



The conviction seems to prevail that the dramatic findings will eventually shake things up, that "power" in the form of state and social decision-makers will ultimately no longer be able to avoid listening to "the truth", i.e. science, and translating its findings into an effective crisis policy.

change the system



change the system

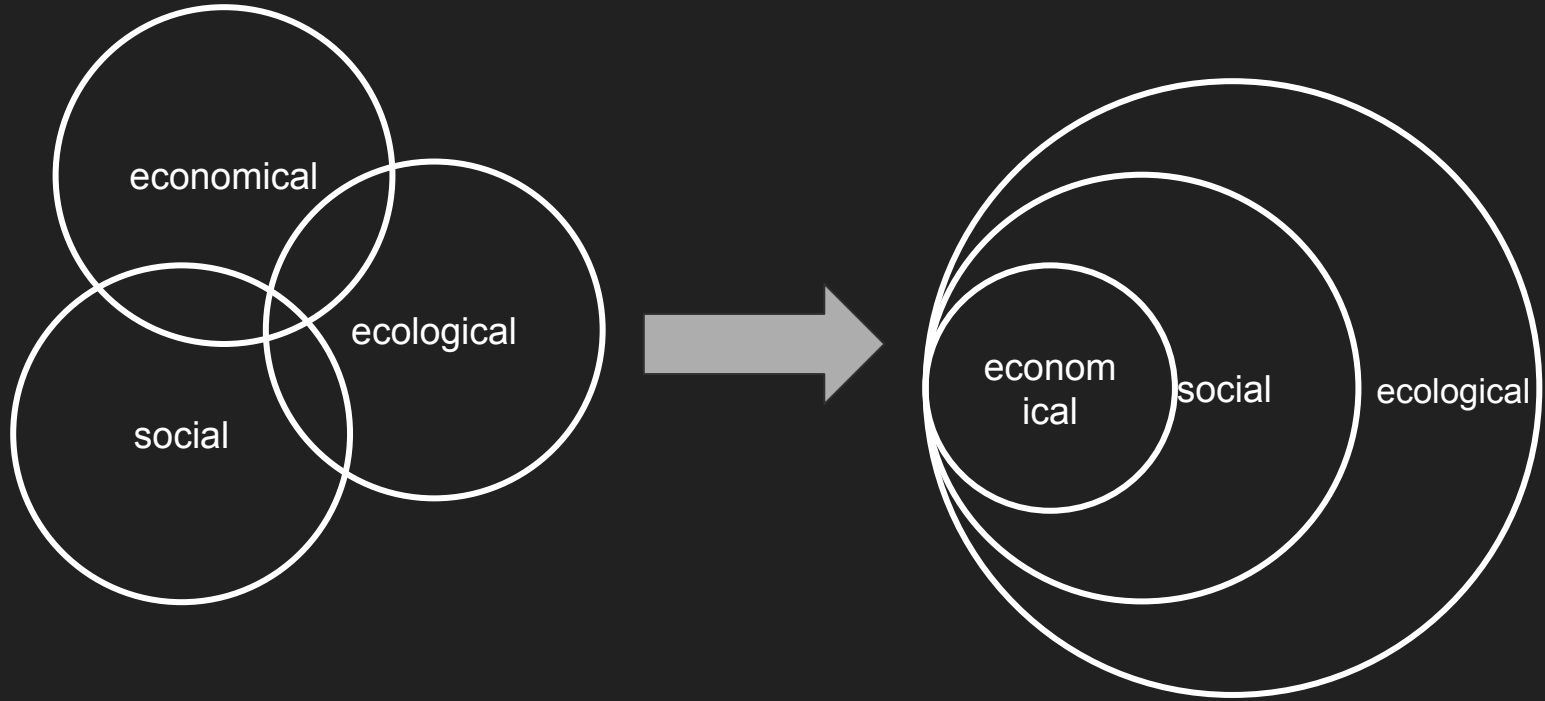
from within the system



history

- 2010
- new way for economy
- got implemented in EU rulings
- part of a EU advisory group

ethics



reasoning

„Die gesamte wirtschaftliche Tätigkeit dient dem **Gemeinwohl.**“

Art. 151, Bayrische Verfassung

„Das Gesetz bestimmt die Wirtschaftspläne, damit die öffentliche und private Wirtschaftstätigkeit nach dem **Allgemeinwohl** ausgerichtet werden können.“

