



Quick Test „Economy for the Common Good“¹

The Economy for the Common good is a vision for a humane and sustainable economy and way of life. The economy should be shaped by the same values that make human relationships succeed and which are already anchored in many constitutions. The first priority of the economy is no longer profit-maximizing, but the increase in common good.

The contribution of an enterprise to the common good is defined and measured on the basis of the Common Good Balance Sheet.

The Common Good Balance Sheet shows how an enterprise lives five basic values: human dignity, solidarity, ecological sustainability, social justice and democracy/transparency – in relation to the most important stakeholders: suppliers, lenders, co-workers, customers and the wider society.

In this way 17 indicators emerge at the intersections of values and stakeholders in order to measure a company's contribution to the common good. For example, at the intersection of human dignity and co-workers we find the indicator C1 „Workplace Quality“.

With the help of a Common Good Report, these 17 indicators give detailed information about a company's performance and its contribution to the common good. This process needs time and consideration which many enterprises do not always have due to economic constraints, shortage of resources or other circumstances.

In order to get a quick first look, we have modified and reshaped this quick test for the Common Good Matrix 4.1. Within half an hour you will get an idea of what the ECG is about, as well as a rough first view of how common good oriented your company is operating.

The next step could then be to create an initial Common Good Balance Sheet, which is a simplified version of the Common Good Balance Sheet. Under the question numbers we have presented in blue the corresponding indicators of the Common Good Matrix. For example, under question „1“ is the indicator „A1“ (Ethical Supply Management). If you are interested, you can look up background information for the relevant indicators in the handbook.

You find the Matrix and the handbook for creating a balance sheet here: <http://balance.ecogood.org/matrix-4-1-en>

¹ Based on the preliminary work of Thomas Haderlapp (www.kulturelle-wandel.at) as part of Plenum Akademie's CSR manager education 2012.

Please answer the following questions making a self-assessment of your company on the following scale:

- **0 (not true)**
- **1 (slightly true)**
- **2 (moderately true)**
- **3 (predominantly true)**
- **4 (true)**

Please write the applicable value in the box after each question. Some aspects are of special importance in the ECG, therefore please multiply the value for questions 19, 21, 23, 25 and 26 by two and enter that value in the boxes. At the end, please sum up all values to get the total.

For sole proprietorships the questions 7, 10, 11, 12, 13, 14 and 26 do not apply. If you have a sole proprietorship, please divide the total by 25 and multiply that sum by 32 (the indicators given double importance will be taken into account).

1. A1	My enterprise takes into account, in all essential purchasing of products and services (P/S), the best regional, social and ecological alternatives and finds innovative solutions to avoid critical materials with no superior alternative.	
2. A1	My enterprise cooperates actively with suppliers to better implement social and ecological aspects. There is a proven system of control, i.e. all purchased P/S are internally or externally certified (e.g. with labels „Bio“, „Fairtrade“, ...).	
3. A1	My enterprise pays fair prices, nurtures long-term cooperation with suppliers and has developed basic innovative structures with the goal of ensuring fair prices.	
4. B1	My enterprise works exclusively with ethical-ecological financial service providers (bank, employee provision fund) and invests/finances itself 100% through them.	
5. C1	My enterprise offers all people who participate in the work of the enterprise structures and development possibilities. These are to take into account the individual differences of these people and meet their personal and professional needs. <u>For sole proprietors:</u> My working situation meets my needs and makes a good life/work balance possible for me.	
6. C1	My enterprise offers the highest level of workplace safety, as well as health promoting workplace conditions for all people who participate in the work of the enterprise. Different working hour schemes and family friendly conditions enable all employees of the enterprise to live their personal work-life balance. <u>For sole proprietors:</u> I live a work-life balance which is optimal for me and shape my work in a predominantly health-conscious way.	
7. C1	My enterprise actively contributes to equal opportunity and promotes diversity concerning gender, origin, age, disability, sexual orientation amongst others through structural and awareness creating measures. There is equal pay for equal work, people are treated equally in their complete diversity on all levels of hierarchy of the company. We make no equalization payments since we meet the legal equality requirements.	(not for sole proprietorships)
8. C2	My enterprise has no all-inclusive work contracts and reduces overtime. Instead of new overtime, new co-workers are employed. We are contributing to the reduction of unemployment.	
9. C3	My enterprise promotes and requires ecologically sustainable behaviour of co-workers (e.g. organic, regional, low meat/no meat nutrition during working hours, use of environmentally friendly transport etc.) through comprehensive further training measures and financial support.	

