

International Conference Economy for the Common Good ECGPW-2019



„A Common Standard for a Pluralist World?“

Special Guests and Keynotes:



Silja Graupe
Cusanus Hochschule
Economist and Philosopher



Daniel Dahm
World Future Council
Entrepreneur and Scientist



Anna Deparnay-Grunenberg
European Parliament
Politician and Environmental Scientist



Carlos Trias Pintó
European Economic and
Social Committee
Circular Economist



Christian Felber
Author, Lecturer,
ECG Founder



Bernd Fittkau
Humanistic
Psychologist

November 28-30, 2019
Bremen, Germany

Topics:

Higher Education
Legal Implications
Non-financial Reporting
Representative Applications
Validation and Impact Measures
Political Relevance/Policy Impact
Connectivity and Links to other Movements



HSB

School of Graduate and
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Hochschule Bremen · Germany
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GEMEINWOHL
ÖKONOMIE Ein Wirtschaftsmodell
mit Zukunft
Forschungsverein

Economy for the Common Good

„A Common Standard for a Pluralist World?“



PROGRAMME OPENING DAY:

Thursday, 28th November 2019

Venue: Hochschule Bremen, Neustadtswall 30, Skylounge, Building AB, 10th floor

17:00 Arrival & Registration

18:00 Conference Opening

Welcome

Tim Goydke

Dean, Graduate and Professional School, City University of Applied Sciences Bremen

Günter Koch,

Chairman, Research Association of the Economy for the Common Good

Introduction

Christian Harant

Conference Design, Moderator

18:15 Opening Keynotes **Christian Felber**

ECG Founder, Author, Lecturer

Daniel Dahm

Entrepreneur, Scientist, World Future Council

18:45 Fishbowl: "ECG from a Scientific Perspective – Milestones from Vision to Reality"

Participants

Daniel Dahm, Stefanie Deinert (Program Director Business Law, Fulda University of Applied Sciences), **Christian Felber,**
Günter Koch

20:00 Closing Remarks

20:15 Reception

Registration: <https://forms.gle/UiHENN6hdXJpjb4B9>

Contact: sara.franzeck@hs-bremen.de

Web: <https://www.ecogood.org/de/die-bewegung/akteurinnen-kreise/ak-wissenschaft-und-forschung>



Friday, 29th November 2019

08:30 Registration, coffee / tea

Venue: Graduate and Professional School, Event Hall, Langemarckstr. 113

09:30 Welcome

Günter Koch, Chairman, Research Association of the Economy for the Common Good

Introductory
Notes

Christian Harant, Conference Design, Moderator

09:40 Keynote

Silja Graupe, Vice-President, Cusanus Hochschule

10:25 Parallel Sessions

ECG Science Talk 1: Policy Impact – Local, National, Global

"Modern Monetary Theory and the Public Purpose"

Dirk H. Ehnts (Technical University Chemnitz) and Maurice Höfgen (Pufendorf-Gesellschaft e.V./ Pluralism in Economics Maastricht)

"The return of Universal Welfare State-Free public services and the making of new business: the comparative case studies of Thailand, Estonia and Finland"

Sustarum Thaamaboosadee (Thammasat University)

"Living up to the Universal Social Contract: A potential route towards the Economy of the Common Good?"

Elly Rijniere (ECG NL / Asterope Consultancy)

"Artificial Intelligence, the Spare Time Rebound Effect and How the ECG Would Avoid It"

Wolfgang Ertel (University of Applied Sciences Ravensburg-Weingarten)

ECG Science Talk 2: ECG Matrix – Implementation and Impact

"Large multinational companies and their orientation towards the common good. An empirical insight into chances and barriers"

Josefa Kny (Europe University Flensburg)

"Integral Approach to deal with obstacles during an ECG implementation"

Matthias Rausch and Jens Nitsche (Yellow Birds Consulting)

"The ECG Matrix as a Tool for Corporate Sustainability Management"

Hendrik Lambrecht, Claus Lang-Koetz, Felix Krebber (Pforzheim University of Applied Sciences)

12:25 Lunch Break



13:35 Parallel Sessions

ECG Science Talk 3: Workshop on ECG in Higher Education and Research

Workshop Input:

Tim Goydke (City University of Applied Sciences Bremen)

Mercè Carreras-Solanas (University of Barcelona)

Guenther Jedliczka, Carina Kamptner and Petra Isepp (AEMS Summer School)

Johanna Stöhr, Christian Herzig, Maren Busch (Kassel University)

Robert Mende-Kremnitzer (University of Applied Sciences Wiener Neustadt)

ECG Science Talk 4: Linking ECG to Connecting or Alternative Concepts

"Linking the Common Good Balance Sheet to the ISO 14.001:2015 Environmental Management Systems"

Nathali Jänicke (Jade Hochschule)

"ECG trumps the Red Queen"

Miquel Banchs-Piqué (University of Portsmouth)

"Contributions to Knowledge-Based Development from the Commons Theory"

Maria Angelica Jung Marques, Federal University of Santa Catarina, Jamile Sabatini Marques, University of Sao Paulo, Blanca C. Garcia, El Colegio de la Frontera Norte - COLEF, Tatiana Tucunduva Philippi Cortese, UNINOVE / IEA USP, Eduardo Costa, Federal University of Santa Catarina

"Is Pope Francis an Undercover Agent of the Economy for the Common Good?"