Art. 41, Verfassung Italien

„We the people of the United States, in order to form a more perfect union, establish justice,..., promote the **general welfare...**“

Preamble of US Constitution

reasoning 2

successful relationship



reasoning 2

successful business



reasoning 2

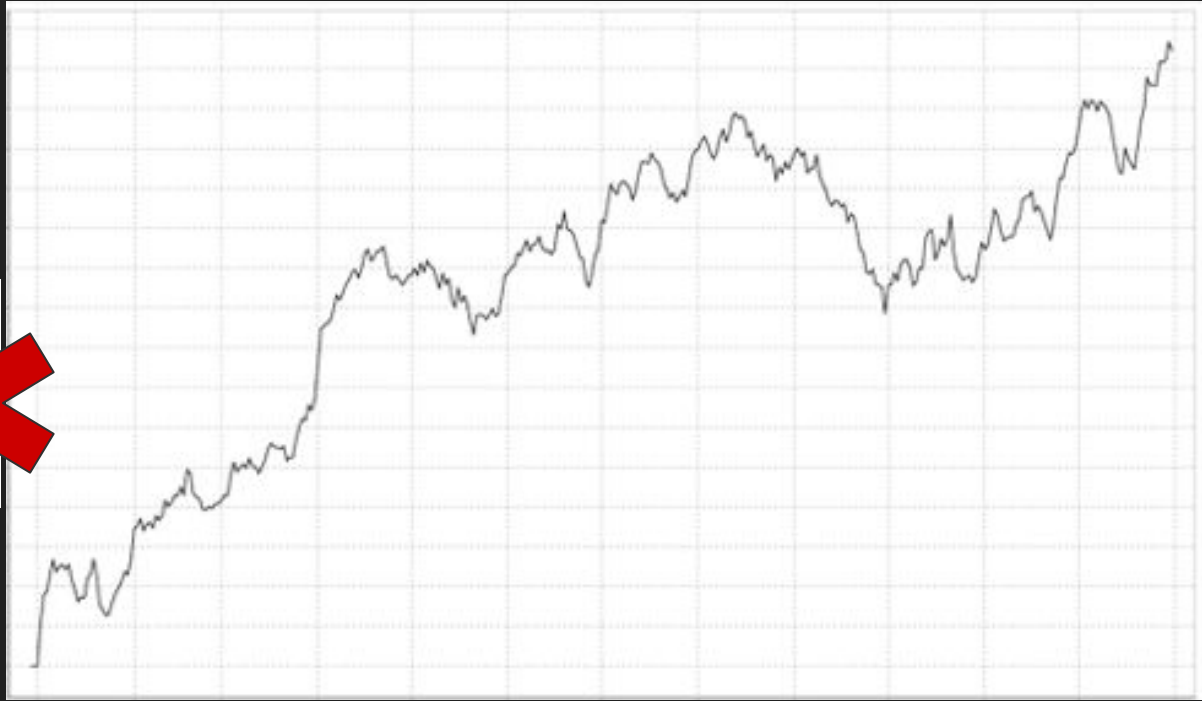
why do we idealize toxic features in businesses?

currently: do anything → money

idea: money → common good

How?

what did ~~Money~~
you do for
the people?



TIME

How?

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

use for businesses CURRENTLY

inside

- orientation
- participation
- motivation
- innovation
- cooperation

outside

- be the first
- transparency
- look trustworthy
- more publicity without greenwashing

use for businesses IN THE LONG RUN?

direct monetary advantages like

- less taxes
- easier loans
- priorities

critique

1. hard to grasp
→ hard to measure
2. is missing some values
3. doesn't *change* the system (?)
4. too ambitious (will change the system too much?)

Ending Discussion

1. common good a good endgoal?
2. is money the right vehicle?
3. values (what about freedom and wealthiness?)
4. it's already happening, why don't we support it?
→ currently: *looking* sustainable is good for business
5. is it sustainable to give up power?
→ harder to control