SUSTRAINY
Sustainable action Training for Youth

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SUSTRAINY PROJECT

ECONOMY

TOPIC N°3
SUSTAINABLE GLOBAL ECONOMY

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Introduction to the topic

The sustainable economy consists of carrying out activities that take into account the environment and the permanence of resources in the future. Sustainable economy is understood as a growth pattern that reconciles economic, social and environmental development in a productive and competitive economy, that favors quality employment, equal opportunities and social cohesion, and that guarantees environmental respect and rational use of natural resources, so that it allows satisfying the needs of present generations without compromising the possibilities of future generations to meet their own needs.

- References to EU policies in line with this topic

The 2030 Agenda of the United Nations, approved by world leaders during the COP21 in Paris in 2015, constitutes the new framework for sustainable development worldwide and establishes 17 Sustainable Development Goals (SDGs) (Transforming our world: the 2030 Agenda for Sustaniable Development. UN A/RES/70/1). It represents a commitment to eradicate poverty and achieve sustainable development by 2030 worldwide, without excluding anyone.

SUSTAINABLE DEVELOPMENT GOALS

The SDGs balance the three dimensions of sustainable development: economic, social and environmental. They set specific objectives for the next 15 years, focused, among other things, on:
• human dignity
• regional and global stability
• a healthy planet
• just and resilient societies
• prosperous economies.
• They help promote convergence between EU countries, within societies and with the rest of the world.

Key actions for the implementation of the 2030 Agenda:
• Include the Sustainable Development Goals in EU policies and initiatives at all levels, with sustainable development as the essential guiding principle of all the policies of the European Commission.
• Submit regular reports on EU progress from 2017
• Promote the implementation of the 2030 Agenda together with the governments of the EU, the European Parliament, the other European institutions, international organizations, civil society organizations, citizens and other interested parties.
• Launch a high-level multilateral platform that supports the exchange of best practices in enforcement between different sectors at national and EU level
• Conceiving a longer-term vision for after 2020.

In order to promote sustainable development worldwide, the EU will continue to collaborate with its external partners, using all available instruments in the framework of its external policies, and will support, in particular, efforts in developing countries.

Chapter 1 Sustainable Development

1.1 Sustainable Development Concept Note

Sustainable development is a concept that first appeared in 1987 with the publication of the Brundtland Report (World Commission on Environment and Development (WCED) , 1987), which warned of the negative environmental consequences of economic development and globalization and sought to find possible solutions to the problems arising from the industrialization and growth of the population.

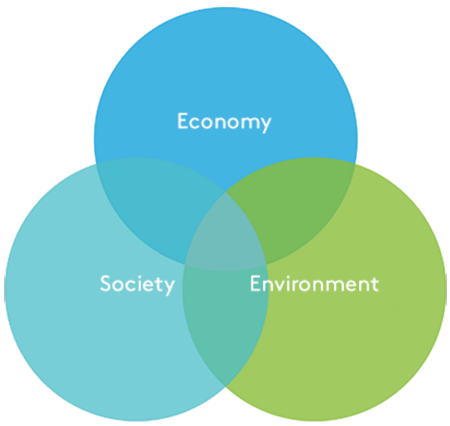
The Brundtland Report defined the concept as follows:«Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.»

Nowadays, the concept of sustainable development is largely framed under the UN 2030 agenda and the Sustainable Development Goals (SDG), that are detailed in the next chapter and mark the common international understanding of this concept.

1.2 Sustainable Development pillars

A sustainable economy is guided and constrained by ecological, social, and economic principles. In general words, to achieve sustainable development, there must be economic progress, social justice and preservation of the environment.

Therefore, sustainability is made up of three pillars: economy, society, and the environment. These principles are also informally referred to as profit, people and planet.



Economic
It measures the sustainability from the viewpoint of the consumer-led culture treating finite resources of nature as an income that will result in the aversion of natural crisis.

Sustainability should generate economic wealth in a local, regional and global framework that stimulates financially possible and profitable development, maintaining the base of natural resources and their conservation.

Social
Sustainability answer to a need to improve the quality of life of the population as a whole and to seek for social cohesion (intragenerational equity), as well as to preserve natural capital and the quality of the environment for future generations (intergenerational equity).

It is based on the maintenance of the social and cultural network, of the capacity to maintain common interests through democratic and non-exclusive channels. This should be achieved through changing personal and collective attitudes and practices where people care about others and value social justice, education, health, peace and tranquility, improving and maintaining the global quality of human life over generations.

Environmental
Consideration of environmental protection is an integral part of the development process. It involves incorporating the environmental variable with an ecological approach in each and every one of the different sectorial policies and actions: rational use of natural resources, minimizing the production and dangerousness of waste, contributing to the prevention and solution of global environmental problems, conserving and restore degraded ecosystems and natural spaces, among others.

Sustainability means the compatibility between human activities and the preservation of biodiversity and ecosystems. The levels of exploitation of natural resources are maintained without reaching its limit (carrying capacity) and without leading to a decrease in the resource in its essence. It is intended to avoid the depletion of non-renewable, difficult or slowly renewable resources; in addition to avoiding the generation of waste and polluting emissions.

1.3 The Global Reporting Initiative. GRI

GRI is an independent international organization that has pioneered sustainability reporting since 1997. GRI helps businesses and governments worldwide understand and communicate their impact on critical sustainability issues such as climate change, human rights, governance and social well-being. This enables real action to create social, environmental and economic benefits for everyone. The **GRI Sustainability Reporting Standards** are developed with true multi-stakeholder contributions and rooted in the public interest

In order to deliver on its mission, GRI has identified four focus areas for the coming years:

1. Create standards and guidance to advance sustainable development: Provide the market with leadership on consistent sustainability disclosures, including engaging with stakeholders on emerging sustainability issues.

2. Harmonize the sustainability landscape: Make GRI the central hub for sustainability reporting frameworks and initiatives, and select collaboration and partnership opportunities that serve GRI's vision and mission.

3. Lead efficient and effective sustainability reporting: Improve the quality of disclosures made using the GRI Standards, reducing reporting burden and exploring reporting processes that aid decision-making.

4. Drive effective use of sustainability information to improve performance: Work with policy makers, stock exchanges, regulators and investors to drive transparency and enable effective reporting.

Sustainability reports are released by companies and organizations of all types, sizes and sectors, from every corner of the world. Thousands of companies across all sectors have published reports that reference the GRI Standards. Major providers of sustainability reporting guidance include:

• GRI (GRI's Sustainability Reporting Standards)

• The Organisation for Economic Co-operation and Development (OECD Guidelines for Multinational Enterprises)

• The United Nations Global Compact (the Communication on Progress)

• The International Organization for Standardization (ISO 26000, International Standard for social responsibility)

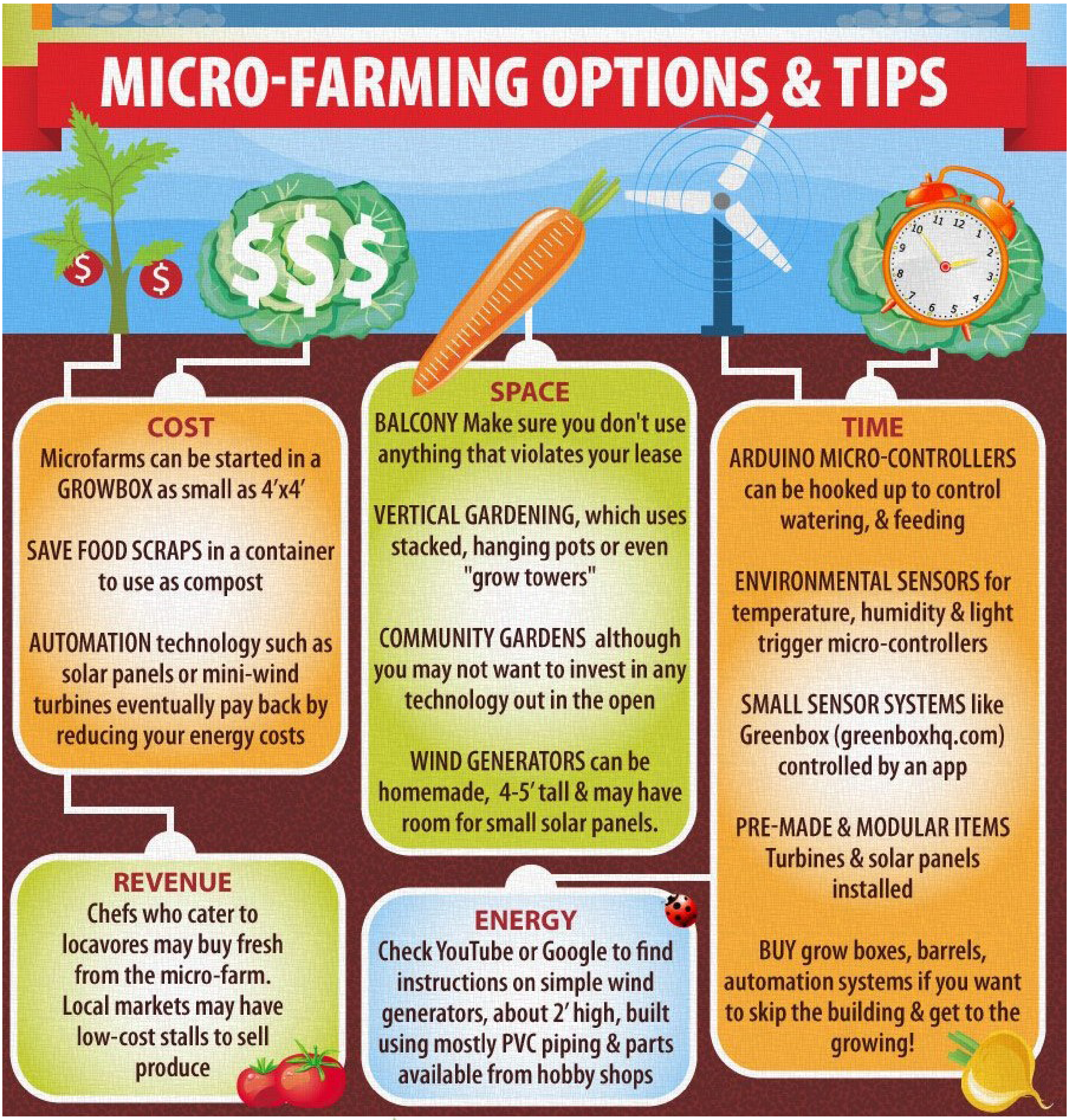
1.4 Examples of Economic Growth under Sustainable Models

