



ANNUAL REPORT

Economy for the Common Good

2024



2024 – A YEAR OF GROWTH

2024 was an amazing year for the ECOOnGOOD movement and for our multi-faceted organisation. From a financial perspective alone, we saw the largest year by far. Our staff grew from 25 to 29 people, and we received grant funding from the European Erasmus+ program and from a prominent Swiss foundation. The Erasmus+ funding will enable the translation of educational materials, broaden their accessibility and support the development of training programmes. Through the funding from the Swiss foundation 3FO, we were able to launch the "Common Good Culture" project designed to help integrate the values we cherish into our own organization. Our member associations also received substantial grants institutions, such as Good Council for the Austrian Association.

While the organization's growth has increased expectations and put strain on staff and volunteers, we are learning to better care for and support everyone within our global organization.

The year also saw a number of major achievements. This includes the launching of the ECOOnGOOD Label. This groundbreaking initiative goes far beyond current alternatives to prove that it is possible to assess the real impact of management, operations and supply chains, to encourage and support fair and responsible business practices and empower funders and customers to make informed decisions aligned with their needs and values. 2024 also saw the successful rebranding from Economy for the Common Good to ECOOnGOOD. The rebranding aims to create a unified global identity that will enhance recognition and facilitate easier adaptation of communication materials across different languages and cultures.

In response to the new sustainability reporting requirements implemented in the EU (CSRD, VSME) and with the aim of continuing to support our companies, a new ambitious Common Good Balance Sheet Strategy was collaboratively designed and approved by a significant number of

stakeholders. This strategy includes the integration of different products, while remaining consistent with our purpose.

The III Economy for The Common Good International Conference was also unforgettable. The event was organised by a consortium made up of Wetsus, a water research institute; the NHL Stenden and Hanze-Groningen Universities of Applied Sciences; and the Science and Research Hub of ECOOnGOOD's International Federation. 230 participants from over 12 countries joined the three-day event in Leeuwarden, Netherlands. Attendees enjoyed a thorough vision of the current social, economic and political context and concrete proposals towards the advancement of just and sustainable regions.

After launching the ECOOnGOOD Academy in a pilot phase in early Spring, several courses were already available during the year, and participation was high. Hundreds of individuals participated in courses

with topics such as "Introduction to ECOOnGOOD", "ECOOnGOOD Fundamentals", "Coordinator Training", "Planetary Boundaries and Ecological Footprint" and "Matrix 5.1 Introduction".

The ECOOnGOOD Conference & Delegates Assembly 2024 was truly unique. The three-day, online event took on a conference feeling with the focused topics of Municipalities, Companies and Networking. We had an amazing line up of guest speakers and workshop facilitators including the vice president of the German professional football team St. Pauli, a mayor of a Bavarian town that has implemented ECOOnGOOD ideals and the Country Director of Greenpeace Luxembourg. Simultaneous interpretations were offered in German and Spanish and focused workshops in topics such as organizational structure, sociocracy and non-violent communication. Another highlight was listening to our friends from Japan, whose association officially joined the International Federation in 2024, speak-

ing about translating the values of ECOOnGOOD into their culture.

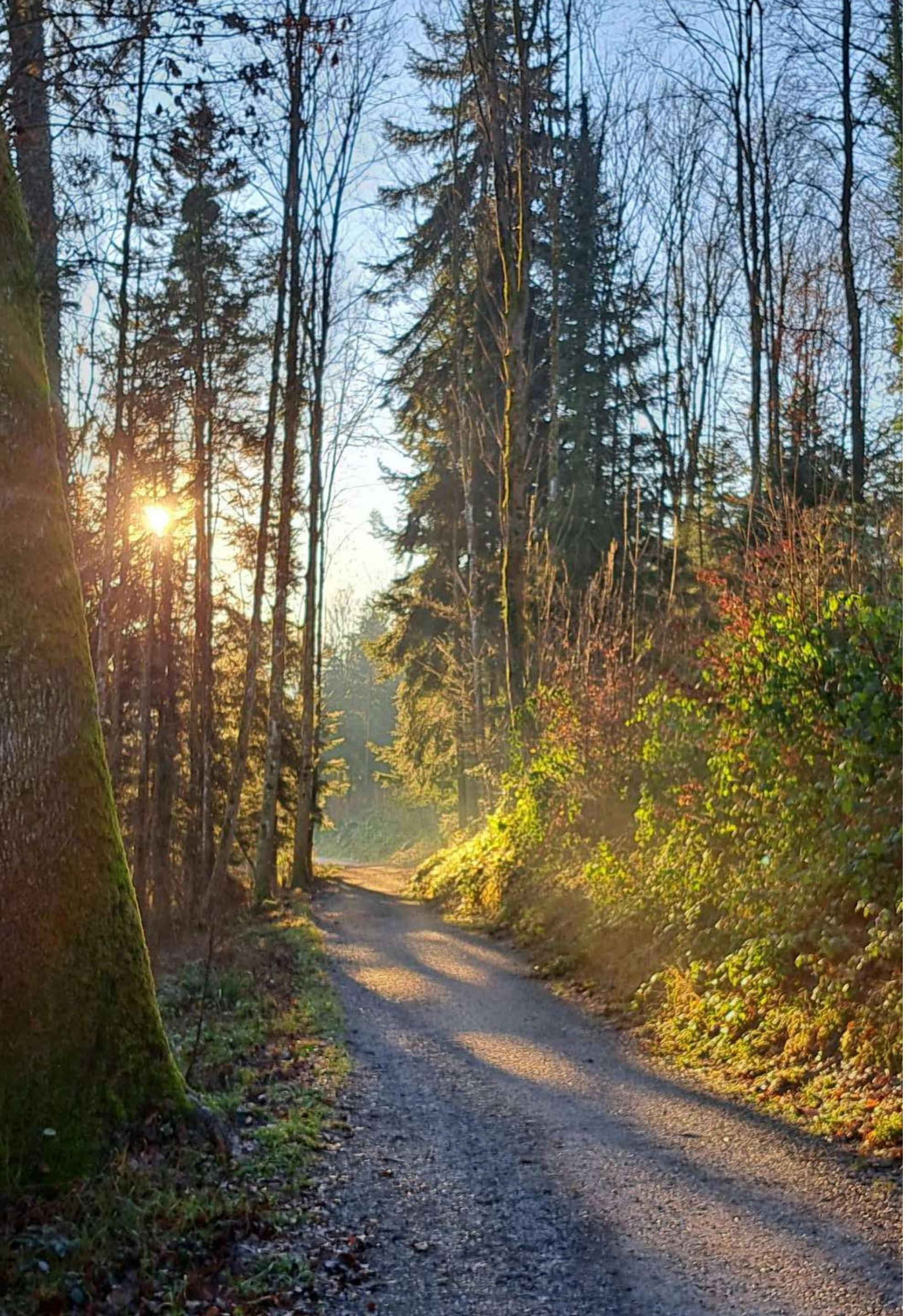
Gus Hagelberg and Luciana Cornaglia
on behalf of the ECOOnGOOD Management Team



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ABOUT THE ORGANISATION

MISSION

To promote an economy that prioritises the Common Good, ensuring a good life for everyone on a healthy planet.

VISION

To enable a world where public administration, private businesses, and civil society organisations are driven by ethical values, contributing to human dignity, social justice, environmental sustainability, and democracy.

VALUES

The Economy for the Common Good (ECG) is founded on four essential values: human dignity as its core principle, solidarity and justice to promote fairness, environmental sustainability to protect our planet, and transparency and co-determination to ensure participatory decision-making. These values work together to create an economic system that serves society's collective wellbeing.

HISTORY

The Economy for the Common Good (ECG) was founded in 2010 in Austria by Christian Felber and a group of like-minded individuals. The aim was to create an economic model that shifts the focus from profit maximisation to the common good. The movement has grown internationally over the years, and in 2024, the organisation supporting this model was rebranded as ECOOnGOOD, whilst maintaining ECG as the name of the theory and its tools.

ECOOnGOOD has gained support from businesses, governments, and civil society. It develops and supports in the implementation of tools, such as the Common Good Balance Sheet, to help organisations measure their contributions to society. Today, ECOOnGOOD continues to advocate for systemic change towards a more ethical and sustainable economy.

ECG TOOLS

The Economy for the Common Good is one of the real alternatives to the current economic system that aims to put people and the planet at the forefront of all market activity. Not against profit, but for the common good.

What sets the ECG apart is its holistic approach and longstanding practical experience in micro-, meso- and macroeconomics. This has led to the development of robust, quantifiable tools that deliver specific results and plans for implementation. These tools help organisations maintain and strengthen their positive efforts and achievements, while targeting growth opportunities in the ethical and environmental impact of their management, operations, supply chains, and stakeholder relations at all levels.

The **Common Good Matrix (CGM)**¹ is a tool for evaluating an organisation's societal and environmental impact. The table consists of columns representing key values and rows representing five main stakeholder groups. At the intersections, twenty themes assess and score an organisation's contributions to the common good based on values that foster positive relationships and well-being.

The Common Good Matrix lies at the heart of the **Common Good Balance Sheet (CGBS)**, which documents an organisation's commitment to the common good. There are two ways of completing your Common Good Balance Sheet:

1. If an organisation works together with others in a peer group to produce its report, this is regarded as a **Peer Evaluation**.²
2. In all other cases, the report is evaluated by an **External Audit**.³

There are two audit types: visiting and desk audit. The choice depends on the organisation's size.

COMMON GOOD MATRIX 5.0

ECONOMY FOR THE COMMON GOOD
An economic model for the future

STAKEHOLDER	VALUE	HUMAN DIGNITY	SOLIDARITY AND SOCIAL JUSTICE	ENVIRONMENTAL SUSTAINABILITY	TRANSPARENCY AND CO-DETERMINATION
A: SUPPLIERS		A1 Human dignity in the supply chain	A2 Solidarity and social justice in the supply chain	A3 Environmental sustainability in the supply chain	A4 Transparency and co-determination in the supply chain
B: OWNERS, EQUITY- AND FINANCIAL SERVICE PROVIDERS		B1 Ethical position in relation to financial resources	B2 Social position in relation to financial resources	B3 Use of funds in relation to social and environmental impacts	B4 Ownership and co-determination
C: EMPLOYEES, INCLUDING CO-WORKING EMPLOYERS		C1 Human dignity in the workplace and working environment	C2 Self-determined working arrangements	C3 Environmentally-friendly behaviour of staff	C4 Co-determination and transparency within the organisation
D: CUSTOMERS AND OTHER COMPANIES		D1 Ethical customer relations	D2 Cooperation and solidarity with other companies	D3 Impact on the environment of the use and disposal of products and services	D4 Customer participation and product transparency
E: SOCIAL ENVIRONMENT		E1 Purpose of products and services and their effects on society	E2 Contribution to the community	E3 Reduction of environmental impact	E4 Social co-determination and transparency

Economy for the Common Good: www.ecogood.org Contact: audit@ecogood.org



In both cases, the results are clearly displayed in a **certificate**, a seal of approval that assures the credibility of the report to stakeholders. The external audit is the last stage before publishing a **Common Good Report (CGR)**. This final document clearly states how each value is lived regarding the respective stakeholder group, what the potential of the theme is, and which areas are worth developing.

Various entities can create a Common Good Balance Sheet, including companies, municipalities, educational institutions, and other organisations:



Companies⁴

Drafting a Common Good Report gives a company a values health-check. An organisation can see where it stands on its journey to becoming a common good company. Producing the Balance Sheet is the beginning of an ongoing, value-driven development process.



Municipalities⁵

The ECG model opens new paths by offering easy principles and tools for cities and municipalities to work on sustainable global development through a systematic assessment and improvement of their own sustainability and ethical performance.

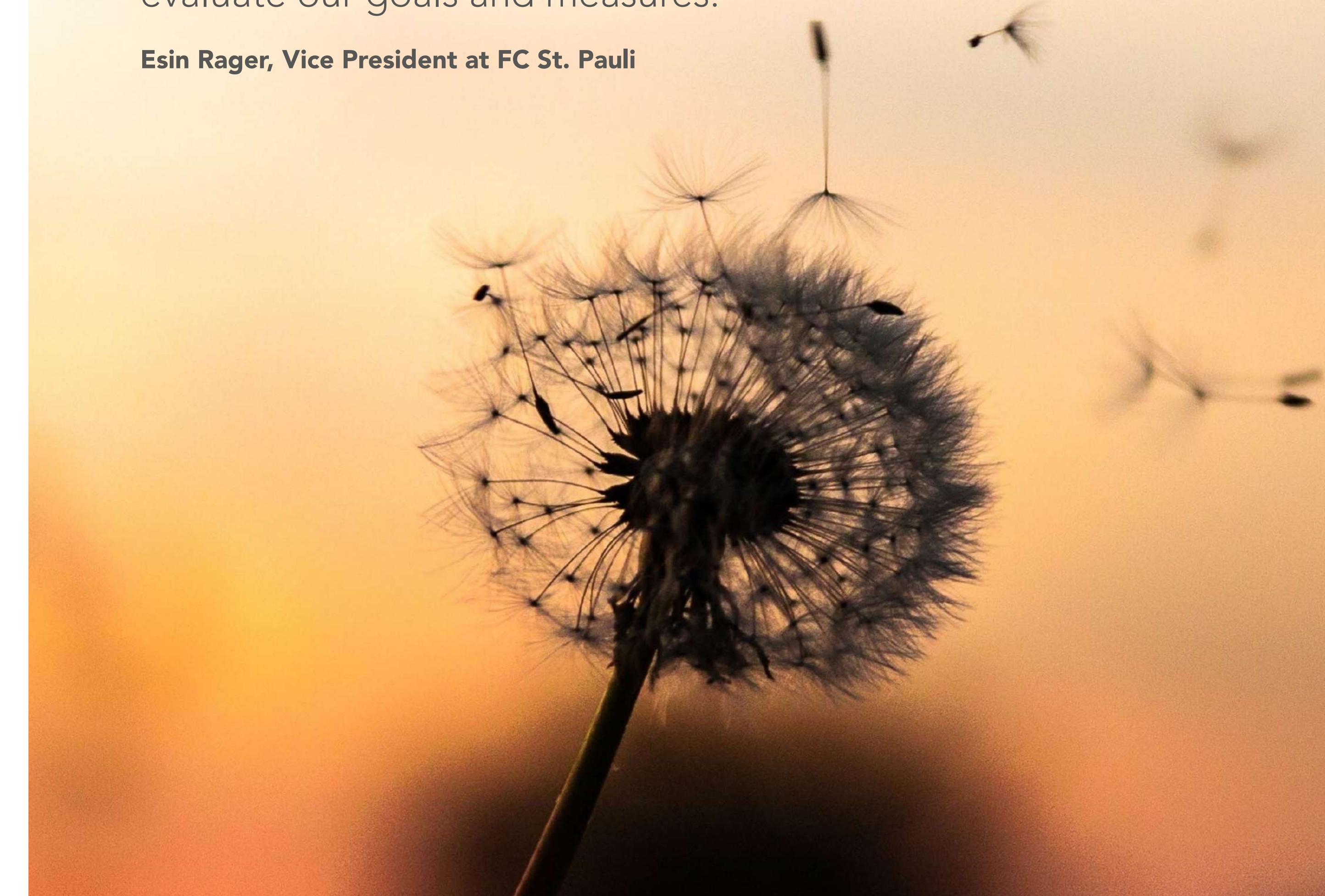


Educational Institutions⁶

The ECG model provides a framework for educational institutions to assess and enhance their contribution to the common good. This evaluation covers various aspects such as employment quality, energy consumption and sources in school operations, and co-determination opportunities for parents and students. Applying ECG principles aligns their practices with sustainable and ethical standards, fostering a more inclusive and environmentally responsible learning environment.

