



**ECONOMY**  
FOR THE COMMON GOOD  
An economic model for the future

# ASSOCIATION ECONGOOD JAPAN

22 June 2024

# Association EConGOOD JAPAN

Established on April 18,2024

## Representative Directors

Noriaki Ikeda

Hiroyuki Egami

Nahoko Shimizu

## Directors

Akiko Tsukada

Naoyuki Honmura

Koutaro Matsuoka

Kenichi Yasuda

## Auditor

Kazuko Hikawa

## To be an official EConGOOD Association

- Documents for official ECG application, completed
- Now under examination of the documents



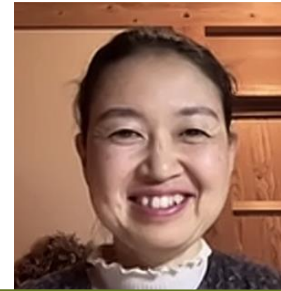
# The Members of ECG Germany Tour



Noriaki Ikeda  
Gemeinwohl orientierter Brückenbauer zwischen  
D-A-CH Region und Japan



Hiroyuki Egami  
Representative Director  
URUU Co., Ltd.



Nahoko Shimizu  
Representative Director  
Yuzuriha Institute



Naoyuki Honmura  
Representative Director  
Regional Business Emergence  
Collaboration Co. Ltd.



Akiko Tsukada  
Representative Director  
SEEDS OF VIRTUE Co., Ltd.



Kazuko Hikawa  
Professor  
Research Center for Nuclear  
Abolition, Nagasaki University



Kenichi Yasuda  
Co-CEO  
NexTreams LLC





## Question

Please guess how many Japanese companies stay in business for more than 100 years?

1~, 10~, 100~, 1.000~, 10.000~, 100.000~

42,966

How many companies for more than 200 year?

1~, 10~, 100~, 1.000~, 10.000~, 100.000~

1,340

(65% of world)





# Activities before founding Association

- ❑ Translation of Workbook Compact Balance Sheet 5.0
- ❑ Some ECG Book Dialogues (Online)
- ❑ ECG Study tour in Germany Jan – Feb 2024 with ECGJ Directors
- ❑ Online Open Event on Feb 2024 in order to share the experiences of ECG Study tour (Germany)
- ❑ ECG Quick Test Online Event on April 2024
- ❑ Consulting for a company (Hair styling salon) to make ECG Balance Sheet (now in progress)
- ❑ Online Learning path for Japanese ECG-Consultants with Isabella Klein and Roland Wiedemeyer (now in progress)
- ❑ ECOngOOD Academy for International Coordinator Training with Daniela von Pfuhlstein and Thomas Schanz from April to May 2024.
- ❑ Home Page (Japanese): <https://econgood.jp>

# Home Page: EConGOOD Japan



ECGとは? | ECG JAPANについて | お知らせ | お問い合わせ



## ECGとは?

Economy for the Common Good (公共善エコノミー)

ECG (公共善エコノミー) は、持続可能でホリスティックな新しい経済モデルであり、2010年にオーストリア、イタリア、ドイツ、スイスでボトムアップの運動として始まりました。

その核心は、経済活動を公共善に方向転換することであり、公共善総生産 (国家レベル)、公共善決算 (企業)、公共善査定 (投資) で成功を測定する。企業が公共善に貢献すればするほど (コストを削減し、利益を外部化すればするほど)、支払う税金は減り、より自由に貿易ができ (関税率や規制緩和などによって)、金融や公共調達契約へのアクセスも容易になります。平等な権利、公正な分配、生態学的な地球の限界を尊重した経済のシステム設計です。