Case 1. Food: Micro Farming in Urban/ Suburban Areas

What/Why

Micro farming, also known as urban farming, is farming on residential or commercial property that is around less than five acres. Micro farming is being encouraged by sustainability groups in order to reduce carbon emissions, increase local economic growth, increase public health, and improve food security.

It can be implemented in many kinds of environments from metro city lots to suburban backyards, and they can produce a variety of crops from nuts to vegetables or fruits.



(SuperScholar.org | Micro-Farming Tips, s.f.)

Local non-GE vs Mass GE

Several studies show that organic, micro farming is a low pesticide- high crop yield process, which deems more effective in quantity of per seed, than the genetically engineered(GE), mass manufactured produce. There are other studies that contradict these studies, in support of pro-pesticide agriculture. However, it is highly encouraged in a sustainable perception to use the minimal herbicide and pesticide direction, considering major crops in the United States, such as corn and soy, are becoming herbicide resistant at a 85 % to 93 % level.

Pesticides are potentially toxic and can have acute and chronic health effects. The toxicity ranges from the type of pesticide being used. They can range from affecting the nervous system, hormones, skin, and can even be carcinogenic. Ideally, they are supposed to be absorbed by the vegetation; however, due to irrigation, waterfall, and herbicide resistance increasing, pesticides leak into groundwater and surface water.

Local Organizations: Fleet Farming

Fleet Farming is an non-profit program in Orlando, Florida that install farmlettes, Edible Landscapes, and Fleet Education throughout the Orlando area. It is affiliated with IDEAS For Us and accredited by the United Nations. Multiple studies report an average American meal travels 1500 miles to reach the dinner table. There are 40 millions acres of lawn space maintained by 800 million gallons of gasoline from lawn mowers and they use 30 to 60% of the average cities' freshwater.

Fleet Farming was created to combine lawn space with agricultural production, reduce carbon emissions, and improve the convenience of healthy, economic food consumption. Fleet Farmlettes is a program that creates model urban farms for communities to learn about sustainable food growth and local farmers markets. It supports local vendors, SNAP Certified Farmer's Markets, and the Farmlette Hosts. Edible Landscapes is a service that installs and maintains low-maintenance growing systems such as raised garden bed and food forests.

Case 2. Waste: recycling for money

What/ Why:

Recycling is one of the most cost effective and diversive ways to attain products or save money. It is the practice of reusing waste or older items that would normally be discarded. Different kinds of recycling include upcycling, downcycling, E-cycling, or precycling. When recycling, the seller uses a platform such a website, mobile app, recycling center, clothing store, pawn shop, furniture store, or even a garage sale to to sell an old item at a price cheaper than its original value.

This way, the buyer is able to purchase the desired product at an affordable cost. Some people choose to donate their used items instead of asking for money in return. Virtually anything can be reused. Compost from food and feces could be used for gardens, Clothing, shoes, cars, cell phones, blankets, toys, teeth, nails…

Different platforms for recycling:

Websites: Ebay and Amazon are one of the most popular and well-known websites for consumer-to-consumer or business-to-consumer networks and sell almost everything. For supporters of local business, Etsy is a website that sells hand-crafted and unique items made by consumers for consumers.

Applications: Applications such as Letgo and OfferUp are consumer-to-consumer platforms that allow you to buy and pick in convenient locations such as a seller in your own neighborhood. Mercari is an application that is shipping only and provides extra protection to the buyer of the product.

Clothes: There are multiple clothing stores that offer discounts on purchases for donating clothes such as Levi's, H & M, Madewell, and Kiehls. Stores such as Plato's Closet offers to buy used current clothes for cheap prices for affordable prices. Websites such as ThredUP and Poshmark give you an online platform to sell used, name-brand clothes at affordable prices.

Glass Bottles, Aluminum Cans, Paper/Cardboard: There are many centers that buy recyclables for five to

Communities that are waste-free:

Kamikatsu, Japan: In 2003, the small town of Kamikatsu, Japan saw the damages that greenhouse gases and toxins were causing their food supply from the waste incinerators. So they embarked on a strict zero-waste system that has recycled, reused, or composted around 80 % of their waste, with the rest going to landfills. Residents are very involved in the process, organizing their trash into 34 categories. The program has saved the village a third of its former costs from waste incineration.

Neustadt an der Weinstrasse, Germany: After 30 years of refining the waste management system, the town Neustadt an der Weinstrasse, recycles 70 % of it garbage. With a population of approximately 50,000 people, the town uses financial incentive and education to influence their society. Recycled waste is free of charge, while non-recyclable waste has a charge related to varying sizes of the bins. A 60 litre bin is 6.60 euros in collection fees. A 240 litre bin ranges from 24 euros to 48 euros depending on pick up date. The recycling is sorted into paper/cardboards, glass, and plastics/foils/cans/styrofoam.

The rest, such as batteries, toys, timber, tin, etc., are transported to the recycling depot. Organizing waste provides savings from as much as 270 euros to 17 euros. Germany, in general, has stopped using landfills since 2005.

Chapter 2 UN Goals and Business

2.1 History of international policies regarding sustainable development and the birth of the Sustainable Development Goals.

Before starting with the presentation of the Sustainable Development Goals, we will contextualise in this section what has been the international political framework that led to the 2030 Agenda. The first interest in environment as a political stake appeared for the first time in the 70's, with the organisation of the first "Heart Summit" in Stockholm in 1972, leading to the Declaration of the United Nations Conference on the Human Environment (1972).

Then, we have to wait until 1992 to see the organisation of the second "Heart Summit" organised in Rio, and where to Rio Convention was adopted, also called the convention on biological diversity, introducing the precautionary principle and the Agenda 21. In 1997, the conference of Kyoto on climate change marks a turning point in the international policy with the beginning of the negotiations of the Tokyo protocol about the reduction of CO2 emissions. This protocol was finally adopted and entered into force in 2005, after 8 years of negotiations. New "Heart Summits" and international conferences where held during the last decade (2009 – Conference of Copenhagen on Climate, 2010, Conference of Cancún on Climate), 2012 Conference of the United Nations on Sustainable Development in Rio, etc.) achieving more or less success. One of the most important was the International Conference on Climate Change - COP21 organised in Paris in 2015. During this conference, world leaders agreed on Agenda 2030, a set of **17 Sustainable Development Goals** and 169 targets proposed by the United Nations, which establishes a plan to achieve the Goals in 15 years. The Sustainable Development Goals (SDGs) constitute a universal call to action to end poverty, protect the planet and improve the lives and prospects of people around the world.

The EU was instrumental in shaping Agenda 2030. Moreover, the EU and its member countries are fully committed to implementing Agenda 2030 and its Sustainable Development Goals (SDG). Furthermore, the present European policies refer largely to the SDG. Recently, on January 2019, the European Commission published the Reflection document Towards a Sustainable Europe in 2030, which is presented as a first step for a future European strategy for the global implementation of the 2030 Agenda.

Here is the summary table of the SDG set in the 2030 Agenda:

In order to work on the priorities set, the EU mentions in the document the so-called horizontal instruments, areas of action that can accelerate the transition towards sustainability over European territories. Some of the proposals are closely related to the business sector, such as technology, innovation and digitization, and others make direct reference to companies, such as social responsibility and new business models.