“The systemic approach of the Common Good Balance Sheet creates a 360-degree perspective on one's own actions. We consciously chose this value-oriented audit because we were looking for an instrument that would enable us to critically evaluate our goals and measures.”

Esin Rager, Vice President at FC St. Pauli



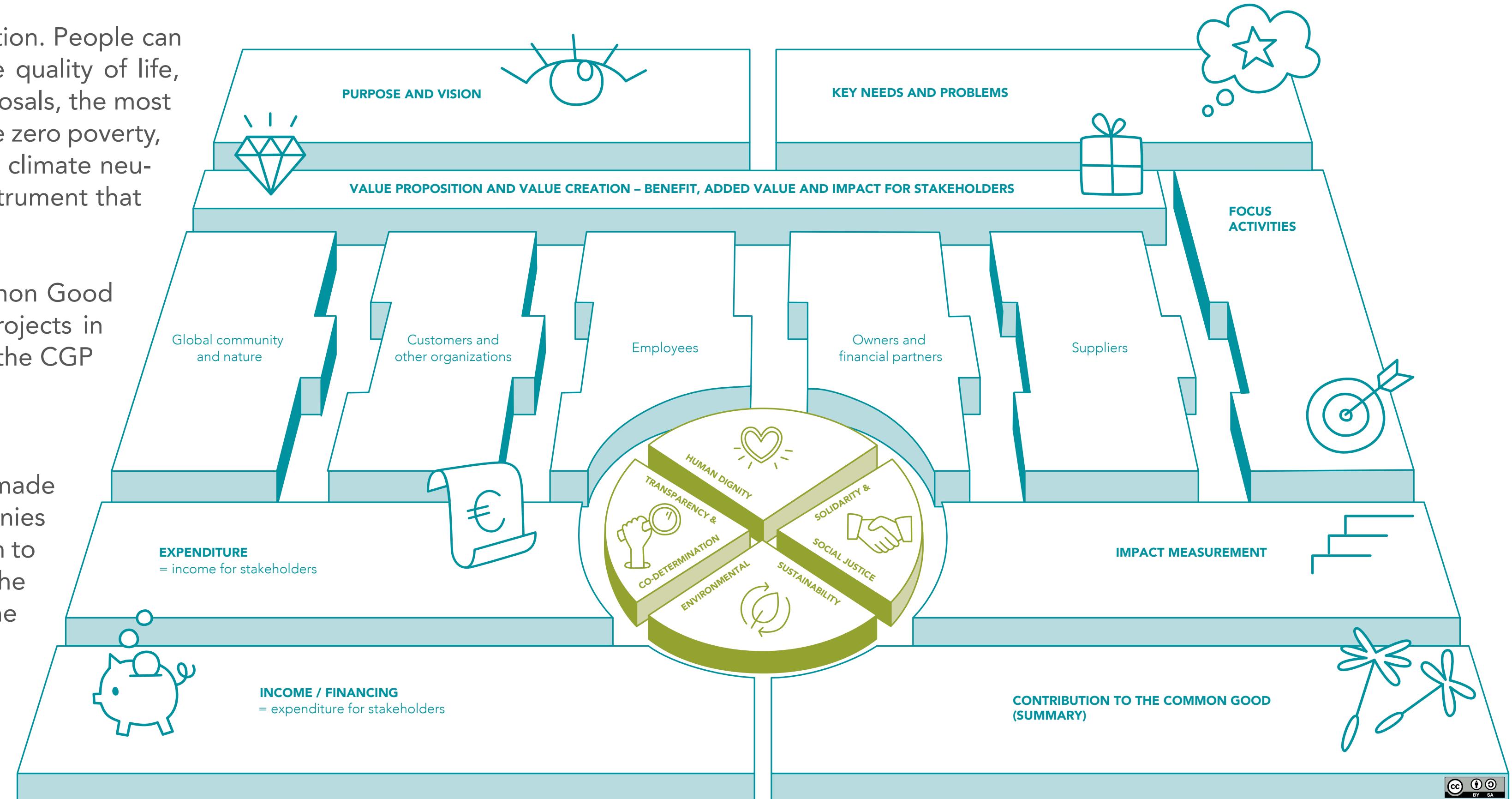
The **Common Good Product (CGP)**⁷ is an economic instrument that serves as an alternative and complement to GDP. It measures the achievement of a society's core values and progress towards economic goals derived from these values. Societal goals are defined democratically through citizens' assemblies or economic conventions.

It shares a core principle of the ECG movement: participation. People can submit proposals for the most relevant areas to measure quality of life, wellbeing for all, and the common good. From these proposals, the most voted are included in the final CGP. Examples could include zero poverty, biodiversity, trust and security, health, good education, or climate neutrality. The CGP is an easy-to-understand participatory instrument that works at municipal, regional, and national levels.

To date, efforts have been made to implement the Common Good Product (CGP) and gather relevant data through pilot projects in various parts of the world. These practical applications of the CGP are known as the **Common Good Index (CGI)**.

Ecogood Business Canvas⁸

The ECOnGOOD Business Canvas is an interactive, tailor-made product developed for founders. This tool allows companies and organisations to embed their purpose and contribution to socio-ecological change into their business model from the outset. It combines the ECG model with the benefits of the well-known Business Model Canvas.



ECOnGOOD Business Canvas 3D illustration

ORGANISATIONAL STRUCTURE

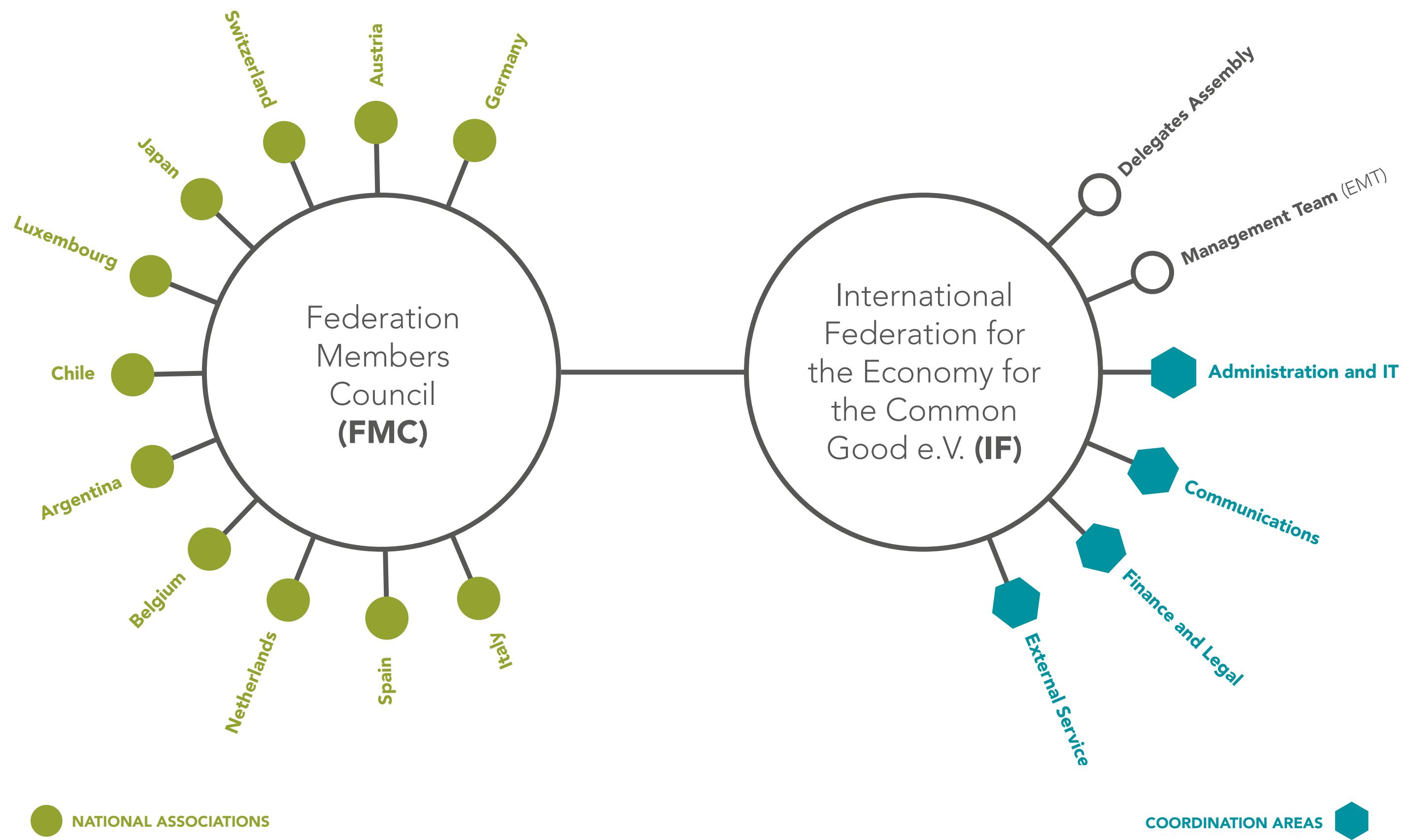
The International Federation has undergone significant organisational restructuring in 2024, guided by initial proposals from the Organisational Structure Working Group. These changes have steered the organisation towards a more sociocratic model whilst improving administrative efficiency to better serve its growing international presence.

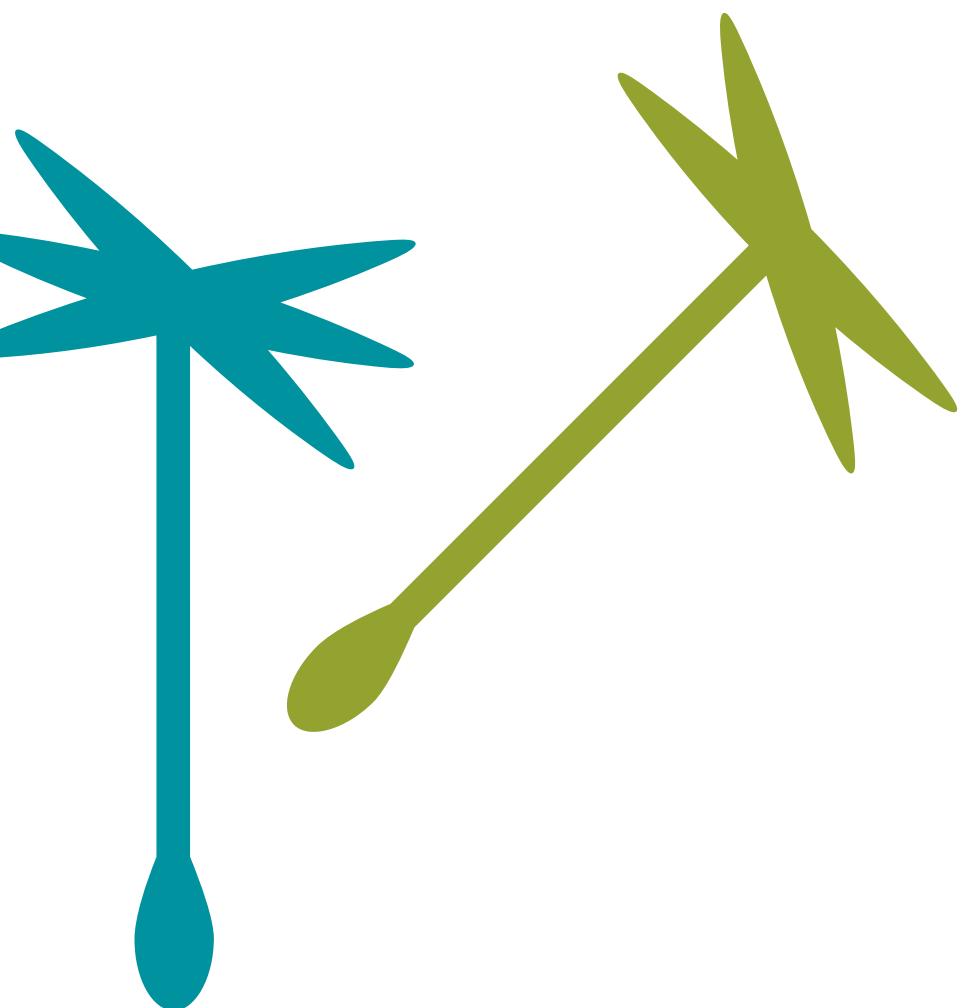
To visualise and manage this new structure, the organisation has implemented Peerdom, an innovative organisational mapping tool. Peerdom provides a comprehensive visualisation of the organisation's structure, clearly delineating roles, responsibilities and interconnections between different organisational units.

Whilst grounded in sociocratic principles, the current organisational

structure (as of September 2024) primarily serves as a visual representation of the International Federation's framework. Although considerable progress has been made in implementing sociocratic processes, the organisation continues to work diligently on fully integrating these principles across all organisational levels. The organisation's ongoing efforts focus on seamlessly incorporating each element of this multi-faceted structure into its evolving operational framework.

