

# 10th anniversary of the proclamation of Miranda de Azán as the first Municipality of the Common Good

22-23-24 September 2023

In 2010, Christian Felber published his book "The Economy of the Common Good" in which he presented an alternative and holistic model to the current financial capitalist system. In this book he identifies competitiveness and capitalist extraction as one of the main current problems, turning the accumulation of money into an end, instead of considering it only a means to a greater end: happiness and the common good, placing human beings and their well-being at the centre of all measures.

Felber proposed a series of tools for companies to evaluate their activity in relation to their stakeholders by analysing five values: Human Dignity, Solidarity, Social Justice, Environmental Sustainability and Democratic Participation and Transparency.

The book gave rise to an international movement that now extends across five continents and brings together numerous companies that redefine their activity based on a non-financial balance sheet that measures their impact in relation to these values.

In May 2013, Miranda de Azán, a small municipality in Salamanca, approved in a municipal plenary session to join this movement and to produce a non-financial balance sheet that measures its municipal activity according to these same values, becoming the first municipality to declare itself a Municipality for the Common Good.

To commemorate the 10th anniversary of this proclamation, the Town Hall of Miranda de Azán, together with the Spanish Federation for the Common Good, are organising a series of activities to analyse the current situation and possible responses to improve the resilience of our society from the perspective of culture, municipalism and the new economies. In addition, the annual Assembly of the Federation will be taking place.

## Friday 22nd

18:00 Official opening.

- José Luis Sánchez (Mayor of Miranda de Azán)
- Eva Picado (Provincial Deputy for Social Affairs. Provincial Council of Salamanca)

- Paco Álvarez (President of the Spanish Federation of ECG).

- Introduction (online) to the documentary "**From fear to hope**" Juan Torres López. Professor of Applied Economics at the University of Seville and co-organiser of the III Smallholding Congress which led to the making of the documentary.

19:00 Viewing of the film "**From Fear to Hope**" and presentation of the book "**Flowers in the rubbish**" by its author, Violeta Serrano.

Colloquium afterwards.

Presented and moderated by: Elena Martín Morollón, journalist from Salamanca on: Antena-3, Onda Cero, Radio Salamanca, Localia TV, Esencial Journalism Award from the Castilla y León College of Journalists, in 2020.

21:30 **Dinner**

## Saturday 23rd

09:30 Round table: **Physical space as a social determinant.**

Moderator: Fernando Visedo. Architect member of ECG Cádiz

- Antonio Abellán. Architect. Lecturer at the University of Alicante. Expert in environmental participation, active citizenship, and new urbanism.

- María Crehuet. Former President of the Micropobles Association of Catalonia. Expert in energy transition. Member of ECG Girona.

- Toni Aragón. Coordinator of the PRAE - Natural Heritage Foundation. Responsible for the Programme "Naturalisation and adaptation to Climate Change of the School Playgrounds of the Junta de Castilla y León".

11:00 Round table: **What answers does capitalism not provide for the common good of society and what alternatives are there?**

Moderator: Rosario Gómez-Álvarez. Professor of Economics at the University of Seville. Member of EBC Andalucía.

- Javier Ruíz. Head of Economics at Cadena Ser. Former presenter on Cuatro TV and TVE.

- Esther del Campo. Professor of Political Science at UCM. Expert in Governance and Public Management.

- Paco Álvarez. Former Vice-President of the Paris Stock Exchange, Former Director General of Sustainable Economy, Entrepreneurship and Cooperativism of the Generalitat Valenciana (2015-2019).

### Break

13:00 Round Table: EBC Experiences in Municipalities and Regions.

Moderator: David Hervás. President of the Andalusian Association ECG, representative in the International Node of Municipalities.

- Alberto Rubio. Mayor of Guarromán

- José Luis Sánchez, Mayor of Miranda de Azán.
- Bárbara Ortuño, Mayoress of El Bruc (to be confirmed).
- Rafael Climent, former Mayor of Muro de Alcoy and former Minister of Economy of the Generalitat Valenciana.

14:30 **Lunch**

16:00 Work of the ECG Hubs (mid-afternoon break)

21:00 **Dinner**

## Sunday 24th

09:00 Companies with values: MASINTELIGENCIA and ALC

10:00 Experiences from the territories.

10:45 **Break**

11:00 State Assembly of the Economy for the Common Good Movement in Spain.

14:30 **Lunch and closing.**