For now, the level of coercion is still low, and incentive measures are chosen to move toward sustainability. Among the main measures contemplated by the EU is the adoption of incentives for those companies that integrate the Sustainable Development Goals in their activities, the promotion of business standards of conduct such as the Guiding Principles on Business and Human Rights or the promotion of companies and social entrepreneurs. In addition, the report highlights important opportunities for markets:

- The circular economy can generate a net economic benefit of 1.8 trillion euros in the regions where it is implemented and could create more than a million new jobs until 2030;

- Renewable energies can lead to the creation of 900,000 jobs until the same year.

2.2 SDG and market opportunities

A Business and Sustainable Development Commission was launched in Davos in January 2016. This commission brings together leaders from business, finance, civil society, labour, and international organisations, with the twin aims of mapping the economic prize that could be available to business if the UN Sustainable Development Goals are achieved, and describing how business can contribute to delivering these goals.

According to their report **"Better Business, Better Word"**, published in January 2017, *"Achieving the Global Goals opens up US$12 trillion of market opportunities in the four economic systems examined by the Commission. These are food and agriculture, cities, energy and materials, and health and well-being. They represent around 60 percent of the real economy and are critical to delivering the Global Goals. To capture these opportunities in full, businesses need to pursue social and environmental sustainability as avidly as they pursue market share and shareholder value. If a critical mass of companies joins us in doing this now, together we will become an unstoppable force. If they don't, the costs and uncertainty of unsustainable development could swell until there is no viable world in which to do business."*

To illustrate their statement, the Business and Sustainable Development Commission developed the following table, that identify the major market opportunities linked to the SDG.

	Food and Agriculture	Cities	Energy and Materials	Health and Well-Being
1	Reducing food waste in value chain	Affordable housing	Circular models - automotive	Risk pooling
2	Forest ecosystem services	Energy efficiency - buildings	Expansion of renewables	Remote patient monitoring
3	Low-income food markets	Electric and hybrid vehicles	Circular models - appliances	Telehealth
4	Reducing consumer food waste	Public transport in urban areas	Circular models - electronics	Advanced genomics
5	Product reformulation	Car sharing	Energy efficiency - non-energy intensive industries	Activity services
6	Technology in large-scale farms	Road safety equipment	Energy storage systems	Detection of counterfeit drugs
7	Dietary switch	Autonomous vehicles	Resource recovery	Tobacco control
8	Sustainable aquaculture	ICE vehicle fuel efficiency	End-use steel efficiency	Weight management programs
9	Technology in smallholder farms	Building resilient cities	Energy efficiency - energy intensive industries	Better disease management
10	Micro-irrigation	Municipal water leakage	Carbon capture and storage	Electronic medical records
11	Restoring degraded land	Cultural tourism	Energy access	Better maternal and child health
12	Reducing packaging waste	Smart metering	Green chemicals	Healthcare training
13	Cattle intensification	Water and sanitation infrastructure	Additive manufacturing	Low-cost surgery
14	Urban agriculture	Office sharing	Local content in extractives	
15		Timber buildings	Shared infrastructure	
16		Durable and modular buildings	Mine rehabilitation	
17			Grid interconnection	

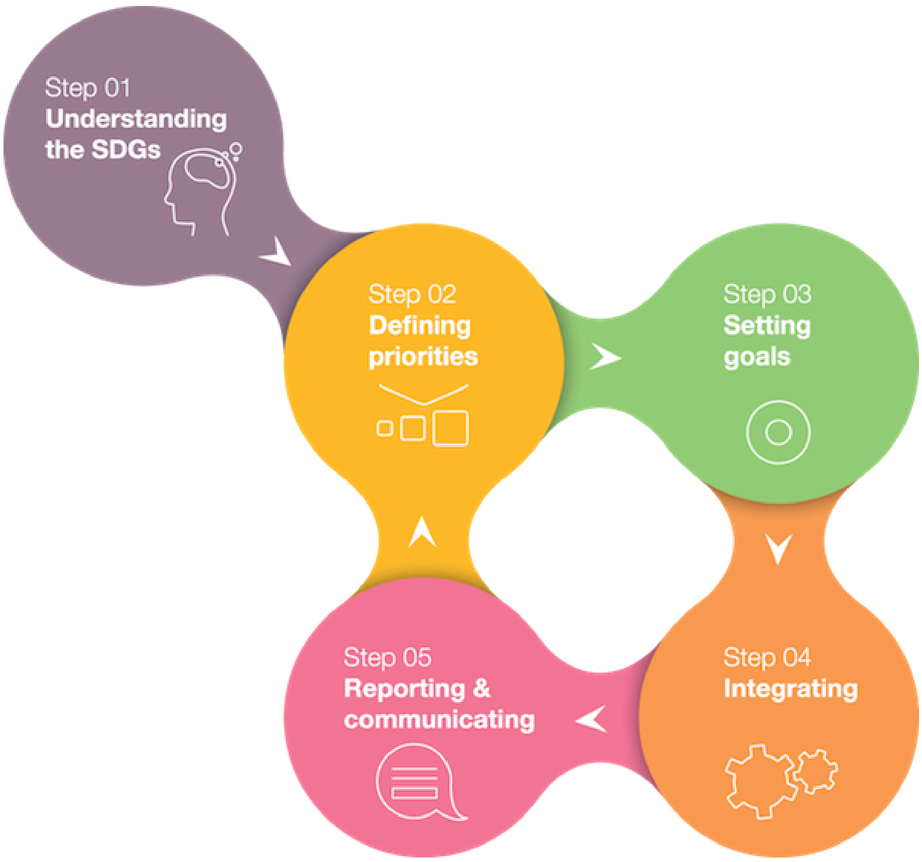
This report also highlight the positive potential impact on employment, as it estimate that the alignment of business strategies to the SDG could lead to the creation of 380 million new jobs linked to these four sectors in the next ten or fifteen years.

In parrallel, the Sustainable Development Goals Business Forum, hosted by the International Chamber of Commerce, UN DESA and United Nation Global Compact will be organised for the 5th time in 2020, working specifically on the role of business sector in the achievement of SDGs. In 2017, this Forum recognised the critical role of business in delivering on the promise of sustainable and inclusive development and declared: *"The SDGs provide all businesses with a new lens through which to translate the world's needs and ambitions into business solutions. These solutions will enable companies to better manage their risks, anticipate consumer demand, build positions in growth markets, secure access to needed resources, and strengthen their supply chains, while moving the world towards a sustainable and inclusive development path."*

2.3 Implementing SDG in a business

Beside the above mentioned declaration and identified opportunities, implementing SDG in a business relies on very practical aspects that should be considered.

The **SDG Compass** provides guidance for companies on how they can align their strategies as well as measure and manage their contribution to the realization of the SDGs. This guide, developed by GRI, United Nations Global Compact and wbcsd, present the 5 key steps for implementing the SDG in business.



As shown in this infography, the preliminar step for the implementation of SDG in business will be the understanding of the different existing goals.

Then, and as it impossible to pursue all the goals at once, even if some of them can be interelated, it will be important to set priorities. For this step, SDG Compass recommend to map the value chain of the business to identify the impact areas (for instance raw materials needed for a production, suppliers, logistics, distribution, product use and end of life…). Then you should measure these impact by selecting appropriate indicators, and use this data collected as a baseline to define your priorities.

Onces your priorities are set, you should elaborate your goals. These goals should be associated to Key Performance Indicators that will enable you to measure the progress, and determine your level of ambition. This step should end with an announcement of your commitment to SDG.

The step 4 is about anchoring the SDG within the business and embed the sustainability goals in all functions. As an example from the guide, if you chose to contribute to SDG nº12 (responsible consumption and production) by phasing out chemical products from your business, this should involve all the functions of your organisation, for instance the R&D department, the supply chain, etc. Also, the guide recommend to engage in partnerships to reinforce the commitment.

The last step will be about reporting and communicating about the SDG performance. It is to be notices that this method can be applied to any kind of initiative beside the business field, as for instance to associations or particular projects.

2.4 Recommendations and examples for application of SDG in Business

Best practice: Global Business Navigator PWC

Global Business Navigator is a systems-driven database mapping tool to help companies identify where they are the most important SDG in their operations and supply chain, taking into account the countries and sectors in which they operate.