This is a simplified rendition for the sake of this report. [Explore the full structure here](#). Members can refer to the appendix to learn more about the IF Organisational Structure and Peerdom in the Wiki⁹.





The organisation is composed of organisational units that operate interconnectedly:

- » **International Federation (IF):** Umbrella organisation with headquarters in Hamburg, Germany, a non-profit association under German law. Only ECOOnGOOD National Associations are admitted as members. At the end of 2024, the International Federation has eleven members:
 - › Germany: [GWÖ-Deutschland e.V.](#), Berlin
 - › Austria: [Bundesverband Gemeinwohl-Ökonomie Österreich](#), Vienna
 - › Switzerland: [Verein zur Förderung der Gemeinwohl-Ökonomie Schweiz](#), St. Gallen
 - › Spain: [Asociación Federal Española para el Fomento de la Economía del Bien Común](#), Miranda de Azán
 - › Italy: [Federazione per l'Economia del Bene Comune in Italia](#), Bressanone
 - › Netherlands: [Goed-Economie Nederland](#), Utrecht
 - › Belgium: Economy for the Common Good Belgium, Vorst
 - › Luxembourg: [Gemeinwohl-Ökonomie Luxemburg a.s.b.l.](#), Luxembourg
 - › Chile: [Economía del Bien Común Chile](#), Santiago de Chile
 - › Argentina: [Asociación Civil Economía del Bien Común Argentina](#), Córdoba
 - › Japan: [General Incorporated Association ECG JAPAN](#), Tokyo

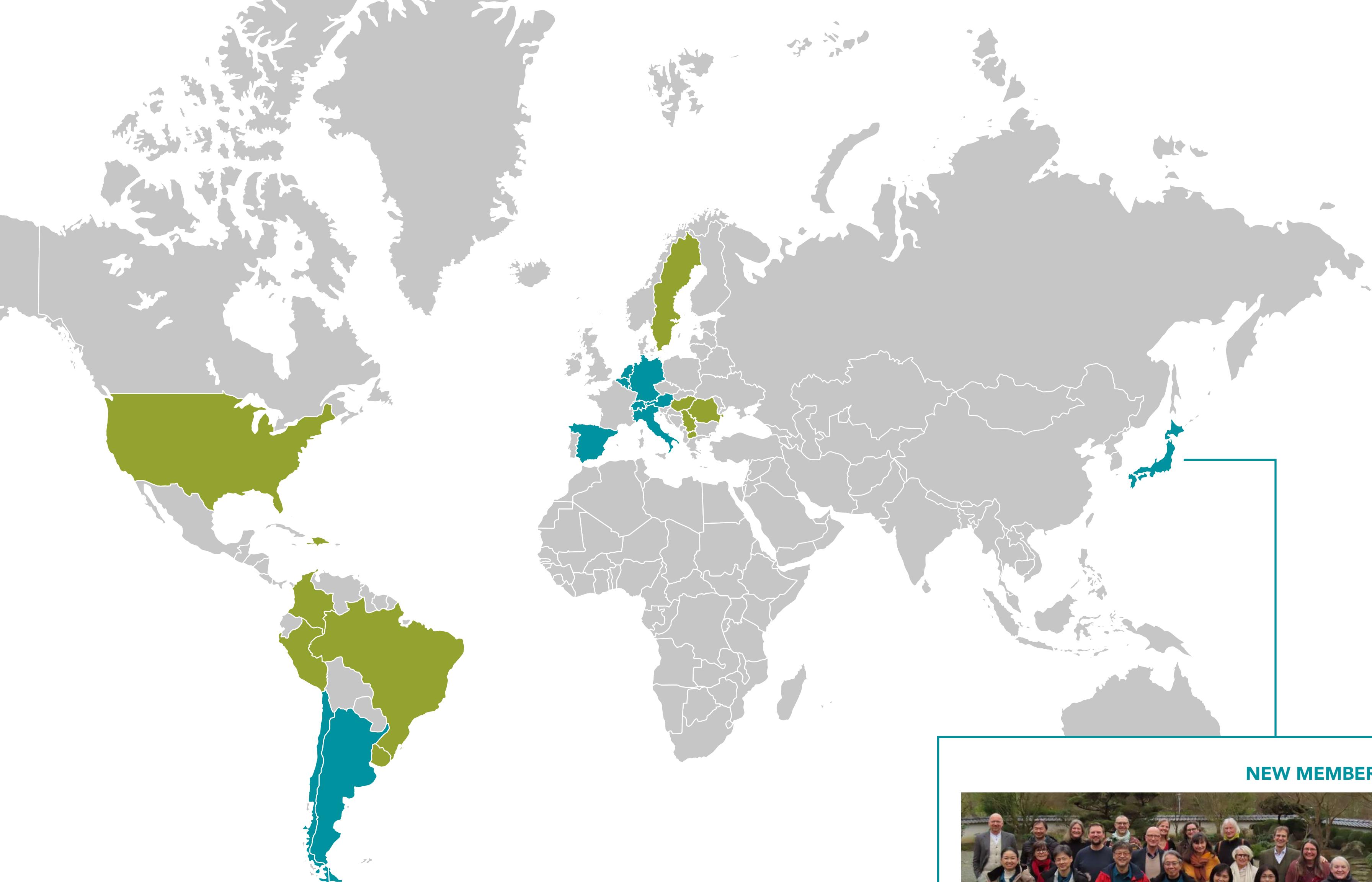
[Gemeinwohl-Ökonomie Bayern e.V.](#) in Munich, Germany, has been a supporting member since 2018.

- » **ECOnGOOD Management Team (EMT):** Executive, decision-making body of the international movement, responsible for prioritisation and implementation.
- » **Delegates Assembly (DA):** Annual, strategic, decision-making body comprising of representatives across all the local chapters and hubs.
- » **Federation Members Council (FMC):** Members Assembly of the International Federation (IF). Each country may send one representative to FMC meetings, the members have different number of votes according

to their membership. Supporting members are permitted but they do not have the right to vote. FMC meetings take place four times a year.

- » **International Hubs:** Central, permanent teams consisting of volunteers, and in some cases coordinating staff, that develop, improve and coordinate key functions for ECOOnGOOD operations. E. g., the Matrix Development Team, Consultants, Auditors, Science and Research among others.
- » **Working Groups:** Sub-groups expected to be required on a temporary basis commissioned by the DA, EMT or the IF to investigate or develop specific topics. New working groups might become hubs, once established and agreed at the Delegates Assembly.
- » **National Associations:** These legal bodies support and coordinate the development of local chapters and regional associations in their country as they develop projects and events focused on creating national impact.
- » **Regional Associations:** Linked to a national association, regional associations support and coordinate local chapters in their area as they develop projects and events focused on creating regional impact.
- » **Local Chapters (LC):** Local groups consisting of individual members that coordinate events and projects to promote the ECG values and tools in their local communities. Typically, the first point of contact for new members and volunteers.¹⁰

In 2024, we welcomed a new ECOOnGOOD National Association in Japan and seven new Local Chapters spread across United States and Germany: LC Hamilton | LC Allgäu | LC Mönchengladbach | LC Hansebelt | LC Soest | LC Altmark-West



See the interactive map updated in real time.

NATIONAL ASSOCIATIONS

- » Switzerland
- » Austria
- » Luxembourg
- » Germany
- » Netherlands
- » Belgium
- » Italy
- » Spain
- » Chile
- » Argentina
- » Japan

LOCAL CHAPTERS AND REGIONAL ASSOCIATIONS

- » Argentina
- » Austria
- » Belgium
- » Brazil
- » Switzerland
- » Chile
- » Colombia
- » Germany
- » Dominican Republic
- » Spain
- » Croatia
- » Hungary
- » Italy
- » Luxembourg
- » North Macedonia
- » Mexico
- » Netherlands
- » Peru
- » Romania
- » Serbia
- » Sweden
- » United States
- » Uruguay

NEW MEMBER



GOVERNANCE



The ECG Governance¹¹ is a collection of international decisions and governance. It includes decisions of all Delegates Assemblies (DA). The aim of this document is to provide the movement with a reliable basis for their activities and decisions and thus create clarity and transparency. It is revised and supplemented once a year after the Delegates Assembly. The ECOOnGOOD Management Team (EMT) is responsible for updating this document. The ECG Code of Conduct¹², Basic Principles¹³ and Terms of Reference¹⁴ are also part of the Governance. The Association Statutes¹⁵ can be found in the appendix. All of these documents are available to members in the appendix.

The decisions made by the organisation at all levels are based on systemic consensus. Members can refer to the appendix to learn more about sovereign democracy.¹⁶

"The Common Good Balance Sheet is a ready template for politicians to create a legal framework for this goal."

Antje von Dewitz, Managing Director at Vaude and ECG advocate

BOARD MEMBERS AND MEETINGS

The EOnGOOD organisation has three main decision-making and executive bodies:

- 1. EOnGOOD Management Team (EMT):** The executive body responsible for prioritisation and implementation within the international movement.*
- 2. Federation Members Council (FMC):** The members' assembly and parliament of the International Federation (IF).
- 3. Delegates Assembly (DA):** An annual strategic and decision-making body composed of representatives from all local chapters and hubs.

EOnGOOD Management Team (EMT)

List of EMT members active in 2024

- » Bridget Knapper, January-June
- » Christian Felber, January-June
- » Gus Hagelberg
- » Luciana Cornaglia
- » Markus Müllenschlaeder
- » Sophie Saxe Gripenberg, June-December

This board celebrated 15 meetings in total in 2024. Members can access the full list of meeting minutes decisions made in the Wiki.¹⁷

Federation Members Council (FMC)

List of FMC active members in 2024

- » Carlos Adolfo Viale, Argentina
- » Gebhard Moser, Austria
- » Jeroen Doensen, Netherlands
- » John Wegener, Germany
- » Julio Rojas, Chile
- » Paco Álvarez, Spain
- » Paolo Fedi, Italy
- » Raymond Aendekerk, Luxembourg
- » Thomas Calis, Belgium
- » Thomas Schanz, Switzerland

Standing guests (no voting rights)

- » Sonja Sewera, Austria
- » Johanna Donà, Italy
- » Markus Hözl, Bavaria

This board celebrated 5 meetings in total in 2024. Members can access the full list of meeting minutes and decisions made in the Wiki.¹⁸

* June 2024, the Management Team structure changed. Previously, it consisted of an Executive Management Team (EMT) and an International Coordination Team (ICT) of legal representatives. Since June 2024, there has been only the EMT, with three of its members serving as legal representatives.

Delegates Assembly 2024

The ECOOnGOOD Conference and Delegates Assembly (DA) 2024 was held from June 20 through 22. The event featured a novel format compared to previous years, maintaining the co-determination aspect whilst offering a broad range of interactive seminars and networking opportunities. The Assembly, during which elected delegates convened to vote on important strategic matters, ran parallel to and was integrated within an online conference, which welcomed members and guests from all across the globe.

The organisers elevated the experience by crafting a three-day conference focusing on ECG-related topics. Each day centred on a distinct stakeholder group: Day 1 concentrated on Municipalities, Day 2 on Companies, and Day 3 was devoted to networking. Each day featured comprehensive online conference programmes with expert speakers from the movement and partner organisations, who shared their experiences and facilitated engaging discussions.

Throughout this exceptional event, the ECOOnGOOD movement united to exchange knowledge, network and foster a sense of community whilst supporting elected delegates in their decision-making. The conference was conducted online in English, with simultaneous interpretation available in German and Spanish. Workshops, Open Spaces and Breakout Rooms were facilitated in multiple languages. Members may access the detailed agenda and speakers' presentations in the appendices.¹⁹ Video recordings of presentations and discussions are accessible to all in the appendices as well²⁰.

Only one proposal was submitted, reviewed, voted on and approved through systemic consensus during the 2024 DA:

- » DA 2024 - Proposal 1 - Close the International Coordination Team (ICT) and support moving ICT members to the Federation Management Team (FMT)



Additionally, one ICT member was confirmed:

- » DA 2024 - Confirmation of ICT Member Gus Hagelberg

Members can refer to the appendix for the record of these topics and decisions.²¹



Bringing our movement together
with Speakers, Workshops,
Breakouts, Open Spaces

June 20-22, 2024 (Online)

STAFF

The IF total workforce grew from 25 to 29 people between 2023 and 2024. All of these are part-time positions, equivalent to 12 full-time positions.

Two different types of contracts:

11 employees **18** service contractors or freelancers

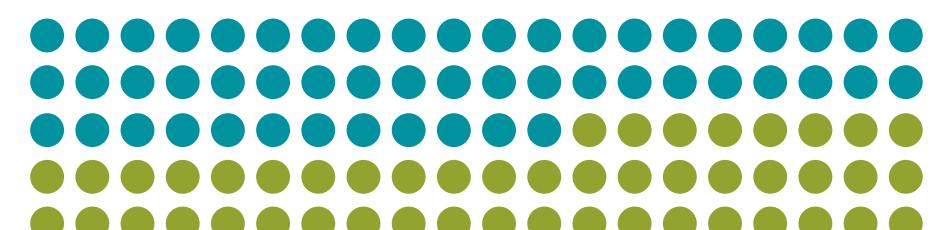
Working hours per week

13.11 **3 to 25**
average range

DEMOGRAPHICS (2024)

44.5

years - Average age



Gender: 52% men | 48% women

13 different nationalities:

Argentina (ARG)
Austria (AT)
Netherlands (NL)
Brazil (BRAS)
Costa Rica (CRI)
Germany (DE)
Denmark (DK)
Dominican Republic (DR)
Italy (IT)
Spain (SP)
Sweden (SWE)
United Kingdom (UK)
United States (USA)

Major language areas include:



62 % | 18 people

German-speaking:

14 % | 4 people

Spanish-speaking

7% | 2 people

*English-speaking

17 % | 5 people

Other languages

- Dutch: 1 person | 3%
- Danish: 1 person | 3%
- Italian: 1 person | 3%
- Portuguese: 2 people | 7%

*English is the official language of the International Federation, as is the most common second language for staff and volunteers that facilitates communication.

VOLUNTEERS

ECOnGOOD started as a grassroot movement, and as such, many volunteers are mainly active at a national or local level in their Local Chapters and National or Regional Associations. However, there are some instances or projects where individuals offer their skillset and time for an international event or project on a voluntary basis.

