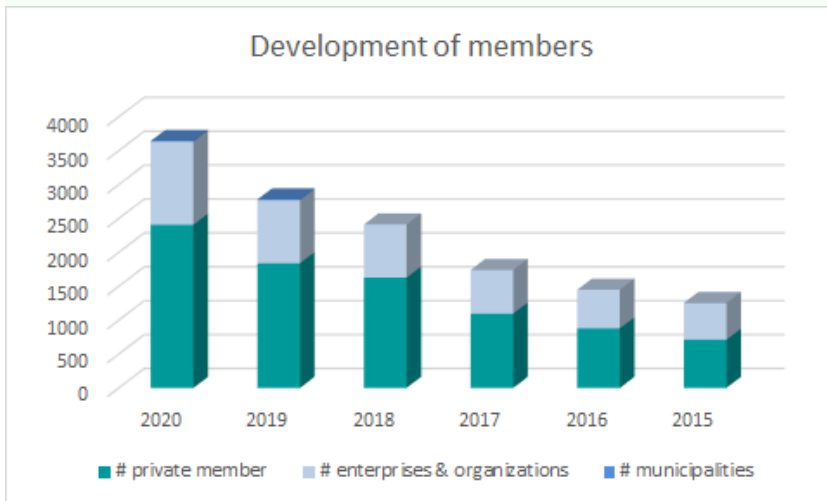
- + 59 % in Germany
- + 46 % in Spain
- + 31 % in Italy

We are confident to see strong growth in the other ECG associations in Austria, Belgium, Chile, Netherlands, Sweden, Switzerland, UK and USA.

More insights:

- In 2020, almost 87 percent of the association's members are German-speaking. The proportion of German-speaking members is increasing due to the enormous growth rate in Germany.
- The average membership fee increased by 30 percent, driven by the increase in average corporate membership fees. For the first time the report includes municipalities.

For more facts and figures on the development of membership and association finance, see the [Wiki](#).



Redesign of ecogood.org

Contemporary, sleek look

The ECG international website, ecogood.org, has undergone a facelift. ECG blue is more prominent, the overall design uses shapes and spaces, rather than lines. Based on this design, ECG Austria will be the first association to utilize the new template. In the future, other ECG associations and groups can also take advantage of the templates.

TRANSFORMING ECONOMY

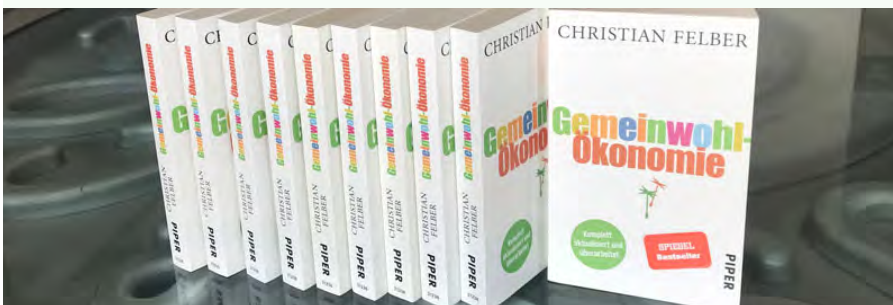
for people and planet



MEDIA

ECG book on bestseller list

Eleven years after the original publication, Christian Felber's book [Gemeinwohl-Ökonomie](#) (Economy for the Common Good), which built the foundation of the movement, had reached the SPIEGEL bestseller list. Spiegel is the top-rated bestseller listing in Germany, and number 14 for two weeks is a huge success. With a weekly circulation of 840,000 copies, SPIEGEL is the largest such publication in Europe. The English edition of the book [Change Everything: Creating an Economy for the Common Good](#).



Source: [ecogoodaustria](#)

Businesses act for the Common Good and the SDGs

Guidelines by Matthias Kasper and Gerd Hofielen

These guidelines are aimed at companies and organisations that want to fulfill the requirements of the UN's Sustainable Development Goals (SDG). The model of the ECG and its measuring instrument, the Common Good Balance Sheet, serve as essential strategic and business management tools to help businesses reach these goals. You can download the guidelines [here](#).



