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**THE ECONOMY FOR THE COMMON GOOD:
A NEW MODEL FOR SUCCESS IN AGRICULTURE**

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Abstract: Modern agriculture faces complex and interconnected challenges that threaten both environmental sustainability and social equity. From the impacts of climate change, manifested in extreme weather events and soil degradation, to structural inequities in supply chains and economic pressure on small farmers, the dominant agricultural model often proves unsustainable in the long term. Overreliance on chemical inputs, intensive monocultures and the concentration of power in the hands of large corporations have led to an ecological and social crisis, underscoring the urgent need to rethink the economic foundations of this vital sector. In this context, the Economy for the Common Good (ECG) proposes a transformative alternative. The main purpose of this article is to explore in detail how the principles and tools of the Economy for the Common Good can provide a viable and innovative framework for success in agriculture.

• Introduction

ECG is a comprehensive and coherent economic model that aims to redefine economic success not through the accumulation of financial profit, but through contributing to the common good. Its origins lie in the ethics of values and the desire to integrate principles such as human dignity, solidarity, ecological sustainability, social justice and democratic participation into the core of economic activity.

• Material and method

Based on desk research, this article analyses how the ECG can facilitate the transition to more resilient, equitable and regenerative agricultural systems that meet both present and future needs, without compromising planetary resources.

• Results and discussions

ECG is based on a set of ethical values that guide economic activity towards a higher purpose than simply maximizing profit. These values are translated into operational principles that can be applied in various sectors, including agriculture.



Fundamental principles of ECG and their relevance in agriculture

The Common Good Balance Sheet (CBM) is an assessment and reporting tool developed by the ECG movement to measure the performance of an organization not only financially, but also socially and environmentally. It is based on a Common Good Matrix, which assesses a company's interaction with its various stakeholders (employees, suppliers, customers, community, environment) against the four core values of the ECG.

In countries such as Austria and Germany, farms using BBC can obtain a certification that attests to their commitment to the common good, which can give them a competitive advantage and strengthen their relationships with socially and environmentally conscious consumers. Farms that have successfully implemented the Common Good Balance Sheet have demonstrated that an agricultural model based on ECG is not only possible, but also beneficial.

•Conclusions

The Economy for the Common Good offers a robust and innovative framework to address the complex challenges of modern agriculture. By redefining economic success in terms of contributing to the common good, the ECG proposes a pragmatic alternative to the dominant, profit-driven model. Its fundamental principles can guide the transition to more resilient, equitable and regenerative agricultural systems. The Common Good Matrix provide a concrete mechanism for assessing and improving the ethical and ecological performance of farms. By adopting this model, agriculture can become not only a source of food, but also a driver for social well-being, environmental protection and building a more sustainable future for all.