4,590
members worldwide

1,312
businesses have drawn
a Common Good Balance
Sheet

176
Local Chapters have
been opened

33
countries have ECOnGOOD
members actively working
towards the Common Good

44
municipalities have drawn up a
Balance Sheet or implemented
ECG initiatives as part of their
administration

OPERATIONS

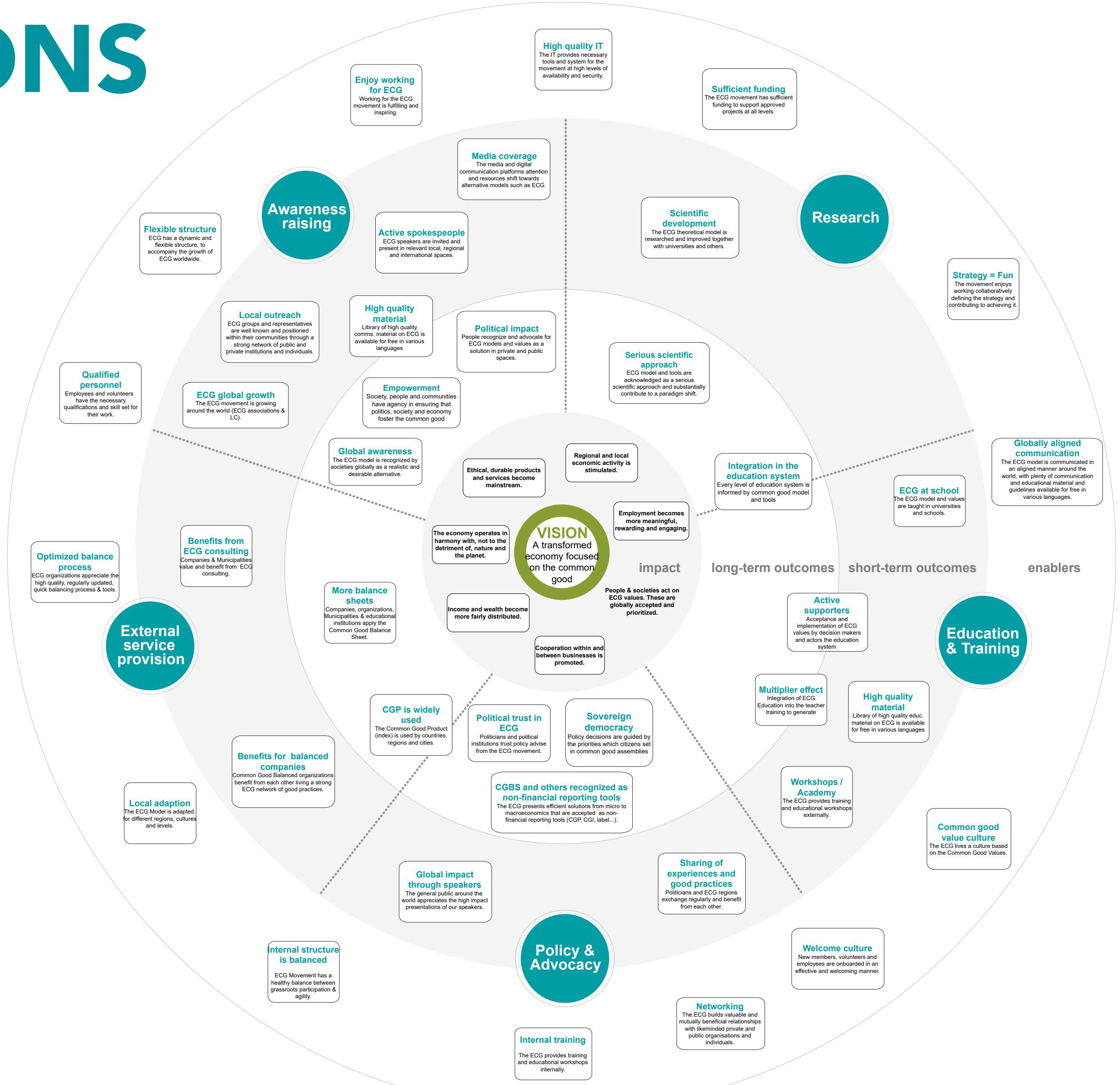
Based on the analysis and proposals put forward by the International Strategy Working Group²², ECOOn-GOOD developed its **Theory of Change** to establish the organisation's impact and goals, as well as how each internal unit contributes to them. This methodology provides a clear view of logical relationships, visually mapping objectives and breaking down the overall vision into more actionable steps.

It includes several key components:

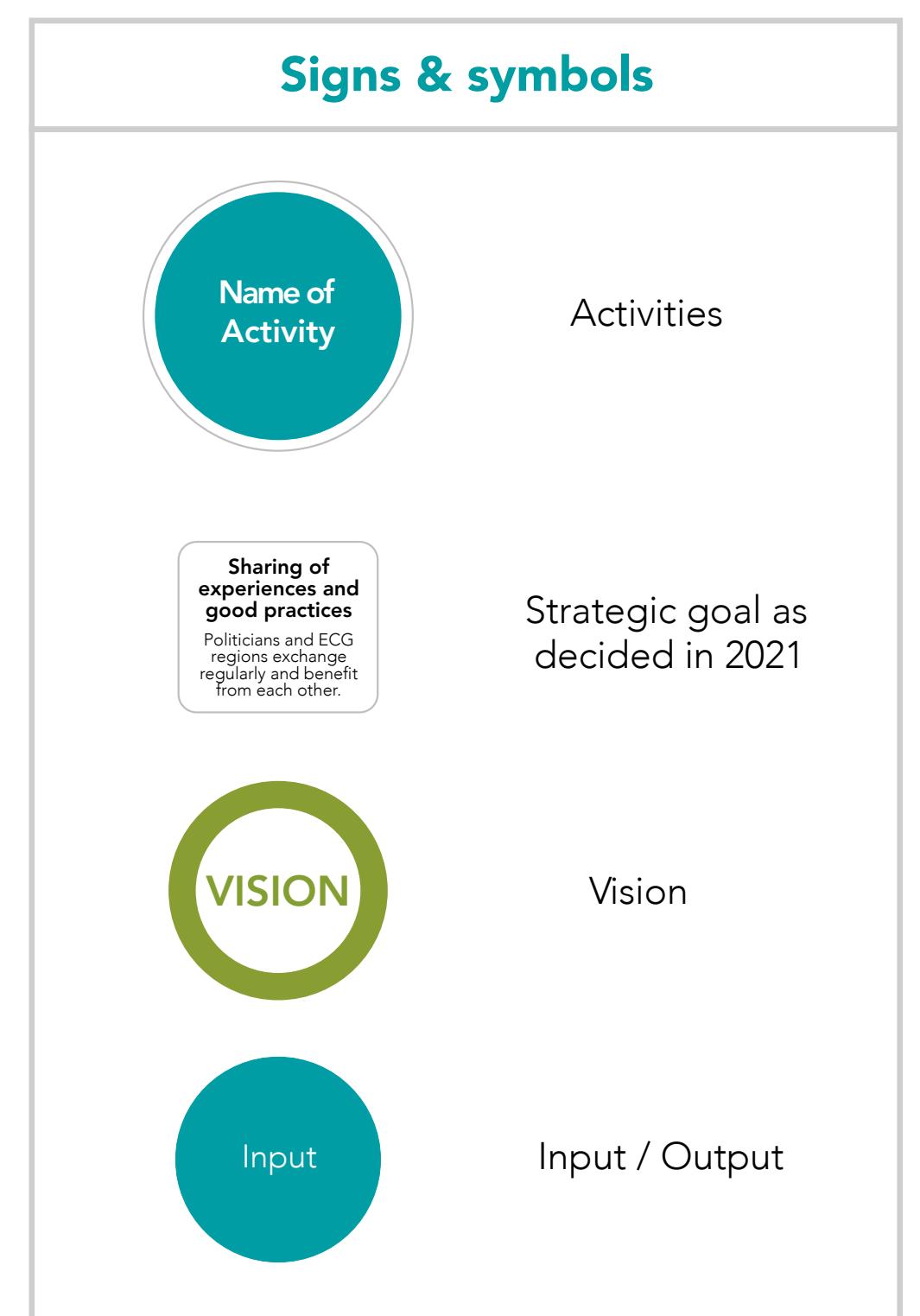
- » Inputs: The resources available for the project.
- » Activities: The specific actions undertaken to achieve the goals.
- » Outputs: The tangible results generated by utilising the resources.
- » Outcomes: The impact derived from the outputs.

The primary goals of this visualisation are to ensure it:

- » Provides straightforward access to additional information



Our Theory of Change



*Theory of change visualisation. Last update version: June 2023.
This is an active project.



- » Links the movement's strategy with the inputs and outputs of every organisational unit.
- » Creates clear links between the movement's strategy and the inputs and outputs of each organisational unit
- » Demonstrates the relationship between inputs/outputs and primary strategic objectives
- » Offers flexibility for various organisational units, such as hubs, working groups, or local chapters, allowing them to thoroughly align their areas of work

This structure allowed the organisation to identify **five major areas** where it creates impact in building an Economy for the Common Good:

- » **Science & Research**
- » **Education & Training**
- » **Policy and Advocacy**
- » **External Services Provision**
- » **Awareness Raising**

Each Hub, Working Group, Local Chapter, National and Regional Association contributes to one or more of these activities through their ongoing operations at their own level.

Active International Hubs in 2024



Auditors Hub:
Audits and controls Common Good Balance Sheet results



Companies Hub:
Supports and networks with ECOOnGOOD businesses



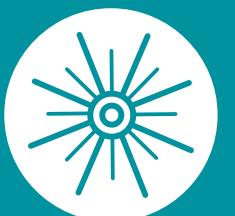
Communication Hub:
Manages internal and external communication, enables and coordinates other communication units



Consultants Hub:
Advises businesses and non-profits on creating Common Good Balance Sheets



Education Hub:
Creates educational resources and partners with institutions to introduce ECG



Faith Organisations Hub:
Coordinates ECG activities in religious communities internationally



Fundraising Hub:
Facilitates collaboration to strengthen fundraising capacity



Matrix Development Team (MDT):
Defines ECG standards and develops the ECG-Matrix



Municipalities Hub:
Supports municipalities in creating Common Good Balance Sheets



IT Hub:
Develops and maintains software tools for the organisation



Science and Research Hub:
Supports academic research and curriculum reform based on ECG values



Speakers Hub:
Spreads ECG message through talks, conferences, seminars and other appearances



Youth Hub:
Mobilises youth support and networks with youth organisations

Members can refer to the appendix for further information on each Hub, such as the Terms of Reference, meeting minutes and projects.²³

Activities

Each International Hub plays a crucial role in advancing the organisation's mission through dedicated efforts and specialised expertise. Hubs contribute significantly to one or more of the five activities identified in the organisational strategy. Their collaborative work and individual initiatives led to numerous successful outcomes throughout the year 2023.

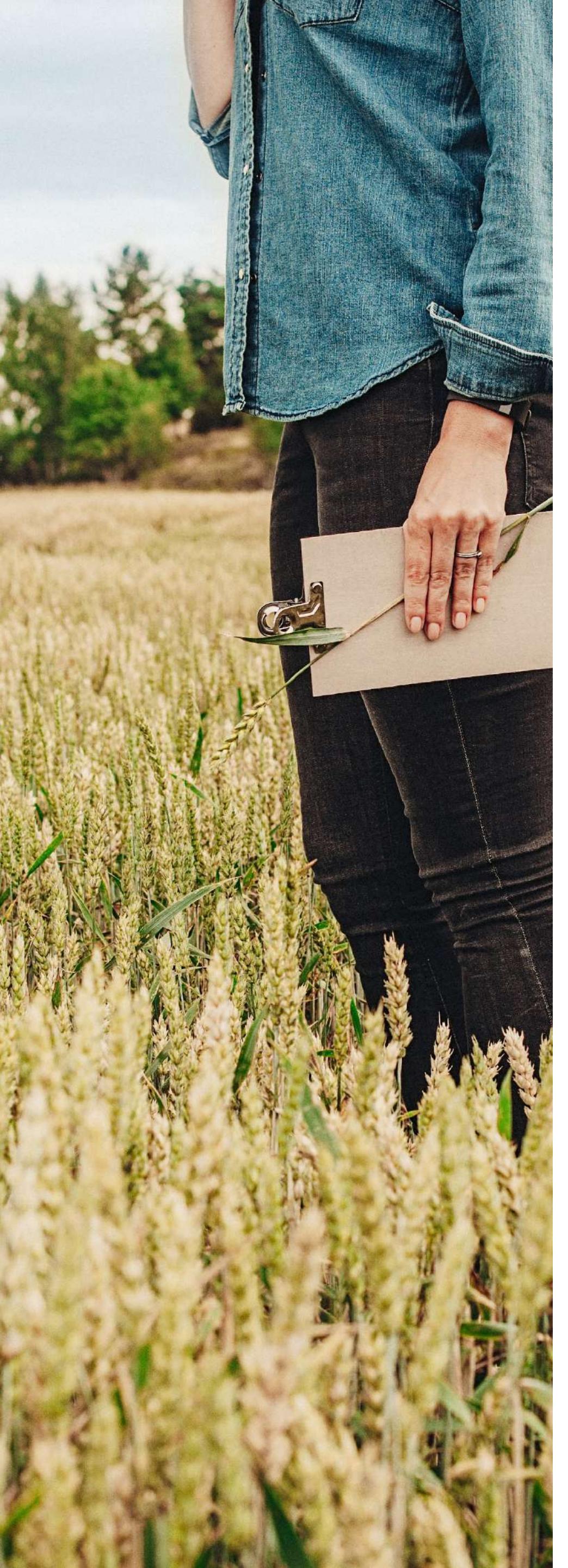
This overview not only showcases the diverse range of projects and initiatives undertaken but also demonstrates how the international network synergises to create meaningful change and progress in line with the overarching goals.

There were remarkable contributions made by the International Hubs across these strategic areas:



"The common good is not a fixed state, but an ongoing process – a continuous invitation to rethink and reshape the economy."

**Ulrike Reimann,
Coordinator of the Matrix
Development Team (MDT)**



SCIENCE & RESEARCH

Despite experiencing reduced capacity due to the departure of a team member, the **Science & Research Hub** maintained a robust schedule of approximately 20 internal meetings throughout the year. Regular meetings were held every six weeks with the new area coordinator implementing new work processes and procedures, as well as managed a growing library of academic and technical resources.

