

Book of Abstracts

**Economy for the Common Good International Conference
(EGGIC III) 2024**

3-5 June 2024, Leeuwarden, The Netherlands



Parallel Session 1 - Circular and Biobased Economy

10:30 - 12:30 Monday, 3rd June, 2024

51 Upcycling food waste in China's monogastric livestock production enhances food affordability at the cost of increased emissions of acidification and eutrophication pollutants

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Abstract

Global livestock production contributes significantly to environmental challenges, accounting for 13-18% of greenhouse gas (GHG) emissions and notable nutrient losses. Repurposing food waste as feed offers a pathway toward circular food systems and aligns with sustainable development goals (SDGs), such as SDG 12 (responsible consumption and production). With 1.3 billion tons of food wasted globally yearly, efficient utilisation of food waste becomes imperative. However, prior studies have primarily applied static partial analyses and lacked comprehensive analyses of the economic and systemic impacts of this transition. China, contributing 46%, 34%, and 13% to global pork, egg, and poultry meat in 2018, becomes a focal point for our study. We aim to assess the economic and environmental consequences of upcycling food waste in China's monogastric livestock production on China and its main trading partners. The novelty of our study lies in the enhancement of an integrated environmental-economic framework based on applied general equilibrium (AGE) models by incorporating biophysical and nutritional balances, livestock feeding constraints, and food waste management. These aspects are crucial for repurposing currently discarded food waste as feed and exploring strategies for circular food systems. Our findings demonstrate that upcycling 54-100% of food waste in monogastric livestock production will significantly boost its output by 23-35%. Despite a rise in the feed conversion ratio (FCR: 0.18-0.21), the edible feed conversion ratio (eFCR: 0.35-0.49) will decrease, alleviating feed-food competition. GHG emissions will decrease by 0.3-0.7% domestically and by 0.7-1.1% in trading partners. However, emissions of acidification and eutrophication pollutants will increase by 3-7% and 0.7-0.8% in China, respectively. A 0.2-0.4% increase in calorie supply sustains 2.7-4.3 million more people, which aligns with a drop in the world food price and improved income in China. While food affordability rises in trading partners (0.17-0.24%), it's smaller than the increase in China (0.33-0.51%). In conclusion, upcycling food waste in China's monogastric livestock production enhances food affordability but raises emissions of acidification and eutrophication pollutants. Further measures and policies are essential to address the drawbacks in promoting circular food systems.

Keywords



applied general equilibrium models; environmental-economic modelling; circular economy; circular food system; food waste.

65 Participatory design development of a just energy system, based upon local renewable energy sources under peoples-public-private governance: preparing action research in Mariahoeve (The Hague-The Netherlands).

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Abstract

Mariahoeve is a mixed neighbourhood with 6000 households in The Hague. In 2021 local residents established an area cooperation, GCWijk25-Mariahoeve, which envisions a well-being economy to flourish in the neighbourhood. Its mission is to foster ‘solidarity in sustainability’. The current goal of GCWijk25 is to create space for participatory design development of a just energy system, based upon local renewable energy sources under peoples-public-private governance.

GCWijk25 analyses the opportunities and threats to estimate the chances to realise its goals. Its strategy is not to move if threats are omnipresent, while being prepared in view of future opportunities. GCWijk25 also joins strategically advocacy efforts in the neighbourhood, city and beyond, to create the desired opportunities.

From 2018 till 2023 the The Hague municipality supported the preparation of large-scale private investments in the heating system. The project was highly contested in the local council, but eventually approved given standing legal provisions. Mariahoeve is still supposed to fall under this private investment scheme. This may lead to more social segregation.

In 2023 GCWijk25 assigned a consortium of consultancy firms to design a scenario for the neighbourhood. The new energy system should be socially inclusive ‘by design’ from the onset. The scenario ‘Mariahoeve shares energy’ was presented to the Alderman in November.

In September an opposition party requested the Alderman to review the business cases of the private sector heating systems design. Given a changing political environment, the private parties estimated the risk/reward balance unattractive. Consequently, the Municipality did not issue concessions for large scale private sector heating systems. Subsequently, the same party submitted a motion to focus on the development of small scale energy sources, which was unanimously adopted. Coalition parties proposed to manage the urban environment through climate indicators, in which Climate Justice became integrated. Moreover, The Hague is selected by the European Union to be one of the 100 Climate Neutral and Smart Cities, for which Mariahoeve is the focus neighbourhood.

This creates space for the scenario ‘Mariahoeve shares energy’. The way ahead seems to be cleared to engage in participatory design development of a just energy system in Mariahoeve.



27 Barriers and enablers for implanting a Circular economy strategy in a large retailer. The case of Mercadona in Spain and Portugal

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Abstract

Purpose

Leading corporate industry seeks a business model incorporating circularity as a sustainability strategy. We will discuss Mercadona as an example of change. The purpose is to analyse the strategy the enablers and barriers to implanting a CE model regarding plastic materials utilisation and recyclability.

Methodology,

We will base our case study on primary and secondary information in the discussion and analysis. The firm's process during the last three years and the experience of employees, suppliers, and customers will be discussed.

Findings,

In a food retailer, it is impossible to avoid using plastic materials.

Thanks to the Circular Economy, plastic Waste can and should have a second life. Achieving this is everyone's responsibility: companies, administrations and consumers.

In the case study, the project has been a shared effort resulting from the collaboration of three stakeholders: the retailer staff, the suppliers, and the customers. A great effort was made to train and inform all of them.

Practical implications,

The collaboration between retailers and suppliers must drive the whole effort, but essential efforts must be made to avoid consumer dissonance and informing them is a relevant challenge. Parallel public regulation is fundamental In the CE effort.

Relevance

Plastic and packaging are crucial waste producers in the retailing industry. Consequently, all the efforts to implement circularity in this sector are vital for achieving sustainability.

Keywords.

Packaging, Reuse, Recyclability, Second life, Circular economy



79 Balancing institutional and participatory space in the management of water imbalance: a dual institutional and design perspective

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Abstract

Contemporary water usage exceeds the safe operating space of the planetary boundary (Richardson et al.,2023). Sustainable liveability is threatened by an increasing imbalance between water supply (rivers; rainfall) and demand (by local area actors; droughts). Moreover, water quality levels have been declining, exceeding minimum levels (WFD,2000) and exacerbating water scarcity (Van Vliet,2023). Climate change threatens to further aggravate the imbalance.

Together, institutional and participatory design approaches can remediate water imbalance (cf. Kempenaar et al.,2022; Huybrechts et al.,2017). Institutional approaches can identify where enduring systems of established and embedded humanly devised rules and norms necessitate change (Hodgson,2006; North,1991); participatory approaches can encourage collaborative decision-making and active engagement of local communities, incorporating local knowledge and context (Hajer,2017).

However, these approaches can be either complementary or conflicting: institutions embed and perpetuate distributions of interests of particular actors, distributions that may differ from actors of (potential) participatory processes. The perpetual co-constitutive dynamic of ‘the institutional’ and ‘the participatory’ requires *balancing*. This study explores the tensions and complementarities of institutional and participatory design approaches to address water imbalances by balancing institutional and participatory spaces.

We dovetailed an institutional and participatory design approach in a case study in the south of The Netherlands where water supply from road infrastructure is buffered to fulfil water demand from local stakeholders. The Institutional Analysis and Development Framework (Ostrom,2005) identified institutional rules that prescribe participation processes for the water-road infrastructure nexus. Subsequently, a Participatory Action Research methodology employed contextually designed tools (Aguirre et al.,2017) in workshop settings to tangibly engage local actors in multi-stakeholder collaborations. Lastly, the complementarities and conflicts of this participatory space are compared with the identified institutional space to alleviate institutional barriers and develop tools for fostering inclusive participation.

The results provide a framework and tools that aid decision-makers and local actors in the process of *balancing* institutional space and participatory space. Additionally, the results facilitate the integration of local activities into trans-local patterns.

This assists practitioners to align participation processes with project requirements and area-specific needs.



The results can be tailored to European-regional levels where local actor engagement and dominant area-oriented spatial functions must be combined.

Parallel Session 2 - ECG and Business, Part I

10:30 - 12:30 Monday, 3rd June, 2024

54 Competing for the common good. Are top performing companies using new leverages? A case analysis of Spanish companies.

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Abstract

Purpose

Competing is a good way to make companies perform better. It also drives the search for more efficiency and the quest for new ways of doing things or even finding new products or services, in other words, innovating. This paradigm has been widely analyzed by the literature from many different points of view. One of the most popular theories, which is current to every business plan from startups to research thesis, is “the five competitive forces” introduced by Michael Porter in late 1970s. Recently, the validity of the model has been challenged due to the impact of the processes of globalization, digitalisation and new market demands. The paradigm of a race to get the largest part of the market, to continuous growth has to be questioned. Our aim is to contribute to this critical view of the concept of competitiveness, from the perspective of the common good.

Methodology

Through the analysis of the Spanish companies audited using the common good matrix and its comparison with the information resulting from the financial statements and the economic reports of a sample of representative companies in the country, we analyze the key competitive factors for them and identify patterns of similarities.

Findings

We infer that there are some more competitive forces at play. We stand that the concept of competitiveness has evolved and that top performing companies are succeeding in a different way, taking also into account their interaction with public administration, society and the environment.

Practical implications



Probably, top performing companies are getting aware of the scarcity of resources and understand that negative externalities will come back as a boomerang. Something similar happens to new social demands that have to be attended to stop the increase of inequality effects on their business. Those referent cases provide some illustrative examples of good practices or revealing constraints to the progress of common good economics.

Keywords

Competitive factors, competency, common good, stakeholders, top performing companies, common good, economy for the common good

44 Modelling the sustainable transition of metropolitan food systems: A three-pillar approach

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Abstract

Metropolitan food systems are among the largest contributors to emissions, natural resource use and biodiversity loss. Therefore, changes in public policies and private consumption patterns within metropolitan regions are crucial to ensure the sustainable transition of food systems. Due to the length and complexity of food supply chains, a transition towards more sustainable consumption patterns in one metropolitan region can have important effects on production patterns in other sectors, regions and countries. This causes complex synergies and trade-offs between environmental and socioeconomic goals at the local and global level. Existing analytical tools neglect the importance of local actors, the substitution effects on the demand side and the related impact along multiple supply chains. We argue that the development of consumption-based multiscale modelling and simulation tools is crucial for investigating changes in metropolitan food consumption patterns and their complex multilevel effects.

12 The Doce River Basin's way to the common good: mapping a sustainable path through springs restoration.

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Abstract

The Doce River Basin (DRB), in the Southeast Region of Brazil, is a territory where deforestation occurred in an intense and accelerated way in the 20th century, driven by large-scale mining



projects. This particular area was selected because it is a locus of significant expression of the totality, regarding the economic development model adopted in the country and in South America. Located in the DRB, the municipality of Aimorés had its forest cover reduced to less than 0.3% during this period. At the beginning of the 21st century, however, the Instituto Terra (IT), a non-profit civil society organization based in this municipality, started its work to restore springs in the region. With the ultimate goal of restoring all 300,000 springs in the RDB, its Olhos D'Água Program (POD) was awarded as one of the world's best restoration practices according to UN-Water/2011. This study presents some of the first evidence of the POD's effectiveness from the perception of the farmers who participate in the Program. By presenting the results of 20 semi-structured interviews confronted with secondary data, we demonstrate the effectiveness of the Program at the micro-watershed level. In addition, we constructed a Mission Map (Mazzucato, 2021) demonstrating how the adoption of the POD, combined with two other public policies already adopted in the DRB and a Brazilian version of Amsterdam's "Building Better Business", has the potential to catalyze a change in the direction of the DRB's development, with a new model of sustainable economy. An alternative that moves against the tide of extractivism and towards the common good.

Keywords: Doce River Basin; Olhos D'Água Program; Sustainable development; Mission maps; Economy for the Common Good.

10 The Great Resignation, Quiet Quitting, and Work Orientations

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Abstract

Recent trends, such as the "Great Resignation" (i.e., mass job quitting) and "Quiet Quitting" (i.e., putting minimum required effort at work), triggered heated social debates and media attention. But what worker motivations underpin these trends? This project focuses on differences in people's main motivation for working as a possible explanation. Some people view work as a job that brings a paycheck, others see it as a career and a way to get ahead in life, and still others as a calling or a life purpose. This project studies how these differences determine people's decisions related to job quitting and effort. We also explore how these relate to work meaningfulness and what are the optimal ways of measuring work meaningfulness, and work orientations in national surveys. Understanding the predictive validity of these measures is crucial to the development and inclusion of broad well-being measures for policy and practice. The paper provides insights from a novel survey conducted in the context of the Dutch LISS panel.



