



**Cátedra Cajasieta de
Economía Social y Cooperativa**
Universidad de La Laguna



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10º seminario de investigación CESCO

Lunes 23 de julio, 2018, en el Salón de Grados de la Facultad de Economía, Empresa y Turismo

Announced title: "The role of the Economy of the Common Good. An exchange on what studies are underway"

"The role of the *Economy for the Common Good (ECG)* -
an exchange on the search for its scientific foundations"

Günter Koch

Presidente de la Asociación Austriaca de Investigación sobre Economía del Bien Común,
Ex-Secretario General del "New Club of Paris" y fundador de "Humboldt Cosmos Multiversity" (en Tenerife)

www.humboldt-cosmos-multiversity.org

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Sequence of the talk

- 1. Background information**
- 2. Own History in Model Development**
- 3. Economy for the Common Good (ECG) : The current status**
- 4. In search for the scientific foundations of ECG**



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Many topics, hard to play



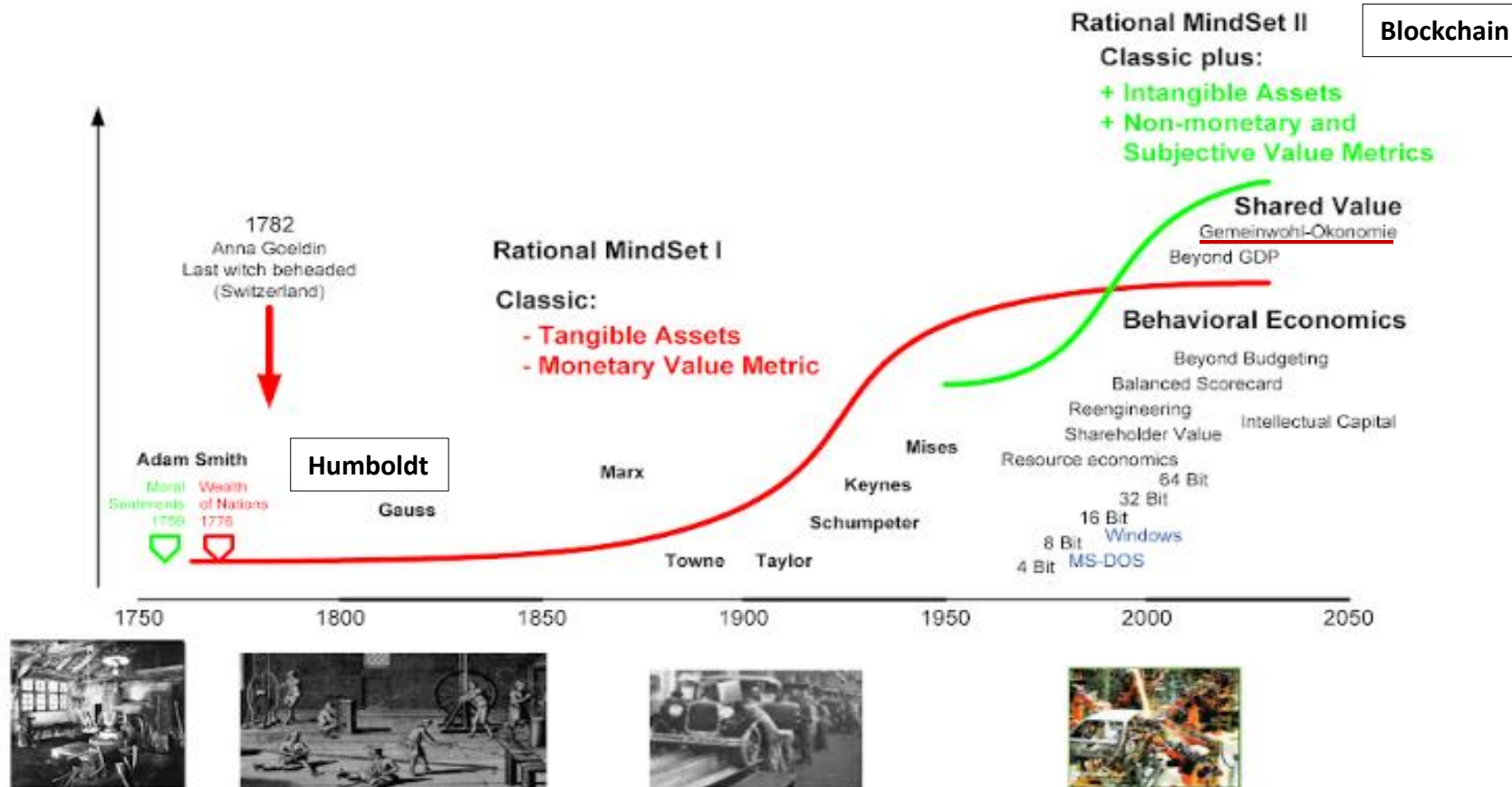
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Paradigm changes and the evolution of new economic „Theories“

(Theory as a product; standard S-Curve of incremental and disruptive innovation process)





1. Background information





Three professional experiences: Entrepreneur, Scientist, R&D Manager

1. Entrepreneur (1980 – 1993)

**Erstes Unternehmen 1981 ff
Biomatik GmbH**

- Erstes PC-basiertes Patientenmonitoring
- Einführung von künstlicher Intelligenz in der Laboranalyse

Hauptkunden

- Hellige -> Marquette -> General Electric
- Böhringer Ingelheim Bioscientia



2. Scientist (1975 ff)



SOFTWARE HELP-LINE
The European Software Institute in Bilbao hopes to establish itself as an essential help-line for Europe's holders of business applications. John Parry takes a look.