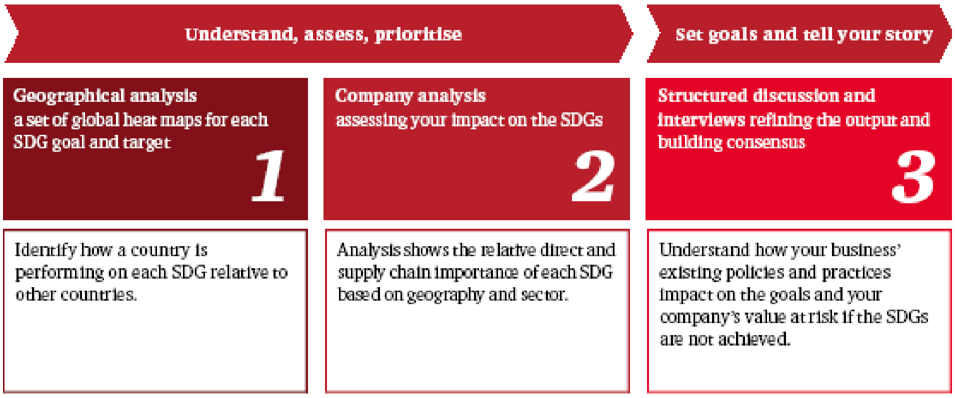
They have developed a diagnostic tool which will give businesses a quick, replicable and low cost way to:

• Identify the Global Goals that are of most relevance given their countries and sectors of operation

• Evaluate which Global Goals they can best contribute to

• Identify the significant risks (i.e. where business activities could hinder governments more than help) in relation both to core products and activities and more broadly across the supply chain, on a country by country basis

• Identify the potential opportunities (i.e. where business activities could help significantly more) in relation to core products and activities and the wider supply chain, on a country by country basis



The tool combines PWC market-leading Total Impact Measurement and Management framework (understanding social, economic, and environmental impacto f a business) with detailed understanding of the targets and indicators that underpin the SDG. In this way, they aim to help business asses SDG impacts, define its priorities and set goals.

CASE STUDY: Innovative partnership to address malnutrition and poverty

Company: **Danone** Sector: **Food Production**

Region/country of impact:Bangladesh Aligns to: SDG 1 and SDG 17

Global Challenge: Bangladesh is one of the world's poorest countries, 80% of its population live on two dollars a day and have no access to basic goods or services. One in two children suffer from malnutrition.

Business Response: Danone's mission, since it began has been "bringing health Through food to as many people as possible". This vision was truly tested when Franck Riboud, CEO of Groupe Danone, met Muhammad Yunus, founder of Grameen Bank in 2005. This meeting led to the creation of Grameen Danone Foods Ltd (GDFL), the aim of which was to set up a small yoghurt plant in Bogra, Bangladesh, to promote local development and bring health to the community. GDFL was set up as a partnership and both parties contributed initial capital investment. GDFL developed a yogurt which is enriched with zinc, iron, iodine, vitamin A, and accounts for 30% of a child's recommended daily nutrients; its brand name is "Shokti Doi" which means "strength yoghurt" in Bengali; and it is being sold at an affordable price to the local community. The milk for the production comes from local micro-farmers; and the yoghurts are distributed by a network of Rural Sales Women, commonly known as Jita. The business has a status of "social business enterprise", where any potential profits are spent on welfare of the local people and community development.

Benefits: The most important benefit is that the new yoghurts became a good supplement to children's diet and that it improved their overall health. Other benefits to the local people have included: employment for women distributing yoghurts; employment opportunities with fair wages and development of new skills for the plant workers; and for farmers – having a market for their milk.

This project offered Danone an opportunity to learn how to develop a low-cost nutritious product and how to sell to the poor, which they can now replicate in other parts of the world. They have also learned a new way of food fortification, which the company is now applying in their other brands e.g. Densia and Activia (which are also sold in Europe). In terms of new market entry strategy, starting up with a smaller scale operation in a new territory, proved to be easier and also less risky.

Chapter 3 Sharing Economy

3.1 The sharing economy evolution

The sharing economy (sometimes also referred to as the peer-to-peer economy, mesh, collaborative economy or collaborative consumption) is a socio-economic system built around the sharing of human and physical resources. It includes the shared creation, production, distribution, trade and consumption of goods and services by different people and organisations. These systems take a variety of forms, often leveraging information technology to empower individuals, corporations, non-profits and government with information that enables distribution, sharing and reuse of excess capacity in goods and services.
A common premise is that when information about goods is shared, the value of those goods may increase, for the business, for individuals, and for the community.

The term "shared economy" began to appear in the early 2000s, as an answer to the economic recession, that requested new business structures that would enable social technologies and propose solution to the growing awareness around world population about the exhaustion of resources.

Sharing economy companies and services have provided new ways for people to purchase, use, and reuse everyday products. While the term was initially used to define peer to peer sharing services, these days the term is broadly used to refer to online marketplaces that allow users to bid on and offer any kind of good or service. Along with adding competition and more accessible marketplaces, sharing economy services have helped foster more integrated communities that share products and resources with each other. The sharing economy has redefined the way we think about services, belongings, and property, creating a new economic model which focuses on sharing rather than ownership.

In the last years many platforms have reached scale and developed to some extent not fully regulated; a main point voiced by disrupted incumbents and critics is, in fact, that they are benefitting from a regulatory arbitrage.

One of the various cleavages currently characterising the public debate on the ‘sharing economy’ sees those in favour of no regulation and of letting platforms self-regulate opposed by the proponents of strict regulations and bans. In between these two extremes a consensus is emerging that recognises platforms cannot stand above the law but neither should they be stifled by outdated regulatory regimes (Einav et al. Edelman & Gerardin , 2015). On the other hand, as pointed out by law scholars (i.e., King, 2015; Lougher & Kalmanowicz, 2016), it cannot be ruled out that ‘sharing economy’ platforms will raise serious competition policy challenges such as concentration through network effects (single dominant player), locking in parties located on one side (lack of real multi- homing possibility), power to reference rivals and users with risks of collusions and discrimination.

In 2014, the European Economic and Social Committee (EESC) in an opinion on the ‘sharing economy’ called the Commission to take appropriate action to ensure both the right conditions for innovation and consumer protection (EESC, 2014, p. 2 and 9).

In May 2015, the European Commission’s Digital Single Market Strategy recognised the exponential growth of new platforms, as well as identified opportunities and challenges of the collaborative economy, such as platforms controlling access to online markets and exercising significant influence over other players in these markets. (European Commission. A Digital Single Market Strategy for Europe, COM(2015) 192.)

In June 2016, the European Commission issued the further elaborated European Agenda for the Collaborative Economy (European Commission. A European agenda for the collaborative economy, COM(2016) 356). This document provides a broad legal definition of the collaborative economy business models and includes guidelines for Member States on the application of EU Law, with the regulatory challenges of the collaborative economy raised in five critical legal areas: (1) market access requirements; (2) liability of online platforms, (3) consumer protection, (4) self-employed and work- ers in the collaborative economy and (5) taxation.

While the European Commission’s European Agenda for Collaborative Economy provides comprehensive guidance on the application of existing (i.e. de lege lata) EU law in the five above-mentioned areas to innovative collaborative business models, it has over-looked the opportunity also to provide guidance on the application of EU Competition Law (which, as current developments show, raises issues for the parties involved). We will be attentive to the future evolution of this regulation.

3.2 Pros and cons of sharing economy

Sharing economy involves 3 broad groups:

1. Service providers who share assets, resources, time and/or skills. These can be private individuals offering services on an occasional basis (“peers”) or service providers acting in their professional capacity (“professional service providers”).

2. Users of these services.

3. Intermediaries that connect them and facilitate transactions between them, via an online platform. Transactions in the collaborative economy generally do not involve a change of ownership and can be carried out for profit or not-for-profit.

This business model covers a small but growing part of the economy. It provides new opportunities for people to offer their services (including on a temporary and part-time basis) and for entrepreneurs to reach more potential customers, as well as offering customers lower prices and greater choice.

Taking in account all these stakeholders, we can mention some **benefits** of the Sharing economy:

• **Decreasing environmental effects.** Sharing economy ensures products are cycled and reused to its complete life cycle, thereby, reducing the effects on the environment.

• **Accessibility to self-employment opportunities.** Collaborative consumption offers economic benefits for everyone involved. For instance, you may eliminate the cost of car ownership, reduce your travel expenses, and secure valuable financial support for a new business idea that may not have been fundable otherwise.

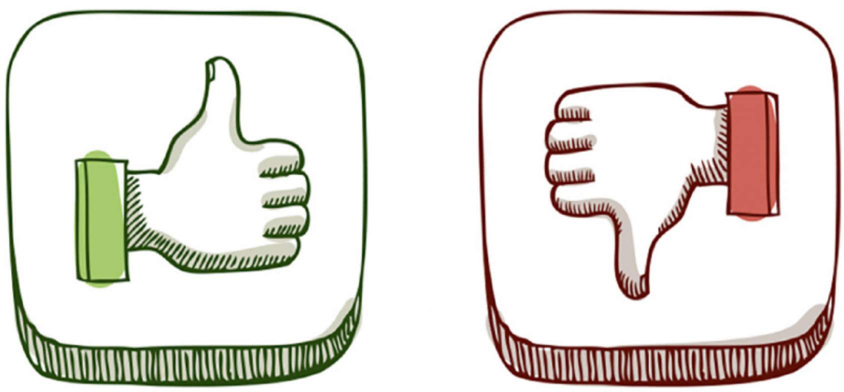
• **Embeds a sense of trust in the community.** Sharing economy's contribution to societal concerns isn't just restricted to the environment. One very important aspect of sharing economy is instilling trust amongst community members

• **Higher savings with the same lifestyle.** The Sharing Economy has provided means to have a desired lifestyle without burning a hole in your pocket.

