



CÀTEDRA EBC
ECONOMIA DEL BÉ COMÚ

ANNUAL REPORT

2018



**GENERALITAT
VALENCIANA**

Conselleria d'Economia
Sostenible, Sectors Productius,
Comerç i Treball



Humanistic Management Practices

 **caixa
popular**

VNIVERSITAT ID VALÈNCIA 
Facultat d' Economia

ANNUAL REPORT

This document shows all the academic activities that have been carried out from the Chair in Economy for the Common Good on 2018.

1. Recruitment of two students



Throughout 2018, the Chair in Economy for the Common Good has hired two students in training: a postgraduate student to carry out the curricular practices, and a Ph.D. student with a fellowship, in order to accomplish management tasks and participate in the Research Project.

2. Training course for trainers on the Economy for the Common Good

On January 24th, the Chair in ECG provided a “**Training course for trainers on the Economy for the Common Good**” aimed to teachers who are part of the Educational Innovation Network in Economy for the Common Good created by the Chair in ECG in 2017. The aim of the course was to analyze the principles and tools of the Economy for the Common Good model and its application to education. The activity took place on the Faculty of Economics from 10 to 14 hours and was managed by the Permanent Training Service of the University of Valencia.



3. Workshop at Maria Ibars High School of Dènia

The Chair in Economy for the Common Good participated on the Maria Ibars’ Workshop arranged by the Professional Family Department of Maria Ibars High School’s administration and management. Joan Ramon Sanchis Palacio, Chair in ECG’s Director, gave the lecture “Economy for the Common Good and Ethical Finance” on January 24th at 7:00 p.m. at Maria Ibars High School’s Library.

This day was framed within the event organized by the High School in connection with the statement “Dènia, Creative City of Gastronomy” by UNESCO, where the value of its writer and poetess, Maria Ibars, was enhanced.



4. Science Week in Oliva

The 2nd Science Week in Oliva included several events held on February 7th and 8th at the Conference Room of Envic d’Oliva’s Library. The first day was framed by conferences addressed to Economy for the Common Good model. Thus, Joan



Ramon Sanchis Palacio, Chair in ECG’s Director, gave the lecture “The model of ECG and its application to companies”.

The second day was addressed to put in value global problems of sustainable development and climate change.

5. The launch of Christian Felber’s new book

The Chair in Economy for the Common Good organized the launch of Christian Felber’s new book “For an Ethical World Trade” on February 9th at 6 p.m. at Function Room of Social Science Library.



During the launch, Christian Felber was accompanied by Francisco Álvarez, Director of *Economia, Emprenedoria i Cooperativisme de la Generalitat Valenciana*; Joan Ramon Sanchis Palacio, Chair in ECG’s Director; Maria Amigo, Valencian Association for the Promotion of the ECG’s President and Alberto Lucian, Valencian Representative of the Economy for the Common Good in matters of World Trade. [Presentation’s video.](#)

6. 1st Municipalities Encounter for the Common Good

The Chair in Economy for the Common Good organized the “1st Municipalities Encounter for the Common Good, Valencian Community”. This encounter took place on February 28th from 9.30 to 14:00 hours at *Ciutat Administrativa 9 d’Octubre* in València. This event was addressed to politicians and technicians of the Local Authorities in order to share experiences and improve the knowledge about the Economy for the Common Good model.

Additionally, the aim was pooling the efforts made by the different Local Authorities to improve their management practices through ethical, social and environmental criteria. Also, publicize the ECG model in the Local Administrations of the Valencian Community in order to improve its management.



The encounter included the presentation of studies and projects, an introduction conference to Municipalities for the Common Good, and a panel discussion with the representatives of Miranda de Azán, Silla, Ròtova, Muro d’Alcoi, Betxí, and Villena municipalities. In addition, Rafael Climent, *Conseller d’Economia Sostenible, Sectors productius, Comerç i Treball de la Generalitat Valenciana*; and Francisco Álvarez, *General Director d’Economia, Emprenedoria i Cooperativisme de la Generalitat Valencian*, attended the event.

7. Employment Forum at Faculty of Economics

The Chair in Economy for the Common Good participated in the “XVII Employment and Entrepreneurship Forum of the Faculty of Economics”. The Chair in ECG had a stand on February 14th and 15th at the University of Valencia.