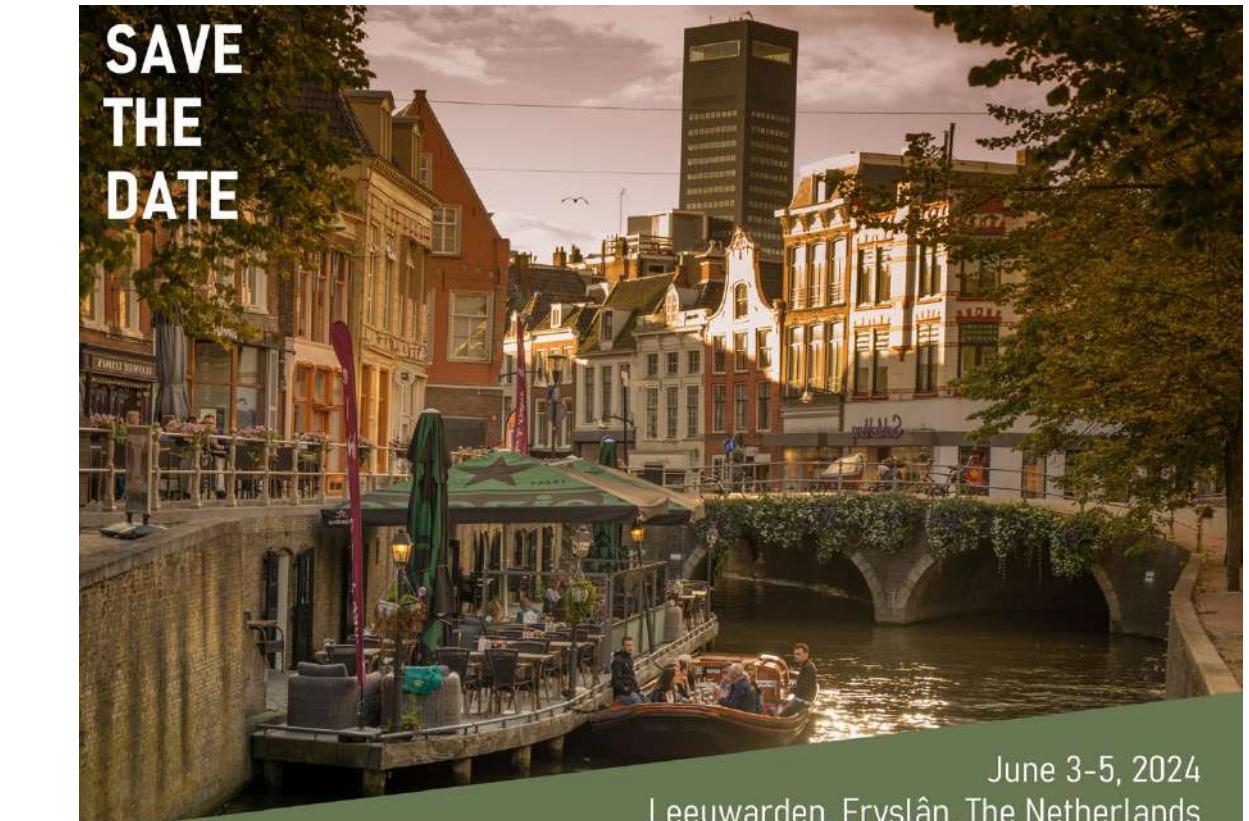
Collaboration was a key focus, with the Hub engaging in more than ten meetings with other areas and other international ECOOnGOOD hubs to provide support and develop new projects. External engagement was equally strong, with over five meetings held with universities, research centres and other institutions.

In early 2024, the Open University of Catalonia (UOC), based in Barcelona and focused on online education, renewed its collaboration agreement with the IF by signing a broader agreement for leveraging research initiatives of the economic ecosystem. This partnership exem-

plifies how the Science & Research Hub works with higher educational institutions to advance sustainable economic practices through academic channels.

A significant achievement was the establishment of a consortium of co-hosting institutions for ECGIC24, comprising NHL Stenden UAS, Hanze UAS, Wetsus, and UOC (Open University of Barcelona). The Hub played a crucial role in organising the Economy for the Common Good International Conference 2024 (ECGIC24), maintaining a dedicated website and developing a comprehensive manifesto and proceedings to wrap up the event, including: a book of abstracts, impressions from participants, as well as the presentations and papers submitted. In the two months leading up to the conference, weekly meetings were held with the Organisation and Steering Committee to ensure a successful celebration of the event.

The ECGIC24 is held every 2 years and represents the largest international event organized by the IF, through the international Science & Research Hub. You can read more about it in our [Highlights and achievements](#).



SAVE THE DATE

June 3-5, 2024
Leeuwarden, Frieslân, The Netherlands

ECGIC 2024 III ECONOMY FOR THE COMMON GOOD INTERNATIONAL CONFERENCE

Converging Future-Fit Economic Models: Advancing Just and Sustainable Regions

Over three engaging days, we will discuss the most impactful future-fit economic models, learn from successful sustainable practices and tackle the question: *“How can regions leverage a multi-stakeholder perspective to shift from GDP-led growth towards sustainable growth of their non-monetary ‘area capital?’”*

Together, we will develop a manifesto containing concrete steps that can be taken by businesses, governments and civil organizations to future-proof their regional economics, complementing the ideas of the recent Beyond Growth 2023 conference by providing more tangible insights.





EDUCATION & TRAINING

The **Education Hub** has established regular monthly meetings that were later adjusted to a bi-monthly schedule. It expanded internationally, welcoming participants from Japan, South Africa and America to form a more diverse working group.

A significant achievement was the successful application and approval of Erasmus+ funding in July 2024. This funding enabled the translation of crucial educational materials into English, broadening their accessibility and supporting the development of training programmes for multipliers whilst establishing a foundation for international workshops.

The hub fostered strong partnerships, notably with the Spanish foundation Novessendes, where Spanish educational materials from the International Federation were presented at a teacher training day. The Spanish Federation provided valuable educational resources for adaptation and translation. The hub made significant progress in translating materials into English to support training programmes and suc-

cessfully launched its webpage in December.²⁴

Collaboration was a key focus, with the hub working alongside its sub-hubs to establish international criteria for quality educational work. Regular meetings with the Academy led to the development of initial ideas for a quality management system for Academy content. The hub also celebrated the publication of three new educational materials.

Several ongoing projects will continue into the next year, including the Curriculum project (2022-2025) and the establishment of public-interest-oriented student companies (2024-2026). In North Rhine-Westphalia, an innovative project was launched to support two student companies in common good-oriented start-ups, culminating in Common Good Balance Sheets and the creation of comprehensive educational materials by spring 2026. The hub has developed an ambitious plan with the Elsa-Brandström-Gymnasium Munich for a three-day student common good balance sheet in mid-

2025, implementing a whole-school approach to transformation.

Ongoing initiatives include the systematic distribution of educational modules through ESD portals and education method exchanges, expansion of the certified educators and trainers pool, targeted workshop acquisition in FSJ public relations, and multiplier training on new curriculum project modules through digital Hub meetings.

The **Municipalities Hub** held two general meetings, one on June and another in October. They developed and initiated a training programme for consultants, with two successful training sessions conducted in Leipzig and Salzburg.

The **Communication Hub** collaborated closely with the Academy to develop content and provide comprehensive feedback for both the platform and pilot courses.

The **Matrix Development Team (MDT)** conducted assessment days for new teams and prepared a

pre-release of Matrix 5.1 for training purposes. The team established close collaborations with various hubs and developed a course for version 5.1 with the Academy.

POLICY & ADVOCACY



In 2024, the **EU Policy Working Group** maintained robust engagement with policymakers, EU institutions, and civil society actors, advocating for a more ethical and sustainable economic system. They conducted a thorough review of their Policy & Advocacy Strategy for 2024-2029, adapting to the new political landscape following EU Parliament elections and new appointments. A significant development was the launch of an internal wiki page to document ongoing policy work, petitions, and advocacy priorities.

The group actively monitored EU-level initiatives, including the Empowering Consumers for the Green Transition Directive and the Green Claims Directive, analysing their potential impacts on ECOOn-GOOD tools and services. A major achievement was their successful lobbying for the Corporate Sustainability Due Diligence Directive (CSDDD), where they collaborated with other NGOs and issued various CSO statements and open letters.

Throughout the year, ECOOn-GOOD International maintained active participation in EU policy platforms, including the Alliance for Corporate Transparency and the EU Due Diligence Focus Group. They contributed significantly to EFRAG's expert communities, focusing particularly on European Sustainability Reporting Standards for SMEs. The group was involved in developing ESRS sector standards and joined protests against their postponement. Their public engagement included representing the EU Policy & Advocacy team at various events, notably at the BIOFACH label launch and the ECOOn-GOOD Conference.

"We need fundamental, systemic change, including a values-driven guiding culture in our entire economy. The transformation of the economy necessary to achieve the climate goals can only be successful if the common good becomes the focus of economic activity instead of maximum profit for a few. Reckless pursuit of profit at the expense of nature and people must be sanctioned whereas sustainable and responsible economics must be rewarded and made financially worthwhile for companies."

Martina Dietrich, Founder of SInnovation and ECOOn-GOOD Consultant



EXTERNAL SERVICES PROVISION

The **Companies Hub** reached over 600 organisations in the DACH region through their mailing list and newsletter, providing updates about events, campaigns and training opportunities. Throughout 2024, they held regular meetings covering various topics including ESRS discussions, matrix topics, Good Balancer implementation, CSRD implementation, and sustainability psychology, featuring input from diverse industry experts.

The **MDT** had a productive year, participating in strategic workshops and consultants' meetings in Nuremberg. Notably, they restructured their organisation with formal contracts for new members and completed a significant revision of the Matrix, modernising the development process.

The **Municipalities Hub** was particularly active in document preparation, holding 20 intermediate meetings. They finalised workbook V2.1.A in both German and English, prepared for the internationalisation of the Public Sector Hub for 2025, and established rules of procedure for regulated cooperation. They also developed an ISO-certified training programme for public sector consultants and implemented the new workbook.

Throughout 2024, the **Consultants Hub** held ten productive meetings, during which they coordinated their impact and efforts, and expanding its global reach by welcoming Japan as a new member submitting a budget request for the organisation's first official English Consultant Training. A major accomplishment was the development of the EOnGOOD Consultant Certification Process Minimum Standard. Members can review this document in the Wiki.²⁵ Additionally, they completed efforts to harmonise the international Consultants' Code of Conduct, available for members in the Wiki.²⁶

The hub initiated an important project to establish an international consultant training programme, which will be hosted within the EOnGOOD academy. They also engaged in constructive dialogue with the IF administration to clarify the worldwide management of the 10% movement fee.

Strategic communications played a vital role in the Hub's activities. They disseminated crucial internal updates about the EOnGOOD Label, Matrix 5.1 release process, new MDT positions, and CSRD strategy. They provided feedback regarding the new peer symbol and helped clarify the distinction between accreditation and certification, as well as encouraged stakeholder participation in the feedback process for version 6.0.

The Hub actively participated in the Commercial Services working group, which brought together all commercial hubs under the new organisational structure. They also contributed to organisational governance through DA decision-making preparation



AWARENESS RAISING

The **Communication Hub** made significant strides in several areas in 2024. Throughout the year, the hub maintained regular communication through 11 monthly meetings, produced monthly and bimonthly international newsletters, and managed website content, including news articles, social media posts and three international press releases. They also handled job profile publications and dissemination.

They collaborated with the **Fundraising Team** to develop the first draft of an ECOOnGOOD Presentation Deck: a master presentation introducing the ECG model and tools through theory, as well as practical examples, that spokespersons can extract slides for their own participations and be easily translated into other languages. They also discussed standardised procedures for developing and implementing international movement-wide tools and hosted their first collaborative International Communication Strategy Workshop.

This hub fostered important partnerships, collaborating with Bet-

ter Europe for EU Policy framework monitoring and coordinating Spokespeople and Ambassadors meetings. They actively participated in various CSO initiatives, joining networks, alliances and EU-based organisations in advocacy efforts for ethical corporate practices.

Additionally, they provided comprehensive promotion, coverage and documentation for the III ECGIC 2024. **The Science and Research Hub**'s digital presence saw significant enhancement in collaboration with updates to the website incorporating outputs from the III ECG IC, including videos, manifesto and figures. Communication efforts included the distribution of four newsletters in 2024 and management of a growing LinkedIn community of 289 members.

The Core Documents and Translation Working Group coordinated the translation of Matrix 5.1 into German with the **Matrix Development Team**, developing new workflows and establishing virtual spaces for Italian and Spanish translations with

automatic translations for proofreading. They also provided original documents and editable files to support the translation projects of volunteers as on a request-basis.

The **Youth Hub** maintained consistent engagement through monthly online meetings and organised several informal face-to-face gatherings at various festivals and events. These included the Brechtfestival in Augsburg, Aufstand Umwelt-Festival near Stuttgart, GLS Bank Jubiläumsfestival in Bochum, ECG International Conference in Leeuwarden, the Summer Week in Hermannsburg, and Das Fest in Karlsruhe. They successfully conducted a workshop at the Aufstand Youth Festival in Stuttgart, receiving positive feedback. The hub continues to maintain their German webpage on and participates in Hub coordination meetings whenever their capacity allows for it.

The **Faith Hub** demonstrated active engagement throughout the year, participating in various faith events including the Catholic Day and collaborating with networks such as

Mainzer Kreis and the "Nordkirche and ECG" Working Group. They expanded their international reach with contacts in Congo and Sweden and translated their standard presentation into English. The Hub maintained their presence through detailed entries on both the German ECG website and collaborated with the **Communication Hub** to develop a dedicated international webpage.²⁷

Regular participation in Hub Coordination meetings and DA was complemented by several significant events, including a networking meeting focusing on CSRD with Caritas and Diaconia at the German national level in November 2024, as well as an International Meet & Greet in February 2024 in an effort to increase their international visibility. They also celebrated a Meet & Greet with German-speaking Local Chapters in August 2024. The hub held two well-attended group meetings and maintained regular coordination team meetings throughout the year, concluding with a meeting with an EMT representative in the last quarter of the year.