Parallel Session 3 - New sustainable economic models

10:30 - 12:30 Monday, 3rd June, 2024

21 Ecological, social and democratic value creation by steward-owned enterprises and cooperatives

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Abstract

The transition towards an economy that meets human needs within planetary boundaries requires future-proof entrepreneurship. This shift is urgent because the current focus on economic growth causes unsustainable pressure on planetary boundaries. A key driver for economic growth is behavior at the enterprise level shaped by the purpose of maximizing shareholder value. It leads enterprises to strive for growing production and consumption levels. This purpose is facilitated by ownership structures that assign financial and control rights to individuals and organizations who have invested in the enterprise. A transition towards an economy that meets human needs within planetary boundaries requires enterprises to adopt a societal purpose. Such a societal purpose is inherently vulnerable in a traditional ownership structure, as it can easily be sacrificed for more shareholder value. Entrepreneurs that adopt a societal purpose are therefore looking for an alternative ownership structure that supports their purpose. Steward-ownership (SO) and traditional cooperatives (TC) are ownership structures with the potential to safeguard a societal purpose, as the assignment of decision rights is not inherently linked to financial investment into the enterprise. However little is known about how these ownership structures encourage, allow or inhibit enterprise behavior toward ecological sustainability, social sustainability and democracy (ESD). This has largely been overlooked in research. This study aims to explore how Dutch SO and TC, create ESD for stakeholders. The stakeholder groups explored are suppliers, owners/investors, employees, customers and society. A multiple case-study design is employed to investigate how SO en TC with a societal purpose create different types of value. Data is collected by means of structured in-depth interviews with representatives of each of the stakeholder groups in the enterprise and are based on the Economy for the Common Good Matrix. This is complemented with desk-research in the form of enterprise reports. The data will be analyzed through content analysis. The findings will show if and how ESD for stakeholders are created by SO and TC and will also serve as best-practices for other enterprises on how to contribute to the transition.

Keywords: purpose, ownership-structure, steward-ownership, cooperatives, post-growth organizational value creation



60 Split or Steal or Gift: Nash Equilibria Under Altruistically Extended Payoffs

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Abstract

The functioning of an economic system comes down in a significant part to individual behaviours and to the way that institutions nurture them. In my paper, I explore the incorporation of altruistic options into everyday decisions, and their fostering through institutionalisation in the corporate and governmental spheres. I begin the exploration by adding altruistic extensions to the payoff structure known from the prisoner's dilemma in game theory. The illustration of the payoff extensions happens through the derived game „split or steal”. The notion of altruism has been frequently and increasingly channeled into game theory previously, yet no attempts were found where it affects the design of the payoff matrix directly and explicitly. My paper aims to show that the original payoffs of the game „split or steal” and of the prisoner's dilemma more broadly do not cover the full spectrum of human behaviour in the strategic dimension of the situation, and that an altruistic adjustment (the „giving as a gift” option) would give space to corresponding incentives. The results – coming from Nash equilibria calculations and simulations – are interpreted to be applicable to a number of complex and competitive real-life situations: to the design of contracts, auctions, and of markets, to encouraging charitable giving, to collective environmental conservation practices, to voting, to general risk sharing, and to accession in integration. The paper promotes reward schemes that allow for, and include options of altruism in sub-, inter- and supranational practices, designs, and institutions.

Keywords: *game theory, Nash equilibrium, altruism, gift giving, reward scheme*

Notes: An abstract with the same title, related to an earlier phase of this paper has been submitted to the conference „*Globalisation, integration, cooperation*”, to be held in March 2024, at the University of Szeged (Hungary). Even in the case of abstract acceptance to both conferences, the paper and presentation would be at a more advanced stage by the ECGIC 2024 paper submission and conference. This is a 1-year research project of mine, supported by the ÚNKP-23-3-II-CORVINUS-17 New National Excellence Program of the Ministry for Culture and Innovation from the source of the National Research, Development and Innovation Fund.

86 ASWell - Measuring accessible, sustainable well-being

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Abstract



This study proposes the Accessible Sustainable Well-being (ASWell) index as a comprehensive and replicable alternative to GDP for measuring societal well-being. While many alternative indexes to GDP have been developed in the past three decades, all fall short of meeting all three dimensions that lay the foundation and objective for this paper's research: moving entirely beyond the growth paradigm (1), focussing on 'sustainable well-being' (2) and being accessible and replicable (3).

Grounded in post-growth and well-being theories, the ASWell index follows the OECD's composite index methodology, utilising secondary data from sources like the World Bank, World Health Organization, and World Inequality Database to construct an index of sustainable well-being that will move beyond the growth paradigm while being accessible and replicable to a broad public. Patterns of the ASWell are examined globally and regionally for selected countries between 2000 and 2022, comparing ASWell to GDP/capita through descriptive statistics and correlation analysis.

Analysing data from 2000-2022, the study finds that ASWell diverges from GDP per capita trends globally, regionally, and for individual countries. High GDP does not guarantee high sustained well-being scores. The ASWell highlights the importance of equitable socioeconomic conditions and environmental sustainability rather than just economic output. The divergent levels and trends of ASWell and GDP suggest a welfare plateau where additional growth does not enhance well-being but increases inequalities, while opposite trends highlight manifestations of unequal exchange.

The ASWell provides nuanced insights into how economic policies focusing solely on GDP growth at the expense of public services can directly impact well-being determinants. Its publicly available methodology allows customization for different contexts and can help reorient policy toward equitable, sustainable improvements in living standards over pure economic growth.

This research contributes to the discourse on post-growth, beyond GDP, uneven development, and the Easterlin Paradox. The ASWell index offers a comprehensive alternative to traditional measures, capturing well-being as holistically as possible, while its reliance on readily available secondary data ensures accessibility and replicability so that anyone with some basic understanding of quantitative methods can use, amend and expand the index for their specific research interests.

22 Exploring support for collaborative business modelling and governance design for collective action

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Abstract

The sustainability transitions in our society requires deliberate collective action from multiple organisations. This implies a need to develop and implement new business models and re-design value networks. Collaborative Sustainable Business Modelling, a participatory process in which a value network aligns its business models, is often proposed to fill this gap. It is also a form of



Collective Business Action that can be operationalized as alliance, meta-organization or even as cooperative.

Here, both collaborative business modelling and collective action focus on value creation with multiple actors. The first stream emphasizes joint value creation, delivery and capture, whereas the latter stream is rooted in organization and governance. We contend that extending the stream of collaborative business modelling to incorporate notions of collective action provides a much needed opportunity to operationalize and organize for collaborative business models aimed at sustainability.

In this paper we present a prototype of a business model canvas for collective action, and we illustrate this based on a cooperative business for impact entrepreneurs called Noorderwind. The canvas draws upon a preliminary framework of key aspects for a business model for collective action, using a constant comparative method. This explorative research may serve as an adequate starting point for full-fledged design research in which business modelling support for Collective Business Action is developed and evaluated.

Parallel Session 4 - Social impact

15:00 - 17:00 Monday, 3rd June, 2024

30 A mindset to foster a culture of economic well-being

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Abstract

Keywords: Well-being economy, Agency, Culture, Mindset

At the heart of it, economics is the compilation of 7 billion individual and collective choices. Economic well-being is more than material wealth; it encompasses the capabilities that individuals have to live valuable lives. However, many of the choices we make arise from narratives and values constructed for us by external influences. Who we are and what we value are not top of mind. Hence a paradigm change in the way we see and construct our reality is crucial for the emergence of a mindset of economic well-being.



The collective mindsets of individuals shape organizational culture and vice-versa. Therefore, to foster an organizational culture of economic well-being, organizations need to renew their strategies, and both customers and employees need to renew their mindset too.

The transition towards an economy of well-being is complex, systemic, dynamic, and uncertain. Individuals and organizations struggle to connect with and embrace their changing contexts. In the face of uncertainty, humans cling to the known and fear the unknown. To support individuals and organizations with these challenges, a model has been developed for the emergence of a culture of economic well-being that is based on the mindset of its stakeholders. The model places the individual at the core of systemic change. The model is based on theoretical exploration with parts validated by empirical research.

Firstly - Connecting with the self - regaining individual agency, freedom, and responsibility to develop personal narratives. Building individual resilience through the understanding of values, and mental models, in their complex, multifaceted, interconnected, and dynamic context. Building individual valuable lives.

Secondly - Understanding the other and the planet: Appreciating the complexities of others and the planet to build strong ties with stakeholders which are based on trust, collaboration, and shared values. Connection individual and collective values to organization strategy and context.

Lastly - Acting in context and building cultures that support the transition to an economy of well-being by collectively identifying actions to construct the lives that “we” have a reason to value.

17 Shaping a circular economy with urban mining? A discussion on chances and conflicts

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Abstract

The overall aim of the circular economy is to shape a sustainable and social economy, with its central focus on turning the linear system of value creation into a circular concept that aims to ensure that resources and products retain their value for as long as possible (Lehmacher & Bödecker, 2023). Even if the emphases differ, the circular economy and the economy for the common good both share the claim to be part of the green and social transformation. What both approaches unite is that the sustainable use of natural resources is crucial to achieving such a change in economic behavior (see Felber et al., 2021; Sanchis et al., 2019)

The increasing recycling rates since the 1980s still lag behind the ideals of a circular economy. In 2019 only about 12 percent of raw materials used in Germany are reutilised and returned to the economic cycle (Garcia Schmidt et al., 2023). In particular, the previously unutilised quantities of secondary raw materials from municipal waste offer untapped potential for a circular economy.



The process of recovering these valuable materials from urban waste refers to the concept of urban mining. Urban mining attempts to manage both the waste produced today and the value contained in the waste of tomorrow. To this end, it is necessary to improve qualitative and quantitative information about the bound materials and the periods in which they can be removed from the waste and reused (Cossu & Williams, 2015). Besides, realising the potential of urban mining requires answers to many questions that go beyond these purely operational issues. From a sociological perspective, the aim of our study is therefore to critically discuss urban mining about its expected contributions to a future resourcesaving economy, while also considering possible trade-offs between urban mining and the transformation of the economic system. Economic transformation requires that state regulation, corporate responsibility, and innovation as well as sustainable consumer behaviour take place simultaneously. Based on case studies of urban mining, we raise the question of an appropriate framework that facilitates a societal search process for the goals and means of a circular economy.

#circulareconomy #transformation #urbanmining

9 The societal costs of inflation and unemployment

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Abstract

What are the broad societal implications of inflation and unemployment? Analyzing a dataset of over 1.9 million individuals from 156 countries via the Gallup World Poll spanning 2005 to 2021, alongside macroeconomic data at the national level, we find that both inflation and unemployment have a negative link with confidence in financial institutions. While inflation is generally unassociated with confidence in government and leadership approval, unemployment still has a strong negative association with these outcomes. While we find no gender differences in the consequences of inflation and unemployment for confidence in political and financial institutions, the associations we document are more substantial for the cohorts that are likely to bear a disproportionate burden from inflation and unemployment—the middle-aged, lower-educated, and unmarried individuals, and for those living in rural areas. Uncertainty about the country's economic performance and one's own economic situation are the primary channels behind the associations we identify. These findings hold significant implications for policymakers, Central Banks, and public discourse, necessitating targeted strategies to alleviate the social consequences of inflation and unemployment.

19 Sources of social unease in Northern-Netherlands and the role of social work; Implications for citizen involvement and democratic participation and the role of social workers.



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Abstract

This paper delves into recent well-being research conducted in the Northern-Netherlands, with a specific emphasis on the challenges arising from retreating government and diminishing public services in rural areas. The study investigates the potential consequence of this trend, specifically the impact on lower citizen involvement and structural shifts in societal and democratic participation.

Social work can help to address these challenges, there is a growing trend within social work towards establishing collectives of clients and residents. This paper analyses the role(s) of these collectives in contributing to fill the gap of a retreating government and diminishing public services. Through a comprehensive analysis of approximately 20 of these new social work collectives the study aims to contribute valuable insights into the evolving dynamics of rural communities and the role of social work in fostering citizen engagement and democratic participation.

The paper concludes that patterns of social unease will be moderated to some extent by the role of these new social collectives. Therefore, social work seems to play an important role in the mitigation of social unease and the stimulation of citizen involvement in society and democracy.

Keyword: social unease, democracy, diminishing public services, social work, prosperity, citizen involvement

83 The Constitution for the Commons - A body of instruments and interventions to protect and nourish the Commons.

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Abstract

Research and practise combined

The Constitution for the Commons (CftC) explores, theory ánd practises, the building blocks that facilitate the emergence and growth of Commons^[1]. CftC ultimately forms these building blocks or enforce and disseminate existing ones and thus provides the hard and soft conditions and the direction towards a vital Commons-ecosystem, delivering strengthened democracy en social sustainability.

Place in scope of the Conference for the Common Good



CftC strengthens democracy by growth of autonomous civil leaders in clear contexts (Commons) for collective actions to take responsibility for their shared environment and different needs (SDG-16). It also contributes to more informal exchange between citizens that's support social sustainability and cohesion (contributing to social and physical SDG's).

Scope

The Constitution for the Commons is a broader concept than a judicial instrument of law. It is a body of instruments and interventions to protect and nourish the Commons:

- CftC develops forceful instruments against intrusions by State and Market parties. CftC focusses on **judicial instruments** as fundamental right to challenge Government and Market. With trial processes we establish the fundamental right of collective self organisation of citizens.
- CftC focusses on the establishment of a - thus far missing - **financial platform** to ensure 'fluid and integral finance services'.
- **Tax law** will be reviewed as these laws undermine and misjudge the unique position of Commons in view of market sector parties and government.
- The development of a Commons **culture, the narrative and the value-definition** and appreciation that enforces the Commons and is crucial to embody and express the needed societal changes in favour of the Commons.
- CftC focusses on **leadership** in the Commons. This topic especially needs support in the current transition era.