• **More business opportunities.** It's more likely to force existing industries to become more like the collaborative platforms that challenge them, with potential benefits for everyone involved.

•**Lower ownership.** Today, if you can get more of what you need through the sharing economy, you may be able to live a leaner existence that requires fewer valuable possessions – and fewer worries about them

• **Easy access to capital.** crowdfunding became an easy and convenient way of raising funds by connecting people in need of money with those willing to give.



But we have to speak too about which are some of the **cons** of sharing economy:

• **Safety concerns:** Most sharing economy platforms are based on trust, as well as ratings by guests and hosts. But sometimes it happens that one uses a car, or rents and Airbnb and it is completely different than one imagines. After all, we have all heard tales of guests and hosts from hell.

• **Lack of regulations:** Another downside is that in many cases there is a lack of regulation to oversee the products and services exchanged during these transactions. For example, hotels are inspected to assure quality, whereas Airbnb apartments are not. The digitally-driven peer-to-peer nature of the sharing economy model doesn't align well with current laws and regulations, and sharing economy services don't have to comply with certain regulations, which on the other hand, helps keep the provided services more affordable.

• **Uncertain future:** The sharing economy definitely has its lovers and haters. Many are not ready to switch to that model, where others are already using more than four platforms in their daily lives. The business model is having many growing pains, and many "standard" employees are trying to stop the growth of it. We all remember that 9-day national anti-Uber and Cabify taxi strike, that more or less completely paralysed Spain, and got quite violent at times.

• **Unstable income & no benefits:** While sharing economies offer much flexibility in working hours, travelling, and freedom, jobs can be more unstable and may not provide living wages. Workers have to pay for business costs (upkeep, insurances etc.) which take a large chunk out of their income.

The bottom line is consumers and businesses continue to evolve, and the sharing economy will evolve right with them. If one is "simply looking to earn extra money" to pay down debt or save for a large purchase, it can be a great way to make some extra cash. If consumers look at it as a sole source of income it can be much trickier. As a help for reusing resources and reducing waste, the sharing economy is one of the most important models currently. Whichever way one see this expanding market, it is worth trying and exploring if one finds offers interesting enough to stick with.

3.3 Types of collaborative consumption

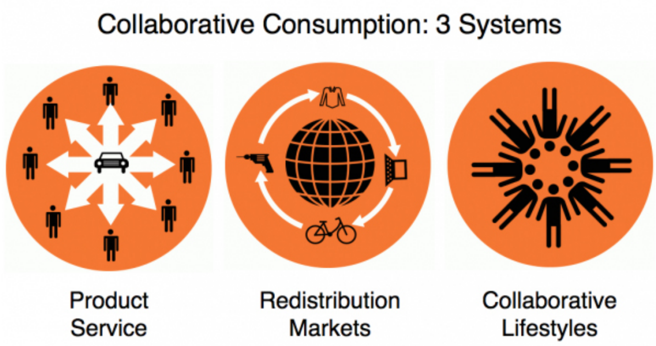
Collaborative consumption refers to resource circulation systems, which allow a consumer two-sided role, in which consumers may act as both providers of resources or obtainers of resources (Ertz, Myriam; Durif, Fabien; Arcand, Manon (2016). "Collaborative consumption: Conceptual snapshot at a buzzword". Journal of Entrepreneurship Education. 19 (9): 1–23.)

Originally, in 2010, Botsman and Rogers identified three resource circulation systems within collaborative consumption:

• **Product-service systems.** Refer to commercial peer-to-peer mutualization systems (CPMS), allowing consumers to engage in monetized exchanges through Social peer-to-peer processes for temporary access to goods. For example, BMW's "DriveNow", established in 2011, is a car rental service that offers an alternative to owning a car. Users can access a car when and where they need one and pay for their usage by the minute. A variety of traditional companies start to offer sharing services.

• **Redistribution markets.** A system of collaborative consumption is based on used or pre-owned goods being passed on from someone who does not want them to someone who does want them. This is a kind o alternative to “reduce, reuse, recycle” methods of dealing with waste. Examples, eBay, Freecycle Network.

• **Collaborative lifestyles.** Collaborative lifestyles refer to community-based platforms, allowing consumers to engage in monetized exchanges through Social peer-to-peer processes for services or access to resources such as money or skills These systems are based on people with similar needs or interests banding together to mutualize and exchange less-tangible assets such as time, space, skills, and money. The growth of mobile technology provides a platform to enable location-based GPS technology and to also provide real-time sharing.



3.4 Examples of sharing economy and sharing consumption

Case 1. Airbnb

Airbnb is more than an online platform used to find accommodation. It represents a growing community that is shifting the way people feel about sharing, about travelling and about home. Brian Chesky, CEO and co-founder of Airbnb used a communication at Airbnb’s blog to state that Airbnb is “creating a door to an open world—where everyone’s at home and can belong, anywhere.”. More than a travel experience for its guests, Airbnb also plays an important role for its hosts, allowing them to attain a new source of income by opening their homes and sharing their expertise.

Remember a few years ago when sleeping in a stranger's house instead of a hotel was something only broke 20-something-year-olds were interested in doing? Now Airbnb is one of the trendiest ways to lodge, with 4 million listings to choose from. That is almost ¼ of the total number of hotel rooms available in world, which was last counted at 17.5 million.

It's no wonder Forbes recently estimated Airbnb's worth at $38 billion considering the impact it has on the hotel industry. You can rent an entire house on the accommodation-share website for less than a hotel room most of the time.

74% of properties outside main hotel districts
91% of travellers want to live like a local
79% of travellers want to explore specific neighbourhood
Airbnb guests stay **2.1x** longer than typical guests
Airbnb guests spend more **2.1x** than typical visitors
42 % of guests spending is in the neighbourhoods where they stayed
81% of hosts share the home in which they live
52% of hosts are low to moderate income
53% of hosts say that hosting helped them stay in their home
48% of hosts income is used to pay for regular household expenses like rent and groceries

Source: adapted from Airbnb.com/economic-impact

Case 2. La Colaboradora Coworking

La Colaboradora is a co-working space with a difference: this community of some 200 entrepreneurs, free-lancers and creative professionals each dedicate four hours of their time every month in return for support with launching their projects. The principle is an exchange of services, ideas and knowledge through a 'bank time' approach. Since its launch in 2013, the community has shared over 8,000 hours of their time, and has had a significant social and economic impact: around 75% of projects have launched or consolidat-ed, creating new local jobs.

Eurocities award 2016

More info

Chapter 4 Ethical Finances

4.1 Business Ethics concept

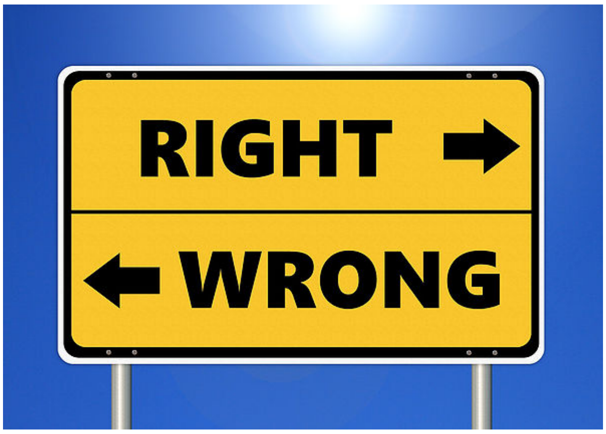
The concept of business ethics began in the 1960s when companies struggled more with a growing consumer-based society that displayed queries regarding social causes, the environment, and corporate responsibility.

This concept has evolved over time and currently goes beyond a simple moral code of good and bad; trying to reconcile what companies must legally do instead of maintaining a competitive advantage over other companies.

Business ethics ensure that there is a certain basic level of trust between consumers and companies, guaranteeing fair and equal treatment to the public.

Business ethics is a type of applied ethics or professional ethics that analyses the ethical and moral principles that are modified in the business world. It encompasses all aspects of business conduct and is relevant to the individual conduct of individuals such as that of organizations as a whole

The companies that have endorsed all of these principles prepare an identified code of ethics document, which is the ethics of business that brings social balance to the company's social responsibility.
This document consists of a series of principles that guide the entity's ethical actions.



