

ECG: An economy aligned with ethical values

The Economy for the Common Good (ECG) is an economic model that 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, characterised by human coexistence, trust and appreciation, strong social cohesion and basic human rights.

The ECG is organised in local chapters and hubs and has 4.000+ 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 in the new economy.

The ECG track gives companies the opportunity to develop their Common Good Report, 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. On top of that, it 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 a Crash Course, 4 webinars and 4 group consultations.

A. Introduction to ECG and how to make a Common Good Report

Time investment: 3 hours, online

When: 9 May 2022, 2 to 5 pm

In the introduction module, you will learn what the 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 enhance value-driven business. Finally, you will work on the ECG Quick Scan and start your organisational Values Check.

After the introduction module, 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

Time investment: 4 webinars of 1,5 hours and 4 group consults of 3 hours

Webinars (3.30 to 5 pm): 23 May, 20 June, 29 August, 3 October

Group consults (2 to 5 pm): 13 June, 4 July, 12 September, 31 October

Work together, learn from experts, prepare your Common Good Report

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 Part B. During this training, you can ask questions and learn from others, such as experts and companies that already have produced a Common Good Report and, of course, from each other.

You can join the expert webinar where an ECG certified company will tell you more about one of the stakeholder perspectives (A: suppliers, B; owners equity, etc.) and how they improve and develop themselves in the four values (human dignity, solidarity and social justice, environmental sustainability, transparency and co-determination). After the expert webinar, you can work, explore and put into words what the stakeholder perspective means for the activities and strategy of your organisation. This activity is the start of your Common Good Report.

The group consultation aims to offer you additional guidance, the chance to ask questions, and support from the other participants and the experts. Throughout the training, you can count on a stimulating and inspiring environment that helps you complete your Common Good Report.

Common Good Matrix 5.0

VALUE	Human dignity	Solidarity and social justice	Environmental sustainability	Transparency and co-determination
STAKEHOLDER				
A: Suppliers	A1 Humand 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 Etical position in relation to financial resources	B2 Social position in relation to financial resources	B3 Use of fnds 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 with in 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

For more information or to sign up for the track, you can contact Jolanda van der Veen (Project Lead) at jolanda@encommons.nl.

Building Better Business: Next steps towards certification

After the ECG track, you need a few more steps to become officially certified:

Become a member

To complete your Common Good Report, you will have to become an ECG member. We develop new projects and tools with membership fees and donations. This way, your membership boosts 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. The audit 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 communication activities, we will publish your Common Good Report on the ECG platform in the Balance Sheet section. In addition, ECG Companies appear on the ECG Map and can be easily found in the ECG community as a trading partner.

ECG Companies are pioneers of social change and actively engage in ethical trade. This engagement 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.

ECONOMY 
FOR THE COMMON GOOD