ECG (公共善エコノミー) は単なる理論にとどまらず、何千もの個人、企業、大学、自治体、都市によって形成される誰でも参加可能な実践的プロセスでもあります。

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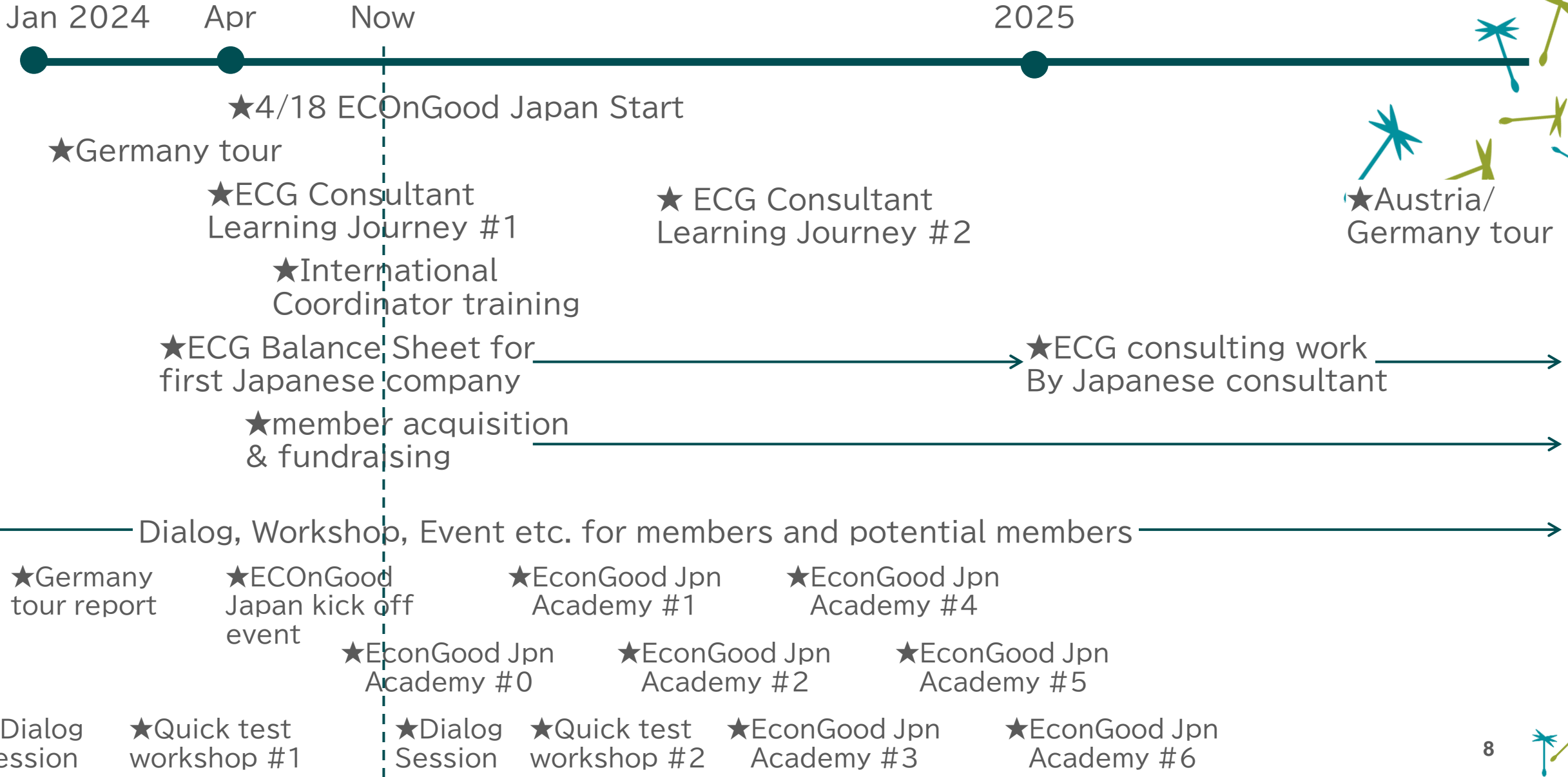


## Activities under Planning

- ❑ Recruiting members (now in progress): as of June 2024...
  - 35 Regular members & 10 Supporting members
- ❑ Fundraising (now in progress): as of June 2024...
- ❑ "ECONGOOD Academy Japan" for regular events on the ECONGOOD topics
- ❑ Quick test workshop
- ❑ Working Group Consultant: Noriaki Ikeda & Naoyuki Honmura
- ❑ Working Group Education: Kazuko Hikawa & Toshiaki Fujiwara
- ❑ Working Group Municipality: TBD
- ❑ Study tour in Austria / Germany (target May 2025)