So that the code of ethics does not become a mere declaration of intent, it is highly desirable to monitor its application through an ethics committee. This committee will be responsible for disseminating its content among all members of the organization, verifying compliance and holding regular meetings to coordinate activities and review and update its content.

4.2 Finances vs Ethical Finances

Ethics and Finances could at first seem antagonist. When talking about finances, what first come in your mind might be Wall Street traders, only interested by making more money with money, far from any ethical consideration.

Surprisingly, even traders might develop some code of ethics to place the integrity of this profession and the intest of clients above their own, as they will, as in any activity, face some ethical issues, such as dealing with their self-interest that can turn easily to selfishness, the professional duty that can enter in conflict with company demand, and over all, the legal vs moral behaviour. Because something that is technically possible, and legal, is not necessarily ethical, or moral.

Also, one of the major issue faced by traders and professionals of finances are the way finance sector has grown, and the perverse incentives and conflicts of interest that have been created. Joris Luyendijk iw the author of the book *Swimming With Sharks: My Journey into the World of the Bankers*, where he draws on 200 interviews with people from financial institutions in the city of London. The biggest issue, he says, are the perverse incentives. “If you are rewarded for undesirable behavior and punished for good behavior, then you can have all the ethics promises you want but people will act on those temptations.”

It is difficult to change the functioning of trading and finance, because no one will cut off the branch they are sitting on. However, alternatives to finance exist. Indeed, beside this trading world, “Ethical finance” is another way of practicing finances. This **expression** is commonly used to describe finance which takes into account not only financial returns but also environmental, social and governance (ESG) factors. This reflects an increasing recognition of the importance and value attributed by investors, both institutional and retail, to delivering measurable positive environmental and social impact on a sustainable basis.

Ethical finance and investment is growing momentum, globally and nationally, at an exceptional pace. Previously, it was principally the remit of specialist finance providers and investors supporting enterprises with an environmental or social purpose, now it has morphed into the mainstream with an ever-increasing recognition of the importance and value of taking ESG factors and values into account.

As the investment and finance market has developed, ethical principles are increasingly being seen as the new normal, providing essential controls to underpin investment and finance decisions. Increasingly, funds and lenders are being challenged when they are perceived as failing to apply suitable ESG factors in their decision-making processes.

4.3 Principles of ethical finances

At this date, there is no common and recognise methodology or recognised and standardised ethical code for finances, however, some concepts and expressions have been developed around this topic, that can help to shape some of the principles that can support ethics in finances:

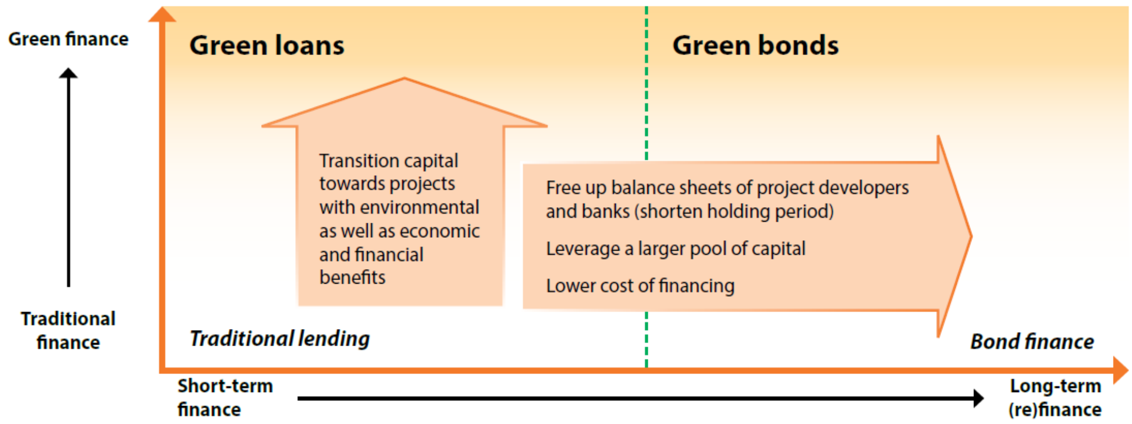
- General ethical norms based on conventional morality, that encompass truthfulness, honesty, integrity, respect for others, fairness, and justice, among others.
- Required knowledge and compliance with the financial laws, rules and regulation should be the baseline for this activity. Also, financial professional should continuously update their skills to be aware of the current legal framework for this activity
- Principle of independence and objectivity, avoiding conflict of interests
- Reasonable care and diligence: financial professional shall perform their professional activities with reasonable care, prudence and diligence.
- Responsible investment, incorporating environmental, social and governance (ESG) factors into investment and ownership decision
- Green finance: when finance is focused on delivering positive environmental results that are measurable

4.4 Examples of financial ethics in question

<u>Case Study on Green Bonds</u>

Seven Pillar Institute is an independent, nonprofit, non-partisan, think tank for research, education, and promotion of financial ethics. This financial ethics organization provides research and resources on ethics in finance, as well a a series of study cases of finance ethics.

On their **webpage,** they propose for instance an analyse on Green Bonds from an ethical perspective. While Bonds are tradeable fixed-income debt instruments that provide issuers with access to funding from international and domestic markets, Green Bonds are issued for the sole purpose of funding projects that help with climate change mitigation, energy efficiency and environmental sustainability. However, this financial instrument might present some controverse.



According to their assessment, here is a summary of Pros and Cons of investing in Green Bonds.

Positives

- Gives investors opportunity to make profits while supporting positive environmental, social, and governance causes (ESG) at the same time
- Can provide financing options to projects which would otherwise not have any, especially in developing countries
- Ability to source funds from a large international market
- Will grow substantially in the next few years
- Bonds often provide tax incentives or tax credits
- Provides opportunity for investor diversification
- Provides reputational benefits to issuers as well as marketing to invested projects
- Frees government balance sheets and can help countries achieve global commitments

Negatives

- Issuances that are small are less attractive to investors as they have relatively higher costs as proportion of total proceeds.
- Green bonds, to be successful, require efficient coordination across market players in the private and public sector
- Generally higher costs due to transparency and accreditation expenses
- Relatively new market means there is not currently an international authorising body, though there are some organisations that do this independently
- Many ethical considerations that have yet to be explored as it is a relatively new market

Example of a code of ethic for Investment Analysts

The **Association of Certified International Investment Analysts** propose principles of ethical conduct underlying investment analysts' activities worldwide with a serie of key pillars relying on ethics and competences.

This code present fundamental principles:
1. Honesty, Integrity, and Fairness
2. Reasonable Care and Diligence
3. Interests of Clients
4. Independence and Objectivity
5. Professional Competence
6. Required Knowledge and

As well as specific key principles:
1. Reasonable Basis and Fair Representation Principle
2. Suitability Principle
3. Prohibition Against Misrepresentation Principle
4. Prevention and Disclosure of Conflicts of Interest Principle
5. Compensation Principle
6. Fair Dealing with Clients Principle
7. Prohibition Against Use of Material, Non-Public Information Principle
8. Proper Use of Professional Qualifications Principle
9. Preservation of Client Confidentiality Principle

Audur Capital

Auður Capital was a financial service company, founded in 2007 by two Icelandic businesswomen, with the aim of incorporating feminine values into finance.

Being "risk-aware" is one of those values, and one reason why they are convinced that getting the male-female balance right is so important. "Women tend to bring a lot to the table. They think more long-term, they think about the team, and not only themselves. They think more about people, and they see other business opportunities than men."

There is another, crucial difference, they find: "Women are willing to ask stupid questions. We want to understand. We won't take risks we don't understand, so we ask: what is sub-prime? Who'll pay these loans back?" (http://news.bbc.co.uk/2/hi/business/8048488.stm, s.f.)

The company offered wealth management, private equity advice and corporate advice. It attempted to correct what it perceived as a historic lack of balance and diversity in the financial sector. Auður succeeded in preserving the funds of its clients when the Icelandic banks collapsed in October 2008. In December 2008 Auður announced the launching of BJÖRK, a private equity fund, established by Auður Capital and the renowned musician Björk Guðmundsdóttir, active supporter of entrepreneurship, creative thinking and increased diversity in the Icelandic economy. The aim of the BJÖRK venture fund was to invest in early-stage corporations, with high growth potential capitalizing on Iceland's human and/or natural resources, as well as emphasizing sustainability and a triple bottom line.

Chapter 5 Economy of the Common Good

5.1 The theory of the Common Good

The concept of the Economy of the Common Good (ECG) was launched by the Austrian economist Christian Fleber, author of “Change everything: Creating an Economy for the Common Good” that defends an alternative economic system based on human dignity, solidarity, cooperation, ecological responsibility, etc.