The CftC started in 2023. In 2024 three projects are current in execution: judicial instruments, finance instruments and the narrative of the Commons. In coming years other projects will initiate.

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[1] Steeringgroup: Stichting (Foundation) voor de Commons, Erasmus University Rotterdam/DRIFT, Rijksuniversiteit Groningen, Ella Vogelaar Academie, Schatmakers. In collaboration with NederlandZorgtVoorElkaar, LSAbewoners, COOPlink etc. and many commons-organisations in the Netherlands.



Parallel Session 5 - GDP growth vs. economic growth

15:00 - 17:00 Monday, 3rd June, 2024

53 Ecological human rights - or: Limited individual ecological consumption rights

Christian Felber

Economy for the Common Good, Vienna, Austria

Abstract

The planet Earth is granting every living human being an average individual ecological footprint of 1.6 global hectares, according to the widely accepted concept of the "ecological footprint" (Wackernagel et al.). This amount of "ecological consumption" could be converted into an annual individual ecological consumption budget. If all humans consumed fully their individual budgets, mankind as a whole would still remain within the "ecological planetary boundaries" (Rockström et al. 2023). An optional two-tiers design would allow persons with a low financial purchase power to sell a part of their excessive ecological purchase power (that they do not need or cannot afford to use) to persons with a high financial purchase power, but an - equally - limited ecological purchase power. This would transfer financial income from the rich to the poor and allow the rich a softer "landing" from their today's overconsumption level: a socio-ecological win-win solution.

Technical precondition is that all major products and services sold on markets disclose a second - ecological - price in the unit of global hectares. Countries could join an international agreement on these limited individual budgets - under the umbrella of UNEP and UNDP, e. g. - and credit every inhabitant the according budget on a personal account that could be linked to all of its debit and credit cards (and underlying bank accounts). In this first paper, the purpose is to describe the idea in an understandable way and make a literature survey on existing similar proposals. Follow-up research on how to add a second - ecological - price tag to products and services and how the individual ecological account could be implemented in practice should be outlined in this kick-off paper.

18 Subordination, System Justification, and Revolutions

Elisa Duran-Micco, Sofia Correa

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Abstract



Human societies are group-based social hierarchies in which individuals hold social power and privilege based on group membership. In these hierarchies, some groups benefit, whereas others remain subordinated. Even though there are episodes when subordinated groups rebel and the social order changes, the social hierarchy generally remains stable. What is the rationale behind this? Why do subordinated groups not rebel?

In this paper, we propose a model of social hierarchies in which agents have a cognitive bias: they can decide to ignore the detriments they bear within the current system to justify the social order. This cognitive bias imposes a trade-off between being optimistic about the world and accommodating the social order or recognizing its costs and trying to change it.

Borrowing from social psychology (Sidanius & Pratto, 1999), we model a social hierarchy with two groups: dominants and subordinates. The total output is the sum of individual efforts, which is redistributed through two mechanisms: (i) private redistribution, in which subordinates transfer a portion of their output to those in dominant positions, and (ii) public redistribution, which consists of redistributive policies to reduce group disparities. We distinguish between private-oriented societies, where the former redistribution operates, and public-oriented societies, which focus on the latter redistribution. In public-oriented societies, the transfer to dominants is minor, but more incentives to free ride exist. A society might have different degrees or combinations of public and private orientation.

To model preferences, we follow system justification theory (Jost, 2020) and allow individuals to defend and reinforce the existing social order unconsciously. Formally, there is incomplete information about the level of private redistribution: subordinates do not know how much of their effort goes to dominant groups. They obtain signals, but we allow them to neglect those signals to remain optimistic about their future (Benabou, 2013; Benabou & Tirole, 2006).

We characterize the set of equilibria in this model (i.e., cognitive strategy and effort decisions) regarding the type of redistribution in the society. Then, we extend the model to a dynamic framework to study changes in the social hierarchy through revolutions.

58 Future Wellbeing Forecast

Ernst Hobma, Hans Stegeman, Joeri De Wilde

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Abstract

There is a well-established debate on potential measures of economic welfare and/or wellbeing to replace GDP. Although no final conclusion has been reached in this debate, consensus exists on what type of data we should look for and what frameworks might be used for beyond-growth wellbeing. However, part of GDP's allure is its ability to be forecasted. This informs and influences policy and shapes future-directed agendas. The well-established practices of GDP forecasts is not yet matched by alternative wellbeing forecasts. To address this gap, we propose a future wellbeing forecast, forecasting the economic conditions for average wellbeing until 2050 for the Netherlands,



Belgium, Spain, the United Kingdom, Germany, the United States and Japan. We employ macroeconomic forecasting software (NiGEM) as our main predictive model and draw on various existing frameworks for translating macroeconomic data to wellbeing-relevant factors, that we aggregate into one single value. We include factors relevant to wellbeing at a given place and time (income, government expenditure, working hours, unemployment, income inequality) as well as factors relevant to the wellbeing of future generations (greenhouse gas emissions, ecological footprint and net government debt). In doing so, we assume a broadly Hicksian view of income, whilst extrapolating all ecological costs from present economic activity to an implied global level. Our approach is limited by data-availability and rests upon some rather strong assumptions. However, we suggest that this is also the case with mainstream GDP-forecasts, and hence that this exercise should be used more broadly as an ‘advanced storytelling instrument’, just as GDP-forecasting is. We find that countries current trajectories lead to a decline in future wellbeing for all countries in this study, even though differences between countries are large.

31 Task democracy: politics for the common good

Peter Bootsma

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Abstract

In this paper we argue that transitions towards an economy for the common good require an upgrade of the liberal democratic political system, and we present an upgrade design and first findings.

To start with, we analyse the failure of western democracies in transforming their economies in the past half century. We review some influential wake up calls and sustainability progress reports. We also search for patterns in political party programmes and statements. We notice collective avoidance of transition measures and trace this back to the competitive nature of the liberal political system. Our conclusion is that this system, while performing quite well for here-and-now issues, is fundamentally unfit for the elsewhere-and-later sustainability issues the world needs to address in the 21st century.

Our research continues by looking for alternative democratic systems that may perform better. We analyse the governance model of the Dutch water authorities, dating back to medieval times. While this model builds on elections, it lacks seat competition in top level boards. Instead, a small number of indispensable societal sectors occupy fixed seats. Historically, this enabled negotiating task division and facilitated the transition in flood protection from artificial hills to coastal protection and polders.

We hypothesise that a modernised version of this model, when used as an addition to the liberal democratic parliamentary system, may help coordinating and accelerating urgent sustainability transitions. To test this, we developed a ‘task democratic’ sector model, a policy cycle, and blueprints for parliamentary ‘transition chambers’ and circular economy ‘product councils’. We also developed facilitation tools and conducted workshops, simulations and field experiments.



These showed collaborative group dynamics, congruent with exceptional findings in social research like ‘Cooperating with the future’ (Hauser, 2014). We also saw a promising shift in focus from compromising between ideological viewpoints to compensating the most affected sectoral groups.

The paper discusses unsolved fundamental and practical problems, possible application areas and benefits, and compares task democracy with e.g. citizen councils and referenda. We conclude that the category of sectoral democratic models urgently needs more research and field experiment.

Keywords: politics, sustainability, transitions, sectoral democracy, task democracy

Parallel Session 6 - ECG and Business, Part II

15:00 - 17:00 Monday, 3rd June, 2024

26 Are social and environmental companies moving towards an economy of the common good in Uruguay?

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Abstract

Purpose

Identify elements, principles and values of the Economy for the Common Good (ECG) present in the social and environmental impact business context in Uruguay.

Methodology

The qualitative approach is applied seeking to describe the possible inscription of the ECG model in the Uruguayan business environment.

Findings

- Public policies and associated events promoted by the government were identified: National circular economy strategy and its programs and Sustainable public procurement decree law. Others have emerged from organized society: Benefit and Collective Interest Companies (BICs) law and Law for the Promotion and Development of Agroecology.



- There are organizations that bring together companies with positive social and environmental impact.
- Diversity and inclusion are dominant themes in social/environmental impact companies.
- A small percentage of the companies surveyed present an external (voluntary) evaluation of their ethical performance in terms of sustainability[S1] . (Blab,ECG)
- Strong influence of the circular economy
- Out of the twenty topics of the ECG balance, three have been verified: Cooperation with organizations (D2), Impact of product waste (D3) and environmental/social purpose of the value generated.
- The factors that promote the ECG approach in companies with an ECG Balance Sheet or Report are: intrinsic motivation, horizontal structure, shared leadership and internal narratives aligned to the ECG.
- It is feasible to carry out audited ECG Balance Sheets in Uruguay, as demonstrated by ECOTECH's experience.

Practical implications

Uruguay is a fertile land for:

- Carrying out a comprehensive and exhaustive mapping of companies with social and environmental impact with the objective of designing actions and policies for this type of companies.
- Promoting the ECG Balance Sheet as a comprehensive and holistic report for BICs companies
- Promoting the incorporation of social/environmental impact companies into the Sustainable Public Procurement Decree
- Cultivating and promoting the EBC model and its values in the identified business ecosystem.

Relevance

- The principles of the Economy for the Common Good and their application to the Uruguayan business reality are made visible.
- Emerging models of transformative economies as an agent of change are contrasted in the Uruguayan context from an academic perspective.

Keywords

Uruguay, Economy, Common Good, companies, reports, sustainability



48 Mapping the Intersection of Common Good and Marketing with a bibliometric analysis. An Ethical Imperative for Sustainable Business Practices

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Abstract

Purpose

In the contemporary business landscape, the convergence of the common good and marketing emerges as a critical discourse, presenting both challenges and opportunities for companies seeking sustainable success. This article provides insight into the exploration of this intersection, with the aim of contributing to the existing literature by shedding light on ethical considerations, social responsibility and the overall impact of marketing strategies on the common good.

Methodology

This study presents a comprehensive bibliometric analysis aimed at illuminating the research landscape at the intersection of the common good and marketing. Those concepts are retrieved from the year 2000 to December 2023. In doing so, this research seeks to identify key trends, seminal works and research gaps within the academic literature, providing a roadmap for future enquiries. The analysis employs advanced techniques to map the temporal evolution of the topics, revealing the emergence of prominent themes, methodologies and influential authors. This was done using the VOSviewer software.

Findings

Through the application of citation analysis, co-citation networks and co-occurrence of keywords, we dissect the intellectual structure of this interdisciplinary field, highlighting key contributions and clusters of knowledge. By exploring the frequency and distribution of keywords, we gain insight into emerging trends and thematic shifts. As the field continues to evolve, this analysis serves as a foundational reference, fostering informed debates and inspiring new avenues of research for those committed to advancing knowledge at the intersection of the commons and marketing.

Practical implications and relevance

The work addresses ethical concerns, exploring sustainable practices and considering the influence of cultural and technological factors, this study aims to provide valuable insights for businesses, policymakers and researchers seeking to navigate the ethical imperative of marketing in the pursuit of a more sustainable and socially responsible future.

Keywords

Common good, marketing, sustainable business models, ethics, social impact



57 Towards an Ethic of Care in (Business) Education

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Abstract

Economic growth, either green or sustainable, is not the answer crises the global community is currently facing (e.g. climate change, resource depletion, increasing inequality), because economic growth and the economic system it is rooted in, lie at the very basis of these crisis. Research shows that absolute decoupling between economic growth and resource consumption is still very far away (e.g. Wiedenhofer et al., 2020; Haberl et al. 2020)). Through innovation CO2 emissions can -in principle be absolutely decoupled from economic growth, but the pace at which CO2 emission reduction are being realized is too slow (Hickel, 2023). This means that the current economy is on collision course with the living world.

A critical flaw of the current economic system is that produces inequality amongst and within countries. The main reason being that it is rooted in inequality (e.g. Gosh, 2022)

I have been involved in business education for more than 35 years, and notices that contemporary business education is still very much based on the values supporting economic growth (e.g. profit maximizing and exploitation), despite the fact that the UN sustainable development goals (SDGs) increasingly permeate curricula of business and economic schools.

In my view, degrowth is the road ahead because of spiritual, moral, philosophical and existential reasons. We need to reduce energy and resource consumption, bring the economy back into harmony with the living world, reduce inequality and increase wellbeing. But how to make this happen? This requires a totally different set of values. We need to move towards a system expressing an ethic of care, which degrowth is.

Based on a literature review, this paper presents an outline of what universities of applied sciences, and particularly business schools can do to contribute to the transition towards a degrowth economy. Central is the development of an ethic of care combined with degrowth business modelling.