During these days, the Chair in ECG informed about the activities that were being carried out such as the Postgraduate Diploma in ECG Consultancy, conferences and courses, etc.



The Chair in ECG participated also in two events. The first one was held at 12:30 p.m. at Sala Villalonga where Joan Ramon Sanchis, Chair in ECG's Director, introduced the Chair in Economy for the Common Good to all the Faculty of Economics' students during a panel discussion. On the second one, Joan Ramon

Sanchis gave the lecture "Economy for the Common Good and its implementation in companies" together with Alfons Ribarrocha, ECG Consultant and Action Waterscape S.L.' manager.

Moreover, Joan Ramon Sanchis Palacio, the Chair in ECG's Director, was awarded as the most influential person in twitter.

8. Forinvest 2018

The Chair in Economy for the Common Good participated for the first time at Forinvest, International Forum about products and financial services, investments, insurance, and technology solutions, celebrated in Feria Valencia on March 7th and 8th.



Forinvest hosted 8 different important forums. Thus, the Chair in ECG was presented inside the Advisory Forum and also participated in the conference ["Economy for the Common Good: a sustainable business model"](#) given by Joan Ramon Sanchis Palacio, Chair in ECG's Director. In addition, the Director was interviewed by [Forinvest TV](#), where he had the opportunity to introduce the Chair in ECG.

9. Postgraduate Diploma in Economy for the Common Good Consulting

In 2018, the first edition on the Professional University Specialization Diploma in Economy for the Common Good Consulting has been initiated, organized by the Chair in Economy for the Common Good of University of Valencia, in collaboration with the Valencian Association for the Economy for the Common Good Promotion and sponsored by *Conselleria d'Economia Sostenible, Sectors Productius, Comerç i Treball de la Generalitat Valenciana*; and Caixa Popular, a Valencian credit union.

[The Diploma](#) is made up of 30 credits, equivalent to 750 hours of total duration with a distance learning modality, and involved inside the Management Business Field of University of Valencia Postgraduate Courses. It started on October 15th, 2018 and it will end on June 28th, 2019. With this intention, all the [course materials](#) have been prepared during 2018.

10. 1st Seminar of Economy for the Common Good and Social Entrepreneurship

The Chair in Economy for the Common Good organized the 1st Seminar on Economy for the Common Good and Social Entrepreneurship called “**Social Entrepreneurship form Col·lab**” at the Faculty of Economics. This event was addressed to all the students of the University of Valencia. Thus, its goal was to introduce them the reality of social entrepreneurship linked to the presentation of different successful experiences and business projects on social entrepreneurship’ s field, while following the ECG’s values.

This seminar included several sessions held during April and May of 2018 and was attended by Jose Manuel Pastor Monsálvez, Dean of Faculty of Economics; Joan Ramon Sanchis Palacio, Chair in ECG’s Director; Maria Amigo Pérez, Valencian Association for ECG Promotion, and various speakers



who presented their projects to students. In addition, the seminar included a visit to Las Naves’ facilities, where students had the opportunity to present their own projects and receive feedback from the entrepreneurs. Moreover, there was also a workshop about the development of the Common Good Balance Sheet carried out by Maria

Amigo, which was addressed to students of Entrepreneurship ADE degree's subject.

11. Seminar "Realistic solutions for our companies and our municipalities" to Alacant

The Chair in Economy for the Common Good participated in the event "The *Alicantina* company: ethics as a competitive advantage" on April 13th in Alacant, where Joan Ramon Sanchis Palacio, Chair in ECG's Director gave the paper "Economy of the Common Good model and creation of Shared Value".



This day was organized by the Valencian Association for Economy for the Common Good Promotion, and its aim was to present the ECG benefits applied to companies and municipalities.

12. Seminar "Moving forward together towards a new economy: New exchange systems"

The Chair in Economy for the Common Good, together with Asociación Sol Economías BioMediterráneas de la Comunitat Valenciana, organized the seminar "Moving forward together towards a new economy: New exchange systems" on May 24th at the Faculty of Social Sciences' Hall. This seminar focused on social and complementary currencies as powerful tools for socioeconomic and agro-environmental transformation, while promoting social change for a sustainable development.

The event was inaugurated by Francisco Álvarez, General Director of Economía, Emprendedoría i Cooperativisme de la Comunitat Valenciana; M^a Dolores Real, Vice-President of Innovation and Transfer of the University of Valencia; and M^a Mercedes Ortiz, Professor of Administrative Law at the University of Alacant.