The ECG model reflects the fundamental values of various economic proposals:

ECG VALUES / MODELS	Human dignity	Solidarity/ Cooperatio	Ecological sustainability	Social justice	Democracy
Social Economy	X	X	X	X	X
Circular economy			X		
Collaborative economy		X			X
Functionality Economy		X	X		
Resource-Based Economy			X	X	
Blue economy			X		

Resource: ECO/378 Economy for the Common Good

ECG can be defined by three basic characteristics (Spanish Federal Association for the Promotion of the Economy for the Common Good)

1) the defense of a cooperative market economy model, alternative to capitalism and the planned economy;

2) the implementation of values recognized by the Spanish Constitution such as human dignity, equality, justice, solidarity, democracy, transparency, trust or ecological sustainability; and

3) aspire, among other objectives, to: a) prioritize people over capital, ensuring their basic rights;
b) promoting cooperation and contribution to the common good in the face of profit and competition;
c) democratize companies; d) reduce the ecological footprint; e) subordinate the country's wealth to the general interest; and f) promote participatory democracy and the division of powers of the State.

On 19 February 2015, the European Economic and Social Committee (EESC) decided to draw up an own-initiative opinion, under Rule 29(2) of its Rules of Procedure, on The Economy for the Common Good: a sustainable economic model geared towards social cohesion (ECO/378 Economy for the Common Good) understanding The Economy for the Common Good as an holistic approach whose concepts are close to the fundamental values of the Social Economy, Circular Economy, Sharing Economy, Functionality Economy, Resourced-Based Economy and Blue Economy.

Aligned with the Europe 2020 framework, EESC proposes in this document the transition towards a "European Ethical Market" which will foster social innovation, will boost the employment rate and will benefit the environment. The "European Ethical Market" can be built through the implementation of several strategies. (See point 1.4 ECO/378 Economy for the Common Good).

Furthermore, several strategies are proposed for building a European Ethical Market. The roadmap will start with the measurement of companies' contributions to the common good and the convergence towards a European non-financial reporting. Next, European civil society will be informed of companies' performance through the development of ethical labelling. Policy-making will recognise those companies with a higher contribution to the common good through ethical public procurement and policies aimed at building an ethical internal and international market. Finally, entrepreneurship, consumption and banking policies will also be aligned with the common good principles. All this will take place by avoiding excessive administrative burdens and using market mechanisms.

5.2 Economy of the Common Good main principles

"In a real 'economy', money is only a means to an end. If we were to measure economic success according to that end, human creativity would generate an increase in common good. Economy and value would then be in harmony." (Christian Felber)

Economy for the Common Good, created by Christian Felber, can be definded as an economic model based on the values that all people recognize as universal: solidarity, human dignity, social justice, ecological sustainability, transparency and democratic participation. It is a holistic model that aims to integrate the economy into the social, cultural and ecological context of society.

For this purpose, five fundamental values: human dignity, cooperation and solidarity, ecological sustainability, social justice and democratic co-determination and transparency form the basis of the ECG model.

The central proposal of the model of the Economy for the Common Good is, therefore, that the economy should be at the service of people, that is, of the common good, assuming that money and capital are important as instruments of exchange and investment but they never constitute an end in themselves.

5.3 The Balance and Matrix of the Common Good

The **Balance of the Common Good** propose a method of impact evaluation which is at the core of the Economy of the Common Good. It places human beings and all living beings, as well as the success of elations between them, at the center of the economic system. It transfers today's valid values of relationship and constitution / organization to the market, urging economic actors to behave and organize in a humane, cooperative, caring, ecological and democratic way.

The main function of the Balance of the Common Good is to measure "the success" of the business with a new meaning. The economy has to serve the common good and at the company level this can be measured through the **Balance of the Common Good.**

The **Common Good Matrix** is the basis for creating a Common Good Report, in the form of a double entry table, which displays in a summarized and quantified way the degree of compliance of a given company or organization with the indicators prescribed by the EBC, as well as the practice, where appropriate, of certain criteria that are considered socially harmful and that are also quantified.

The Common Good Matrix lies at the heart of the Common Good Balance Sheet. It describes 20 common good themes and gives guidance for evaluating contributions to the common good. Version 5.0 can be seen below.

COMMON GOOD MATRIX 5.0

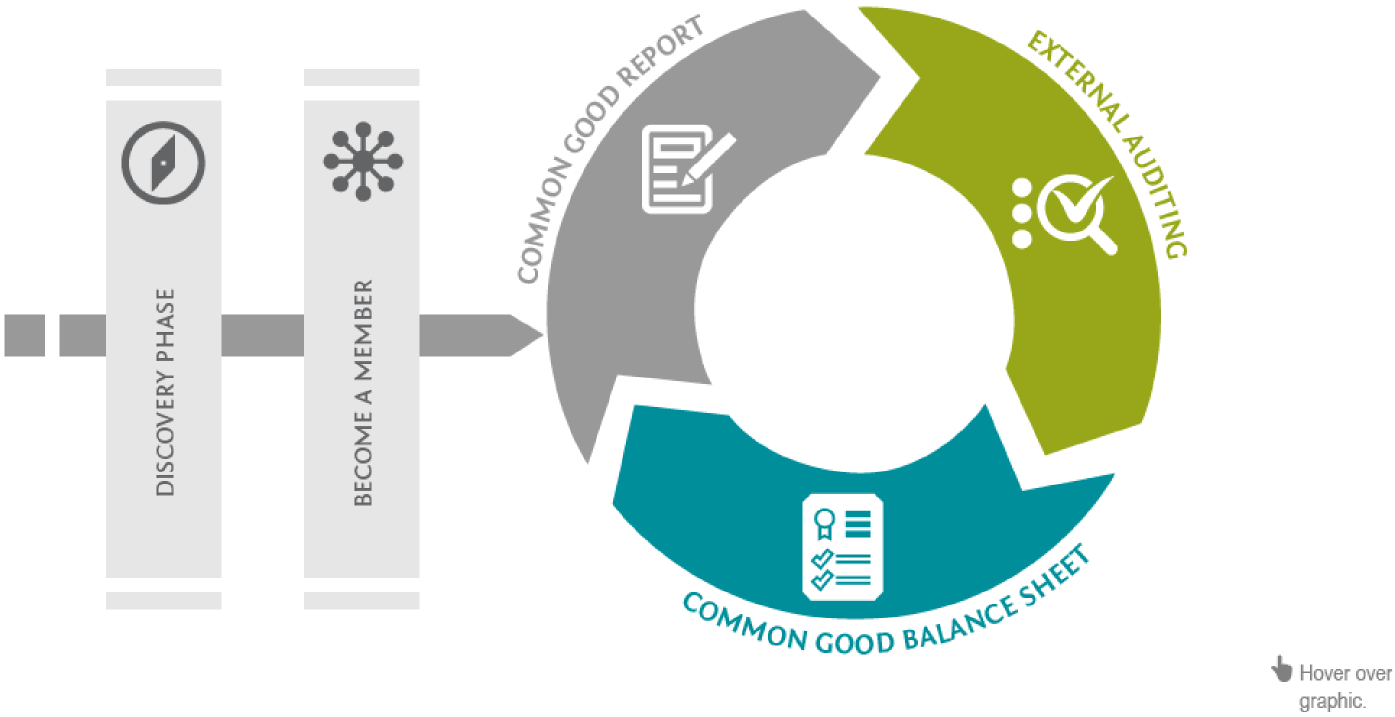
VALUE / STAKEHOLDER	HUMAN DIGNITY	SOLIDARITY AND SOCIAL JUSTICE	ENVIRONMENTAL SUSTAINABILITY	TRANSPARENCY AND CO-DETERMINATION
A: SUPPLIERS	**A1** Human dignity in the supply chain	**A2** Solidarity and social justice in the supply chain	**A3** Environmental sustainability in the supply chain	**A4** 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

How to publish a Common Good Balance Sheet for a business?

The Economy for the common good website explains the steps in order to publish a balance sheet. It takes three steps, which are the following:

- First produce a Common Good Report
- Get the resulting report audited, resulting in a Certificate
- Finally publish the Common Good Balance Sheet

Also, a condition of publishing a Common Good Balance Sheet is membership of your local ECG (Economy of the Common Good) association.



Learn more about ECG in https://www.ecogood.org/ and useful tools in Chapter 7.

5.4 Real-World Examples of the Common Good

Case 1. The ECG Movement.

The international movement “Economy for the Common Good” began in October 2010 on the initiative of a dozen companies in Austria. Since then, some 2,200 businesses from fifty nations have joined the movement, 400 of them have already implemented the Common Good Balance Sheet. There are three banks among the pioneers and a multitude of public institutions such as the University of Applied Sciences of Burgenland, Austria, which recently elected a “Common Good Officer.” The Universities of Flensburg and Kiel in Germany have started a three-year research project to examine how well the balance sheet can be implemented in large corporations. Three major corporations on the German stock exchange (DAX) are taking part in the study. The University of Valencia, Spain will establish a chair dedicated to the Economy for the Common Good, and the University of Barcelona, Spain has applied for a United Nations Educational, Scientific and Cultural Organization (UNESCO) Chair dedicated to the ECG. Other schools and universities have integrated the model in their curriculum or have completed the balance sheet.