Key words: Green growth, degrowth, degrowth business models, business education, SDGs



8 The impact of robotization on workers' job quality

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Abstract

This paper is the first to examine the impact of robotization on work meaningfulness and autonomy, competence, and relatedness, which are essential to motivation and well-being at work. Using worker-level surveys and industry-level information on robotization for 14 industries and 20 European countries spanning 2005-2021, we find a robust negative effect of industrial-level robotization on work meaningfulness and autonomy. Our instrumental variable results suggest that doubling robotization decreases work meaningfulness by 0.9% and autonomy by 1%. To put this in perspective, if the robotization levels of the top 5 industry were to match those of the leading industry in terms of robot adoption in 2020 (equivalent to a 7.5-fold increase), it would result in a decline of 6.8% in work meaningfulness and 7.5% in autonomy. The relationship between robotization, competence, and relatedness is also negative but less robust. We also examine how tasks, skills, and socio-demographic characteristics moderate the relationship. We find that workers with routine tasks drive the negative effects of robotization on autonomy. However, we also find that engaging in social tasks and utilizing computers as tools for independent work can help workers maintain a sense of autonomy in industries and job roles that adopt robots. Our results highlight that by deteriorating work meaningfulness and self-determination, robotization can impact work life above and beyond its consequences for employment and wages.

Parallel Session 1 - Governance of implementing ECG principles, Part I

10:30 - 12:30 Tuesday, 4th June, 2024

78 How government and social initiators collaborate in practice on environmental issues. We give an explanation about how governments and society meet each other regarding living environment issues. LiberTerra, a concept for eco-communities, connected with the SDG's, adds housing on agriculture land to create food forests and regional food systems.

[Mieke Elzenga](#)¹, Drs. Jorgen Schram², dr. Eva Kunseler³

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Abstract

The Tiny House concept LiberTerra presented itself at the ECG conference in Valencia, in 2022. In the last 2 years the foundation Platform LiberTerra, helped many initiatives how to collaborate with authorities, in finding land, creating new communities, adds housing on agriculture land to create food forests and regional food systems.

As a follow-up, we provided input on an essay about 'working constructively with governments'.

In the essay 'Shaping interaction', the PBL (Netherlands Environmental Assessment Agency) and the NSOB (Netherlands School for Public Administration) look for an answer to the question of how government and society meet each other regarding living environment issues and how they interact with each other, trying to find solutions.

The design of the living environment is a major challenge for governments. Not only are there substantive challenges when it comes to optimal use of scarce space and sustainability - one also has to deal with a polarized playing field with diverse and contradictory views about what is needed, where and when and who is responsible for it. Interventions in the living environment often have a major impact on the lives of citizens. Take, for example, the construction of wind turbines: what is a sustainability challenge for governments can be an issue of living quality for citizens and a potential revenue model for companies.

We have been looking for an answer to the question of how governments and society meet each other regarding living environment issues and how they try to find solutions through interaction with each other.

A number of cases were examined where there was cooperation, separation or conflict. We show that there are ingrained, existing patterns within government organizations and on the side of social initiatives that do not automatically lead to cooperation. Then government and social initiatives each follow their own path (divorce) or major clashes arise (battle).

We will share 5 productive interaction lessons, based on our positive experience in creating LiberTerra Geestmerambacht in 2020 in a cooperative way and how we inspire civil servants and politicians; how to turn challenges for one sector into solutions for another sector.

<https://www.pbl.nl/publicaties/vormgeven-aan-interactie>



77 Social Balance meets Common Good Balance

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Abstract

RIPESSE Europe and the ECG, two of the movements represented at the round table of future-fit economic models on Day 1 of the ECGIC 2024, have their corresponding sustainability reporting tool: RIPESSE the „social balance“ (and other similar Social Solidarity Economy tools) and the Economy for the Common Good movement the „Common Good Balance Sheet“ (CGBS). As „non-financial“ or sustainability reporting is becoming ever more widespread internationally and in some first jurisdictions also mandatory – e. g. in the European Union with the Corporate Sustainability Reporting Directive CSRD –, framework developers are searching progressively for collaboration and to create synergies or even merge their corresponding tools. Furthermore, they try to distill and define „meta requirements“ for future mandatory standards to achieve a user-friendly, viable, proportionate, and, at the same time, holistic, ambitious, and effective legal instrument. Theoretically, this endeavor builds on an [IASS study by Felber et al.](#) on potential future legal requirements. RIPESSE and the ECG will introduce their corresponding tools, learn from each other, and sort out ways of mutual recognition, collaboration, and joint development in the future.

76 Common Good Leadership & Entrepreneurship for Future Regions. *The TLS Model - Three Levels of Sustainability - Leadership for Sustainability - Real life stories and Action Research by Common Good entrepreneurs and Regional Development.*

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¹Ynova Innovation, Gauw, Netherlands. ²Baril Coatings, Den Bosch, Netherlands. ³NHL Stenden, Leeuwarden, Netherlands

Abstract

Purpose: Strengthen & Cooperation Citizen Initiatives and SME entrepreneurs

Crossing planetary boundaries, approaching irreversible ‘tipping points’ in climate change require **acceleration** of sustainable transformation. Politics and governments however seem to **slow down**. Fortunately, more and more citizens and SME entrepreneurs are starting bottom-up initiatives for the common good. They need to be strengthened by increasing cooperation, adequate finance and (new) legal forms.

Methodology: TLS model, Action Research and Storytelling



Ynova Innovation and Baril Coatings are certified Common Good Companies. The entrepreneurs have a strong inner motivation for their companies, but even more on the social and environmental impact of the companies. They believe in the transformational power of Common Good Companies in the sustainable transformation of regions.

Findings: Cavagnaro and Curiel (2012, 2023) developed the TLS model: The three Levels of Sustainability: the society, organization and individual level. It is thanks to the individual capacity to care not only for the self but also for others, including both human and non-human entities, that sustainability can be reached at the two other levels (societies and organizations).

'Leadership for Sustainability' is of **crucial importance** for the transformation of organizations and societies. We need good examples, inspiring stories and cooperation.

The entrepreneurs use the TLS model to scientifically structure their stories and compare it with the ESD framework. They offer a holistic view of their 'best practices' and 'lessons learned' with Common Good Leadership and Entrepreneurship.

Current results

- ECGIC24 in The Netherlands
- Connected Transition Program 'Future Regions'
- Certified Common Good Companies as inspiring examples
- Area Value Cooperation Noord Nederland (new legal form with focus on area value)

Expected results

- Expedition Sustainable Future (a new international ecosystem of companies and cooperatives)
- Future Regions Program
- Citizen Council in Groningen around area development in an urban region.

Key takeaways

- Leadership for Sustainability precedes the decision to work on the common good.
- Leadership for Sustainability needs much more attention.
- New insights to researchers and questions for further research.
- Inspiration, encouragement and connection to practitioners in urban/regional development.
- New and strengthened networks, projects, and programs.

Keywords

Common Good | Leadership | Entrepreneurship | Future Regions | Expedition Sustainable Future | Wellbeing | Inclusion | Sustainability



63 Agricycling: Transforming Agriculture for a Circular Future

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Abstract

Agriculture is a fundamental part of our society. Under the pressure of current challenges, agriculture is under scrutiny. Seventy years of growing prosperity, intensification, and a pursuit of efficiency are now revealing their downsides. Extensive intensification for economic growth and maintaining the profitability of agriculture is taking toll on nature and the climate. Nitrogen, energy, and climate challenges together form an increasingly urgent problem. We are yearning for a structural system solution.

The food system is linear focused on addition of fertilizers to maximize production and finally the destruction of waste streams. Economically, the system is geared towards agricultural output. Closing the loop fulfills the task of finding a new healthy balance between economy, ecology and production of healthy food.

The soil is crucial for humanity. It's the only place where nutrients can be reused without the need of fossil energy. The soil harbors the unique function and proposition of being the recycling mechanism within our food system.

In a linear system mindset, agriculture serves as a supplier of raw materials (food). The negotiating position is weak because there is no reciprocity but rather unilateral (market) power dynamics. Agricycling works towards realizing a proposition that restores this reciprocity by placing the soil at the center of a circular economy. The resulting business model has an incentive for an optimal balance between recycling residual streams (input) and production (output). Agriculture not only provides food but also regenerates the soil in an energy adsorbing system, by closing the loop.

The cooperative organization enables to elevate the quality of the soil above individual interests. This ensures addressing issues related to water quality, soil resilience, and soil restoration. Economically, capitalism is excluded because capital is fairly distributed among the members.

Agricycling was established on December 12, 2022, and currently has 122 member companies in Friesland where green residual streams are processed into compost. Next year, Agricycling will expand to five other provinces. Furthermore, Agricycling is expanding the utilization of residual streams like organic household waste (GFT) and human residues. A significant intervention towards a circular economy.



37 Beyond Sustainability Reporting: Using the Common Good Balance Sheet as a Management Tool to Drive Organizational Change

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Abstract

Many ECG advocates, and consultants in particular, perceive and advertise the Common Good Balance as a dedicated management tool. In this view, organizations create a Common Good Balance with the definitive aim of evolving towards a stronger orientation to the common good, based on an analysis of their current status quo.

However, practice and a recent study conducted at Eberswalde University for Sustainable Development suggest that organizations primarily regard the Common Good Balance merely as a reporting instrument. Ongoing surveys have also identified that the initial balance is often created out of solidarity with the Economy for the Common Good (ECG) movement, aiming to amplify its impact. This reveals a contrast between the self-perception of the ECG and the actual reasons organizations create a Common Good Balance.

While the Common Good Balance format effectively supports organizations in reporting, it is tempting to relegate the report to a drawer after completion. Yet, the essence of continuous improvement is embedded within the Common Good Balance: during the reporting process, each aspect is evaluated for potential improvements and implemented measures. Despite this, the systematic realization of these potentials often remains an aspirational goal of the ECG.

The authors, experts in organizational development and project management, address this challenge by developing tools and processes to aid organizations in identifying, managing, and implementing development potentials. Many methods from traditional management systems, such as the PDCA cycle (Plan-Do-Check-Act), can be adapted for organizations that perform common good balancing. Additionally, embedding these practices in organizations requires an appropriate mindset and guidance – both from consultants who remain engaged post-reporting and from internal sustainability managers whose primary focus is on driving and implementing improvement potentials, rather than merely reporting.

In collaboration with other dedicated consultants, they engage in developing these content and technical aids. The current progress of these developments will be presented and discussed at the ECG International Conference 2024.



Parallel Session 2 - Circular and biobased Economy

10:30 - 12:30 Tuesday, 4th June, 2024

82 'Liberté - égalité - fraternité' New ways of organising partnerships between citizens and entrepreneurs to provide for a local sustainable foodsystem.

Bregje Hamelynck

De Voedselwerkplaats, Raerd, Netherlands. Permaculture CSA garden Ús Hôf, Sibrandabuorren, Netherlands. Food Coop Us Iten, Sibrandabuorren, Netherlands

Abstract

'Liberté - égalité - fraternité' New ways of organising partnerships between citizens and entrepreneurs to provide for a local sustainable foodsystem.

Permaculture garden Ús Hôf and Food Coop Ús Iten, situated in Sibrandabuorren near Sneek Friesland, are developing a new model of coöperation between citizens and (social) entrepreneurs. The ownership of land and buildings are put in a 'safelock' to take them out of the economic system. Local society gathered in a 'deelgenootschap' decides which entrepreneurs are invited to use land and buildings and work together to gather financial support to acquire land and buildings. The 'entrepreneurs' being the CSA garden, the Food Coop and a knowledge sharing center De Voedselwerkplaats on community supported food systems, also gathered in a 'deelgenootschap' are free to run their own activities and report annually to the members of the local 'society'. Both the local members of the foodsociety and the entrepreneurs operate in a 'deelgenootschap', working together based on trust and a commonly defined 'source'.

The development of new way of coöperation is based on the work of Economy Transformers (<https://economytransformers.nl/> Damaris Matthijssen) and developed with the support of Prof. dr. Bram Akkermans, professor of property law of the University of Maastricht.

We would be more than willing to share the development of this model with the participants of the Conference on the Economy of the Common Good.

71 The ECG Compact Balancing exercise of IDFS to create impact towards positive food supply chain. A case of start-up in POLAND.

Joanna Guść¹, Sławomir Jarka²

¹freelance ECG consultant, Ośno Lubuskie, Poland. ²Warsaw University of Life Scienc, Warsaw, Poland



Abstract

In 2023 IDFS (**I**Dentification and **F**ood **S**ecurity) performed an exercise of developing Economy for Common Good compact balance as a young startup in Poland. IDFS services include IT platforms and data management solutions to strengthen local farmers position to become production leaders in terms of sustainable food production chains. Producer Groups are able to negotiate better prices for farmer products and better long-term contracts. In that, IDFS contributes to sustainable growth of the non-monetary 'area capital' – such as enabling sustainable income for farmers, improving soil quality and growing social capital in form of local producers' groups cooperation.

The main motivation for participation in ECG balance exercise was explicating the values IDFS start-up owners implicitly shared and implemented in their daily operations. Furthermore, the goal was to establish explicit metrics to measure IDFS's operations. Through 2022, the owners and the consultant worked on analyzing the company's activities and records. It was an intensive development process of formal and informal meetings, interviews and joined analysis.

