

Oekoworld Workshop on Sustainability Evaluation of Businesses in the Digital Economy

Project

Duration

Nov 2018

The Oekoworld Workshop on Sustainability Evaluation of Businesses in the Digital Economy in Berlin explored new ways to express ethical values in relation to digitalisation as a series of complex technological and business-model innovations in the context of ethical and sustainable investment. The workshop was prepared and convened on 16 November 2018 by Ecologic Institute with sponsorship from Oekoworld AG, the asset management company behind the Oekovision investment fund.

Key findings were [presented in a session](#) (in German) at the "Bits & Bytes" conference of the Institute for Ecological Economy Research (IÖW) on 17 November 2018.

Digitalisation is challenging traditional notions of acceptable ethical, social and environmental behaviour of business. The traditional ESG criteria of ethical rating agencies or institutional investors, such as investment funds (or mutual trust) fail to capture the essence of businesses in the Digital Economy.

Invited experts were:

- [Teresa Schläpfer](#) of German Advisory Council on Global Change ([WGBU](#))
- [Markus Duscha](#) of the Fair Finance Institute ([FaFin](#))
- [Christian Lautermann](#) of the Institute for Ecological Economy Research ([IÖW](#))
- [Christian Häbner](#) of the Konrad Adenauer Foundation ([KAS](#)) office in Lima, Peru
- Julia Wissmeyer of Oekom Research, now ISS-oekom or [ISS ESG](#)

[R. Andreas Kraemer](#), [Mercator Senior Fellow](#) at Ecologic Institute and Co-Chairman of the Oekovision Investment Committee, moderated the workshop, which was also attended by [Sascha Dickel](#) of the [University of Mainz](#) and [Christian Thorun](#) of [ConPolicy](#) as members of the Committee. [Mona Freundt](#) and [Marius Hasenheit](#) of Ecologic Institute acted as rapporteurs.

Funding

[Oekoworld Asset Management](#) (Oekoworld), Luxembourg
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