



Focus Group
Manifesto
„Ethical
Economy“

In order to lead our **companies** towards a **sustainable future**, we commit ourselves to the following measures:

short-term (2 years)

- Raise awareness / consciousness (e.g. Introduction of ECG)
- Mission/Vision/Purpose/Values
- Elaborate roadmap for a systemic implementation in organization & culture

medium-term (5 years)

- Get into Best Practice: materials, products, services
- Transformation of the business models à la circular economy / Sufficiency / postgrowth - produce less
- Visualization of ECG + Best Practices + Peer groups
- Doing the Balance
- Product as a service offerings are scaled up

long-term (10 years)

- Fulfilment of the vision
- Climate neutral / climate positive
- New Narrative paradigm of human / sustainable / ethical economy



The transition to a **sustainable economy** can only succeed with political support. We therefore demand following measures:

short-term (2 years)

- Marketing on the global challenges & SDGs
- Public procurement based on sustainable values
- CGBS for whole public sector
- Legal incentives for sustainable economy
- Ask for a new attitude of honesty & transparency & courage & ethic

medium-term (5 years)

- Education on sustainability (Ethics and ECG contents in school lessons + university / Removing the separation between ethical economies and economy)
- Obligatory sustainability reporting – one consolidate standard worldwide
- Product labelling: visualisation of sustainable positive products, e.g. at traffic lights – make consumer aware
- Fair taxes and tax treaties and True costs / Instruments for the internalisation of external effects, such as CO2 tax / +/- carbon tax
- Incentives for ethical business

long-term (10 years)

- Orientation of the political guard rails towards ECG
- ECG supporting legislation
- Rights for nature / Inclusion of natural resources in the Basic Law