Günter Koch
Director del Instituto Europeo del Software

"El software es tan importante como la energía"

Once we get a leading player in a sector to join, the rest start to follow

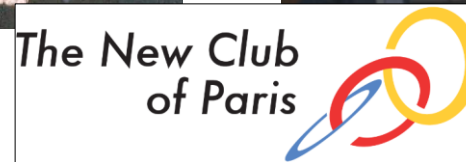
ESI services

- Software benchmarking
- Advice on new technology development
- Training
- Workshops and conferences
- Benchmarking: third an information service covering a wide, international and best practices
- On demand free estimates of software & services
- Services covering a range of subjects from best practices to innovative guide

3. R & D Manager (1993 ff)



Dr. Mag. Wolfgang FELLNER und Prof. Dr. Günter KOCH, Geschäftsführer des Austrian Research Centers Schöberfeld, mit Mag. Viktor FICHELER von dem BICG-Bankinstitut, während eines der Bankgespräche C&E-München
BAWAG-Bankgespräche, Thema Forschung und Entw





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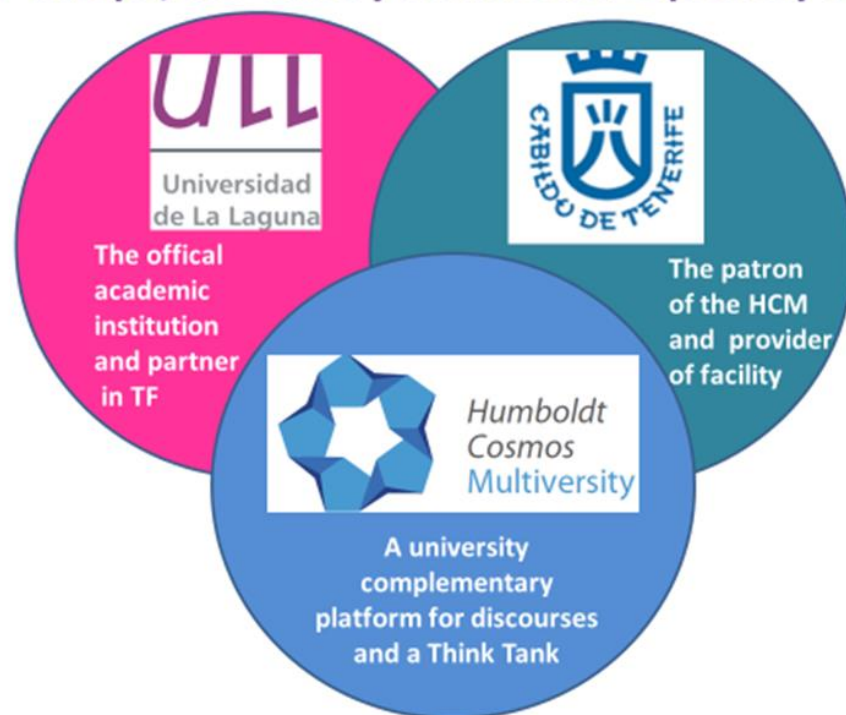
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***Humboldt Cosmos Multiversity** is an association registered and acting under Spanish law and working as a university complementary project. It is supported by the Cabildo of Tenerife, Canary Islands, and the Tenerife based university. Mail Address of its President: Prof. DI G. Koch, Mittelgasse 1060 Vienna / Wien, Austria (In Tenerife: MARITIM #1406 Camino El Burgado 1, 38410 Los Realejos / Tenerife, Spain E-mail: koch@execupery.com)*

A triangle of cooperation for adding value to the future of Europe, the Canary Islands and especially Tenerife





Achievements and examples of recent engagements



Inauguration 2012

Since inauguration
> 30 events
> 200 participants

**2012: Foundation
of the HCM**



1st workshop event (2012)



HCM exhibi-
tion @
TEA (2015)

**Mission: Interdisciplinary workshops
in basic sciences, natural sciences, politics
technology, art, new economy, philosophy, ...**

Examples of recent subjects (2015 / 2016)

- philosophy & art: „Los Hijos de la Tierra“
- Economy of Common Good (Chr. Felber)
- Translational East – West discourse
- New social services (in cooperation with the Technical University of Cologne)