The ECG movement consists of some 200 local chapters in twenty countries. Dozens of permanent working groups called “hubs” work as editors on the content of the Common Good Balance Sheet, as ECG-certified business consultants, auditors, speakers, ambassadors, and much more. Delegates from local chapters and hubs meet once a year in the delegates’ assembly and vote on all strategic decisions using consensus decision making. At present, twenty legal associations have been founded, and this year the international ECG federation will be established in order to coordinate the global activities.

The 400 companies that have implemented the balance sheet started the process of creating more transparent, worker-friendly, sustainable, and social businesses. The steps can be very small. The Italian hotel “La Perla,” for example, introduced one meat-free day per week. Some ECG-certified companies have switched to renewable energy sources and recycling paper. The Sparda Bank from Munich, Germany decided to get rid of commissions on loan contracts.

Case 2. Centro de Formación Folgado

This **Spanish educational Center** is a pioneer in the implementation of EBC, they were the second Center registered in Spain, their seeds being recognized:

#1 for carrying out good practices.

#2 for carrying out the Balance of the Common Good of the Center.

As a result of the effort made, the following achievements were obtained:

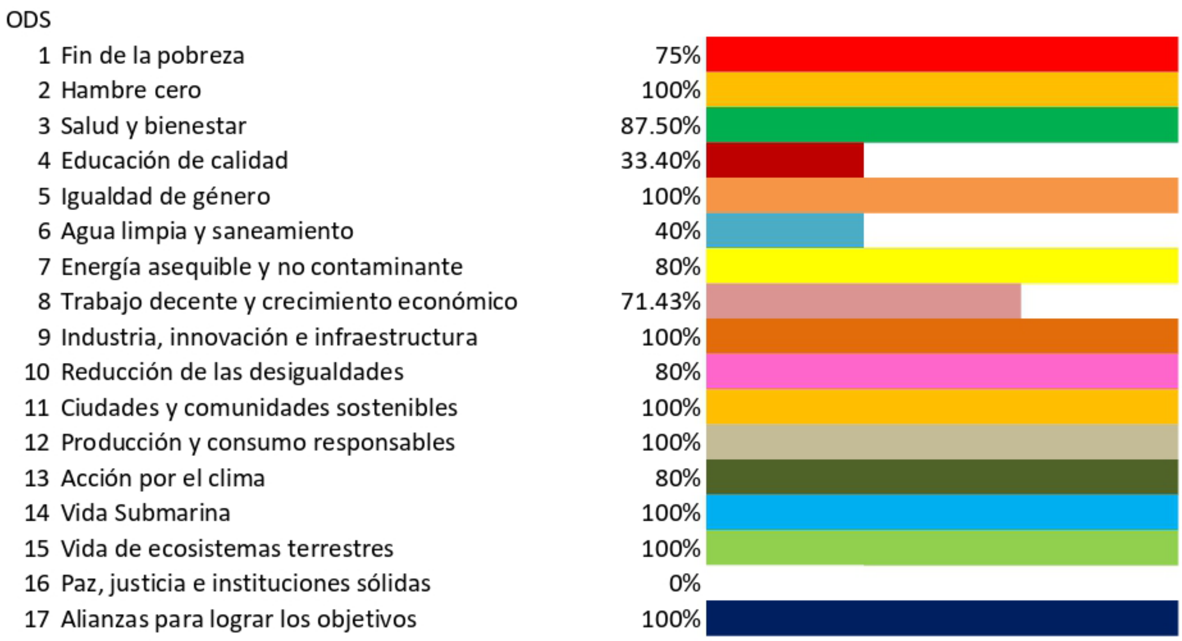
- XIX International Congress of Educational Research in Madrid: presentation on social transformation and ECG applied to an Educational Center.

- Recognition of good practices to CFF in managing diversity in relation to the Balance of the Common Good by the Cepaim Foundation

- Recognition in relation to the voluntary labor insertion of people by CFF and granted by the Cepaim Foundation

- Participation in the 2019 SDG Congress in Valencia, exposing the intersection of the ECG matrix with the SDGs.

Results of CF Folgado regarding the ECG matrix applied to SDG:



Chapter 6 JOIN THE MOVE

1. Existing networks and supporting programmes

Economy of the Common Good network: **Ecogood**
On this webpage, you might find national contact points for the national associations for the economy of the common good.

2. Tools of reference to develop actions

Inventoy of business tools COMPASS

SDG Compass The guide for business action on the SDGs

3. Tips to taking action:

The report from Gold Standard called **BUSINESS AND THE SUSTAINABLE DEVELOPMENT GOALS:** Best practices to seize opportunity and maximise credibility propose several best practices for the implementation of SDG in business.

For instance: Commit to comprehensive quantification of impacts and target setting

Recommended steps:

» Set ambition in line with best practice. Use the materiality concept to identify and prioritise SDG targets according to the company's environmental, social and economic impact on the SDGs, and the potential risks and opportunities the SDGs pose for your organisation and its stakeholders. Take guidance from initiatives like the GRI materiality principle, Science Based Targets and other similar emerging programmes where possible. This should be accompanied by ongoing monitoring, validation and review of progress.

» Make sure negatives are part of the equation. To understand your companies full impact, it is important to look at your organisation's direct and indirect impacts on creating, preserving or eroding progress toward the SDGs. In an era of 'false news', being transparent about reporting company weaknesses will make people more receptive to believing the positives, and transparent reporting will also help you identify and address opportunities for improvement. Still, the net value of your positive impact should far exceed that of the negatives – if not, your business model may not survive in the long term.

» Include value chain impacts in your reporting. Sustainability reports should no longer be limited to an assessment of 'CSR programmes'. They should involve a company-wide assessment, looking at the corporation itself, all the goods and services it provides and the investments it makes along the full value chain.

» Involve relevant stakeholders in the process. The people most affected by an initiative can play an invaluable role in identifying strengths, weaknesses, opportunities and threats to meeting your objectives. This can even include competitors with whom precompetitive collective action may be mutually beneficial. Bringing these stakeholders on board early will also help to secure ongoing collaboration and support.

More tips are available in this report, under the **link**

Chapter 7 TO GO FUTHER

SDG and business:

PWC report - Make it your business: Engaging with the Sustainable Development Goals

Navigating the SDGs: **a business guide to engaging with the UN Global Goals**

BUSINESS AND THE SUSTAINABLE DEVELOPMENT GOALS: Best practices to seize opportunity and maximise credibility

Good Practices in the National Sustainable Development Strategies of OECD Countries

BETTER BUSINESS. BETTER WORLD, The report of the Business & Sustainable Development Commission

Collaborative economy

Collaborative production and the maker economy, from the business innovation observatory

The Regulatory Framework of the Collaborative Economy in Central and Eastern Europe

Single Market Scoreboard - Collaborative Economy

Chapter 8 PRACTICAL ACTIVITIES

8.1 Getting familiar with SDG

For each one of the following Sustainable development Goals write an example of concrete action that you think you could do as a youth. How do you think that you can act, at your level, to achieve those goals?

SDG	Application in your Business or Idea Sector
No poverty	
Zero Hunger	
Good Health and well-being	
Quality Education	
Gender Equality	
Clean water and sanitation	
Afordable and clean energy	
Decent work and economic growth	
Industry, innovation and infrastructure	
Reduced inequalities	
Sustainable cities and communities	
Responsible consumption and production	
Climate action	
Life below water	
Life on land	
Peace, justice and strong insistutions	
Partnerships for the goals	

8.2 Real-World Examples of the Common Good

The balance of the Common Good can be applied to a wide range of initiatives, especially entrepreneurial, but also associative. We will propose you in this activity to think about your own, or a well known organisation, and get a first approach of its compliance with the Common Good principles. It has been seen before that the full evaluation and development of a Balance of the Common Good required a membership to the Economy of Common Good. Here, we will work on the very first step, the "discovery phase", where we will ask you to explore the different elements of the matrix.

For each of those elements, you should write about your perception on the level of achievement of the initiative that you have in mind. Is there anything done in this field? What? Does it work?

For instance: A1 – Human Dignity in the supply chain: Who are the suppliers of your initiativre? Are you sure that all human involved and working for the production of these supplies are treated with dignity? What do you know about the condition of production and manufacturing? Especially if some supplies come from foreign countries and Asia, are the Human Rights of all workers involved respected? Do they get decent salaries? Etc.

Values/ Stakeholders	Human dignity	Solidarity & social justice	Environmental sustainability	Transparency & 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 & 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	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

Conclusion: This is a beginning - My action

We've given you some advice; now it is time to turn this info into action... your action!
Write here your own remarks:

Conclusion: This is a beginning - My action