At the same time, in 2023, IDFS's run huge projects. As a micro company with three fte's, it participated in projects related to data management in food and agribusiness with almost 13 M euro value together in that year; examples are DATAMITE (Horizon), UPINFOOD (Erasmus), The Food Passports Certification project in Poland.

Conducting the projects and running the exercise of the ECG balance alongside has revealed to IDFS the need to create stronger focus after its start-up phase and has prepared the growth for the future. So far, IDFS has engaged in many improving food production projects and so far has focused on the farmers and producers groups only; and now it is time to focus on cooperating with stakeholders i.e. consumers to create awareness of the information of food production and its origin to realize the impact. The Food Passports is the first step in that focus. The owners are committed to creating action plan to enhance the impact. The challenge remains, however, to allocate time and human resources to make it happen. The company is at this moment in the process of ECG audit.

34 Closing Nutrient Loops in Friesland

Sven Jurgens, Länk Vaessen

Circular Friesland, Leeuwarden, Netherlands

Abstract

Our challenge: Macro- and micronutrients do not return back to the soil where they belong.

Macro (e.g. nitrogen, phosphorous) and micronutrients (e.g. copper, zinc) are essential for healthy and nutritious food, but they do not return back to the soil. Current alternatives do not make optimal use of locally available resources and are not sustainable in the long term.



That's why we are building a unique and broad consortium, focused on working together to close nutrient loops in Friesland. We have the ambition to close the nutrient loops 100% locally before 2050. We work with public administrations, research- and knowledge institutions and the private sector to tackle this challenge from a holistic perspective. The initial scope of the program includes 3 main pillars (loops): 1) roadside cuttings; 2) green waste & food processing; 3) human excreta.

We tackle this challenge using an interdisciplinary approach that intertwines real world value chains with in depth research, which combines:

- **RESEARCH** Our knowledge partners are advancing state-of-the-art knowledge on nutrient and resource recovery, soil ecology and soil health and source-separated sanitation.
- **LIVING LABS** Our municipalities are establishing Living Labs with decentral sanitation facilities, to experiment with closing the biggest and most complicated nutrient loop: human excreta. In addition, the region is running several pilots on feeding nutrients from roadside cuttings back into the soil.
- **BUSINESS CASING** Several SMEs and agrarian corporations are working together with the regional water body to develop business cases around closing the nutrient loops. We aim to develop a business model where the farmer is rewarded for good soil management and is less dependent upon synthetic fertilisers.
- **POLICY & LEGISLATION** The province, municipalities and the national government are working towards designing policies that create the right conditions for circular transitions and that enable innovative business models to thrive.
- **COMMUNICATION & AWARENESS** We are developing regional knowledge on communication and we are connected to several regional initiatives such as 'Give a Shit' and 'Broodje Poep', that use social design methods to raise awareness on this topic.

This presentation will give insight in our progress so far, with insights on our approach and current findings.

94 Bioregions – catalysts of change towards greener food production and consumption

Darko Znaor, Martien Lankester

Avalon, lens, Netherlands

74 Sustainable and Circular City Development in Leeuwarden: the Case of Spoordok

Jeanet Van Dellen, Renske Keijzer

Gemeente Leeuwarden, Leeuwarden, Netherlands



Abstract

Background and context

The municipality of Leeuwarden has high ambitions in sustainable city development. These cover fields such as circular building materials, circular use of water including nutrient recovery and minimizing energy consumption with sustainable energy production. Furthermore an active mobility strategy will be implemented with walking, cycling and public transport as preferred modes of transport. Also vegetation and water (a stream or even swimming water) will contribute to the general well being of the inhabitants.

All these ambitions come together in Spoordok; the transformation of a former industrial area into an urban area near the city center of Leeuwarden.

Ambitions are set high especially in the field of water technology with the concept of a “water makerij”, i.e. water factory. The aim is that no drop of water will be wasted which will inspire and set the standard for future developments. Another aspect is to boast sustainable economic development as Leeuwarden has a leading international ecosystem in the field of water technology. Spoordok should underline and showcase this position, facilitate in providing pilots and test facilities and make the city attractive to students, companies and residents. Supporting an ecosystem to address global challenges in the field of water scarcity, sanitation and nutrient recovery.

The new urban area will provide both social housing and commercial property both using the same sustainable concept and development criteria.

How Case relates to ESD framework

Circular and local use of building materials, water and energy contribute clearly to Environmental Sustainability as expressed in SDG12 and 13.

The requirements on Social aspects are met by covering all topics under SDG 6-11.

The project uses citizen involvement in diverse projectstages by public and online interactive information sessions, guided area tours.

The ambitions in Spoordok will contribute to the high standard in “brede welvaart” that inhabitants of Fryslân perceive, opposed to the relative low GDP per capita. This “brede welvaart” is an indicator for the quality of life perceived by local residents today also incorporating adverse effects for future generations and people elsewhere.

Key takeaways

* Brede welvaart/Broad prosperity* sustainable city development

* circular water systems



* nutrient recovery

Parallel Session 3 - Leadership and communities

10:30 - 12:30 Tuesday, 4th June, 2024

64 Humanistic transformation: Outer change needs inner growth - *How the members of a German ECG consulting firm developed their psychological resources in order to change their sustainable behavior and to be more impactful change facilitators.*

Isabella Klien¹, Gerd Hofielen²

¹humanistic transformations, Thalgau bei Salzburg, Austria. ²humanistic transformations, Berlin, Germany

Abstract

Humanistic transformation: Outer change needs inner growth

How we, as members of a consulting firm, used insights from psychology of sustainability to promote our common good-oriented behavior and to become more impactful transformation facilitators.

Consciousness and behavior of people decide about the success of change processes and the contribution to a socio-ecological transformation. In order to successfully implement their sustainability strategies, companies and communities have the chance to develop inner growth programs to promote the common good-oriented behavior of their leaders, employees and members. That requires change facilitators that understand the complexity of the human psyche.

Psychology of sustainability according to Marcel Hunecke¹) tells us, that the following six psychological resources increase intrinsic motivation for sustainable behavior as they promote individual well-being and joy: capacity of pleasure, self-acceptance, self-efficacy, mindfulness, construction of meaning and solidarity.

Case study

'Walk the talk and have more impact as change facilitators!' was one of the reasons why our consulting firm 'humanistic transformations' set up an inner growth program for us eight team



members from January to May 2024. The other reason was, that we wanted to test the potential of Marcel Hunecke's concept.

Our starting point was an introduction to the above-mentioned findings of the psychology of sustainability. Based on our personal status-quo regarding the six psychological resources we developed our individual values-/goal-system and a step-by-step-implementation plan. As mindfulness turned out to be a very transformational resource for us, we integrated many mindfulness exercises in our inner growth program. Due to this, we were able to reflect our personal learnings and behavioral changes on a deep level. And we experienced ourselves, what it means to facilitate inner transformation.

The takeaway for conference participants is a deeper understanding that there is no socio-ecological transformation without inner transformation and that psychological-resources-work is an impactful intervention to promote sustainable behavior. The case study provides a practical and hands-on guideline for implementation, and the usefulness of this inner approach will become apparent.

66 Inspiring sustainable attitudes: the unseen transition role of the life view sector in The Netherlands

Peter Bootsma^{1,2}, Gerard Agterkamp³

¹vereniging Noorden Duurzaam, Groningen, Netherlands. ²Solidair Groningen en Drenthe foundation, Assen, Netherlands. ³Solidair Groningen Drenthe foundation, Assen, Netherlands

Abstract

This case is about the life view sector in the Netherlands, comprising Christian churches, Islamic mosques, Buddhist centers, Humanist branches and many more spiritual or philosophical groups. Research in the Netherlands shows that, despite secularisation, still more than half of the population find their most fundamental beliefs in this sector.

The urgent need for sustainability transitions puts the life view sector in an unprecedented and crucial position, as it is able to provide large numbers of people with the narratives and value systems they need to counter consumerism and raise their kids with responsible attitudes.

In the city of Assen, the Solidair Groningen en Drenthe foundation and the Noorden Duurzaam association started a project to explore this new position. All 33 life view groups in the municipality were invited to a series of meetings. A work package model was developed to structure the process into cross-cutting topics, and to provide life view groups with an action perspective. In January 2024, a sustainability market was organised, hosting many local sustainability initiatives. During spring 2024, the effort is expanded into a government project for energy transition of life view buildings, including many 12th century churches.



We present a meta language that enables life view groups to describe and develop themselves as a value based community, and to understand and appreciate other groups. We dive into the design of the local project, the market event, the hurdles and setbacks we encountered, and the hopeful results that keep us going.

28 Empowering Youth Innovation: Unleashing Potential Through the Quintuple Helix for Inclusive Community Development

GPA Bukkems

Peelpioniers, Someren, Netherlands. The Climate Academy, Brussels, Belgium. Innovatiehuis de Peel, Helmond, Netherlands. Centrum voor Gemeenschapskracht en Mentale Gezondheid, Asten, Netherlands

Abstract

Purpose: This study aims to explore the transformative role of youth in driving sustainable innovation and community development within the Quintuple Helix framework, shifting the perception of young people from mere learners to active societal influencers.

Methodology: Utilizing a qualitative case study approach, the research focuses on the Peelpioniers initiative in the Brabantse Peel region, employing methods like in-depth interviews, participatory observations, and document analysis.

Findings: The study highlights the importance of expanding the 'ecology' aspect of the Quintuple Helix to encompass social, cultural, and economic factors. Empowering youth with leadership roles results in innovative, inclusive, and community-centric solutions.

Practical Implications: The findings suggest the need for educational and policy reforms to harness and optimize youth innovation potential, advocating for their inclusion in all societal development aspects.

Relevance: This study contributes to the discourse on sustainable development and youth engagement, demonstrating the practical application of the Quintuple Helix in real-world contexts and the benefits of a holistic, inclusive approach.

Industry Field: The study is set in the educational sector, intersecting with community development and sustainable innovation.

Challenge Leading to Implementation: The Peelpioniers initiative emerged in response to the challenge of youth underrepresentation in decision-making processes, particularly in sustainable economic models. This gap was recognized in the Brabantse Peel region, where traditional educational and societal structures were failing to fully harness and utilize the innovative potential of young people.

Current Results: The initiative has led to enhanced community involvement, innovative local projects, and a shift in policy discussions, reflecting a more youth-inclusive approach.



Key Takeaways: Participants will learn about effective youth engagement strategies in sustainable development, the necessity of rethinking educational and societal structures, and the importance of fostering inclusive, innovative community-centric models.

Keywords: Youth Innovation, Quintuple Helix, Sustainable Development, Community Development, Educational Reform, Inclusive Innovation

62 Establishing a Wellbeing Economy Coalition in The Netherlands

Gerrit Stegehuis

Platform Duurzame en Solidaire Economie, Utrecht, Netherlands

Abstract

In The Netherlands, several organisations are actively working on changing the purpose of the economy, from striving for GDP-growth to ensuring a good life for all (worldwide) within the limits of the Earth. Examples are the Economy for the Common Good, Ontgroei (the Dutch degrowth branch), the Commons Network and Platform Duurzame en Solidaire Economie (Fair and Green Economy), while a Dutch hub of the Wellbeing Economy Alliance is being established.

There are many NGO's for which the way the economy is functioning is also very important, but their main activities are on a more specific topic, like the environment, North-South relations, peace, or the financial system. A few examples are Milieudefensie (Friends of the Earth NL), Natuur en Milieu, Oxfam Novib, Action Aid, PAX, Sustainable Finance Lab and TNI. Often, when for example Platform DSE starts a petition to Parliament, these organisations will support that, but since, understandably, they mainly work on the projects in their area of expertise that have been financed, they cannot devote much time to these common activities.

In 2021, an [EU Wellbeing Economy Coalition](#) was founded, an informal civil society coalition for moving policy beyond economic growth towards a wellbeing economy. Members are think tanks like ZOE Institute and the Institute for European Environmental Policy and NGO's like Friends of the Earth, CAN and WWF. Its aim is supporting each other, and coordinating activities to move the EU agenda towards the wellbeing economy.

In the workshop, we will explore whether at the national level such a coalition would be useful and, if so, how it could function. Some ideas will be presented as a start for the discussion. We also hope to learn from experiences in other countries.



70 From business plan to impact plan. A guideline for new business and startups

Jose Carlos Ramos¹, Fabricio Bonilla²

¹UOC, Barcelona, Spain. ²ECG, San José, Costa Rica

Abstract

In business management there is a strong paradigm consolidated for years about how business works. It consists in a simple mental cliché of the conception of business as a value proposition that covers some customers' necessities, providing an economic profit to the shareholders.

Fortunately, new generations are more aware about the current socio-economic reality and they challenge this misconception of business, as they feel a real business should be socially and ecologically sustainable beyond profitability.

The traditional approach tries to cover those important shortcomings with some “patches” such as Corporate Social Responsibility and some reports on the ecological impact of the organization. But the essence of the business model remains mainly as in the old paradigm.