Felber event @ ULL

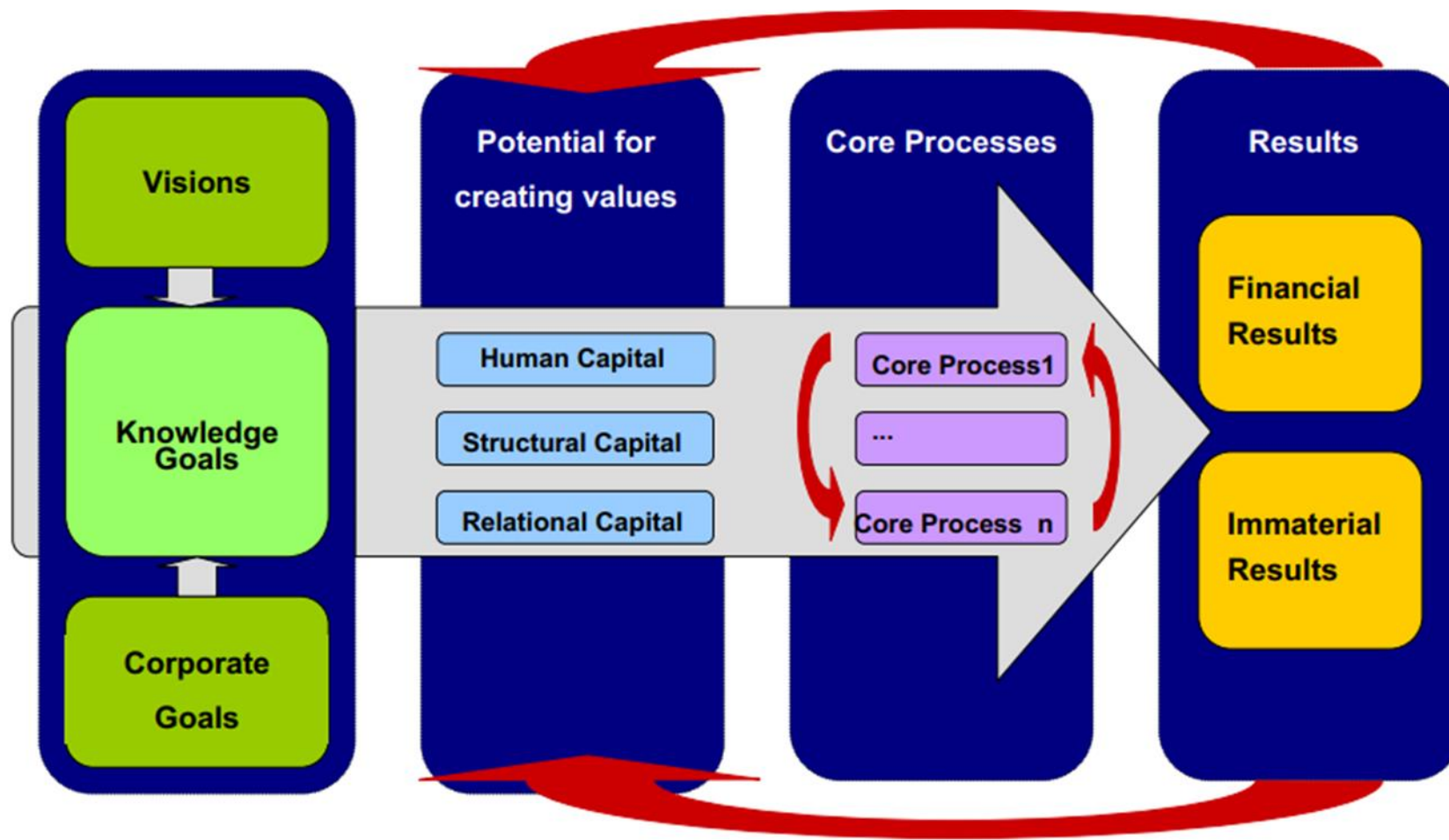


Philosophy & Art

Support for TF in Economic promotion abroad



The „Intellectual Capital Report“ model – as applied to Austrian Universities



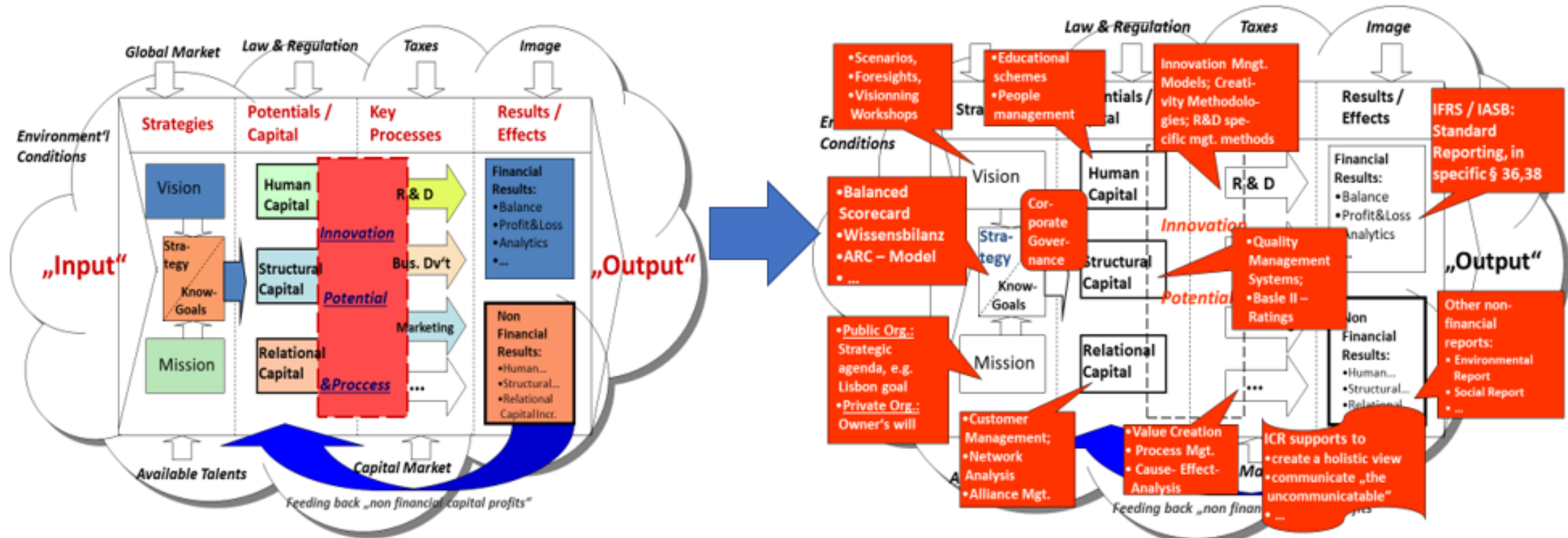


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**A key project in Intellectual Capital Reporting:
RICARDIS Report by a EU High Level Expert Group**



**Generalisation of my ICR model and associations of its elements with other models
as one contribution to the European RICARDIS Report to the European Commission**





Each „Box“ in such models is substantiated by a set of criteria – as is the case with UN's 17 SDGs