# Schedule Plan

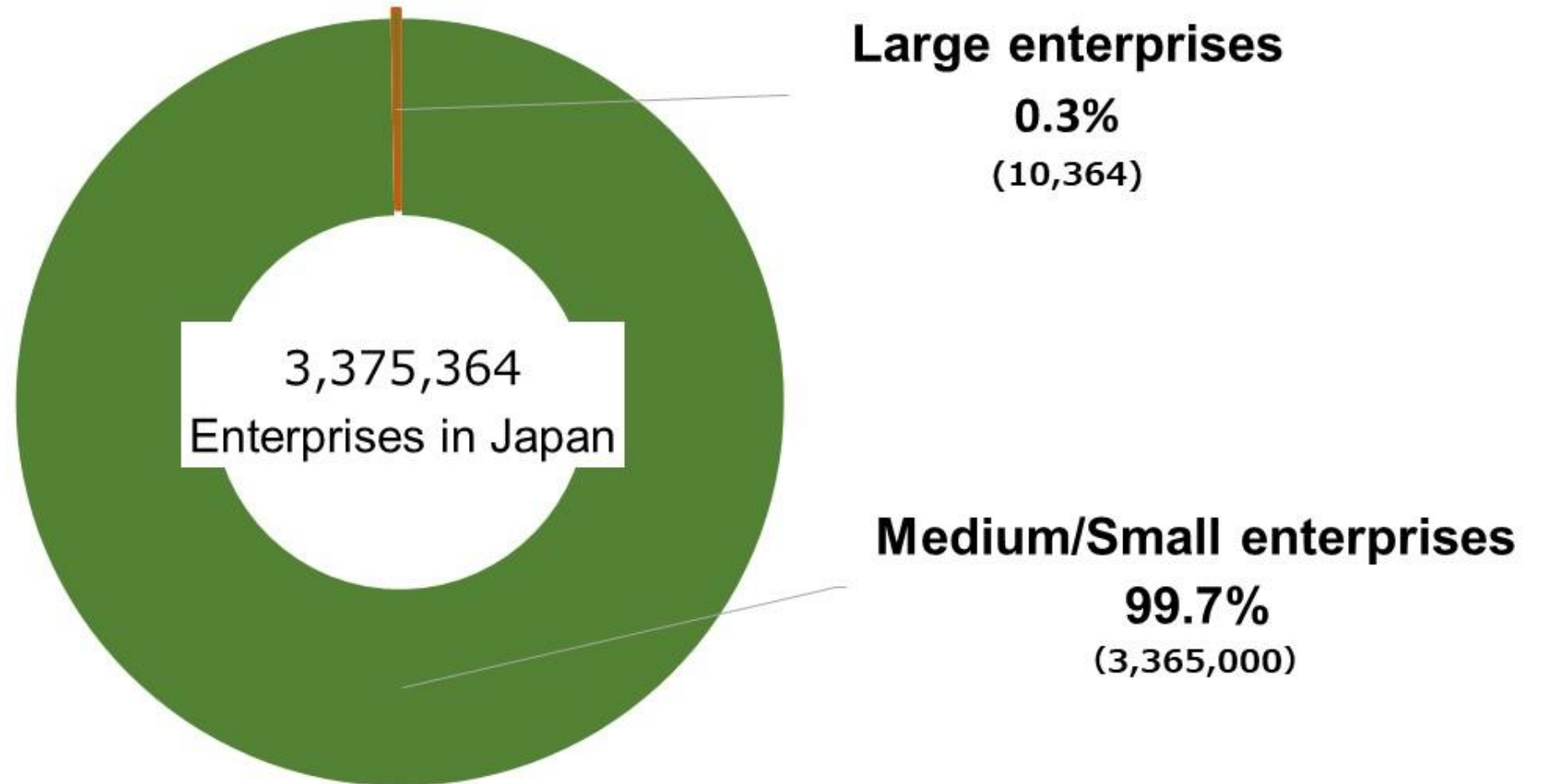




# About Japan



# About Japan 1:Enterprises in Japan



## ➤ About Japan 2: historical and cultural backgrounds

### “YAOROZU no KAMI (the Eight Million Gods)”:

Japanese people have lived their lives while interacting with nature through agriculture and believed that there are “gods” everywhere in the nature who govern the natural world and natural phenomena, such as the “Gods of the sea and the mountains”, “Gods of commerce and learning”, or “Gods of human relations”. They are said to be “Eight Million Gods” because of their number and variety.