Throughout the day, there were presented projects such as EKHILUR Cooperative and Asociación SOL-PHOENIX, as well as two experience's cases about the implementation of social currencies in Barcelona and Seville.

Moreover, the Chair signed a collaboration agreement with Asociación SOL-PHOENIX in order to launch a project which will implement a social currency at the University of Valencia.

Seminar's videos:



- 1st Part: <https://www.uv.es/catedra-economia-be-comu/ca/lLista-videos-1286043289413/Recurs.html?id=1286042940965>
- 2nd Part: <https://www.uv.es/catedra-economia-be-comu/ca/lLista-videos-1286043289413/Recurs.html?id=1286042942823>
- 3rd Part: <https://www.uv.es/catedra-economia-be-comu/ca/lLista-videos-1286043289413/Recurs.html?id=1286042943000>
- 4th Part: <https://www.uv.es/catedra-economia-be-comu/ca/lLista-videos-1286043289413/Recurs.html?id=1286042943844>

13. Aras de los Olmos' Summer University

The Chair in Economy for the Common Good participated on June 28th at Aras de los Olmos' Summer University 1st edition: "Innovation and artificial intelligence at Rural Development System", addressed to students, professionals, administration technicians, and teachers. Thus, its goal was to point the importance of knowledge transparency.



Joan Ramon Sanchis Palacio, Chair in ECG's Director, gave the lecture "Collaborative Economy, Social Economy and Economy for the Common Good", linked to the Collaborative Economy' field. Moreover, the Director moderated a panel discussion about this topic.

14. International Conference “Entrepreneurship Education Conference in Enschede” in Holland

The Chair in Economy for the Common Good participated in “Entrepreneurship Education Conference in Enschede” Congress in Holland during May 16th and 18th. Thus, the Chair’ team presented a lecture about the Economy for the Common Good related to Social Entrepreneurship and Education.



The goal of this paper was to analyze the ECG’s contribution to Social Entrepreneurship through education applying all the values of ECG model while studying all the existing literature in order to quantify the number of studies published about this subject and identify possible gaps.

Thus, the study followed a double methodology in order to determine the potential contributions of ECG model to Social Entrepreneurship while analyzing the Common Good Matrix and carrying out an empirical study on the existing literature about ECG and Social Entrepreneurship.

15. International Assembly of ECG delegates in Lisbon



The Chair in ECG participated in the International Assembly of ECG delegates that took place in Lisbon on May 19th. During this meeting, the Chair’s Director, Joan Ramon Sanchis Palacio, gave a lecture about ECG model’s theoretical foundation, and also, the tasks carried out by the Chair.

16. XXXII AEDEM International Congress

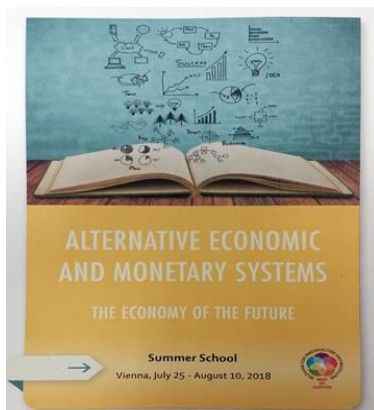
The Chair in Economy for the Common Good participated in XXXII AEDEM International Congress on June 6th, 7th and 8th at Gandia. Throughout those days, the ECG Chair presented two papers.

Firstly, the lecture "Economy for the Common Good model: Theoretical foundation and bibliometric analysis" linked to ECG model's values and purpose. The second paper was called "Business ethics on banking sector: a bibliometric analysis of banking ethics and ethical banking on an international level".



17. Vienna Summer School

The Chair in Economy for the Common Good collaborated with the "Alternative economic and monetary systems" Summer School in Vienna from July 25th until August 10th.



Vienna Summer School is an academic summer school that offers a new approach: an evaluation of economic alternatives which considers that natural boundaries and the human factor are equal parts of the same equation. The goal was to propose solutions of society's problems while presenting viable alternatives to processes and developments to economic, ecological and social frontiers.

18. 2nd Edition of Best College Degree Final Project, Best Master Degree Dissertation and Best Full Business Plan ECG Awards

During 2018, the Chair in Economy for the Common Good convened the second edition of **Best College Degree Final Project, Best Master Degree Dissertation and Best Full Business Plan ECG Awards** addressed to students from the University of Valencia and presented during 2016/2017 academic year.