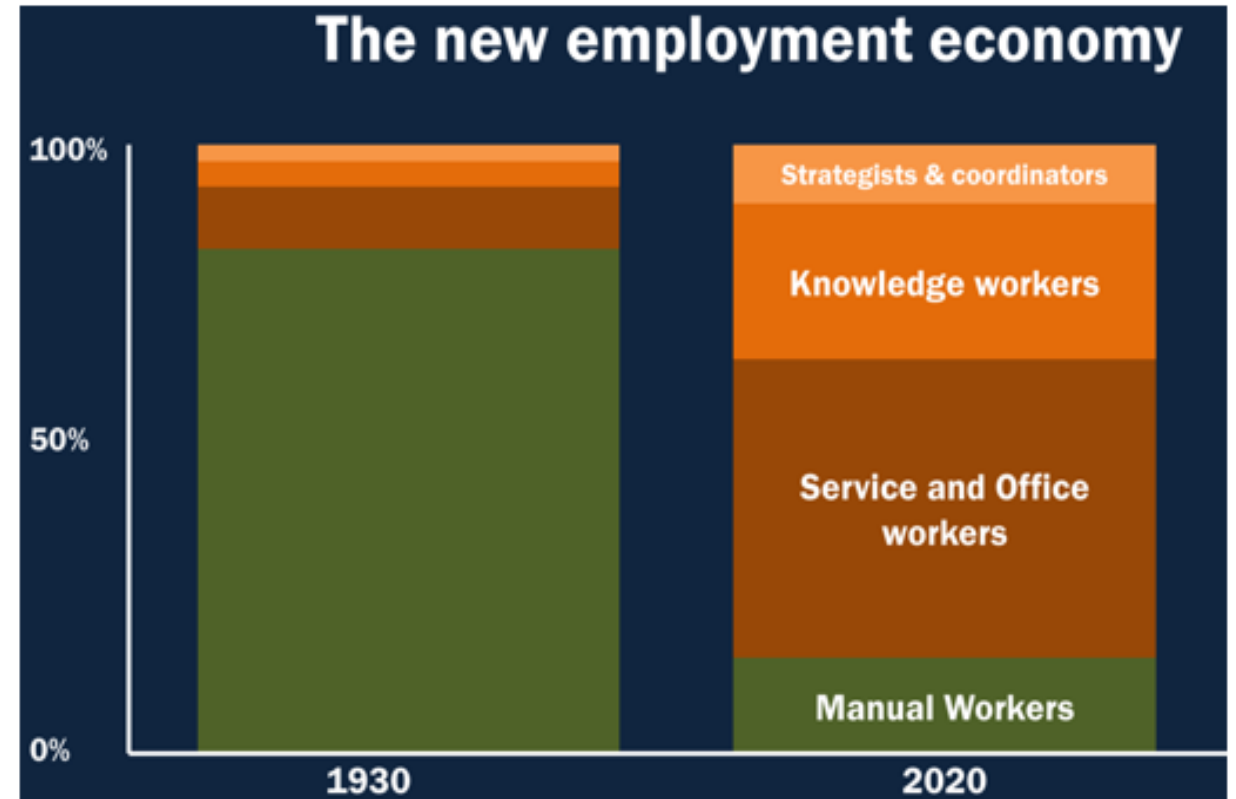
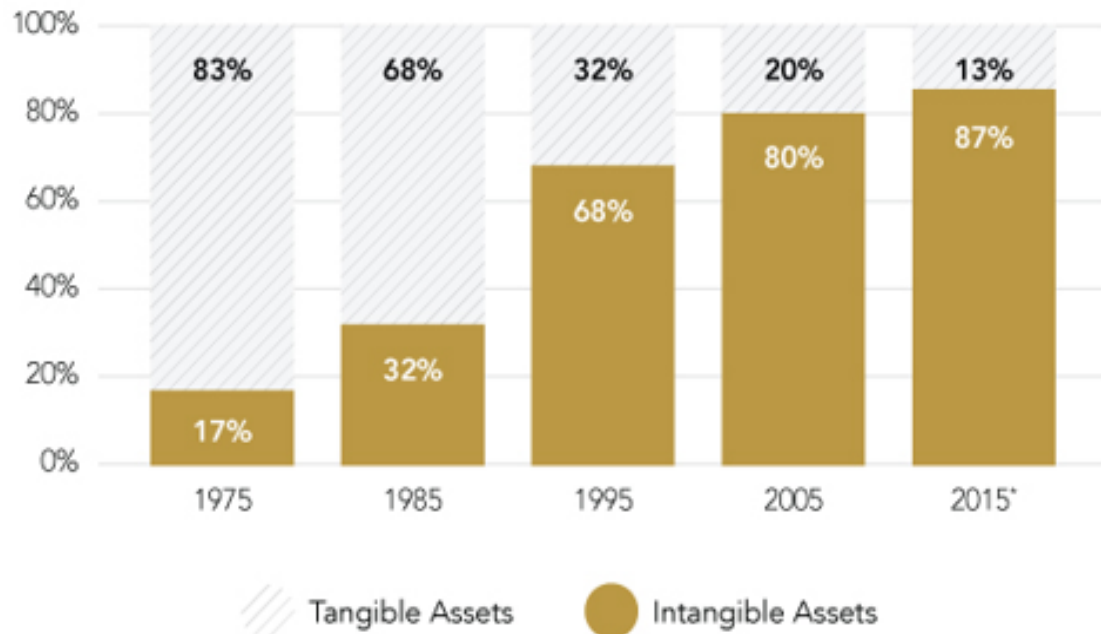


INDICATORS	
6.1.1	Proportion of population using safely managed drinking water services
6.2.1	Proportion of population using safely managed sanitation services, including a hand-washing facility with soap and water
6.3.1	Proportion of wastewater safely treated
6.3.2	Proportion of bodies of water with good ambient water quality
6.4.1	Change in water-use efficiency over time
6.4.2	Level of water stress: freshwater withdrawal as a proportion of available freshwater resources
6.5.1	Degree of integrated water resources management implementation (0-100)
6.5.2	Proportion of transboundary basin area with an operational arrangement for water cooperation
6.6.1	Change in the extent of water-related ecosystems over time
6.A.1	Amount of water- and sanitation-related official development assistance that is part of a government-coordinated spending plan
6.B.1	Proportion of local administrative units with established and operational policies and procedures for participation of local communities in water and sanitation management



The transition into the knowledge society – in business, in the working space and in economy