HIGHLIGHTS AND ACHIEVEMENTS

JANUARY



Hamburg | Germany

First professional Football Club with a Common Good Balance Sheet. [Read more →](#)



Nuremberg | Germany
ECG launches ECOnGOOD Label. [Read more →](#)



Nuremberg | Germany
ECG rebrands as ECOnGOOD. [Read more →](#)

Creation of international ECG Science and Research online community. [Read more →](#)

FEBRUARY

MARCH

Presentación pública del Índice del Bien Común de Guarromán



Viernes
1 de marzo de 2024
10:30 horas
Casa de la Cultura
Guarromán

Organiza:
Ayuntamiento de
Guarromán
Guarromán
El Ayuntamiento de
Andalucía
Colaboran:
ECONOMÍA
DEL BIEN COMÚN
Andalucía
Cooperación
para la sostenibilidad

Spain's first Common Good Index
[Read more →](#)



**Joint Statement:
YES to the CSDDD.** [Read more →](#)



Academy

ECOnGOOD Academy Pilot launch
[Read more →](#)



First ECOnGOOD website in French is live. [Read more →](#)

APRIL



Joint statement: Sustainable Resource Management.
[Read more →](#)

MAY



Mention in Roadmap to Planetary Health. [Read more →](#)

JUNE

**Delegates Assembly 2024**[Read more →](#)**III Economy for The Common Good International Conference (ECGIC 2024).** [Read more →](#)**EOnGOOD Austria awarded by the Good Council.**[Read more →](#)**Open Call: Working Group for IF's first Common Good Balance Sheet.**

JULY

**Common Good Municipalities X Utrecht University.**[Read more →](#)**IF website and tools change from ecogood to ECOnGOOD.**[Read more →](#)**Celebrated Summer Week 2024.**[Read more →](#)

SEPTEMBER

**Japan joins the IF!**[Read more →](#)

OCTOBER

**Germany****ECOnGOOD Label Company** nominated for Sustainability Award.[Read more →](#)**Salzburg | Austria****360°//GOOD ECONOMY FORUM 2024.** [Read more →](#)

NOVEMBER

**Mention in Ethical World Trade and Economy for the Common Good.**[Read more →](#)

DECEMBER

**3FO Foundation empowers ECG values.**[Read more →](#)

ECGIC24

The Economy for the Common Good International Conference (ECGIC) is a pivotal gathering that brings together academics, practitioners, and thought leaders to explore and advance alternative economic models focused on sustainability, social justice, and collective wellbeing.

The third edition of this conference was held from 3-5 June 2024 in Leeuwarden, The Netherlands, marking a historic moment in the evolution of alternative economic thinking. This event uniquely brought together representatives from various transformative economic models, fostering unprecedented collaboration and dialogue.

ECGIC24: "Converging Future-Fit Economic Models: Advancing Just and Sustainable Regions" was organised by a host consortium consisting of the European Centre of Excellence for Sustainable Water Technology (WETSUS), two regional universities - NHL Stenden and Hanz-

engoheschool Groningen, and the ECOOnGOOD Science and Research International Hub.

KEY HIGHLIGHTS OF ECGIC 2024

- » A groundbreaking roundtable featuring leaders from five alternative economic movements, including Christian Felber (ECG), Kate Raworth (Doughnut Economics), Jason Nardi (Social and Solidarity Economy), Lebohang Liepollo Pheko (Wellbeing Economics), and Paul Schenderling (Postgrowth Economics)
- » Impressive participation with 230 attendees from over 12 countries
- » 44 scientific paper presentations, 8 posters, and 10 practical case studies
- » Development of a collaborative manifesto for future-fit economic models

CONFERENCE RESOURCES

For those interested in learning more about the conference outcomes and presentations:

[View the conference proceedings](#)

[Watch the conference aftermovie](#)

[Read the full manifesto](#)

[Learn more about the ECGIC24](#)

The conference represented a significant step forward in uniting various alternative economic movements, demonstrating the growing momentum towards more sustainable and equitable economic models.



INTERNATIONAL EVENTS

As founder, author and advocate of the Economy for the Common Good, Christian Felber plays a significant role representing ECOOnGOOD in major international events. Throughout 2024, he showcased the ECG model and tools at:



JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	
				May PINE 2024 Read more →				September World Ethic Forum Read more →				
				May Reinventing Capitalism podcast Read more →		July Eco Summer Camp 2024 Read more →		August - September AlpWeek 2024 Read more →		November Economy for the Common Good Seminar in Brazil Read more →		
				May First International Prosumer Economy Conference (IPEC) Read more →		July - August AEMS Summer University Read more →			November Study Launch: "A New Vision for the Global Trade Order" Read more →			

See full list of Christian Felber's appearances.

FINANCIAL REPORT 2024

We are looking back on 2024 as the most successful financial year since the International Federation was founded at the end of 2018. The year has ended with a profit of 86.827,15 € which we already have planned to spend for growing our activities and Impact towards the Common Good in 2025.

Due to the challenges at the end of 2023, we approached 2024 more financially conservative. The Budget was planned and monitored very closely. During the year we could expand our activities and spending's step-by step according to achieving certain Funding milestones during the year. Next to the highest profit in our history, 2024 also marked the first year where our Budget crossed the 1 Mio. EURO mark. More resources could therefore be invested to amplify the Impact of the ECON-GOOD Movement. While we mature as an organisation, we also focussed 2024 on stabilising the structure and

processes of our complex organisation as the Umbrella organisation of a grassroots Movement.

At the end of 2024 we were fortunate to recruit a new Staff member for our growing Accounting/Book-keeping needs. Our aim with the addition of the new Staff member is to develop and increase our capacity and competency to navigate the complex Accounting and Reporting needs of your Organisation. Also, at the end of 2024 we recognised the need to further increase our Fundraising capacity and will focus in 2025 on strengthening our Team and our organisational readiness for a broader engagement with Institutional Funders. We are also planning to recruit an external Communications Officer to strengthen our visibility and amplify the impact of the movement and organisation.

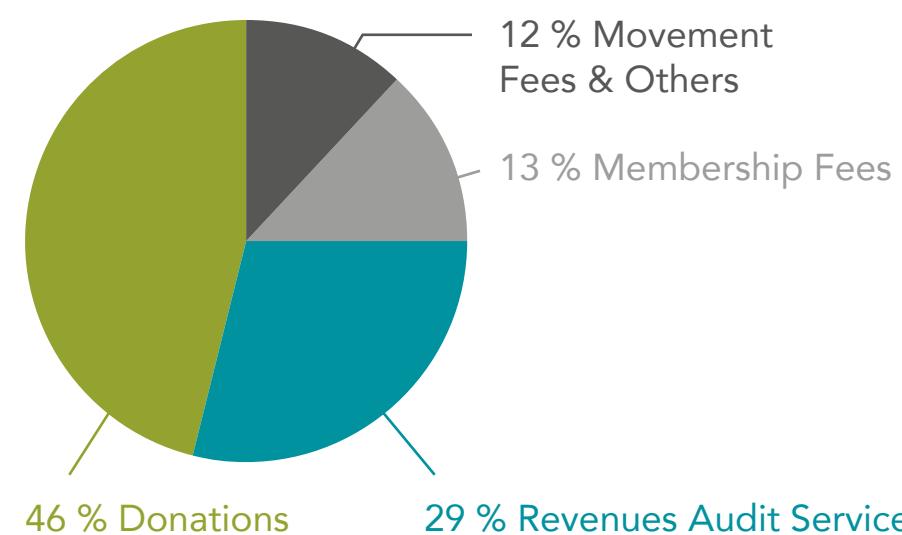
INCOME

The overall Income 2024 increased by 36 % (310.133 €) totalling 1.178.557 €.

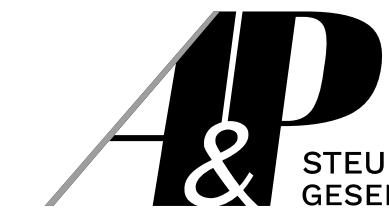
The main sources of Income 2024:

- » Membership Fees decreased by 9% (15.734€) but this is a one-time affect due to changes in the Accounting framework.
- » Donations increased by 53% (186.471 €)
- » Movement Fee and other Income increased by 112% (76.558 €)
- » Business area Revenue increased by 23% (62.839 €)

SOURCES OF INCOME 2024



CASH AUDIT REPORT 2024



STEUERBERATUNGS
GESELLSCHAFT MBH

MITGLIED IN aristotax
Ein Verbund unabhängiger Steuerberater & Rechtsanwälte

A&P STEUERBERATUNGSGESELLSCHAFT MBH • Gerlachstraße 25 • 14480 Potsdam

Dipl.-Ing. Andrej Philipp
Steuerberater
Dipl.-Ing. Eike Weichert
Steuerberater
Daniel Zietz
Steuerberater
Rico Philipp
Steuerberater

05.11.2025
10902 / CK

International Federation for
the Economy for the Common Good e.V.
Stresemannstraße 23
22769 Hamburg

Audit Report 2024

Dear Sir or Madam,

The International Federation for the Economy for the Common Good e.V. recorded total revenues of **€1,169,603.17** and total expenditures of **€1,087,172.99** for the fiscal year 2024.

As of December 31, 2024, the association's assets amounted to **€243,544.44**, compared to **€157,160.61** in the previous year.

All income and expenses were properly documented. No violations of the association's statutes were identified during the audit.

Yours sincerely


Rico Philipp
Tax Advisor

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BIC: DRESDEFF160
Deutsche Bank
IBAN: DE17 1207 0024 0320 2355 00
BIC: DEUTDED160

Geschäftsführer
Dipl.-Ing. Andrej Philipp
Steuerberater
Dipl.-Ing. Eike Weichert
Steuerberater
Daniel Zietz
Steuerberater

Amtsgericht Potsdam
HRB 23272 P
USt-IdNr. DE271916955

DONATIONS

A big part of our success in 2024 is due to the best Fundraising result in our history. We are grateful about a Donation increase of 53% totalling 535.647 € in 2024.

Donations

Andreas Herrmann	26,000.00 €
elobau GmbH & Co. KG	10,000.00 €
Umweltschutzorganisation GLOBAL 2000	50,000.00 €
Landgut Stober Kontor GmbH & Co. Betriebs KG	20,000.00 €
Gerd Hofien	215,129.00 €
Fondation Charles Léopold Mayer pour le Progrès humain (FPH)	15,000.00 €
WBS TRAINING AG	180,000.00 €
Total of large Donations (> 10.000 €)	516,129.00 €
Total of small Donations (< 10.000 €)	8,017.50 €

Institutional Funding

Stiftung 3FO	11,500.00 €
Total of Inst. Funding	11,500.00 €

Total Donations **535,646.50 €**

EXPENDITURE

The Expenditure in 2024 increased by 18% totalling 1.092.173 €.

In 2024 we have seen a slight shift of costs from the purpose area to the Business purpose area of the International Federation. This is mainly because of extra investments into our Core Product, the Common Good Matrix and associated costs to provide a new version in early 2025. In addition, the Audit Service provided to our member Organisations who want a professional review of their Common Good report, has increased by 23% (62.839 €). This has been a trend for some years and is accelerated by the new ECOOnGOOD Label which we provide to our customers after they went through an Audit process and when they fulfil certain criteria.

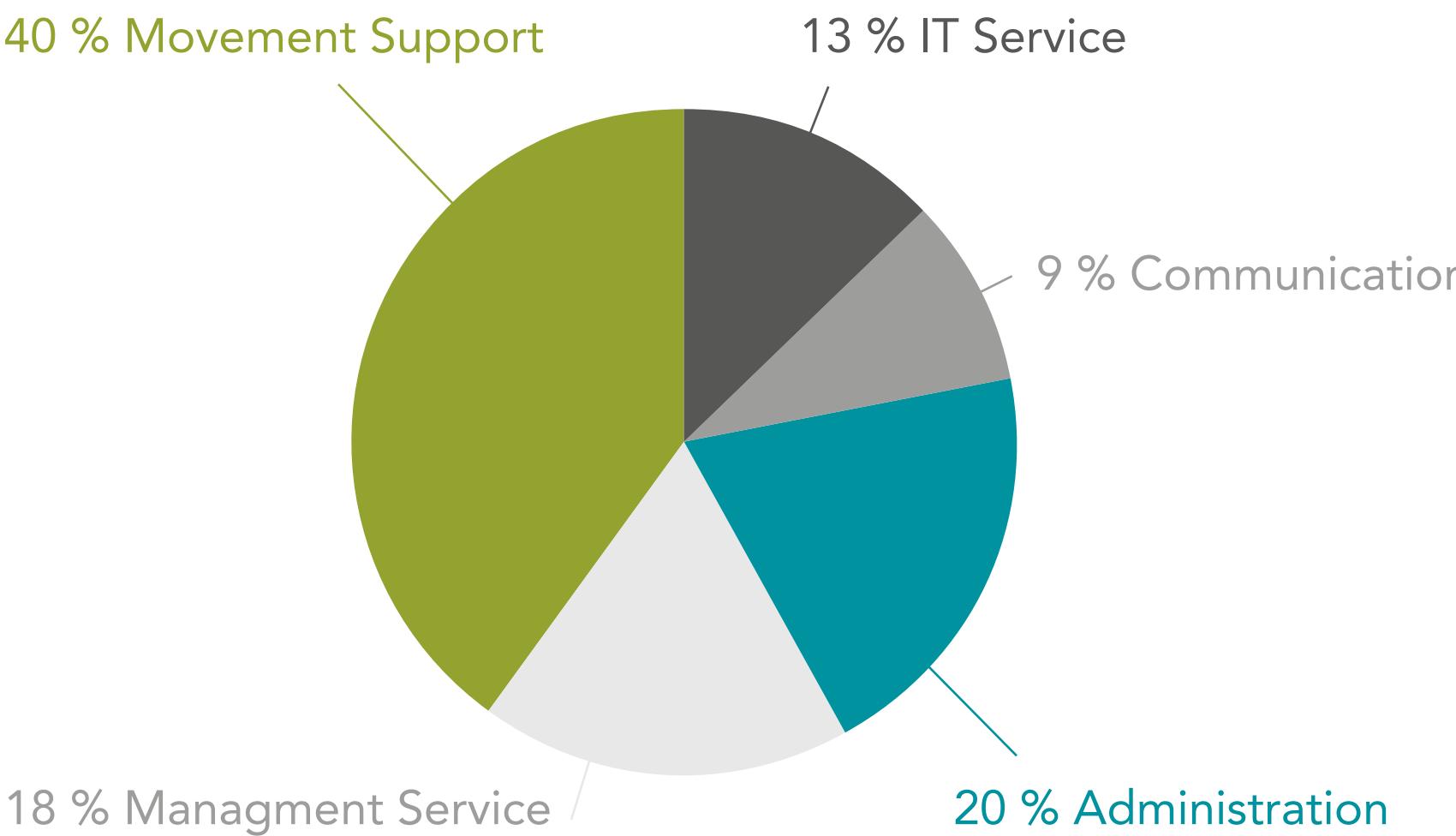
Use of Funds 2024

- » Non-Profit area 388,979 € (36% of Expenditure)
- » Purpose-oriented area 363,120 € (33% of Expenditure)
- » Business area 340,073 € (31% of Expenditure)

FUNDED CORE ACTIVITIES

The main purpose of the International Federation is to support the ECG Movement and their core activities. For example, the International Federation provides the IT-Infrastructure, Fundraising support, communication support, the development of the Matrix/Workbook and the Coordination of International Hubs and working groups to their members. In 2024 funds totalling 674,143 € (not including the Business area) were allocated as follows.