The Best Master Degree Dissertation was awarded to Andrés Francisco Hernández under the title "Social Economy and Economy for the Common Good: Common Good Balance Sheet's Adaptation". [Resolution](#).

The Best College Degree Final Project and Best Full Business Plan were deserted.

19. 3rd Municipalities Encounter for the Common Good

The Chair in Economy for the Common Good co-organized together with the Spanish Federal Association for ECG Promotion the "3rd [Municipalities Encounter for the Common Good](#)" in Valencia on September 20th and 21st at Faculty of Economics, in order to share, learn, and work in the ECG's application with the City Council (the nearest and most valued entity for the citizens), since it is the most capable entity to convey the ECG philosophy and values to citizens.



Within this program, several workshops were held to involve all the participants in the participatory construction of the ECG's proposals, the Municipal Common Good Index, and the Common Good social clauses in public recruitment. The workshop

included a dynamical, flexible, implicit, and participative way to encourage teamwork, assertive communication and the exchange of ideas and knowledge.

20. International Congress “14th Interdisciplinary Conference on Intangibles and Intellectual Capital” in Munich

The chair in Economy for the Common Good participated in the International Congress "Value Creation, Integrated Reporting and Governance" on September 20th and 21st in Munich with the paper "The Common Good Balance Sheet, and an adequate tool to capture non-financials?".

The goal of this Congress was the academic exchange of theoretical and empirical research in the area of Intangibles and Intellectual Capital. This Congress provided an opportunity for investigating the value creation dynamics and deepening the subject areas of “Intangibles and Public Sector” and “Intellectual Capital, Digitalization and Information Systems.



This paper was **award** as one of the 5 best papers presented on the Congress.

21. 4th Seminar about ECG and CSR in Financial Entities

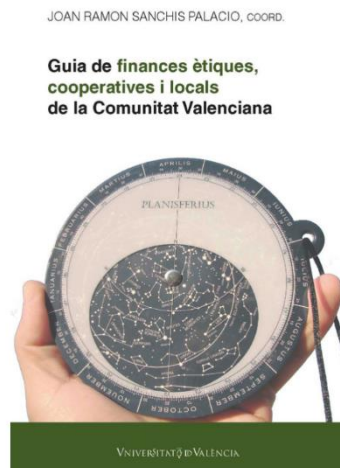
Once again, the Chair in ECG held on October 18th the 4th seminar “Social Responsibility and Economy for the Common Good in Financial Entities” on the Faculty of Economics from 9.30 to 14:00 hours. This seminar was coordinated by Joan Ramon Sanchis Palacio, Chair’s Director and sponsored by *La Conselleria de Transparència, Responsabilitat Social, Participació i Cooperació de la Generalitat Valenciana*.

During the seminar, the Ethical, Cooperative and Local Finance Guide of the Valencian Community, written by the Chair's work team and sponsored by *La Direcció General de Responsabilitat Social i Gestió de l'Autogovern*, was presented.

Also, there were given two papers by Hervé Falciani (who is a tax antifraud global icon) and Carlos Gómez Gil, University of Alicante's Professor. The seminar also included a panel discussion on CSR in banking and Economy for the Common Good, where participated Etica Patrimonios, Setem País Valencià, Xarxa Enclau and the Valencian Association of Credit Unions. The inauguration was given by the Vice President of *Innovació i Tranferència de la UV*; the General Director of Social Responsibility Josep Ochoa and the General Economy Director, Paco Álvarez.



22. Development of an ethical finance, cooperatives, and locals of Valencian territory's guide



Throughout 2018, the Chair in ECG has developed an ethical finance, cooperatives, and locals of Valencian territory's guide with the sponsorship of la *Conselleria de Transparència, Responsabilitat Social, Participació i Cooperació de la Generalitat Valenciana* addressed to local companies, entrepreneurs, freelancers, citizens, ethical and social financial entities, and public administrations.

This guide gives information about all the ethical finances, cooperatives and locals of Valencian territories, such as the contact details of these entities and the products and services they offer. In addition, it has a theoretical section that explains the differences between the different types of banks and financial institutions. The last part of the guide includes assessments and reflections.

This guide was published in September and was presented for the first time during the 4th seminar on Social Responsibility and Economy for the Common Good in Financial Entities.