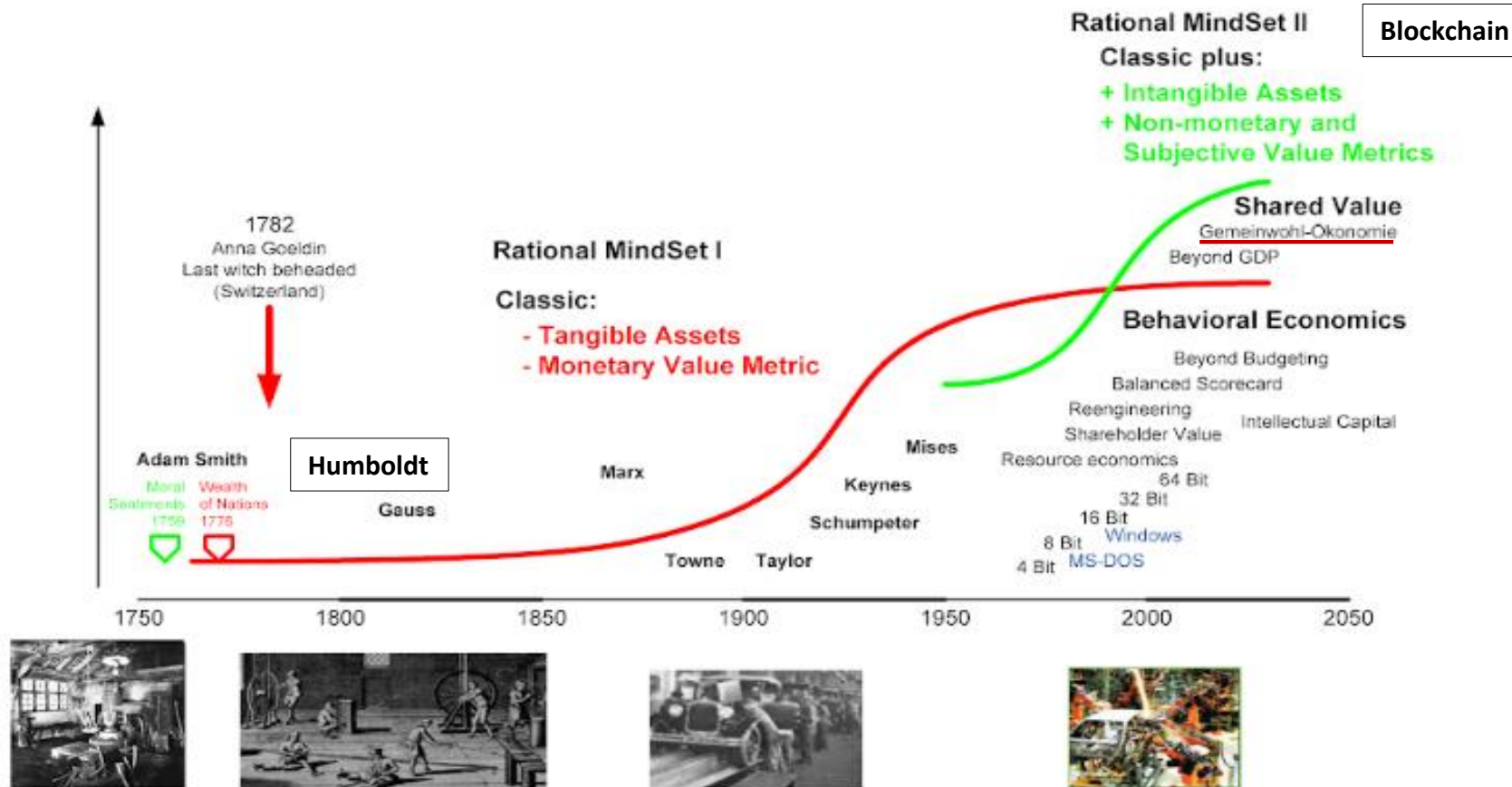
COMPONENTS of S&P 500 MARKET VALUE





Paradigm changes and the evolution of new economic „Theories“

(Theory as a product; standard S-Curve of incremental and disruptive innovation process)





Models in economy and economics for „re-inventing economy“



History: Austrian School of Economics



Classical „Austrian“=

- Homo Economicus
- Neo classic / liberal
- ...
- A . V. Hayek
- L. v. Mises
- J. Schumpeter
- P. Drucker
- ...



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The development of a model for analyzing a company's competence in „Economics for the Common Good“ (ECG)



*The ECG Editorial Team, also known as
the Matrix Development Team (MDT).*



COMMON GOOD MATRIX 5.0



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

Compulsory indicators

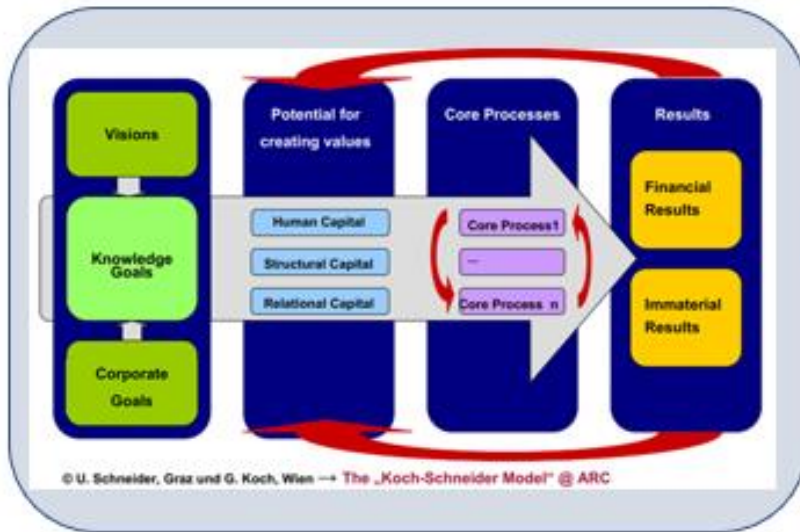
Relevant environmental accounts should be produced, depending on the activity of the company:

Environmental accounting | measured in

- Greenhouse gas emissions | kg
- Transport (and its CO2 equivalent) | km or kg
- Fuel consumption (and its CO2 equivalent) | litres or kg
- Electricity consumption (and its CO2 equivalent) | kWh or kg
- Gas consumption (and its CO2 equivalent) | kWh or kg
- Heating energy consumption (in relation to average temperatures) | kWh/°C
- Consumption of drinking and rain water | m3
- Use of chemicals (toxic and non-toxic) | kg
- Paper consumption | kg
- Other consumables | kg
- Artificial lighting | lumen, kWh
- Pollutant emissions and other environmental impact | in accordance with standard impact categories

Impact category	Parameter	Evaluation points
Climate change: CO2-equivalent gas emissions	t per employee	up to 2 t/employee: 0 points per t above this: +1 point each
Fine particle and inorganic emissions	µg / m3	+2 µg / m3: -1 point +10 µg / m3: -0.5 points +20 µg / m3: -0.1 point + 20 µg / m3: +10 points
Ozone depletion: Chlorofluorocarbon emissions	kg CFC-11 equivalent	# applicable: +1 point
Emissions that contribute to acidification	mol H+ equivalent	# applicable: +1 point
Emissions that contribute to photochemical pollution (organic compounds, NOx, SOx)	kg NMVOC equivalent (non-methane volatile organic compounds)	# applicable: +1 point
Ionising radiation	kg of U-235 equivalent	# applicable: +1 point
Toxicity: Emission of toxic substances	CTU – comparative toxic units	# applicable: +1 point
Eutrophication: use of agricultural fertilisers	Land: (mol N equivalent) Water: (kg P/N equivalent)	Organic agriculture: 0 points non-organic agriculture: +1 point all others, if applicable: +1 point
Land consumption	Year-over-Year increase in kg C	# > 10%: +1 point
Resource depletion: Water and mineral consumption	water in 1000 m3/ MA mineral, fossil: An- timony equivalent	+ 1 point / 1000 m3 # applicable: +1 point

Knowledge as a basic competence for ECG - compatible management ?



