



An alternative economy is possible! The Best Economy Forum 2021 paves the way for a sustainable future.

The “Best Economy Forum” (BEF), an alternative economic summit, took place from Tuesday, 20th April to Thursday, 22nd April 2021 under the theme of “Take action not words”. In this format, the four founding organisations - Bio Hotels, Economy for the Common Good, Bioland and FiBL – invited companies to join a discussion on sustainable business. And a large number accepted.

At the event, one conversation saw Michael Birk, Head of Strategic Customer and Project Management at DB Vertrieb GmbH, and Leo Fellingner, Co-Founder of Abundance Gate, discuss mobility concepts of the future. International bestselling author and strategy consultant John Strelecky and evangelical theologian Ina Prätorius gave inspiring keynotes to open the event. But even names which may have come as a surprise given the context of sustainability, such as Ralf Kleber, Country Manager for Amazon Germany, and Henning Ohlsson, Managing Director of Epson Germany, didn’t miss the opportunity to take part in the BEF and respond to critical questions from audience members.

Over the course of the three-day event, more than 200 participants discussed and exchanged ideas on strategies and ways to achieve sustainable development in companies. Experienced entrepreneurs and moderators accompanied the process and guaranteed effective, personal and intensive matchmaking. Originally planned as a hybrid event to take place at Andechs Monastery, the BEF could only take place digitally in the end. Even so, this year’s BEF was just as lively online thanks to a platform which worked excellently and participants who were eager for knowledge and to share their ideas. And the feedback from participants was equally as enthusiastic:

“I’m very happy to have been part of the forum. The founders put a lot of heart and soul into the event and the whole thing was a 10 out of 10 in terms of technical implementation.”

Ralf Kleber, CEO Amazon Germany

“An idea becomes a movement. At the Best Economy Forum 2021, companies met on the path to a sustainable economy. That was great and it enabled us to broaden and share our mission. I’m already looking forward to next year. Let’s keep going!”

Harro Colshorn, Gemeinwohl-Ökonomie Bayern e.V.

“The Best Economy Forum has provided a strong impetus for the sustainable transformation of the economy. Thank you to all the changemakers who took part!” **Antje von Dewitz, VAUDE**

“The Best Economy Forum 2021 has shown that we are witnessing the beginning of a growing movement of economic actors who can make a difference.” **Jan Plagge, Chairman of BIOLAND**



The end of the BEF signals the start of a sustainable movement

Although the main BEF event ended last Thursday, the exchange of ideas will, at the request of participants, continue on the platform at www.besteconomyforum.org. The many inspirations and newly acquired contacts can be reached here. All of the speakers' presentations can be accessed again and there are also plans to create a lounge for the exchange of ideas with like-minded people. This means that anyone who has been motivated by the BEF and wants to bring about changes within their own company can find the perfect network via the platform. **We will gladly set up access for journalists who are interested in this.**

The BEF's Managing Director, Carola Petrone, was very pleased: "I am so proud of what we have created with our second-ever Best Economy Forum. We have reached so many companies outside the "green bubble" this year and have therefore started a movement which we will now seek to continue – both on our platform and, of course, at our next event in 2022. I would also like to thank our sponsors and supporters who believe in the BEF's mission and are walking the path to a better world with us."

Sponsoring partners of the BEF:

BKK ProVita, Neumarkter Lammsbräu, Ökoring, Bio Hotel Il Plonner, Groundlift, Memo, Andechser Natur, Team Seefried Group, Fokus Zukunft, W-E-G, Bohlsener Mühle, Bio Südtirol, Voelkel, GLS Bank, Talents4Good, Sonnentor, Tress Brüder, Share international, Bio Venosta Vinschgau, myclimate, Theater interaktiv und VOXR Smart Conferencing.

Save the date: The third Best Economy Forum 2022 will take place in **May 2022**.

About Best Economy Forum

The Best Economy Forum was launched in 2019 in cooperation with the four associations Bioland, Bio Hotels, FiBL and Gemeinwohl-Ökonomie. The aim of the forum is to inspire companies to set themselves up sustainably.

Because a future in the sense of a common good can only succeed if the economy focuses on the preservation of the earth and people and not on maximising profit and growth.

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