### “YUI (mutual assistance)”:

A long-established practice in rural societies, it is a form of cooperative labor based on exchange contracts between farm households. For example, when labor is needed intensively for a short period of time, such as for rice planting, and family labor alone is not sufficient, multiple farm households pool their labor power and plant rice at each household in turn.

### “YORIAI (discussions)”:

The custom of deciding things by consensus, including both reason and emotion.

### “SANPO YOSHI (Three sides good) ”:

The idea that it is only good business when it contributes to society and satisfies both buyers and sellers. The idea that a good business is only good if it contributes to society is deeply rooted in this concept.

## About Japan 3: Uniqueness

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In Japan,

- 42,966 companies that have been in existence for more than 100 years and
- 1,340 companies that have been in existence for more than 200 years.
- 65% of the companies that have been in existence for more than 200 years in the world are Japanese companies

(As of 2023. Source: Tokyo Shoko Research LTD)

**This is unprecedented in the world.**

Today, however, more and more companies pursue only their own profits. By spreading the ECG as a practical tool, we hope to promote a movement toward the common good in the society and change current Japanese society from the economy.



# Appendix





# The Aim of ECG Germany Tour

Towards the establishment of the ECG Japan in April 2024, we would like to:

- Get to know people of the ECG Community in Germany,
- Learn from their experience,
- Exchange views, and
- Identify our challenges and tasks.

(Schedule)

Jun.29: ECG Local Group Freiburg, ECG Company(Wetell)

Jun.30: Drive from Freiburg to Biellefeld

Jun.31: ECG Local Group Bielefeld,  
ECG Company(Diakonieverbund Schweicheln e.V.)

Feb.01: ECG Local Group Blemen

Feb.02: ECG Local Group Hamburg, ECG International Federation,  
ECG Company(Nack, Inoio)

Feb.03: ECG Company(Hotel Villa Orange)

# ECONGOOD JAPAN Academy (6 days for the 1<sup>st</sup> semester)



Session 1: ECG matrix #1 Human Dignity  
July 30 (Tue)

Session 2: ECG matrix #2 Solidarity and Social justice  
Aug 23 (Fri)

Session 3: Special topic, German Cases etc.  
Sep 26 (Thu)

Session 4: ECG matrix #3 Environmental Sustainability  
Oct 23 (Wed)

Session 5: ECG matrix #4 Transparency/co-determination  
Nov 28 (Thu)

Session 6: Overall wrap up  
Dec 17(Tue)

\* All 20:00~21:30 / Online (ZOOM)

## 公共善マトリックス 5.0

価値	人間の尊厳	連帯と公正	環境持続可能性	透明性と 民主的な意思決定
ステークホルダー グループ				
<b>A: サプライヤー</b>	<b>A1</b> サプライチェーンでの 人間の尊厳	<b>A2</b> サプライチェーンでの 連帯と公正	<b>A3</b> サプライチェーンでの 環境持続可能性	<b>A4</b> サプライチェーンでの 透明性と 民主的な意思決定
<b>B: オーナーと ファイナンス・ パートナー</b>	<b>B1</b> 資金の扱いに関する 倫理的なスタンス	<b>B2</b> 資金の扱いに関する 社会的なスタンス	<b>B3</b> 社会的・環境調和的な 投資と資金使用	<b>B4</b> 所有と 民主的な意思決定
<b>C: 従業員</b>	<b>C1</b> 職場における 人間の尊厳	<b>C2</b> 雇用契約の形成	<b>C3</b> 従業員の環境行動促進	<b>C4</b> 社内での 共同意思決定と透明性
<b>D: 顧客と他企業</b>	<b>D1</b> 顧客との倫理的な関係	<b>D2</b> 他企業との協力や連帯	<b>D3</b> 製品&サービスの 使用と廃棄における 環境負荷の低減	<b>D4</b> 顧客参加と 製品の透明性
<b>E: 社会環境</b>	<b>E1</b> 製品とサービスの 社会的な作用と意義	<b>E2</b> コミュニティへの貢献	<b>E3</b> 環境負荷の低減	<b>E4</b> 透明性と 社会的な共同意思決定



CONTACT INFORMATION

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