COMMON GOOD MATRIX 5.0

ECONOMY
FOR THE COMMON GOOD
Business model for the future

VALUE	HUMAN DIGNITY	SOLIDARITY AND SOCIAL JUSTICE	ENVIRONMENTAL SUSTAINABILITY	TRANSPARENCY AND CO-DETERMINATION
STAKEHOLDER				
A: SUPPLIERS	A1 Human dignity in the supply chain	A2 Solidarity and social justice in the supply chain	A3 Environmental sustainability in the supply chain	A4 Transparency and co-determination in the supply chain
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Extending the 17 SDGs Matrix by an 18th field ?

y



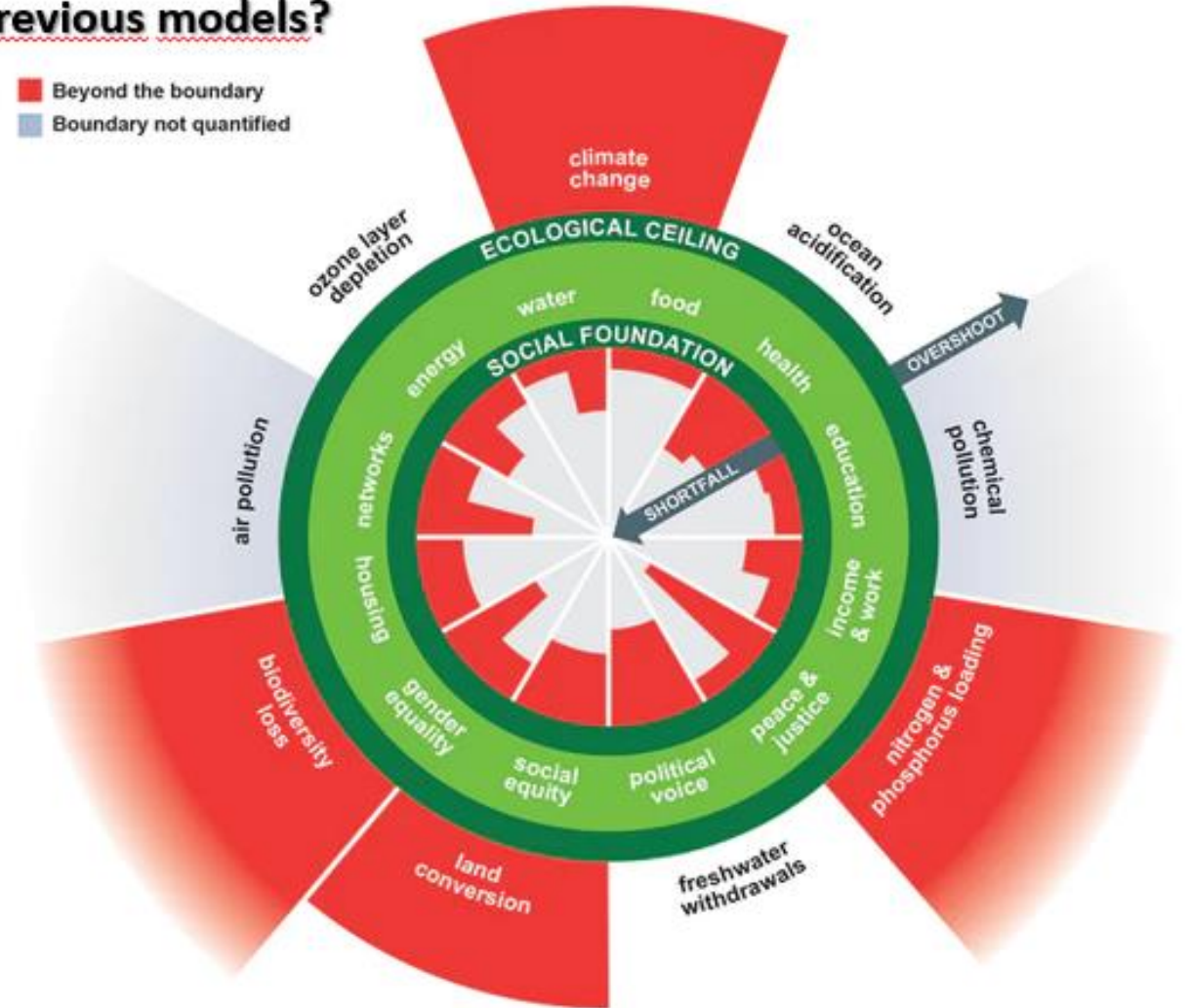
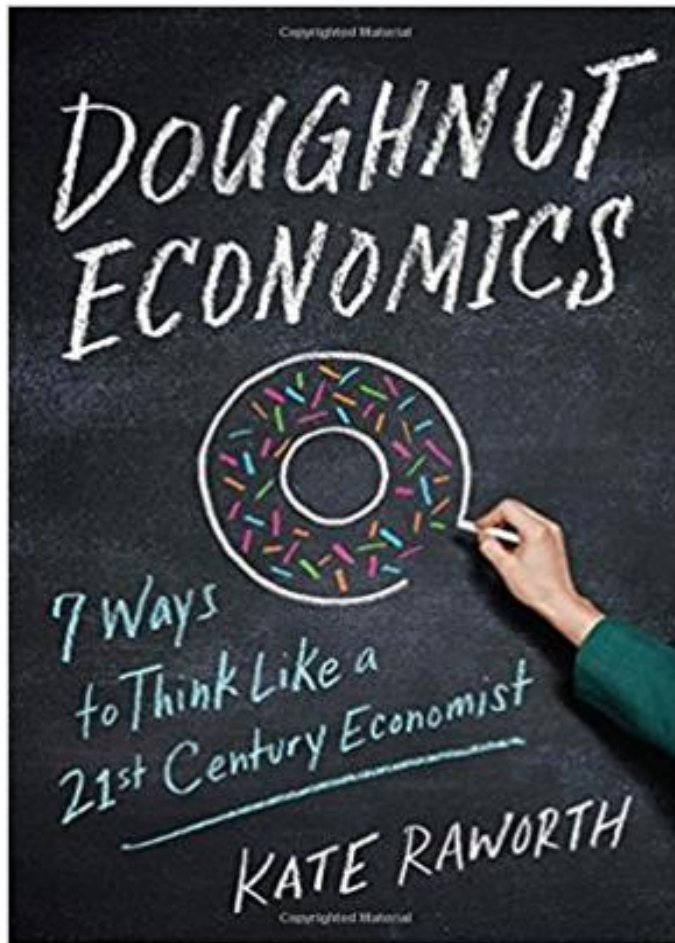


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Kate Raworth's Doughnut Model overruling all previous models?