Led by the S&R Hub of the IF ECG, an open project to academics, practitioners and researchers is being launched to rethink this vision of business, trying to change it from its conception based on the Common Good Matrix approach. In short, it means a new conception of the business model as a value proposition for all stakeholders, which involves genuine contributions and returns for each one of them.

The consequences of such a way of revisiting a very consolidated mindset are considerable in accordance with our current reality. The first tests in some studies, in combination with the Ecogood Business Canvas, shows that it is key to review the business plan. In business schools, most students have to develop one, as a Final Thesis of a Grade or a Master.

The project proposes a new guideline for Impact Plan, with a set of sections and contents being continuously improved based on real implementations.



Parallel Session 4 - Governance of implementing ECG principles, Part II

15:30 - 16:30 Tuesday, 4th June, 2024

59 Towards Footprint Justice: A Fair Earth Share is a Human Right for present and future generations

Jan Juffermans, Gerrit Stegehuis

Platform Fair and Green Economy, Utrecht, Netherlands

Abstract

Towards Footprint Justice

A Fair Earth Share is a Human Right for present and future generations

There is a growing awareness that a clean and safe environment is a human right, in qualitative terms.

The Dutch Platform Fair and Green Economy calls for a next step: the recognition that for all people a fair share of the natural resources of our planet Earth is a human right, in a quantitative sense. Liberal philosopher John Locke (1632-1704) already stated that everyone is free to profit from nature's interest, but enough of the same quality should be left for others.

With the UN Universal Declaration of Human Rights people already have rights to basic needs (like food, shelter, water and education). For these services some ecospace of planet Earth is needed. This means that there is an emerging recognition of the notion of a quantitative human right to a part of the ecospace on our planet.

Around 1970 global society crossed the sustainability barrier of planet Earth, and since then we are in overshoot (as calculated with the concept of the Planetary Boundaries and the model of the Ecological Footprint). Our planet became too small for the fast growing population with their growing consumption/global footprint. At present the overshoot is calculated to be about 75%.

With the model of the global Ecological Footprint it is possible to make quantitative comparisons of present average claims on global ecospace between continents, between countries, between cities and between persons. With the 'Safe Planetary Boundaries' the available safe ecospace can be calculated. With these methodologies a next step towards fair global sharing can be made.

The Platform has been advised to seek a request from UN member countries to UNGA for an "Advisory Opinion" on this subject from the International Court of Justice in The Hague.



When the International Court of Justice starts an “Advisory Opinion” with the proposition that “A fair Earth Share is a Human Right, for Present and Future Generations” all member countries of the UN are invited to give their reaction, and based on all reactions the official ‘Opinion’ will be formulated.

54 Competing for the common good. Are top performing companies using new leverages? A case analysis of Spanish companies.

Jose Carlos Ramos, Josep Lladós

Universitat Oberta de Catalunya, Barcelona, Spain

Abstract

Purpose

Competing is a good way to make companies perform better. It also drives the search for more efficiency and the quest for new ways of doing things or even finding new products or services, in other words, innovating. This paradigm has been widely analyzed by the literature from many different points of view. One of the most popular theories, which is current to every business plan from startups to research thesis, is “the five competitive forces” introduced by Michael Porter in late 1970s. Recently, the validity of the model has been challenged due to the impact of the processes of globalization, digitalisation and new market demands. The paradigm of a race to get the largest part of the market, to continuous growth has to be questioned. Our aim is to contribute to this critical view of the concept of competitiveness, from the perspective of the common good.

Methodology

Through the analysis of the Spanish companies audited using the common good matrix and its comparison with the information resulting from the financial statements and the economic reports of a sample of representative companies in the country, we analyze the key competitive factors for them and identify patterns of similarities.

Findings

We infer that there are some more competitive forces at play. We stand that the concept of competitiveness has evolved and that top performing companies are succeeding in a different way, taking also into account their interaction with public administration, society and the environment.

Practical implications

Probably, top performing companies are getting aware of the scarcity of resources and understand that negative externalities will come back as a boomerang. Something similar happens to new social demands that have to be attended to stop the increase of inequality effects on their



business. Those referent cases provide some illustrative examples of good practices or revealing constraints to the progress of common good economics.

Keywords

Competitive factors, competency, common good, stakeholders, top performing companies, common good, economy for the common good

69 The ECONGOOD Business Canvas - an agile tool from the Economy for the Common Good for start-ups, and a quick introduction to value-oriented business practices.

Isabella Klien¹, [Hartmut Schäfer](#)²

¹klien + team Holistische Organisationsberatung, Thalgau bei Salzburg, Austria. ²Kraft im Wandel, Lörrach, Germany

Abstract

What?

The ECONGOOD Business Canvas (EBC) is a new tool in the portfolio of the ECG movement. It integrates the holistic value-based approach of the ECONGOOD Balance Sheet with the simplicity and agile approach of the Business Model Canvas as developed by Alexander Osterwalder and Yves Pigneur. It can be used as a canvas for teams or individuals to elaborate a business model considering impact generation as well as economic stability. Thus, it starts with a clear understanding of purpose and vision. Its core is the formulation of “value propositions” for stakeholders – and not only for customers. As a result, entirely new business models can evolve by connecting stakeholders with their needs and requirements and developing a coherent eco system.

Why?

Start-ups of today shape the business of tomorrow. As more and more socio-ecological challenges require answers, start-ups can either seek for solutions to cope with these challenges themselves or are well advised to at least contribute to sustainability to the extent possible. The EBC facilitates the process to jointly develop a consistent business model and to seek for better value-based solutions from the beginning.

How?

The EBC is available to download for free under Creative Commons license in German, English, Spanish and French. Thanks to a manual, founders can independently use the tool. In Germany, Austria and Switzerland, approximate 30 ECG consultants are trained to accompany start-ups, either in a 1:1 coaching or in a peer group with several founders. Online and personal formats are both possible.



Good Practices?

Since April 2022 the tool is available. A development team is following up on use cases and good practice. So far, the tool has been found usable not only for start-ups but also for existing organizations who want to review the values and sustainability of their business. The presentation will provide a set of use cases.

Challenges?

Our dream is a further and even global dissemination of the tool to better prepare and support start-ups to become part of an economy that serves the common good. The presentation will thus invite for ideas and proposals regarding enhancement, dissemination, and funding.

72 Wergea bloeit! How a local community can collectively address global challenges.

Bouwe De Boer

Gemeente Leeuwarden, Leeuwarden, Netherlands. Freonen fan Fossylfrij Fryslân, Leeuwarden, Netherlands

Abstract

See <https://fossylfrij.frl/wergeabloeit/>

The background, context, and industry field of your case

In 2018 Leeuwarden/Fryslân was European Capital of Cultural and the Frisian people proved their capability of working together giving them new power of handling. There was action in hundreds of villages regarding theatre, sports, music, climate, fighting poverty and many other topics. In Fryslân called the power of 'Mienskip'. It gave the Frisians again the self-confidence to handle local on important issues. This case is one of the results of the power of the Frisians to take matters in their own hands and solve them local.

Explain on how your case relates to the ESD framework

This is about the inability of the politicians to solve the big problems. Problems like: climate, biodiversity, poorness, health-care, loneliness, climate, waterpollution etc etc. Wergea Bloeit gives the people of villages in Fryslân the ability to handle. To handle with their own community to create new forms of cooperation. Together with the school, the companies, the youth, with all the possible associations like churches and sportclubs.

Wergea Bloeit shows the road to find new ways of positive working together and make progress in the own community. Helping this proces creates involvement and leads to an contagious energy amongst villages.



It creates optimistic people, long term new ideas, a new positive standard to act together for a better local environment. For farmers, companies, schools and in the end also for politicians!

A brief overview of current and/or expected results

The initiative started in 2023. One village was asked (Wergea with 1800 inhabitants) to act on maximum ability on the themes: Culture, Climate, Reuse and Health. The week was full of activities, all created by themselves. Almost 1000 people joined the project, it became a national example of local bottom up impact. In 2024 six villages have started the process and will join this project.

In 2025 the goal is more than 30 villages. Key takeaways for conference participants broad prosperity, starting in villages bottom up stimulation villages in a new flow you can not change the global issues, but you can local

41 Converging New Economic Theories and co-creating open-source knowledge in Spanish for Latin America.

Melisa Díaz Acuña, Victor Mochkofsky, Maria Paz Arando

Universidad Nacional de Córdoba, Córdoba, Argentina

Abstract

PINE is a university programme in Latin America where we explore 12 Alternative Economic Models like circular economy, economy for the common good or b corps and indigenous practices for the Good Living. The program is spread over 18 weeks, and the classes are taught by experts from different parts of the world and backgrounds, including Gabriela Cabaña, Joan Melé, Anja Lyngbaek and Christian Felber, to name a few.

From the programme's first edition, our purpose has been to expand this knowledge beyond the classroom. For that, we decided to publish 12 classes and conversations online, summarize the content on social media, and co-create with learners and teachers a magazine that gathers this type of knowledge in Spanish for the first time:

- Free recorded classes: <http://bit.ly/pineclases2022>
- Magazine Cosecha 2022: <https://bit.ly/RevistaCosecha1>
- Magazine Cosecha 2023: <https://bit.ly/RevistaCosecha2>

However, access to the content was not the only challenge we faced. Given the substantial volume of information, frequently in English and from diverse sources, one of the recurring feedbacks we got was that it was overwhelming. That is why, during the programme's third edition, we built a comparative table that systematises and organises the 12 economic theories by author, proposed models, indicators, and real-life applications in Latin America across different industries like government and education.



- Comparative table: <https://bit.ly/TablaComparativa>

We are excited to explore this work further in the context of the ECGIC and dive deeper into various questions, such as how different economic theories complement each other and identifying opportunities for convergence. We also seek to understand how the lessons learned in Latin America can contribute to enriching global conversations in the global north. Moreover, we are eager to explore ways to create open-source knowledge from diverse perspectives, furthering the New Economies movement.

Keywords: Education for Sustainable Development, Converging Economic Theories, Open-source Knowledge, Latin America, Co-creation, Knowledge Accessibility, Real-life Applications

Parallel Session 5 - Implementing ECG principles to education

15:30 - 16:30 Tuesday, 4th June, 2024

23 1Million Mini Missions: A New Concept of Citizen Involvement and the Role of Citizens in Creating an Economy for the Common Good

Gretha Oost

1Million Mini Missions, Akkrum, Netherlands

Abstract

CASE | PRACTICAL DOMAIN

A NEW STORY

As Jon Alexander and Ariane Conrad argue in their book *Citizens*¹ our societies need a new narrative, and it starts by ditching the stories sold by authoritarianism and consumerism. We need to rid ourselves of our role of passive consumers in a neoliberal world that has turned every aspect of our lives into a commodity. We are even customers of education, healthcare and housing.

The 1Million Mini Missions (1MMM) initiative offers this new narrative, the opportunity to step into the role of active, passionate citizens that feel empowered and have agency to be of influence in our own pocket of the planet.

ABOUT 1MILLION MINI MISSIONS



This case presents the results of the pilot of the 1Million Mini Missions (1MMM) initiative in four locations (2x small village, 1x suburb and 1x secondary school) in Zuidoost Friesland.

The 1MMM initiative offers a framework to act and stimulates active citizenship in a new and unique way. It takes residents from intention to action by connecting them to people sharing a similar idea to make their small pocket of the planet more beautiful, social and sustainable. Together they turn their shared idea into a local-placed based mini-mission. Many mini-missions together form the new Citizen Story.

A new story requires a new symbol. The tangible outcome of the 1Million Mini Mission initiative at each location is the mini-mission artwork. The artwork functions both as a local totem as well as a node in a (international) network of mini-mission locations.

KEY TAKEAWAY PARTICIPANTS

- 1Million Mini Missions (1MMM) offers space for citizens to step into their new role; it offers a platform that facilitates the change from passive consumer to active citizen
- 1MMM increases citizen awareness of the importance of the common good
- Governments and LGAs aim too high when expecting citizen participation; there is an unrealistic expectation of citizen engagement.
- Active citizenship is required *before* we can move towards a participatory democracy.
- 1MMM taps into the potential of the Caring Majority
- 1MMM offers a scalable framework to drive societal change and accelerate the transition to the Economy for the Common Good

1. <https://www.goodreads.com/book/show/60651047-citizens>

40 Integrating 12 New Economic Theories into a Public University in Latin America

Melisa Díaz Acuña, Victor Mochkofsky, Maria Paz Arando

Universidad Nacional de Córdoba, Córdoba, Argentina

Abstract

The Platform for the Introduction to New Economies (PINE) promotes studying and adopting alternative economic models in Latin America. As a joint venture with the National University of Córdoba (UNC) and the United Nations, we created a university program that finished the 3rd edition in 2023 and already has more than 300 graduates from 15 countries.

The 18-week program counts with experts like Gabriela Cabaña, Joan Melé, Anja Lyngbaek and Christian Felber, who present to the learners 12 New Economic Theories that are more sustainable, inclusive and regenerative as an entry point to the diversity of the New Economies Movement.



Recognising our transformative educational approach and impact, we were honoured with the PRME 2023 international award in the "Best Good Practice in Sustainability Education."