SDGs and the Common Good Balance Sheet for municipalities

How the UN Sustainable Development Goals can be linked to the Common Good Balance Sheet for cities, counties and municipalities

When implementing sustainability strategies, an increasing number of municipalities are guided by the United Nations' 2030 Agenda with its Sustainable Development Goals (SDGs). In the new edition of the publication series "Analyses and Concepts" by the Bertelsmann Stiftung, the main cornerstones of the Common Good Balance Sheet for municipalities are outlined. The full article in English is available [here](#) and to download the publication (in German) go [here](#).



Source: bertelsmann-stiftung.de

Techopia publishes two articles about ECG

Introduction to the ECG model and application in business

Techopia is a publication and advisory board focused on ethical, sustainable business, acting as both the conversation and the voice, for organizations building the business of the future. They have a focus on the use of technology in sustainable business practices. Techopia has evolved to include an interactive peer-to-peer research network, accelerating learning to leverage the best of what leading organizations are doing. During the last month they have published two articles.

- [The Economy for the Common Good: Of means and goals and constitutions.](#)
- [How to anchor values and ethics in your company: Using the Common Good Matrix and Balance Sheet](#)



MISCELLANEOUS

Italian ECG tour 2021

Twelve webinars on the ECG matrix themes

From January until June, 2021, 80 participants, entrepreneurs and professionals, will join the webinar every second week for a 90-minute session. Every webinar addresses a specific matrix theme through a short theoretical framework by an ECG consultant or external expert. One or two companies' best practices are also introduced and a final Q&A session is available. The participants pay a fee, which will turn into a fundraising action for ECG Italy. Many participants decided to become ECG members at the moment of registering for the webinars and there is reason for hope that new companies may draw up their ECG Balance Sheet at the end of the programme. Full info [here](#) (in Italian).



ECG at hybrid-event in Chile

Foro de Emprendimiento

Christian Felber is one of the international speakers at this hybrid event, focusing on entrepreneurship, innovation, business and investment of the Chilean Region Coquimbo. The event, which is organized by La Corporación Regional de Desarrollo Productivo de la Región de Coquimbo, Andes Value research SpA, and CORFO, aims to promote entrepreneurship and innovation and investment projects in productive sectors, particularly in the Coquimbo Region in Chile.

The Forum will be held on March 24th to 26th as a hybrid event, face-to-face in the city of La Serena, Chile and online. Further information [here](#).



Source: <http://investcoquimbo.cl>

Live concert during Earth Hour organised by an ECG company

An hour that can change decades

On Saturday, March 27th at 8:30 pm (CET), the lights will go out for one hour for the 15th time. Worldwide. The campaign aims to motivate millions of people to live and act in a more climate-friendly way. The lights will go out on countless buildings and landmarks in thousands of cities and events at various locations, such as the Unplugged Concert at the ECG company Polarstern.

The eco-energy supplier Polarstern is organising a live concert for the seventh time on the occasion of Earth Hour 2021 streamed on [YouTube](#), [Instagram](#) or [Facebook](#). Full article [here](#).



Source: Polarstern

Alternative Economic Summer University

Online, July 19 to August 6, 2021

Now in its eighth year, Alternative Economic Summer University (AEMS) continues to gain recognition internationally as a place for those wanting to make a difference across the globe, with an alternative approach to the current boom and bust pattern of economics. In 2020 the programme was switched to a digital platform following the Covid-19 restrictions.

Highlights of the AEMS 2021 programme will include exciting lectures and exchanges on:

- How can financial markets serve the broader interests of society rather than to dominate them?
- What are solutions to the financial crisis triggered by COVID-19?
- What are alternatives to the current economic and monetary system?
- What role do the economic and financial systems play in the global climate crisis?
- Official certificate worth 5 ECTS from BOKU University upon completion of the programme
- Interdisciplinary project work in international groups under guidance from climate expert Helga Kromp-Kolb

ECG is one of the organizers and Christian Felber is one of the lecturers. Further info [here](#).