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3. ECG : The current status



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The Research Association related to the (Founding) Association of the „Economy for the Common Good“ was founded in 2017 and became effectively operational in 2018 by constituting its Advisory Board

GEMEINWOHL
ÖKONOMIE Ein Wirtschaftsmodell mit Zukunft
Forschungsverein der
Gemeinwohl-Ökonomie



Forschungsverein der Gemeinwohl-Ökonomie Österreich

Sitzung zur Konstituierung des Beirates des GWÖ-Forschungsvereins am
30. Mai 2018 von 16:00 bis 18:30 Uhr
im Büro des GWÖ-FV im Impact Hub Wien, Lindengasse 56, 1070 Wien



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The ECG model covers most of the value aspects in society and politics



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Theoretical basis

"In a real 'economy', money is only a means to an end. If we were to measure economic success according to that end, human creativity would generate an increase in common good. Economy and value would then be in harmony."

Christian Felber, author of "Change everything. Creating an Economy for the Common Good"

La economía del bien común

Christian Felber



Un modelo económico que supera la dicotomía entre capitalismo y comunismo para maximizar el bienestar de nuestra sociedad

Prólogo de Juan Carlos Cubeiro

**Más de 25.000 ejemplares
vendidos en Alemania**

PAIDÓS

The ECG is a holistic model that seeks to integrate the economy into the social, cultural and ecological setting of European society. As can be seen in the attached table, the ECG model reflects the fundamental values of various economic proposals:

ECG VALUES / MODELS	Human dignity	Solidarity/ Cooperation	Ecological sustainability	Social justice	Democracy
Social Economy	X	X	X	X	X
Circular economy			X		
Collaborative economy		X			X
Functionality Economy		X	X		
Resource-Based Economy			X	X	
Blue economy			X		



Stakeholders and stakeholding institutions





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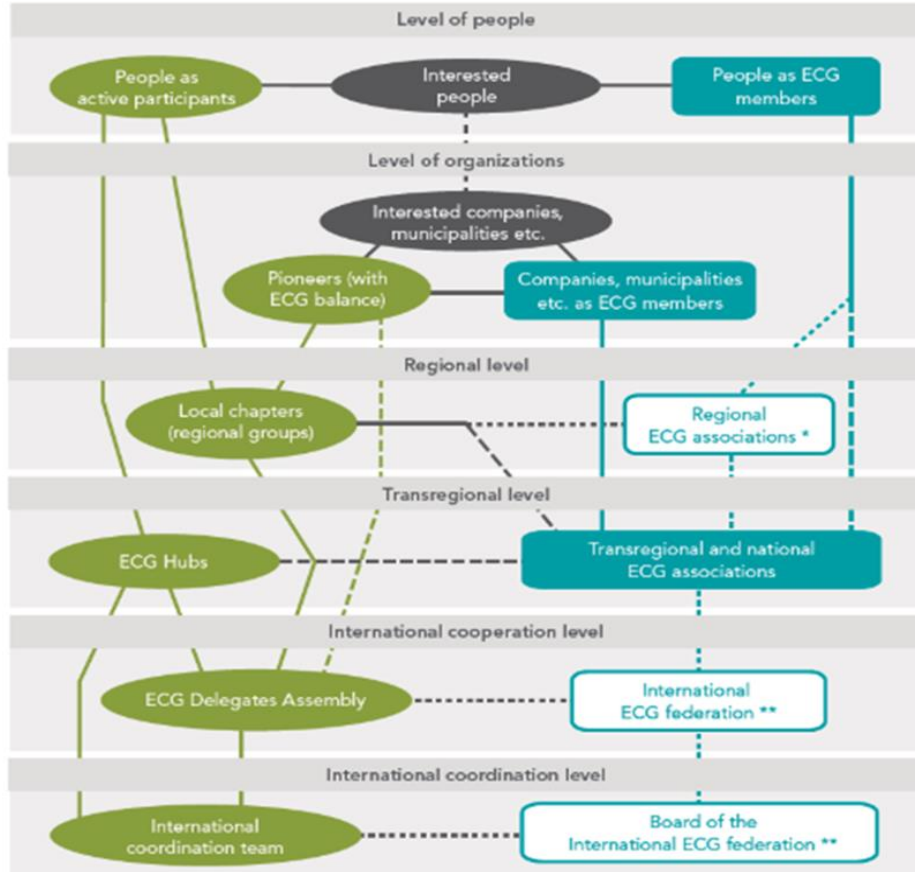


International structure of the Economy for the Common Good (simplified overview)

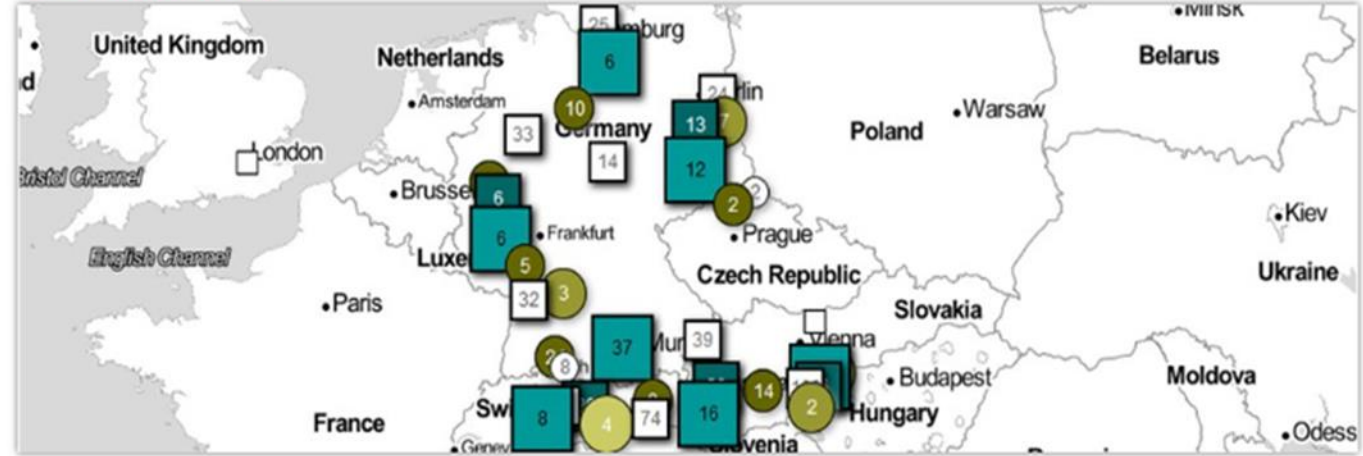


Structure of the movement (green)

Legal structure (blue)



Community



A global community develops

The ECG idea spreads from Austria to Germany, Switzerland, Italy, Spain, and to the Benelux countries, than to the UK, Scandinavia and countries in Eastern Europe. It has also reached Latin America, the USA, and Africa.