At the ECGIC, we would like to share our experience to keep learning together how we can reshape educational paradigms, focusing on:

- **Integrating New Economic Approaches in Formal Education:** Learnings from our collaboration with a major public university in bringing innovative economic perspectives into mainstream education.
- **Creating Transformative Learning Spaces:** Explore our methodological approach to fostering transformative educational journeys that embrace emotions and diversity.
- **Designing a New Economies Diploma:** Delve into our exploration of managing finances, regenerative budgets, class design, local impact, and collaboration with university professors.
- **Strategies for Wider Audience Engagement:** Discover our co-creation and publishing strategy for open-source academic materials in Spanish.

Keywords: Education for Sustainable Development, Latin American University, Transformative Education, Alternative Economic Approaches, Collaboration, Democratization of Knowledge.

39 Implementation of the Economy for the Common Good at Dortmund University of Applied Sciences and Arts - Materiality of bottom-up and top-down processes

Sebastian Kreimer¹, Tobias Daur², Charlotte Siefen¹

¹University of Applied Sciences and Arts, Dortmund, Germany. ²lands, Münster, Germany

Abstract

At the beginning of 2023, we were the first university in North Rhine-Westphalia to launch the Economy for the Common Good process at Dortmund University of Applied Sciences and Arts. The complexity and diversity of a university is also a challenge for the Economy for the Common Good. The first challenge is to adapt the common good matrix for companies to an educational institution. Terms, indicators and reporting questions must not only be translated, but also formulated in a way that makes sense for the context. The second challenge is the complex decision-making and management structures of the university. Departments, administrations, professors and research areas act partly autonomously and at the same time there are strategic orientations of the Rectorate that affect all areas. Last but not least, the seemingly banal connection between education and the common good must be defined.

In a 12-month process, we drew up the common good balance sheet in a participatory and transparent manner. In a large number of workshops with members of the university and the university management, we used the balance sheet to initiate a transformation of the university strategy. The result of the process is a reorientation of the university strategy towards the common



good, educational equity and personal development of students and employees. With this practical example, we would like to introduce participants to the process, with all its hurdles, challenges and participation methods, as well as the need to organise processes bottom up and top down.

36 Advancing Education for Sustainable Development in the region - The case of SPARK the Movement

Helena Swart, Maximilian Eisenbart

Vereniging Circulair Friesland, Leeuwarden, Netherlands

Abstract

SPARK the Movement is the shared educational programme for sustainability and circularity of the Frisian higher education institutions. Over the past 5 years we have been on the forefront in advancing the inclusion of these themes in Frisian education, while also developing and pioneering transformative learning environments where different educational and external stakeholders work together in multi-level, inter-disciplinary and trans-disciplinary ways on complex regional challenges relating to broad prosperity. Next to this we focus on capacity building for teachers, influencing policy, supporting the inclusion of youth in organisations and decision-making and on advancing broad prosperity in the region by connecting companies with specific 'learning questions' with educational programmes, in order to let students profit from authentic learning situations, while having the students help local companies in their mission to become more sustainable and circular. Our approach has been recognized both nationally and internationally and is currently being evaluated with the goal of making it repeatable in other regions.

Parallel Session 6 - Sustainable business models

15:30 - 16:30 Tuesday, 4th June, 2024

56 The common good economy route for Latin American start-ups

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¹LC ayün- EBC, Santiago, Chile. ²LC Bogotá, Bogotá, Colombia

Abstract



According to the OECD, in Latin America (LA) Small and Medium-Sized Enterprises (SMEs) account for 99.5% of the region's companies (almost 9 out of 10 are micro-enterprises) and generate 60% of formal productive employment. One of the most outstanding characteristics is that most of them start as small enterprises.

The Global Entrepreneurship Monitor (GEM) Report defines entrepreneurship as any activity, organization or initiative that has a particularly social, environmental or community objective and divides them into two groups: start-ups and those that are already in the operational stage. Most of the ventures identified in LA are in the nascent stage. The VIVA Idea report indicates that close to 30% do not have any impact indicators.

The enterprises contribute to solving environmental and social challenges that afflict the region. At this point, the Economy for the Common Good (ECG) could be positioned as a management model that allows them to elaborate an impact analysis.

ECG starts with the Common Good Balance Sheet (BBC) and its evaluation (individual or in pairs), until the audit. There are strategies such as quick test or express balance, they are not completely binding for LA to facilitate the implementation processes of the new management proposals.

LA is making progress in incorporating new sustainability and financial impact requirements into its legislation (IFRS S1 and IFRS S2).

2 consultants proposed a pyramid-shaped route, including the developed works of the Ecogood Business Canvas⁵ and previous diagnosis and recognition of member companies⁶, which added: ECG business model and previous diagnosis, merged into a scale. This route visualizes and link the recognitions to measure their contribution to the common good with indicators. They participate in a new business community.

A network of companies working in alignment with the values of the ECG will facilitate the understanding of the formally applied BBC and provide a sense of belonging to emerging markets by providing them with measurable and traceable impact indicators.

By strengthening the fabric of SMEs at the base of the road, the drive to change the economic model will be possible, eliminating the gap that exists between theory and practice.



33 Fryslân builds biobased and circular!

Nick Boersma

Vereniging Circulair Friesland, Leeuwarden, Netherlands

Abstract

With the 'Fryslân builds Circular' program, stakeholders in the construction industry (governments, market and education) and the Circular Friesland Association are working together on the transition to a circular economy in the construction sector. For this main goal, the program is working on the following pillars:

- Demand: client approach – offering clients tools, knowledge and network to make the transition to circular construction projects
- Supply: value chain development – bringing stakeholders together to develop new circular and biobased products that can be applied in the construction sector
- It Nije Normaal (The New Normal) – common language and performance indicators for circular construction in Fryslân
- Building the Future – involving education in the transition, connecting companies and students, and embedding knowledge of circular construction in training courses
- Legislation and Regulations/Policy (NL/EU)

Focus of the program is enhancing regional USPs in the construction sector, for example by promoting the production and use of biobased products (like hemp, flax and cattail) and water technology innovations. We have realised a fully regional value chain on hemp, with over 600ha, a new industrial location for processing and many building companies that apply it in Frisian houses!

29 Introducing the ECG Balance method in a large automotive company - can we call it a success story?

gerd hofielen¹, michael pelzl²

¹Humanstic Transformations GmbH & Co KG, Berlin, Germany. ²Humanstic Transformations GmbH & Co KG, Bremen, Germany

Abstract

An international automotive brand, which is listed on the stock exchange, wanted to prepare an economy for the common good balance sheet. A duo of ECG consultants (one of them an auditor) accepted the assignment. The case will explain the evolution of the project.

At the beginning expectations of coming up with an auditable ECG balance had to be adapted to the data collecting possibilities of the company. The expectations were downsized to a manageable level. The ECG consultants were tasked with accompanying the data gathering along the themes of the ECG balance. The project was designed in collaboration with another duo of



external consultants and one duo of internal consultants. The second external pair had the role of conducting regular sessions to reflect on progress in the project. The internal pair interviewed internal participants and a random audience of employees.

At the start of the project two important restrictions became apparent. Investor relations intervened strongly and opined that ECG is not compatible with the business mindset of a shareholding company. From 120 internal members who were invited and expected to participate in the project only 10 to 15 showed up. Hence the work was hampered from the start. Nevertheless, thanks to a small group of committed employees it proceeded through six months and culminated in a partial success.

The case will explain the impact of the inter-connection between three pairs of consultants. The interventions of the ECG consultants will be explained and discussed. The contradicting forces of system change in a large listed company will be displayed. The levels of satisfaction of representatives of the company and the three pairs of consultants will provide an interesting insight into the inner workings of a large international conglomerate. Lessons learned will be presented. The audience will be asked to come up with ideas of how to better secure the success of such a project.

75 The Frisian Energy Development Network - FREON

Govert Geldof¹, Jacqueline Hofstede²

¹FREON, Tzum, Netherlands. ²Ynova Innovation, Gauw, Netherlands

Abstract

The energy transition is driven by the government, whereby large international energy companies often takes on the implementation. The landscape is filled-in with windmills and solar panels and the yields flow across the border. Lusters and burdens are unfairly distributed and 50% of local ownership is not achieved.

Against this background, eleven Frisian parties, who contribute to the energy transition, joined forces under the name FREON (Frisian Energy Development Network). They have submitted a proposition to the Provincial States, the provincial politicians. This proposition has resulted in active cooperation between the province, municipalities and the FREON partners.

Relation FREON to the ESD framework

Environment:

The project focuses on the energy transition. However, the scope is broader. Aspects such as landscape, nature, climate adaptation and traffic have also been taken into account. The living environment as a whole comes into the picture.



Social: we strive for affordable energy for everyone, including people with a narrow wallet. In addition, we make use of the possibilities that the EU offers for the establishments of energy communities.

Democracy: the bottom-up approach is unique. The FREON partners started bottom-up and have made a huge leap by entering into a direct dialogue with the provincial politicians.

Results

The research that governments and FREON partners conducted in 2023 clearly shows that the proposition is feasible and acceptable. Important results are:

- The assignment for Fryslân is 4.4 - 9 TWh extra up to 2050
- Local4local energy hubs are feasible with a lower cost price than the market offers;
- An estimated € 50 - € 100 million does not flow out of the province, so can be invested in the quality of the own living environment;
- The recent EU policy for local energy communities offers a good base.

In 2024, the dialogue between top down and bottom-up will be continued, with the deployment of bringing policy and practice closer to each other.

Key take aways for conference participants

- Find the connection with politics directly from bottom-up processes. Then you'll get the human energy to make fruitful connections;
- From complexity science: the more complex an issue is, the closer you have to act to practice.



Poster exhibition

13 "The Bionic Tower for the Common Good: A Courban Project"

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Abstract

The Bionic Tower transcends the traditional concept of a building, evolving into a living organism inspired by nature. Anchored in the principles of the Common Good Matrix, its impact on equity, democracy, and environmental sustainability is meticulously evaluated. Introducing the concept of "courban," it extends beyond cohousing, envisioning a vast community within a vertical city, addressing the challenges of megacities like Shanghai.

Proposing a self-sufficient vertical garden city managed via blockchain technology, the tower envisions sustainability for densely populated urban areas. Acting as a microcosm, it integrates renewable energy sources and diverse communal spaces, minimizing its carbon footprint.

The Economy for the Common Good (ECG) model guides decision-making, prioritizing long-term well-being over short-term gains. Residents actively participate in decision-making through blockchain-mediated ownership and governance, aligning with Elinor Ostrom's eight principles for managing the commons.

A pilot neighborhood within the tower introduces the "courban" concept, where residents possess usage rights instead of traditional ownership. Leveraging blockchain for financing and administration ensures transparency and democratic decision-making. Tokens representing fractional ownership enable residents to shape the community's destiny.

Elinor Ostrom's principles are incorporated using blockchain-based smart contracts, fostering collective decision-making and monitoring resource usage. Reputation systems and conflict resolution mechanisms incentivize community engagement. Token distribution reflects contributions to common resource management, ensuring fairness and compliance.

Shanghai's existing land management and infrastructure model make it an ideal setting for this groundbreaking project. The Bionic Tower challenges conventional urban living, blending ethics and innovation. It beckons us to reimagine cities, urging a shift towards sustainability. As we confront unprecedented urban and ecological challenges, this audacious skyscraper stands as a potential blueprint for future cities, inviting us to envision a more sustainable and humane future. In essence, the Bionic Tower represents more than a building – it signifies a transformative community uniting technology, nature, individuality, collectivity, economy, and ethics.



15 An alternative general-purpose money supply model for a future-proof sustainable economy

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Abstract

It has been fifty years since the publication of the Club of Rome's book "Limits to Growth" and over the years the Intergovernmental Panel on Climate Change (IPCC) has published numerous reports indicating ever higher urgency for a transition to a more sustainable economy; that is, an economy which fulfills the needs of the current generation without jeopardizing the well-being of future generations. Progress in this direction is still deemed to be too slow.

This paper proposes an alternative general-purpose money supply model with three goals. First, to create a systemically stable foundation for a future-oriented global economy. Second, resolving funding issues for large scale transition projects that are necessary in order to mitigate the issues highlighted by the IPCC in a timely manner.

Third, to ensure that the transition towards this future oriented economy happens in a socially just fashion.

The proposed money supply model is analysed for its impact on sustainable business models, its impact on and its ability to support governments in accomplishing large scale transition projects in a timely manner without jeopardising financial stability and its impact on inequality.

The conclusion is that the alternative model is more suitable to support a sustainable economy than the current, post-Keynesian, model. It is self-stabilising and therefore more resilient to large economic shocks such as a global pandemic. Its stability is not dependant on a growing economy, in contrast to the current post-Keynesian supply model. Excessive wealth hoarding and short term capitalisation is discouraged, leading to a higher focus on long term planning, which is a better basis for sustainable business practices. The model allows for funding of large-scale projects, such as an energy transition and climate change measures, without jeopardising monetary stability. Furthermore, it provides financial security for all and reduces inequality, thereby ensuring a socially just transition path towards a regenerative economy.



