

International Strategy

The following is a list of the **strategic focuses for the international ECG movement** as voted by hubs, chapters and delegates of the Delegates Assembly, Stuttgart, 2019.

Strategic focuses will make international collaboration easier and will make our activities more effective.

- **Chapters, hubs and associations** can use the focuses to decide on their priorities, to collaborate on projects and to share best practice (see Next steps below).
- The strategic focuses will give guidance to the **International Federation** in budgeting and allocating resources.

Next steps

You are invited to **give examples** of what is already happening to achieve each of the focuses on the list in the section [Exchange of Best Practices](#).

Movement goal	Expected outcome	Key performance indicator
Raise awareness amongst the public about the concept of the Economy for the Common Good (ECG) and its values.	People in societies want ECG as an alternative model to our current socio-economic system.	Number of members of ECG associations Churn rate
Ensure the quality and effectiveness of the ECG Balance Sheet.	ECG balance sheet is an effective standard.	Satisfaction survey of companies/ organisations
Promote the ECG Balance Sheet amongst municipalities and raise the number of municipalities with an ECG Balance Sheet.	Municipalities improve their contribution to the common good, managing their issues with the help of the ECG Balance Sheet.	Number of organisations with valid ECG balance sheet
Raise the number of companies and organisations with an ECG Balance Sheet.	Organizations and companies improve their contribution to the common good managing their issues with the help of the ECG Balance Sheet.	Number of organisations with valid ECG balance sheet that repeat it
Form and maintain lasting relationships with companies/organisations who do the ECG Balance Sheet.	Organizations are proud to be part of the ECG community and to contribute to the common good.	Satisfaction survey of companies/ organisations. Number of companies that are members. Churn rate of companies

Results

37 chapters and hubs took part in the voting process. Each voting body allocated numbers 1 - 29 (using each number once) to the list of 29 focuses, with 1 representing the most important. The total votes for each focus are shown in the left hand column. The final ranked position is shown in the right hand column.

Total votes	Strategic Focus	Ranking
340	Raise awareness amongst the public about the concept of the Economy for the Common Good (ECG) and its values.	1
371	Ensure the quality and effectiveness of the ECG Balance Sheet.	2
376	Promote the ECG Balance Sheet amongst municipalities and raise the number of municipalities with an ECG Balance Sheet.	3
407	Raise the number of companies and organisations with an ECG Balance Sheet.	4
425	Form and maintain lasting relationships with companies/organisations who do the ECG Balance Sheet.	5
460	Work towards making public procurement and law in line with ECG values.	6
460	Promote the ECG model as the way to achieve the Sustainable Development Goals.	6
460	Use all levels of the education system to spread the ECG model.	6
474	Collaborate with other organisations in order to make non-financial reporting/balance sheets obligatory for all organisations on a legal basis (prove that one fulfils multiple reporting standards with the ECG Balance Sheet).	9
477	Seek policy change nationally and internationally in order to align with ECG values.	10
479	Create easier, additional opportunities (to the ECG Balance Sheet) for companies to engage in ethical behaviour and join the movement.	11

524	Promote ECG Balance Sheet and tools nationally and internationally as a tool to tackle global problems as established by UN in SDGs.	12
534	Collaborate with other organizations to achieve ECG values	13
544	Raise awareness amongst the public about economic concepts and their effect on the common good.	14
547	Promote ECG Balance Sheet and tools nationally and internationally as a comprehensive non-financial reporting tool.	15
550	Raise awareness amongst the public about common good oriented behavior.	16
562	Promote ECG Balance Sheet and tools nationally and internationally as organisational development tools, for evaluation and planning.	17
585	Make sure that the internal structure and processes of the ECG movement follow the ECG values.	18
621	Make it easier for consumers to choose more sustainable options.	19
629	Collaborate with other organisations to develop an international integrated reporting standard.	20
640	Propose financial policies for promoting common-good oriented activity.	21
647	Prove the effect of the ECG reporting process and other common good activities on society and the economy.	22
649	Gain recognition for enterprise, innovation and business activity as a force for the common good.	23
653	Promote ECG Balance Sheet and tools nationally and internationally as a tool for a broader view of the organisational impact on society and the environment and to find allies in the organisation's stakeholders.	24
666	Collaborate with other organizations to strengthen the voice of people in defining the common good.	25
683	Devise ways to empower employees to move their company towards ECG way of working.	26
720	Promote the use of grassroots democracy.	27
749	Raise awareness amongst the public about economic and political interdependencies (reading and learning to create a balance sheet).	28
807	Establish an internal feedback loop.	29

Background

- Delegates Assembly (DA) in Paris 2017 set up a group to develop an international strategy.
- International strategy group reported back to DA in Lisbon 2018 with suggested 'fields of activities'. Delegates at Lisbon developed a list of strategic focuses.
- Consultation and feedback from the movement on the strategic focuses at the ECG Summer Week 2018 and through the wiki in December 2018.
- Final list of strategic focuses were ranked in order of importance by chapters and hubs by email and by delegates at the DA in Stuttgart 2019 (the original intention was to have an online voting process by the movement, so this is why the voting was wider than the DA proposal voting).

Overview document and German translation (deutsche Übersetzung)

While working on a German translation, Lutz Dudek has made printable [layouts of all focuses](#).

Lutz Dudek hat eine [deutsche Übersetzung der strategischen Schwerpunkte](#) im A4-Format erstellt.