The ECG community cooperates on various levels:

Ambassadors	Many prominent figures from various fields support the Economy for the Common Good
ECG businesses	About 400 companies have published their Common Good Balance Sheet or are ECG-members.
Associations	The 21 ECG Associations create a legal and financial basis for the work of the movement.
Local chapters	Thousands of people are actively engaged in more than 100 regional groups (local chapters) on a voluntary basis
Hubs	13 hubs work over the borders on the implementation of our vision



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Europa

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Italien	info@economia-del-bene-comune.it	Bernhard Oberrauch	Regionalgruppen in Italien
Kroatien, Zagreb	nenad.majkovic@gmail.com	Nenad Majkovic	
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Slowenien	dmitry.kopina@gmail.com	Dmitriy, Nara Petrovic, Romeo Varga	
Spanien	secretaria@economia-del-bien-comun.es	Germán Giner	Regionalgruppen in Spanien

In a first instance, “Economy for the Common Good“ is a bottom-up movement, based on the broad commitment of its supporters, as well as from politics, most prominently by the Euroeam Economic and Social Committee (EESC) of the European Parliament.

Kontaktpersonen für weitere mittel- und südamerikanischen Länder

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4. In search for the scientific foundations of ECG



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VNIVERSITAT
DE VALÈNCIA

Chair EBC
Economy for the Common Good

Economy for the Common Good's Laboratory

The Economy for the Common Good - LabECG - is oriented to support the implantation of the Economy for the Common Good's model in the Companies, Institutions and Local Administrations of the Valencian Community. It offers services of technical advice, investigation and training in the university area. Also, it offers academic and scientific criteria to all companies, organizations and institutions interested in the implementation of the ECG model. Moreover, it acts as a nexus of union with the Valencian Association for the Promotion of the Economy for the Common Good. We are a multidisciplinary team of professors from the Universitat de València in collaboration with professors from other universities and training centres.

Services offered:

- » Technical advice in the implementation of the principles and values of the ECG and the Common Good Sheet.
- » Technical support for the creation of new projects on Economy for the Common Good.
- » Specialized training inside the model and tools of the Economy for the Common Good.
- » Celebration of Seminars, Workshops and Conferences about the ECG.
- » We offer facilities with the purpose of celebrating Forums, Conferences, etc. that consists on ECG topic.
- » Realization of studies and reports about the Economy for the Common Good

*Example of a
publication*



Home » Social and solidarity economy in the 21st century, a concept in evolution: co-operatives, B Corporations and Economy for the common good

Social and solidarity economy in the 21st century, a concept in evolution: co-operatives, B Corporations and Economy for the common good

1 november 2016

“ Social and solidarity economy in the 21st century, a concept in evolution: co-operatives, B Corporations and Economy for the common good it is a dossier written up by Vanessa Campos-Climent, assistant lecturer in the Department of Business Administration at the University of Valencia.

All forms of social organization that have existed throughout human history have satisfied human needs in different ways. That is, they have given different answers to the three basic questions considered by Economics: "what to produce?", "how to produce it?" and "for whom to produce it?" The only trait that all forms of social organization have in common is their consideration of enterprises as the basic unit of production for goods and services.

Therefore, the way decisions are made in firms – the power game forever determining which interests are given priority over others – is key to understanding how the three above-mentioned questions are resolved. As such, faced with various proposals calling for an economy that prioritizes people over capital, we need to consider alternative ways in which business can operate.

In light of the above, this paper reviews the wide range of business models that criticize or question the principal of investor-owned firms, ie organizations whose main goal is not to make a profit whatever the cost. The paper provides an overview and comparison detailing the origins of such business models, which include co-operatives, labour-managed firms, B Corps, and Economy for the common good.



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A selection of German Universities and Research Institutes engaged in ECG research

▶ Institut für ökologische Wirtschaftsforschung (IÖW) ▶ Cusanus Hochschule ▶
Netzwerk Plurale Ökonomik ▶ Wuppertal Institut für Umwelt, Klima, Energie

➤ Europa Universität Flensburg

➤ Hochschule Bremen

▶ Vereinigung für ökologische Wirtschaftsforschung (VÖW) ▶ Vereinigung für
Ökologische Ökonomie (VÖÖ) ▶ Institut für Zukunftsfähige Ökonomien (ZOE) ▶
Fachgebiet Umwelt- und Verhaltensökonomik der Universität Kassel ▶ Institute for
International Political Economy (IPE) der Hochschule für Wirtschaft und Recht Berlin
(HWR) ▶ Konzeptwerk Neue Ökonomie ▶ Think Tank 30 Deutschland (tt30) ▶
Wirtschaftsuniversität Wien (Department Sozioökonomie) ▶ AK Wirtschaft und
Finanzen im BUND ... u.v.a.m.



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Mission for the R&D Association as currently operating in Austria

- Creating a survey on academic ventures related to the ECG
- Establishing a database on academic publications in ECG, as well as on ongoing study projects
- Developing a consultative environment from and with academia
- Mediating and matchmakings between students in search of a topic for their study work and of advisors
- General information services on events, projects, **news**: currently a **newsletter** is published quarterly

Future Plans

- Engaging in congruent complementary academic conferences and contributing to their publication(s)
- Running own academic events, starting with workshops, extending to **a first scientific conference in autumn 2019** in Bremen, Germany
- Conceiving an open, ECG related scientific magazine / journal, following the model of „**nature.com specials**“



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*The World Capital Institute is an independent International Think-Tank,
established with a purpose of furthering the understanding and application
of knowledge capital as the most powerful leverage for development.*

<http://www.worldcapitalinstitute.org/content/call-papers-tenerife-2018n>

THE 11TH KNOWLEDGE CITIES WORLD SUMMIT KCWS-2018

20-22 NOVEMBER 2018, TENERIFE, CANARY ISLANDS, SPAIN

Organised by the World Capital Institute, ULL and the Humboldt Cosmos Multiversity

Summit Theme: **Knowledge islands**

Summit Topics*

- Knowledge islands, cities and regions
- Local knowledge: clusters, hubs, precincts, districts, communities and regions
- **Knowledge economy and society**
- Capital Systems and Knowledge Markets
- **Alternative Economic Cultures & The Anthropocene**
- **Knowledge citizens, democratic participation and political action**
- Knowledge, creativity, science, innovation and technology policy
- Knowledge-based businesses, industries and services

*Other topics relevant to the Summit will also be considered



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Thank you for your attention !!!



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