20 Summer Universities for international and interdisciplinary knowledge exchange – “Alternative Economic and Monetary Systems” and “Green.Building.Solutions.”

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Abstract

IPCC reports stress that “limiting global warming to 1.5°C requires rapid, far-reaching and unprecedented changes in all aspects of society” (1). This calls for a transformation on a systemic level, across all disciplines. Yet, traditional university programs tend to offer exclusively single-issue approaches. Here, the summer universities AEMS and GBS will be discussed as educational case studies focusing on future-fit economies and sustainable regions:

Alternative Economic and Monetary Systems (AEMS) follows a holistic approach in presenting concepts ranging from individual actions up to fundamental reforms of global structures and institutions. The program provides an overview of reform proposals for the current economic and financial systems in the context of climate change. It aims to bring about long-term change by raising awareness and contributing to SDG “Quality Education”.

The academic course comprises 5 ECTS and four modules:

Module 1: Economics with social and ecological values;

Module 2: Society, Money and Institutions;

Module 3: Towards a social ecological economy: transforming businesses and banks;

Module 4: Wrap-Up and Synthesis.

In line with the need for a systemic change on multiple levels, “**Green.Building.Solutions.** (GBS)” focuses on sustainable practices in construction and planning, such as passive house technology, life cycle analysis of buildings, urban planning, alternative building materials and more. The program includes a group design project in a multicultural setting.

Participants of both programs are characterized by their internationality and diverse professional backgrounds. They act as multipliers of the gained knowledge. The community of the annual programs since implementation amounts to more than 930 alumni in 104 countries.

AEMS is a collaboration project between the non-profit pioneer in sustainable student accommodation, OeAD student housing, the University of Natural Resources and Life Sciences, Vienna and the Economy for the Common Good. It is also supported by partners from academia



and civil society. Both programs are conducted on a non-profit basis - in line with their implications of an economy less focused on monetary wealth, but benefitting all of society.

1 Intergovernmental Panel on Climate Change (2018): Summary for Policymakers of IPCC Special Report on Global Warming of 1.5°C approved by governments. <https://www.ipcc.ch/2018/10/08/summary-for-policymakers-of-ipcc-special-report-on-global-warming-of-1-5c-approved-by-governments/>

46 Resolving the Gaps and Conflicts that Prevent Theoretical Models of Science From Being Practical and Executable in the Field

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Abstract

Trust in our models, best practices, leaders and institutions is falling rapidly. After two decades of trying to solve the growing problems we face as a society, it has become apparent that our long-standing approaches have failed us. Large groups have learnt to intuitively recognize when new attempts contain too much of the same thinking that created the problems. One wonders, what is missing in our approaches?

This question led to the identification of structural gaps and conflicts in standard approaches. It resulted in key practices for finding effective solutions to complex problems under the Law of Nature Manifesto initiative (www.lon-manifesto.org). While under development, an opportunity emerged to apply the approach at a state agency that provides data centre services to the Ministries of Brandenburg, Germany.

For providing quality services and automation purposes, the documentation of the business processes, their hardware, software, and services had to be brought to a higher level. While the IT application was at high levels, the manual updates were experienced as too bureaucratic and complex. The wasted time worsened capacity bottlenecks in available experts. Applying the standard responses to the problem would have further fuelled lack of interest, resistance, and capacity bottlenecks. Instead, we applied relevant practices of the Law of Nature Manifesto.

In a field with high project failure rates, the initial lack of interest and resistance changed into interest, support and demand. The project was delivered on time. It was executed without escalations and costly corrections.

Examples of applied practices:

1. Listen to what decision makers and employees truly need to make better decisions and for doing their jobs.
2. Intervene where the highest impact can be made at the lowest costs and risks.
3. Apply relevant Laws of Nature: Tipping Point and Capacity Bottleneck Laws of Nature (i.e. applied in physics).



4. Apply the Einstein-Newton-Darwin practices (available through documentaries, confirmed by Prof. Michael Fitzgerald): Go straight to the system level, step out of the box, and seek simple rules

For more information, see white paper “How a fresh approach led to a structural reduction of bureaucracy and complexity”, 2023. Accessible via www.comdys.com.

49 Circular design and circular business models in practice

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Abstract

A circular economy does not arise from itself. By using the proven CIRCO method, the Circular Friesland Association aims to activate entrepreneurs and creative professionals to (re) design products, services and business models in order to subsequently do circular business. This method has been acknowledged by the European Commission as an effective method for guiding businesses towards circular practices during the EEPA awards 2023.

Two distinctive cases of Frisian organisations that have used this method and turned this into a circular businessmodel are OPNIEUW! and Europrovyl. OPNIEUW! takes circular interior design to a next level by recycling, upcycling, refurbishing and redesigning old materials into eye-catching (office) interior, while also giving substance to the social aspect of circular entrepreneurship. On the other hand, there is Europrovyl, a supplier of plastic window frames. They have made a massive transformation the past few years when it comes to redesigning their product and business model. From using biobased pvc to recycling all waste streams (up until the dust that is created by cutting the frames). Both organisations are frontrunners when it comes to circular design and circular entrepreneurship, and both of them were inspired by this method.

More information can be found on the websites: <https://www.europrovyl.nl/>, <https://www.opnieuw.nl/> and <https://circulairfriesland.fr/circo/>.



55 Application of Ecogood canvas in Latin American micro-enterprises. Case study in Colombia, year 2023

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Abstract

In 2022, Ecogood Business Model Canvas is published. A combination of the advantages of the traditional Business Model Canvas (BMC) and the Common Good Balance Sheet (BBC).

This initiative inspired 2 consultants of Economy Common Good (ECG) in Latin America (LA) to apply it in local markets (micro-enterprises or start-ups), with a strategy of analysis and incorporation of Organizational Development (OD) tools.

The Entrepreneurship emerges like:

- People dependent on large organizations who are looking to develop a greater purpose, reflecting passion and challenges that their current positions do not allow.
- Independent people who create economic spaces where the greater purpose is based on the love of Earth, culture, the welfare of their communities or who are part of ethnic groups.

This case study presents the application process in the first company in LA, called InfiniteTea, which after applying Ecogood Canvas becomes Conciencia Infinita.

This Colombian family micro-enterprise carried out the process in 12 sessions, 4 of them for the first 2 steps (purpose, vision and proposal and value creation, benefits, impact and value for stakeholders). The Ikigai tool and some sociocracy guidelines were added to this process to deepen the reason for being for their products in the world.

It has added the previous diagnostic tool instead of the completed BBC, which generated an improvement plan with the commitment to apply the BBC in 2024.

This study was able to identify the benefits of Ecogood Canvas in micro-enterprises:

- Process of identification (Spirit, Heart, Stakeholders, Financial Materiality, Impact Materiality), of contribution to the common good and development of purpose-based profits.
- OD processes in micro-enterprises in an organized, integrated and efficient manner.
- Processes of reflection with stakeholders and the relationships to be built.
- It raises ethical profiles in the supply chain or distribution.
- Facilitates exploration and is a prelude to preparing micro-enterprises in LA.



Therefore, Ecogood Canvas facilitates the development of conscious and respectful markets that grow progressively in the region and prepares them organizationally with internal processes according to their resources. In the case of Conciencia Infinita, this redesign created new products for its stores

73 Development of prototype curriculum on Economy for the Common Good for educational institutions and other organizations interested in offering ECG-related study courses.

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Abstract

Background

Several education institutions and universities have approached the ECG movement asking for content to build a course. They have inquired whether there is a collection/repository, either to use as starting point or to use fully as syllabus. Interest has been expressed by groups from Spain, Switzerland, and Latin America.

Purpose

To develop a generic/prototype syllabus/curriculum for education programmes/studies at different levels of tertiary education. The curriculum would have extensive contents and cover a rich variety of topics, which would allow for content to be adaptable both in length of the course (3, 6, 12 months, etc.) and in topics. From an two-month, introductory course for an ample spectrum of careers, through a bachelor program, to a full master's degree.

Methodology

Initially, we propose to submit an open call for interested parties to build a seed team. And we propose to lead it from the ECG Science & Research Hub in collaboration with the ECG Education Hub.

Additionally, we would do a specific call to members of the movement that have expressed their interest or that we consider relevant:

- Education hub: their experience and existing material for primary/secondary education could be a good starting point
- Studienzentrum Saalfelden (Austria)(Wolfgang Schäffner) that built the master program, offered by FH Burgenland / University of Applied Sciences of Burgenland
- Catalan ECG Association: they were involved in the initial discussion on the topic and clearly stated their interest in taking part



The team would require at a minimum one full-time coordinator, and advisors.

Practical implications

The syllabus/curriculum would serve as basis to any university or other educational organization interested in offering such courses and wanting to have a framework-syllabus to build on top of.

Certification options. Design a scheme in which ECG 'certifies' those programs that integrate and teach the minimum contents requested to each level of ECG knowledge.

Modification of an existing syllabus. Advisory to build a final, specific program for interested organizations.

Create a textbook: "economics for the common good" – that would work as basis for any education program (again, possibly jointly with Kate Raworth).

80 Example Case: Hounspolder, Leeuwarden's birdland

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Abstract

Background:

Meadowland birds in the Netherlands are declining, in particular the migratory godwits.

The Hounspolder is a medieval polder, ten minutes by bike from Wetsus. While many birdlands disappeared due to agricultural modernization, the Hounspolder is an exception. It was never made suitable for heavy machinery. Local volunteers use an antique windmill to regulate water levels. In summer young cows pasture and fertilize the land. Without chemical fertilizers or plows, the soil is full of life. Occupying just 9 hectares, the Hounspolder is densely populated with godwits, lapwings, redshanks and oystercatchers, while also providing humans with flowery meadows to rest their eyes.

The city council of Leeuwarden, recognising its value, bought the polder, unanimously agreeing in 2018 to preserve it as birdland. Nonetheless the area is under threat from plans to build nearby. Leeuwarden claims to have paid compensation for the birds to be relocated elsewhere.

Relation to the ESD framework

The typically Frisian historical symbiosis of humans, cattle and birds the Hounspolder embodies links to strong community involvement, local democracy, housing policies, and to biodiversity, health, food and climate.



Brief overview of results

1. Biodiversity: The Hounspolder is one of the most densely populated bird areas in Friesland, with approximately 9 nests per hectare of endangered meadowland birds.
2. Deep citizen and community involvement: volunteers care for the area. Many town hall meetings have been dedicated to the Hounspolder and no other topic that attracted so many citizens that came to testify. Numerous protests opposing the building plans since 2021 have united international students and other citizens of Leeuwarden and surrounding villages and NGOs including: FMF, Vogelwacht, Dorpsbelang Goutum, Molenstichting, Natuurmonumenten, XR, Fridays for Future, Milieudefensie and Urgenda. Six of these organisations are appealing the plans in court.

Key take aways:

1. Real and close by, participants can visit Hounspolder during lunch.
2. Land use is key. Loss of soil is largely irreversible.
3. New ways to enforce rights of habitats and species are urgently needed.
4. Fresh eyes needed to combine housing in Leeuwarden with the natural and social 'area capital' the Hounspolder represents.

85 Changing the game of growth: introducing *Soulscaling*, an innovative and deeply human design method that helps professionals, teams and organizations to transform the way they grow and close the gap between their own ambitions, needs and interests and the outcomes the world needs.

Rutger Bouma

Open Forward, Heerenveen, Netherlands

Abstract

Many efforts to find an alternative to GDP aim to replace the central role of money in measuring growth.

With Soulscaling the goal is not to replace money, but to give it a balanced position in the growth-games we play to realize our ambitions.

Because money is not the heart of the problem. We humans are. Because our first priority is to stay secure, we have a strong tendency to make decisions that serve our own interest in the short run – hello money, goodbye social wellbeing and ecological balance.



Soulscaling is an innovative and deeply human design method that helps professionals, teams and organizations to shift and transform the way they grow, so they can close the gap between their own ambitions, needs and interests and the outcomes the world needs.

With Soulscaling, growth is in the process instead of the result. 'The process is the progress.' Because the better you understand your own growth game, and the more apt you become at playing it, the better the results as a spin-off of your gameplay will be.

Soulscaling let's you design the infinite growth game that keeps the player (you, your team, your company) secure while serving all the interests in your ecosystem.

At the heart of Soulscaling is: tension. Soulscaling helps you to not shy away from it. So you can start and build a bridge between machine & ecosystem, identity & development, results & process.

In recent years I have leveraged Soulscaling to support growth in: for profit companies, non-profit foundations, public sector organizations. It is a strategy tool, a framework for coaching and a lever for meaningful branding.

New lines, new perspectives, new narratives. That is Soulscaling.

Through the lens of Otto Scharmer: Soulscaling helps to close the spiritual gap, making it increasingly easy and attractive to take responsibility for the social and ecological gap.

Through the lens of Charles Eisenstein: Soulscaling helps to give new meaning to what growth is, so new stories can emerge – from which new systems originate, resulting in new symptoms.

Soulscaling let's everybody take the first step and grow what's good.

Thank you.