Johannes Panhofer (Innsbruck University)

15:35 Coffee Break

16:05 Parallel Sessions

ECG Science Talk 5: ECG Legal Framework

„Die Gemeinwohl-Bilanz 5.0 im Lichte der gesetzlichen Berichtspflicht nach dem deutschen CSR-Richtlinien-Umsetzungsgesetz (CSR-RUG)“ (in German)

Stefanie Deinert (University of Applied Sciences Fulda)

"The interaction between competition law and the Economy for the Common Good"

Lydia Scholz (City University of Applied Sciences Bremen)

"Economy for the Common Good (ECG) and Taxation"

Vera de Hesselle (City University of Applied Sciences Bremen)

„Die Gemeinwohl-Bilanzierung 5.0 unter den Vorgaben der unternehmerischen Berichtspflicht des österreichischen Nachhaltigkeits- und Diversitätsverbesserungsgesetzes (NaDiVeG) in Umsetzung der Richtlinie 2014/95/EU (CSR-RL)“ (in German)

Daniela Ecker (Johannes Kepler University)



ECG Science Talk 6: From Theory to Practice

"Will Common Good Balancing set the world on fire? Competition(s) for common good as an additional tool for accelerating a transition"

Stefan Schwaderlapp

"Economic Development, Social Networks and Well-Being: An Alternative Approach"

Chakib Bourayou (SOAS, University of London), Phillippe Gozdawa (University of Buckingham)

"The Labor Theory of Value in contemporary interpretation and the ECG"

Rainer Lippert

ECG Science Talk 7: ECG Application into Different Fields

"Process Design and Transformation towards Commoning"

Christian Stary (Johannes Kepler University Linz)

"Using the SMART-Farm tool as a scientific and efficient method to produce Economy for the Common Good (ECG) Balance Sheets for farms"

Gianna Lazzarini, Lukas Baumgart (Research Institute of Organic Agriculture (FiBL)), Moritz Teriete (Sustainable Food Systems GmbH (SFS))

"The Economy for the Common Good as guideline for sustainable city development? An analysis of change in city administration based on Giddens' Theory of Structuration"

Marielle Rüppel (Karlshochschule International University)

18:05 **Ambassadors Circle – Results from the Sessions / Wrap-up**

18:30 **Evening Thoughts**

"Hintergedanken zur „Mentalen Nachhaltigkeit“ – Von der Bedürfnis- zur Werte-Orientierung – ...und zurück.“ (in German)

Bernd Fittkau

18:45 **Science goes Social - Dinner and Networking**



Saturday, 30th November 2019

Venue: Graduate and Professional School, Event Hall, Langemarckstr. 113

ECG Science for the Real World – GWÖ-Wissenschaft trifft Praxis:

Dies ist das Motto für einen Tag des intensiven Austausches, an dem die Praxisbereiche Politik, Wirtschaft und Wissenschaft ein gemeinsames Erfahrungsfeld für Alle bilden.

Keynotes und Impulse von Vorreiter*innen geben uns Inspiration.

World Cafe-Sessions bieten Austausch auf Augenhöhe. Wissen und Erfahrungen werden Grundlage neuer Ideen für Projekte und Initiativen, wir vernetzen uns im Sinne des GWÖ-Gedankens.

In einer *Fishbowl* machen wir unterschiedliche Sichtweisen auf der Konferenz sichtbar. Zum Schluss brechen wir auf in die „wirkliche Welt“, inspiriert von Ideen und fruchtbaren Kontakten.

08:30 Registration, coffee / tea

09:30 Einführung / Introduction

09:40 Keynote: Carlos Trias Pintó, European Economic and Social Committee

10:20 Konferenzbericht / Conference Insights

11:00 ECG Forum:

World Cafe, Part I

Themenfelder:

1. *Was benötigen Akteur*innen aus Politik, Wirtschaft, Zivilgesellschaft und Wissenschaft voneinander, um den GWÖ-Gedanken voran zu bringen?*
2. *Themenschwerpunkt Wirtschaftsförderung 4.0 - Wuppertal Institut und GWÖ*

12:30 Mittagspause / Lunch Break

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Saturday, 30th November 2019

Venue: Graduate and Professional School, Event Hall, Langemarckstr. 113

13:55 Nachmittageinführung / Afternoon Introduction

14:00 **Keynote:** Anna Deparnay-Grünenberg, European Parliament

14:45 World Cafe, Part II

Themenfeld: *Wie stärken und implementieren wir lokal alternative Wirtschaftsmodelle, insbesondere die GWÖ?*

15:20 Coffee Break

15:40 Fishbowl: "Perspektivenwechsel / Sharing Perspectives"

Das Dialogprinzip als Grundlage für lebendigen und respektvollen Austausch und Diskussion.

Ein innerer Kreis von ca. 10 Stühlen ermöglicht es allen Teilnehmenden, ihrer Meinung Ausdruck zu verleihen und sich der Aufmerksamkeit der anderen Teilnehmenden sicher zu sein.

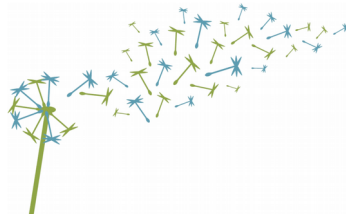
Nach der Wortmeldung verlässt der/die Redner*in wieder den inneren Kreis oder wird von jemandem Anderen abgelöst.

Um diesen Kreis befinden sich die anderen Teilnehmenden und haben die Gelegenheit, konzentriert zuzuhören.

Wer einen Beitrag leisten möchte, nimmt im inneren Kreis Platz.
Das „Podium“ erhält damit eine unmittelbare Verbindung zum Publikum und die Meinungsvielfalt erhält mehr Raum.

16:30 Ausblick und Schlussworte / Closing Remarks

17:00 End of Conference



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