

People and the environment before profit: The Economy for the Common Good

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Darmstadt, 23 January 2020

If you are looking for ways to make the economy and society more sustainable, you will undoubtedly come across the term "Economy for the Common Good". But what does it actually mean? We have looked into this topic a bit closer – and some of our partner hotels are even involved!

[The Economy for the Common Good](#) (ECG) is an alternative, ethical economic model. Here the focus is on people and the environment and it is no longer just about making as much profit as possible. Money and markets should serve the people and not vice versa. The ECG was developed by the Austrian author Christian Felber. His vision: Companies support each other instead of competing with each other. The common good balance is measured with a point system that makes enterprises and products transparent and comparable.



We think this is very forward-thinking! A few of our hoteliers also see it that way and some are even already part of the ECG – hoteliers such as the [Landgut Stober](#), which in 2018 achieved the highest new entry in common good


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Tweets by @green_pearls


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"For me, sustainability is like a game. I always want to reach the next level." Ben Förtsch, Hotel manager Creativhotel Luise. Find out more about one of the most environmentally friendly city hotels in Germany on our Green Travel Blog: bit.ly/2vgqqXM 




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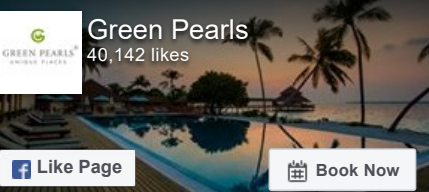
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certification. The vision is consistently implemented on the Landgut Stober and a lot of value is placed on the ecological, humane, solidary and fair organization of the company.



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In the alpine surrounding around [Hotel HUBERTUS Alpin Lodge & SPA](#) there are lots to discover and to do during all seasons of the year – enjoy walks and hikes during summer, cross country skiing and snowshoe hiking in winter, and regenerating yoga retreats all year round. Enjoy the relaxing silence and recharge your batteries!

1044 m above sea level, the world seems to be a better place – at least here in Balderschwang, the smallest independent village of Bavaria in Germany. 

The [eco-family-hotel Gut Nisdorf](#) also measures its common good balance. For the owner couple Jürg Gloor and Sabine Stange, the main focus is on sustainability and, as far as possible, on working for the good of all. “It changes the way one thinks and acts a great deal,” says Sabine Stange. “Everything is questioned. It goes so far that if there is no justifiable solution or product, the project is not carried out at all. The financial aspect no longer comes to the fore, but it is important how I and my environment feel about my actions.”



The [Biohotel Grafenast](#) in Austria also focuses on people and nature. Sustainable business management has been a core theme of the founding family Unterlechner for many years. Since the business year 2015/2016, the family has been regularly preparing its common good report and thus evaluating the hotel's processes and products.

Already sighted? News on our

GREEN TRAVEL BLOG



Feelings of happiness and sunshine: Editor Hanna spent a few winter days in the Maira Valley in [Piedmont](#) – on the blog she tells us about her experiences.

[To the blog post](#)



We love to hike and that's why we show you some of our favorite hiking trails around the Green Pearls® Hotels, from Franconian Switzerland to the Moroccan Atlas Mountains.

[Discover now](#)



On January 17th we celebrated the Day of Italian Cuisine and we found a delicious recipe for you at our Italian partner [Dolomit Homes & Hotel](#): Ladin Apple Pancakes with Vanilla Sauce. Delicious!

[Start cooking now!](#)



Curious, but cozy: We show you who to make yourself really comfortable – not only on the International Sweatpants Day!

[Find out more](#)

NEWS FROM OUR GREEN PEARLS

The German TV show 'Grenzenlos - Die Welt entdecken' visits a wide variety of destinations across the globe and shares personal stories of the local people. In January, the documentary about Liguria was shown – and the [Relais del Maro](#), one of our Green Pearls in Italy, was part of it! You can watch the whole show online – but be careful: wanderlust is guaranteed!

[Watch it now](#)

Relaxation, sports and hiking between the mountains and the sea in Tenerife – you will find this wonderful combination at the [OCÉANO Hotel Health Spa](#). The hotel in the northern part of the island is not only the starting point for outdoor

activities of all kinds but also offers a wide range of offers for the sustainable promotion of health with its spa and the new Center of Healthy Motion.

[Discover more](#)

Looking for a winter holiday with lots of snow, far away from the major ski resorts? The Maira Valley in Piedmont offers a unique alternative: whether snowshoeing or cross-country skiing, here you can enjoy the unspoiled nature. Renato is not only the owner of the [Locanda Mistral](#), but he is also on the road with his guests every day as a mountain guide. At the beginning of February there are still places available for a touring week with mountain guide Renato – get the special price and send your request directly to info@locandamistral.com.

Five of the seven Inkaterra hotels have been nominated by Travel + Leisure as Best Hotels and Inkaterra itself as "Best Hotel Brand". Congratulations! You can now vote online for our [Green Pearls in Peru](#).

[Vote now](#)



News from all over the world

FOREIGN READS

Unfortunately, microplastics can be found everywhere in the world. The Guardian wrote about how the microplastic pollution is now raining down on city dwellers – while the health impacts of breathing in these particles are still unknown.

[Read the whole article](#)

Why should travelers leave their concerns about the environment and their food choices at home? We've been stating this since the beginning and a new study shows that accommodation and food could be worse for the environment than the air miles logged getting there!

[Find out more on Lonely Planet](#)

Gut Nisdorf

Landgut Stober

Biohotel Grafenast

Locanda Mistral

Oceano Hotel Health Spa

inkaterra

Relais del Maro

Dolomit Homes & Hotel

Piedmont

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