ALLOCATION OF FUNDS 2024



OUTLOOK 2025

We are using the exceptional year 2024 to further accelerate our activities towards the Common Good. The planned Budget for 2025 will be significantly increased and three main strategic projects will have our focus in the upcoming year. These are:

1. The Common Good Culture Project funded by the 3FO Foundation
2. Further Development of our core instrument the Matrix 5.1/5.2 integrating the new EU VSME/ESRS Regulations funded by an earmarked Donation
3. Educational Project funded by the EU's Erasmus+ program

At the same time, we are maturing as an organisation and will focus on the diverse needs that are emerging in this process.

We are excited about 2025 and the opportunities and challenges the poly-crises is offering us as individuals and an organisation. We are deeply committed to live and present appealing stories about humanities and mother nature's future.

PROFIT AND LOSS 2024 PART 1

from 01.01.2024 to 31.12.2024 | EUR

	ACTUAL YEAR	PREVIOUS YEAR
A. NON-PROFIT AREA		
I. Non-taxable income		
1. Membership Fees	158.233,12	173.967,56
2. Other non-taxable income	48.000,00	17.801,00
	206.233,12	191.768,56
II. Expenditures		
1. Staff costs	234.733,00	181.331,61
2. Travel expenditures	9.485,22	14.211,52
3. Location costs	9.918,24	9.918,24
4. Other costs	129.842,87	269.817,69
	383.979,33	475.279,06
P/L - Non-Profit Area	-177.746,21	-283.510,50

	ACTUAL YEAR	PREVIOUS YEAR
B. NON-PROFIT AREA		
- income neutral positions		
I. Non-profit area (income tax neutral)		
1. Tax neutral income		
Donations	535.646,50	349.175,80
Other tax neutral income	1.556,10	
2. Expenses		
paid / transferred donations	5.000,00	27.287,61
P/L - Income neutral positions	532.202,60	321.888,19
C. NON-PROFIT AREA		
- asset management		
I. Income		
1. Non-profit income		
Rental and leasing income	3.900,00	3.900,00
Interest receivable and similar income	43,65	30,48
P/L - Asset management	3.943,65	3.930,48
Subtotal: P/L - Non-Profit Area A,B,C	358.400,04	42.308,17

PROFIT AND LOSS 2024 PART 2

from 01.01.2024 to 31.12.2024 | EUR

	ACTUAL YEAR	PREVIOUS YEAR
D. PURPOSE ORIENTED AREA		
I. Others purpose oriented (subject to VAT)		
1. Revenues	89.747,49	46.758,06
2. Other revenues	1.800,00	0,00
	91.547,49	46.758,06
3. Expenditures		
Expenditures for services & material	233.706,34	83.296,66
4. Other business expenditures	129.414,04	70.809,05
	363.120,38	154.105,71
P/L Purpose oriented area	-271.572,89	-107.347,65
Subtotal: P/L Non-Profit Area & Purpose Oriented area	86.827,15	-65.039,48

	ACTUAL YEAR	PREVIOUS YEAR
E. BUSINESS AREA		
I. Business Area		
1. Revenues		
Audit - Service	333.629,96	276.791,00
Peer - Service	6.000,00	0,00
	339.629,96	276.791,00
2. Expenditures		
Expenditures for services & materials	273.236,96	186.186,06
3. Staff costs		
Salaries	36.874,75	46.020,69
social contributions	8.614,65	10.962,79
4. Other business expenditures	21.346,92	28.687,08
	340.073,28	271.856,62
P/L - Business area	-443,32	4.934,38

F. NET INCOME	86.383,83	-60.105,10
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**INTERNATIONAL FEDERATION
FOR THE ECONOMY FOR THE COMMON GOOD E.V., HAMBURG**
Balance Sheet of 31. December 2024 | EUR

ASSETS

	ACTUAL YEAR	PREVIOUS YEAR
A. Fixed Assets		
I. Intangible assets		
1. Industrial and similar rights	5.130,00	5.130,00
II. Investments		
1. Participation interests	5.040,00	5.040,00
B. Current Assets		
I. Debtors and other assets		
1. Trade debtors	140.132,00	95.207,22
2. Other assets	2.367,18	3.446,90
II. Cheques, Cash at bank	249.488,65	142.494,37
C. Prepayments and accrued income	900,00	900,00
	403.057,83	252.218,49

LIABILITIES

	ACTUAL YEAR	PREVIOUS YEAR
A. Federations' equity		
I. Retained Earnings		
1. Retained earning previous year	157.160,61	217.265,71
II. Net Income	86.383,83	-60.105,10
B. Provisions		
1. Other provisions	62.000,00	25.000,00
C. Creditors (Liabilities)		
1. Advanced payment received	0,00	120,00
2. Trade creditors	75.858,83	61.532,39
3. Other liabilities	21.654,56	8.405,49
	403.057,83	252.218,49

FUNDRAISING AND DONORS

The IF small Fundraising Team is dedicated to securing the necessary funds needed, including the operational foundations and coordination it provides to the international movement. The team also coordinates the Fundraising Hub, which serves to bring together fundraisers from across the whole movement for mutual support and peer-learning.

In 2024, the Fundraising Team focused intensively on further developing the structures that are crucial for sustainable fundraising, from a strong infrastructure to increased institutional readiness. They successfully deepened internationalisation and cooperation, particularly with the DACH region. DACH fundraising collaboration was closely interlinked with international and local organisational development projects, such as the German and the Swiss association, funded by the 3FO Foundation.

The 3FO Foundation's support for the Common Good Culture project represents one of the IF's first institutional fundraising successes. The project laid the foundations to inte-

grate the movement's values more strongly into its organisational culture, and to enable a culture change so it could credibly and effectively promote these same core common good values to the outside world.

2024 saw another significant fundraising success led by the Education Hub, enabled and supported by the team: securing the organisation's first EU grant, from the Erasmus+ Small Partnerships for Cooperation programme. This joint project with the Spanish foundation Novessendes, a close ECOOnGOOD partner, enables us to drive forward the internationalisation of our education work by adapting and translating German materials and resources.

The Major Donors Day has become an integral part of the year. This exclusive two-day working meeting in the spring brings together members of the IF's Major Donors Circle and, since 2022, also the supporters of the DACH associations.

The purpose of the meeting is for members of the circle to be updated

about the work and progress, and to have the opportunity to get to know each other, network, and contribute ideas for the long-term financial nourishment of ECOOnGOOD. The IF extends the invitation to members and is co-hosts with one of the circle members or other private or institutional supporters.

In 2024, this valuable and inspiring gathering was co-hosted by the 3FO Foundation in Solothurn, Switzerland, at their beautiful new building with integrated KITA (nursery). During the weekend, they collaborated on concrete proposals for organisational development and received commitments for significant financial contributions for 2024.



The "Major Donors Circle" was founded in 2022 to have a greater impact in the achievement of common goals.



The Major Donors Circle was founded at the Major Donors Day 2022 and as of 2024, consists of 12 people who support the organisation regularly. The aim for and with this circle is to achieve greater impact together, learn from others, network and stabilise the movement financially in the long-term.

and published several fundraising-focused newsletters, reaching approximately 40 people from across the movement, sharing funding opportunities, resources and insight into the landscape and sector. They also advised Hub members and national and regional associations about their fundraising needs and how the IF team can support them.

In June, the Fundraising Team attended a workshop session on the Economy for the Common Good at the German Fundraising Association's annual conference in Berlin. This workshop was organised by the association's Economy for the Common Good working group, which aims to embed common good principles within the association itself as well as its 2,000-odd members, among them Germany's biggest charitable and welfare organisations, some of which employ 1,000s of people nationwide.

Various other fruitful meetings with active ECOOnGOOD member and potential partners followed during the summer.

Throughout the year, the team held 8 online Fundraising Hub meetings

OPERATIONS SUPPORT

In addition to their significant contributions to the five operational activities delineated in the international strategy, several international Hubs and Working Groups serve as vital enablers for the various entities within the organisation. These Hubs provide indispensable support, facilitating the smooth functioning and enhancing the effectiveness of different organisational components.

By offering their expertise, resources, and collaborative efforts, these enabling Hubs and Working Groups play a crucial role in empowering other entities to achieve their objectives and advance the organisation's overall mission. Their multifaceted support encompasses a wide range of areas, from technical assistance and knowledge sharing to operational guidance and strategic planning, thereby fostering a more cohesive and efficient organisational ecosystem.

This is the case of the **Fundraising Hub**, which functions as a vital networking platform for members engaged in fundraising activities. Whilst this hub does not oversee fundraising activities such as donations, Major Donors Day or institutional fundraising for EOnGOOD International, Local Chapters, or National or Regional Associations - as this is responsibility of the international Fundraising Team, they inform, train and support groups and individuals within the organisation.

Subscribers to "fundraising-news" regularly receive newsletters and meeting notifications. The Fundraising Team provides comprehensive support through regular updates via newsletters and meetings, alongside online workshops and seminars conducted in English and German, with support available in Spanish. They also offer monthly short advice sessions.

The **IT Hub** led several projects and collaborations throughout the year that supported the development of the International Federation and the movement as a whole. It enhanced the tools offered to improve the onboarding of new staff members while maintaining a consistent schedule of hub meetings and responding to hundreds of support tickets, ensuring technical issues of different nature were addressed across the organisation.

In terms of infrastructure, the hub successfully tested Mattermost Chat, introduced Nextcloud Teams for enhanced user group management, and completed the strategic transfer of select services from HostSharing to Hetzner, optimizing both performance and cost-effectiveness.

On the development front, the IT Hub made substantial progress on several key projects. They prepared the eCalculator and Audit Tool for

compatibility with Matrix 5.1, established Mailtrain as the organisation's standard newsletter tool, and conducted a thorough analysis of civiCRM as a potential alternative to SmartWe. The team fostered valuable external partnerships, collaborating closely with Hostsharing and Hetzner as both service providers and technical consultants, engaging Systopia for specialized consultation on the civiCRM project, and continuing their collaboration with IT Partners on the critical digitalisation of the Common Good Balance Sheet. Another notable achievement was the successful rollout of Fairteaching (BigBlueButton), enhancing the organisation's virtual learning and meeting capabilities.

The **EOnGOOD Label and Rebranding Working Group** achieved a significant milestone with the successful preparation and parallel launch of the EOnGOOD Label and brand in February 2024. Their comprehensive preparation includ-

ed developing the first EOnGOOD Brand Manual in June 2024, creating core documentation, and providing crucial support to National Associations, Local Chapters and external stakeholders.

Before launch, the team facilitated multiple information sessions in Spanish, English and German to guide members and staff through the transition, whilst establishing comprehensive Brand and Label FAQ pages on both the web and Wiki platforms. They orchestrated a thorough communication campaign, preparing visuals and text for social media and web platforms to support the rebrand campaign, managed incoming requests and clarified queries from various movement segments. The new rebranding was implemented in their social media and newsletters, and initiated in the IF website. As is their nature, following the completion of its mission, this Working Group was dissolved as per standard procedure and their re-

sibilities were transferred to the International Communication Team.

The **Communication Hub** successfully launched the first and second versions of the ECOOnGOOD Brand Design Manual and Label Manual. A significant development was the acquisition of Canva for non-profits, which streamlined translation and collaboration on visuals whilst enabling international and local teams to create and share their own designs through developed templates for social media, documents and videos. The hub established a group workspace for participants and put forward a proposal for Wiki and Datacloud restructuring with the intention of making it more user-friendly, efficient and simpler to navigate.

The **Summer Week Working Group** coordinated all aspects of this event, which took place from 1-6 August 2025 at the Conference Center Thomashof in Karlsruhe. The comprehensive programme featured workshops covering ECG-related topics, including sociocracy, movement history, cooperation, transformation and successful relationships. Whilst the event primarily benefits

the DACH region due to its German-language format and location, it remains the largest in-person annual gathering for members to date.

In April 2024, **International Reception** hosted the first International Local Chapter Gathering, where volunteers came together online to exchange and learn from each other. Discuss how to run a successful Local Chapter, familiarise themselves with updated ECG materials and form partnerships with like-minded groups and coordinators. The second edition was celebrated in October of the same year. The gatherings are planned to continue twice per year. Members can learn more about this gathering in the Wiki.²⁸

The International Federation also offered a free online **International Coordinator Training** for members that ran from April through May. Facilitated by two experienced coordinators, this space offers capacity-building, experience sharing and networking opportunities for participants. Ideal for coordinators of Local Chapters, Hubs or Working Groups, or even for individuals just becoming active in the movement,

with a need for intense knowledge. They introduce ECG and ECOOnGOOD subjects, such as: organisational structure, coordination roles, on-boarding techniques and materials, IT tools, brand identity, templates, successful and appreciative communication with volunteers, intercultural awareness, leadership and conflict management.