Source: summer-university.net



NEWS from HUBS

Guidelines for the organisation of ECG training courses

Developed by the ECG Consultants Hub

These guidelines are designed to harmonise ECG consultant trainings around the world in terms of outputs, outcomes and quality assurance, whilst at the same time allowing some freedom at a local level. The ECG consultant training is strategic in that the consultants meet organisations and thus act as representatives of the ECG movement. Moreover, the quality of the ECG Balance Sheet relies heavily on the consulting process. The guidelines were developed with feedback loops from various ECG Hubs, working groups and representatives of trainers from around the world. Further info [International Consultant Hub](#)

Download the [Consultant Training Guidelines](#)

New coordination team of Science and Research Hub

Fabricio Bonilla and Christine Milchram have joined Sara Franzeck in December 2020 as coordinators of the Science and Research Hub. They can be reached at science@ecogood.org. The Hub will soon launch a newsletter, which you can subscribe to by sending them an [email](#).

Fabricio Bonilla

"My search for alternative economic philosophies brought me to the ECG. Being now part of it, is to me a beautiful opportunity to learn about a model that actually works and to explore further what an Economy for the Common Good looks like. I joined the coordination team of the Science and Research Hub to follow a conviction that a receptive and collaborative approach to knowledge creation and science can strongly enrich the movement. I also enjoy being a part-time green-building consultant, part-time happiness economics researcher and part-time data analyst. Being from Latin America, I want to promote the idea of pluriverse."

Christine Milchram

"I joined the Science and Research Hub to strengthen the ties between the movement and academia, and support the building of a research community around core ECG concepts. I live in Hamburg, and I work as a researcher at the Karlsruhe Institute of Technology on sustainability transitions. I am excited to be part of the ECG movement, because it gives me the opportunity to take a more activist role in shaping alternative economic models. I became part of the ECG at the same time as starting my role in the Science Hub, so I'm looking forward to getting to know the movement!"

Sara Franzeck

"After coordinating the Hub's activities on a voluntary basis in cooperation with my colleagues of the Austrian ECG Research Association during the last years, I am now more than happy to have a small team with me. The biggest success of the past years was the first international scientific conference on ECG in November 2019 in Bremen, promoting the advancement of the scientific basis of the ECG. Since then, the manifold scholarly exchange and activities on the ECG have steadily grown. With the new team, we work on professionalizing our service of supporting the important academic discourse on ECG."



List of Municipalities

Overview around the world

A number of municipalities have implemented ECG in different ways. The Municipalities Hub has begun collecting activities of various municipalities. The current status of the list, including the year and type of ECG engagement, can be found here [Municipalities Hub](#)

Austria

Mäder, Nenzing, Obergrafendorf, Vienna

Germany

Bordelum, Brakel, Breklum, Höxter, Kirchanschöring, Klixbüll, Mannheim, Münster, Steinheim, St ockelsdorf, Stuttgart, Vöhl, Weilheim, Willebadessen as well as the States of Baden-Württemberg and Hessen.

Italy

Calceranica, Laas, Latsch, Mals, Schlanders

Luxembourg

Mertzig

Spain

Barcelona, Benifaró de la Valldigna, Benlloc, Betxí, Guarromán, La Alameda, Miranda de Azán, Montitxelvo, Orendain, Villatorres, Villena, Zaragoza as well as the State of Valencia and Cabildo de Tenerife (government of the Island of Tenerife)





POLITICS

European Union Advocacy Team

ECG is collaborating with the public affairs company Better Europe to advocate for ECG positions in EU policy issues including the Non-Financial Reporting Directive (NFRD), the Sustainable Corporate Governance and Due Diligence initiatives. Isabella Ritter and Joost Mulder are opening doors to EU parliamentarians and policy makers to help make the ECG advocacy goals a reality.

The EU NFRD currently requires large companies to report on environmental, social and governance issues. A review is underway to develop common European reporting standards. The team has drafted a position paper outlining ECG's recommendations for the revision of the NFRD and is engaging with stakeholders, potential allies and Members of the European Parliament.

Also the USA is developing its own standards and both will surely have an influence on global trade. It is also a sign of how the social licence to operate for any company is coming under more and more scrutiny from citizens and legislators.

