



Common Good Investing Community[®]

our priority is always the common good

Common Good Investing

Since the birth in the 1970s of the socially responsible investment movement, the focus has been on secondary priorities, primarily asking companies to care more about their employees, the community, and environment. ***Secondary priorities always compromise in favor of the highest priority.*** It is now the time in the evolution of our industry to focus on the highest priority of companies. Common good investing does this.

Common good investing calls on all enterprises to publicly declare that their highest priority is the common good of us all and profit or anything else is second in priority. It is socially responsible or impact investing with the addition of a public declaration of this choice of priorities. Then, rather than responding to the demands of others, enterprises will take the lead to continually find ways to give priority to improving the common good of us all in their operations and relationships with other enterprises, particularly their competitors. This will be the evolution into what could become called “common good capitalism.” Let us explain why we think this is ready to voluntarily occur.

Whenever two or more people come together, fundamentally there are two ways we can relate: compete or cooperate. If we primarily choose to compete, we have returned to our abilities in the forest before we created languages and developed the skill of self-consciousness. If we primarily choose to cooperate, we have chosen to use our skills of language and self-consciousness to agree to give priority to the common good of the group. In other words, “a human society” is fundamentally an agreement to ***primarily cooperate*** by giving priority to the common good of the society, usually called “moral behavior.” Therefore, if within an understanding of this any person or sub-group freely chooses to give priority to anything

else, he, she, or it has chosen to leave the group and now compete with it. ***In other words, waiting for the government to take the initiative is no longer acceptable. Each of us, as individuals, groups, and corporations, are responsible for acting on this agreement.***

Today, many believe it is mature to give priority to their self-interest or the self-interest of their organization. We are each a free and independent person and fully responsible for ourselves. That is not in question. ***While fully doing both, this is a priority issue, not an either-or issue.*** Throughout much of history it has been understood that mature human behavior, also defined as “moral behavior,” is when we freely choose to give priority to the common good and the improvement of the common good.

A “movement” is when a group declares that what has been an acceptable social tradition is now declared to be “immoral.” An example is the Women’s Movement that declares that in terms of human rights treating women different from men is immoral. The goal of a movement is to have all of us freely choose to change our thinking and behavior in an area of our lives. ***The Common Good Movement declares that the socially acceptable tradition of giving priority to our self-interest instead of the common good is immoral.***

In particular, Common Good Investing calls for companies to voluntarily join in association with their competitors to reach agreement on raising the labor, environmental, and social level playing field within which they compete as a secondary activity. This can be legally done.

If you are interested in joining our ***Common Good Investing Community*** (CGIC) – anyone can join, or just being kept informed, give your card to one of the following people and write “CGIC” on it: Andrew Bellak, Ben Bingham, Susan Davis, Hazel Henderson, Terry Mollner, Brad Stonberg, Stuart Valentine, Mark Watson, or Greg Wendt. You can always sign up, keep informed, and share your thoughts at our website: www.commongoodmovement.com.

Common Good Investing Community
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