Apart from this specific opportunities, Local Chapters also count with the **Local Chapter Support Team**, that accompany the growing roots of the movement and help them connect and make positive human-centered impact at a local level. They provide useful information and suggest standards and procedures so that they can be carried out in a coordinated way within the movement and represent their best interests within the international organisation. Members can learn more about this team in the Wiki.²⁹

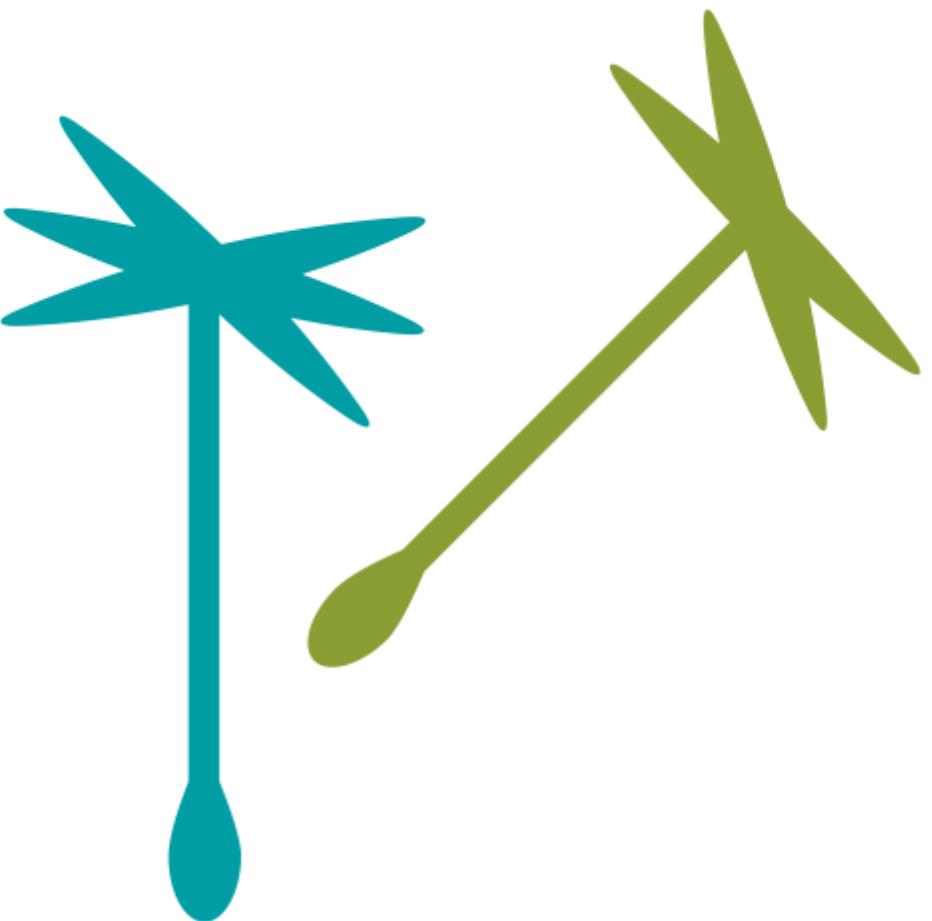
The **ECOOnGOOD Academy** is a platform for online and face-to-face courses, designed for the general public, trainers, consultants, auditors, coordinators, business leaders, educators, and policy-makers. The

platform offers marketing, quality control, transparency, and user privacy, as well as course administration, enrollments, learning activities, quizzes, certificates, and reporting of course results.

Courses are created by course providers and can be in any language. The International Federation will provide services such as hosting, installation and operation of the platform, course templates, teacher training and support, quality control, and further administrative services. Each course offers a course page with enrolments, course material and learning activities. Participants receive certificates after completing all requirements and evaluations can be completed within the course.

The goal is for this platform to be available to an internal and external public, covering topics on the ECG theory and practice and the ECOOnGOOD movement specifically. However, as it is still in its pilot phase, only some courses apt for an internal audience are available to date. Completed milestones for this project include setting up the platform, receiving and integrating feedback

from key collaborators within the movement and completing the first pilot courses. The platform is also being integrated into already existing events for registration, offering instructions and discussion forums.



ACTIVE INTERNATIONAL WORKING GROUPS IN 2024



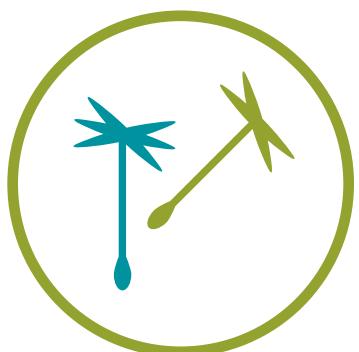
Core Documents and Translations:

A team developing a system to organise cornerstone documentation, standardise processes and produce official high quality translations.



Summer Week:

Responsible for organising the annual ECG Summer Week in Germany — the largest in-person gathering for the DACH region and the international movement.



ECOnGOOD Label and Rebranding:

A team in charge of developing, testing, and implementing the parallel yet separate ECOnGOOD Label and ECOnGOOD Brand.



EU Policy Working Group:

Dedicated to monitoring relevant EU legal framework to ensure compliance and to advocate for EU policies and decision-making that guide the transition of the EU economy towards the common good.

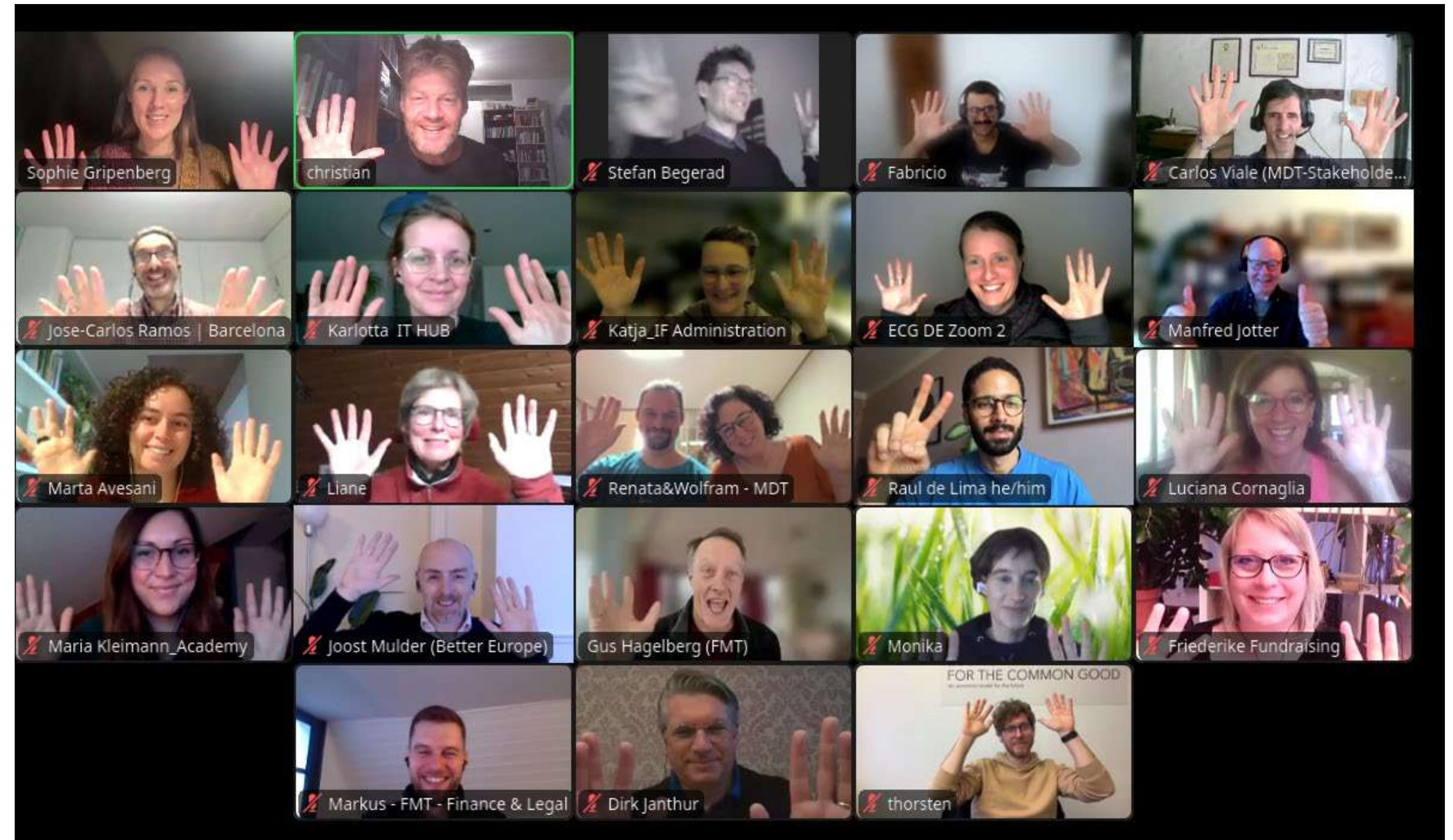
Members can refer to the appendix to learn more about Working Groups.³⁰



STAFF AND HUB COORDINATION MEETINGS

To ensure effective coordination and alignment across the organisation, all Hubs gather for comprehensive update meetings every two months. Each Hub appoints one or more representatives to attend these meetings, which serve as a vital platform for information exchange, strategic alignment and collaborative problem-solving. In 2024, six Hub Coordination meetings were held in total. Members may consult the appendix to review these meeting minutes.³¹

In addition to the Hub Coordination Meetings, the international employees and freelancers also hold periodical meetings. Up to February 2024 the staff gathered monthly. However, this year, it was unanimously agreed to hold meetings less frequently to both enhance capacity and ensure more meaningful discussion during these sessions. Staff meetings serve multiple purposes: team building, sharing relevant updates, discussing organisational culture and addressing current issues within the organisation. By maintaining communication and alignment across the international team, these gatherings create a supportive environment to address challenges, share experiences, and contribute to the overall growth and efficiency of the organisation. A total of seven staff meetings were held throughout the year. Members may consult the appendix to review the minutes.³²





OUTLOOK FOR 2025

Several significant initiatives are planned for the upcoming year. The organisation will closely monitor the Empowering Consumer directive and its implications for the label and other services and certifications, whilst preparing for the much-anticipated Matrix 5.1 launch. The Delegates Assembly will undergo a structural transformation, shifting its focus towards proposals, voting and organisational matters.

Management and organisational development will see substantial improvements, with the implementation of Jira for annual planning and project management. As we enter the second year of our re-branding phase-in, we will continue to refine our identity through the Common Good Culture Project and the completion of our IF Common Good Balance Sheet.

Looking ahead to major events, preparations are already underway for ECGIC 2026. Our policy work will maintain momentum through regular coffee meetings focused on EU procurement and Omnibus legislation. We are also expanding our external presence, with plans to participate in various seminars and conferences, including a significant event in Turkey scheduled for September 2026.

With enhanced capacity, we will strengthen our external communications strategy through a comprehensive activity calendar, ensuring better coordination and visibility of our initiatives across all channels.

THANK YOU

ECOnGOOD appreciates your interest, support and engagement with our community. Involvement is crucial in driving the mission forward. Here are some ways you can stay connected and contribute:

BECOME A MEMBER:

Join and be part of a growing community dedicated to promoting ethical and sustainable practices for the common good at all levels.

[Become a member](#)

JOIN A LOCAL CHAPTER (BECOME A VOLUNTEER):

Get involved at a local level by volunteering with one of our chapters or associations. Your efforts can make a significant impact. Contact International Reception to identify the group closer to you or receive support to start your own:

international@econgood.org

SIGN UP FOR OUR NEWSLETTER

Stay informed about our latest updates, events, and initiatives by subscribing to our international newsletter.

[Subscribe](#)

DONATE

As an NGO working towards the common good, we largely depend on donations and volunteer work to see this mission through. Donate anything you can to make a difference!

[Donate](#)

JOIN OUR STAFF

The International Federation and National Associations occasionally offer job opportunities. Browse our fully remote international positions or contact your nearest [National Association](#) for local openings.

[Join our staff](#)

FOLLOW US ON SOCIAL MEDIA

Connect with us on social media to get the latest news and engage with our community. You can now find the IF accounts across platforms as: [@ECOnGOOD_org](#)



[@ECOnGOOD_org](#)



[ECOnGOOD-International](#)



[@ECOnGOOD_org](#)

APPENDICES

Some of these links are only available for members with an EOnGOOD account.
[Become a member now](#) to gain full access to the organisation's digital tool suite.

- 1 <https://www.ecogood.org/apply-ecg/common-good-matrix-5-1/>
- 2 <https://ecogood.org/apply-ecg/audit-and-peer-evaluation#peer-evaluation>
- 3 <https://ecogood.org/apply-ecg/audit-and-peer-evaluation#external-audit>
- 4 <https://www.ecogood.org/apply-ecg/companies/>
- 5 <https://www.ecogood.org/apply-ecg/municipalities/>
- 6 <https://www.ecogood.org/apply-ecg/educational-institutions/>
- 7 <https://www.ecogood.org/apply-ecg/common-good-product/>
- 8 <https://www.ecogood.org/start-ups/>
- 9 <https://wiki.ecogood.org/display/GENERAL/IF+Organisational+Structure+and+Peerdom>
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- 16 <https://wiki.ecogood.org/display/GENERAL/Voting+process+and+systemic+consensus+for+ECG+Delegates+Assemblies>
- 17 <https://wiki.ecogood.org/display/GENERAL/FMT+and+EMT+Minutes+-+2024>
- 18 <https://wiki.ecogood.org/display/GENERAL/Summary+of+FMC+Decisions>
- 19 <https://wiki.ecogood.org/pages/viewpage.action?pageld=424345637>
- 20 https://www.youtube.com/playlist?list=PLG3rwKoWtyQztcKbZ2F7wlvtawIlsh_ja
- 21 <https://wiki.ecogood.org/display/GENERAL/EOnGOOD+Conference+and+Delegates+Assembly+2024>
- 22 <https://wiki.ecogood.org/display/GENERAL/International+Strategy>
- 23 <https://wiki.ecogood.org/display/HUBS/Hubs+Home>
- 24 <https://www.ecogood.org/hub-education/>
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- 30 <https://wiki.ecogood.org/display/WORKINGGROUPS/Working+Groups+Home>
- 31 <https://wiki.ecogood.org/display/HUBS/Hub+Coordination+Group+Meetings+-+2024>
- 32 <https://wiki.ecogood.org/pages/viewpage.action?spaceKey=GENERAL&title=International+Staff+-+Meetings>

ANNUAL REPORT 2024

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