

ECG: An economy aligned with ethical values

The Economy for the Common Good (ECG) is an economic model, which makes the Common Good - a good life for everyone on a healthy planet - its primary goal and purpose. The ECG contributes to a culture of good living in a peaceful and sustainable civilisation.

The ECG is organised in local chapters and hubs and has 9,500 members worldwide, including companies, municipalities, educational institutions, and individuals.

At the heart of ECG is the idea that value-driven businesses are mindful of, and committed to: Human Dignity, Solidarity & Social Justice, Environmental Sustainability, Transparency & Co-Determination. Adopting these core values makes your company future-proof and a frontrunner of the new economy.

This track gives companies the opportunity to develop their Common Good Report, which is a 360° sustainability management tool that improves professional relationships and stimulates motivation, innovation and productivity.

In the marketplace, a Common Good Report shows that you are a reliable partner with ethical values. It also connects you to a diverse network of like-minded companies, municipalities, and others. To get ECG-certified, you need an external audit of your Report.

Building Better Business | The ECG Track

The ECG track consists of three steps: a free Crash Course and a two-part process to prepare for certification.

A. Crash Course

Time investment: 2 x 3,5 hours, online

When: 2 and 25 June 2021

Costs: free

In the Crash Course you will learn what Economy of the Common Good is, and how it relates to the Sustainable Development Goals and the Doughnut Economy. You will also explore how ECG can benefit your company and how it enhances value-driven business. You will work on the ECG Quick Scan and will start your organisational Values Check.

After the Crash Course, you may choose to prepare for certification independently or in a group, where you can learn from peers and ECG-certified companies.

B. Prepare for Certification | Part I (optional)

Time investment: 1 day training on location, 2 x expert webinar of 2 hours, 2 x group consult of 3,5 hours on location

When: 31 Aug, 13 Sept, 4 Oct, 25 Oct, 15 Nov 2021

Costs: € 440 per company

We have learned that companies like to receive support and inspiration in creating their Common Good Report. For these companies we recommend that they follow the Prepare for Certification Part I. During this training you can ask questions and learn from others, such as experts and companies that already have produced a Common Good Report.

Together we will select two of the four main ECG-values (Human Dignity, Solidarity & Social Justice, Environmental Sustainability, Transparency & Co-determination). For your chosen two values you will explore and put into words what they mean for the activities and strategy of your organisation. This is the start of your Common Good Report.

After Part I companies can decide to finish their Common Good Report independently by repeating the process with the remaining two values. After you have finished the Common Good Report, you can apply for external auditing. But you can also join in Part II and thus receive additional guidance in a collaborative atmosphere.

C. Prepare for Certification | Part II (optional)

Time investment: 2 x expert webinar of 2 hours, 2 x group consult of 3,5 hours on location

When: 30 Nov, 13 Dec 2021, 11 and 31 Jan 2022

Costs: € 325 per company

In this training we will continue and deepen the other two values through expert meetings and group consults. Throughout the training you can count on a stimulating and inspiring environment that helps you complete your Common Good Report. After this part you will have a good understanding of the ECG Balance Sheet, which will help you finish your Common Good Report and apply for an external audit.

Next steps towards certification

After Part II of the ECG track, a few more steps are needed to become officially certified:

Become a member

In order to complete your Common Good Report, you will have to become an ECG member. New projects and tools are developed with the support of membership fees and donations. This way, your membership is boosting the whole Economy for the Common Good. Membership fees are calculated according to the number of employees. Concessionary rates for membership fees are available.

Get an external audit

After finishing your Common Good Report and becoming an ECG member you can apply for an external audit. This includes independent evaluation and feedback that emphasises areas for future development. After a successful audit, you can publish your Common Good Report and identify yourself as an Audited ECG Company.

Communicate

Completing an external audit also allows you to use the 'ECG label' on products (currently in development). Most companies also share and continue to discuss the results with their employees and stakeholders. Some companies also use their Common Good Report for marketing and PR purposes.

In addition to your own communication activities, your Common Good Report is published on the ECG platform in the Balance Sheet section. ECG Companies appear on the ECG Map and can easily be found in the ECG community as a trading partner.

ECG Companies are pioneers of social change and are actively engaged in ethical trade. This creates a network of like-minded companies, working with a common purpose and sends a clear message:

An ethical market economy that benefits the common good is possible!

Learn more at www.ecogood.org.