23. 3rd Seminar about Alternative Economy

The Chair in ECG participated in the 3rd Seminar about Alternative Economy within the "Entrepreneurship in Gender Code: from fear's management to the truth" on October 30th in Valencia. During the "Challenges when starting to launch" panel discussion, Dr. Vanessa Campos, Department of Business Management's Professor at the University of Valencia, presented the paper "Economy for the Common Good: another space to entrepreneurship for women".

24. "The 11th Knowledge Cities World Summit" International Conference in Tenerife

The Chair in Economy for the Common Good participated in "The 11th Knowledges Cities World Summit" in Tenerife during November on 20th and 21st.

Professor Vanessa Campos gave the paper "The Common Good Balance Sheet, and an adequate tool to capture non-financials?" on November 21st during the session "Next Economies" which took place on Aula Magna -" School of Economy, Firms, and Tourism ". Furthermore, Günter Koch was the Chair during this session.



25. 1st ECG Educational Innovation Project 2017/2018

Throughout 2018, the Chair in Economy for the Common Good continued working on the Educational Innovation Project which started in October 2017, with the aim of **consolidating a stable Group and creating an Educational Innovation Network** (made up by all the educational levels teachers and professors on Valencia) in ECG. Moreover, the aim was also to introduce all the contents related to ECG model in university degrees and primary, secondary and high school education. Therefore, this project is addressed to both teachers and students, covering all those subjects related to Business Economics.

Generally speaking, the main goal of this project is to generate and improve all the teaching resources around the ECG model that allows the Innovation Teaching Group to acquire new skills.

This explanatory [video](#) shows the goals, methodology and project contents while presenting two cases of Valencian companies for the Common Good.

26. Research Project together with Humanistic Management Practices gGmbH

The Chair in Economy for the Common Good has developed a research project on the Economy for the Common Good Matrix's analysis in order to validate its dimensions and its indicators and to introduce improvements, with the sponsorship of Humanistic Management Practices gGmbH (German company for the Common Good), together with researchers from Germany and the United Kingdom and with the collaboration of Spanish Federal Association for ECG Promotion.

The aim of this study is the statistical validation of measuring instruments (items) and dimensions (variables) used in the Common Good Matrix and the measurement of economic, social and environmental values' impact.

Thus, in future researches, the Common Good Matrix will be contemplated as a tool to manage companies with the Common Good principles.

27. Publication of a Teaching Manual of ECG model

Throughout 2018 a Teaching Manual of ECG model has been developed, made up by eight chapters, four of them focused on the ECG's academic foundation, and four others spotlighted on the presentation of company's cases that have already implemented the Common Good Sheet Balance, or are still involved in efforts to its implementation.

In order to develop the Teaching Manual, university professors have worked together with consultants from the Spanish Federal Association for ECG Promotion.



28. DOCUFÒRUM

Throughout June and July, the Chair in ECG participated in the development of a documentary about the ECG model with the purpose of being presented in Valencian Local Councils and educational centers. The goal is to make a documentary presentation, together with a debate table on the EBC model, creating awareness about its importance. Docufòrum is a project created by the Vice President for Territory and Society of the University of Valencia.

29. Creation of the University Studies' Network in Economy for the Common Good.

The University of Salamanca and the Spanish Federal Association for the Promotion of the Economy for the Common Good (EBC) organized on November 21th a workshop to create the Interuniversity Studies 'Network in Economy for the Common Good in Salamanca.

The University of Valencia, through the Chair in ECG, has been one of the first universities to adhere on the network. The aim is to promote the EGC's values in our academic and institutional activity.

In addition, Christian Felber gave the paper: "For a world trade ethics". Also, he introduced his latest new book.



30. Meeting about Economy for the Common Good in Villena

On November 13th, the Chair in ECG participated on the First Meeting about



Economy for the Common Good "Ethics as the driving force behind our economy", held in Villena. Joan Ramon Sanchis, Chair in ECG's Director, gave the opening paper "The future of the economy, social and environmental values". Moreover, Christian Felber, ECG's promoter, attended the meeting.

31. The new social currency's introduction of Silla: "el gallet"

The Chair in ECG participated in the new social currency's introduction in Silla, called "el gallet". It was introduced on Wednesday, November 14th at 12.30 in the Silla's Plenary Hall.