10. C4	In my enterprise there is a maximum income divide of 1:4, i.e. the highest paid salary is maximum four times the lowest paid salary.	(not for sole proprietorships)
11. C4	My enterprise pays a minimum net salary of 1250 euro (£900) a month for a full-time position.	(not for sole proprietorships)
12. C5	My enterprise has high internal transparency and all co-workers can participate in the consensual decision-making concerning fundamental issues of their team.	(not for sole proprietorships)
13. C5	In my enterprise co-workers elect management, evaluate it regularly and can relieve it of its position.	(not for sole proprietorships)
14. C5	Our enterprise belongs to all co-workers or to an independent foundation. There is no superior power of a few owners.	(not for sole proprietorships)
15. D1	My enterprise has an overall concept for ethics in sales and ensures price transparency and fair prices and avoids customers who act in an ethically questionable way (especially concerning business customers and other enterprises).	
16. D1	My company includes customers in product development and relevant decision-making.	
17. D2	My enterprise nurtures an open source policy and passes on its own know-how, calculations and sources of supply to cooperative co-enterprises. Together an independent product information system is created so that customers are optimally informed and can compare offered services well.	
18. D2	My enterprise passes on orders to co-enterprises when it cannot take them on itself, supports co-enterprises with its own employees at bottlenecks and offers cooperative co-enterprises capital for borrowing at a fair interest rate.	
19. D3/ E1	The P/S of my enterprise are compared to co-enterprises ecologically industry-leading and of highest quality, e.g. energy efficient or cradle to cradle. We are forerunners of ecological quality and of minimizing ecological footprints of the P/S.	(times 2)
20. D3	My enterprise promotes ecologically sustainable behaviour of our customers. Price advantages and incentive schemes for repair, recycling and collective use are essential components of our business model.	
21. D4	My enterprise is actively engaged in improving access of disadvantaged customer groups (low-paid workers, migrants, elderly and disabled persons) to our P/S.	(times 2)
22. D5	My enterprise works actively with co-enterprises for higher social and ecological sectoral standards and lobbies in this area in the interest of the common good.	
23. E1	My enterprise produces P/S which are beneficial for society as a whole (not primarily for certain customers). 75% to 100% of the P/S meet basic needs, serve human development or solve essential societal problems (social business).	(times 2)
24. E2	My enterprise is strongly engaged in society and promotes such engagement which goes beyond pure self-interest (reference value >2,5% of turnover). There is a comprehensive strategy and a management for this engagement.	
25. E3	My enterprise knows its ecological footprint and is far above the industry average. Our negative ecological effects are very small.	(times 2)
26. E4	Our profits are not, if possible, distributed to external parties. Instead profits are justly distributed between employees and capital providers, or they are used for increasing the equity ratio and for common good promoting investments.	(not for sole proprietorships) (times 2)
27. E5	My enterprise publishes a Common Good Report or a comprehensive sustainability report (e.g. Global Reporting Initiative GRI). Furthermore, we include stakeholders in relevant decision-making.	
	Total	

Result

This result is a rough compass for your common good orientation. The quick test will hopefully encourage you to further explore certain aspects of your business. The following recommendations are based on your scoring.

0-32 points:

Your enterprise takes common good oriented aspects into consideration and thereby already goes beyond the legal minimum standard. It is also true that there still is a very high development potential in the direction of common good and sustainability. The internal Common Good Report can help convey the status quo in a more detailed way. Based on this, goals and measures can be set for the coming year.

33-62 points:

Your enterprise has already realized more than 25% of the common good aspects and is on the right track. For a better overview, you could now create an initial Common Good Balance Sheet which allows for a detailed examination while still being less time-consuming than a complete Common Good Balance Sheet.

63-94 points:

Your enterprise is already very sustainability-oriented and highly values social and environmental issues. Please create a Common Good Report, if possible, and please make contact, if you have not already, with like-minded companies in order to learn more effectively together. A Common Good Report allows for a detailed breakdown of your current state. It also helps you to define areas with development potential as well as to strategically go for improvements.

94-126 points:

Your enterprise is already exemplary concerning many criteria and goals of the Economy for the Common Good. Probably you are already an ECG enterprise or a long-standing industry leader in the sustainability or social business scene. As a forerunner and pioneer you are a role model for your co-enterprises and an inspiration for other ethically interested companies. We warmly invite you to create a Common Good Report and to share your experience!