There is a need for a wider group of people from ECG to collaborate with Joost and Isabella. If you are an ECG speaker or active in the Politics Hub and are interested, please contact isabella.ritter@ecogood.org.



Source: [wikimedia.org](https://commons.wikimedia.org/wiki/File:Flag_of_the_European_Union)



PROFILE of ASSOCIATIONS



Source: Debla Orihuela

Spain – España

Number of members in association

A total of 246 members, 179 of them are individuals and 67 companies

Names of board members

- David Hervás
- Luis Aviles
- Carlos San Luan
- Anke Schwind
- Debla Orihuela

Number of chapters in country

There are 16 local chapters in Spain.

Latest activities in Spain

All dates and figures up to December 31, 2020 because we are involved in a process of creating the Spanish Federation, which will link together every regional association in Spain. We expect this process to be finished by the end of March, when every association has voted to take part in the federation. It has been an interesting process which will help to grow the movement, and it will join us together as a team.

Contact information

debla.oriuela@ecogood.org



SCIENCE and RESEARCH

“Common Good Economics” – newly published scientific theory and viable alternative to “Neoclassical Economics”

For ten years, Economy for the Common Good has been implementing an economic model that can better serve people, the planet and future generations. “Common Good Economics” now provides the theoretical foundation for that model, published by a trio of authors in the distinguished scientific journal “Sustainability” in the special issue [Sustainable Economy for the Common Good](#), guest edited by Vanessa Campos from the University of Valencia.

You can read the full article [here](#).



First self-diagnostic test for Valencian entrepreneurs and SMEse

The European Centre for Innovative Enterprises of Valencia, Spain has promoted, through the Valencian Institute of Business Competitiveness, the first self-diagnostic test for companies and entrepreneurs to quantitatively assess the social and environmental impact of their business. The methodology is based on the model of the Economy of the Common Good. This test has been developed by the Chair of Economics of the Common Good of the University of Valencia, specifically by Joan Ramon Sanchis Palacio, Vanessa Campos Climent and Ana Teresa Ejarque Catalá.

This is an initiative of the European Business and Innovation Centers of the Valencian Community, promoted and financed by the Generalitat, through the Instituto Valenciano de Competitividad Empresarial (IVACE), within its policy of supporting innovative entrepreneurship. You can read the full article [here](#).

Full article (in Spanish) [here](#).



Source: ceeivalencia.emprenemjunts.es482px



EVENTS

Foro de Emprendimiento, La Serena, Chile and online

Wednesday, March 24th to Friday, March 26, 2021

[Info](#)

An hour that can change decades – Concert during Earth Hour

Saturday, March 27, 2021, 8:30 pm (CET)

[YouTube](#), [Instagram](#), [Facebook](#)

Let's activate positive energies, online

Saturday, April 17th, 2021

[Info](#)

BEST ECONOMY forum, online

Tuesday, April, 20th to Thursday, April 22, 2021

[Info](#)

Delegates Assembly, online

Friday, May 14th, 2021

Welcome Session

Friday, June 18th to Saturday, June 19, 2021

Assembly

[Registration](#)

Alternative Economic Summer University, online

Monday, July 19th to Friday, August 6th, 2021

[Infos](#)

Sommerwoche, Hübingen, Germany

Friday, July 23rd to Wednesday, July 28, 2021

[Infos](#)

The Economy for the Common Good movement is only possible because of assistance through membership fees, donations and the amazing team of volunteers spread across the globe.

You too can get involved and help:

- We welcome and encourage everyone to [join us and get involved](#).
- By [becoming a member](#) you help us financially and your voice will better be heard within the movement.
- As a non-profit organization [donations are essential](#) for our work and projects.
- [Follow this link to subscribe](#) to the ECG external newsletter.

This newsletter refers to pages of other providers for which we are not responsible and cannot be held liable or provide any assistance.

You have received this ECG newsletter "Seedlinks" because you are a member of an ECG association. Further information on the handling of personal data by the ECG can be found here (<https://www.ecogood.org/imprint/>). If you do not wish to receive the newsletter in the future, you can unsubscribe by sending an email to gus.hagelberg@ecogood.org. Please include the text "unsubscribe from Seedlinks".

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