



La Perla

Corvara • Dolomites

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Economy for the Common Good

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Since 2012 the Hotel La Perla, the Berghotel Ladinia and the Albergo Posta Marcucci follow the principles of the Economy of the Common Good (ECG).

The ECG is an alternative theory to the classic economic system, which not only values the profit and economical growth as parameters of success for a company, but tries to analyse the company's contribution to the common good, the wellbeing of the whole community which is directly or indirectly connected to the activity.

The principles of the ECG are: human dignity, solidarity and social justice, environmental sustainability, transparency and co-determination.

The instrument which measures (from 1 to 1.000 points) the success in terms of ECG, is the ECG-balance sheet. The Hotel La Perla has already made a first certified ECG-balance sheet in 2013 with a result of 387/1000. The second certified ECG-balance sheet has been published in 2019 and we have achieved a result of 342/1000.

The goal is not to give the right answers but to ask the right questions: how are our co-workers doing? What is the origin of our products, are they ethically and environmentally respectful? Is our activity transparent enough for guests and co-workers? How is our commitment for the preservation and safeguard of our nature? Do we use the energetic resources consciously?

Many important changes have already been implemented in this way, two main examples: the formulation of a Code of Conduct for the supply chain, a Human Relations office dedicated to the wellbeing and professional growth of co-workers.

For more information: www.ecogood.org