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## PROJECT

Economics  
Digitalization  
Finance  
Sustainability

# Oekoworld Workshop on Sustainability Evaluation of Businesses in the Digital Economy



[1]

The Oekoworld Workshop on Sustainability Evaluation of Businesses in the Digital Economy in Berlin explored new ways to express ethical values in relation to 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 Ökoworld AG, the asset management company behind the Oekovision investment fund.

Key findings were [presented in a session](#) [2] (in German) at the "[Bits & Bäume](#) [3]" conference of the Institute for Ecological Economy Research ([IÖW](#) [4]) 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 Schlüter](#) [5] of German Advisory Council on Global Change ([WGBU](#) [6])
- [Markus Duscha](#) [7] of the Fair Finance Institute ([FaFin](#) [8])
- [Christian Lautermann](#) [9] of the Institute for Ecological Economy Research ([IÖW](#) [4])

- [Christian Hübner](#) [10] of the Konrad Adenauer Foundation ([KAS](#) [11]) office in Lima, Peru
- Julia Wissmeyer of Oekom Research, now ISS-oekom or [ISS ESG](#) [12]

[R. Andreas Kraemer](#) [13], [Mercator Senior Fellow](#) [14] at Ecologic Institute and Co-Chairman of the Oekovision Investment Committee, moderated the workshop, which was also attended by [Sascha Dickel](#) [15] of the [University of Mainz](#) [16] and [Christian Thorun](#) [17] of [ConPolicy](#) [18] as members of the Committee. [Mona Freundt](#) [19] and [Marius Hasenheit](#) [20] of Ecologic Institute acted as rapporteurs.

### Further Links

- Oekovision investment fund

### Funding

Ökoworld Asset Management (Ökoworld), Luxembourg  
R. Andreas Kraemer

### Partner

Ecologic Institute, Germany

### Team

R. Andreas Kraemer

### Team

Mona Freundt  
Marius Hasenheit  
Sören Haffer  
Jennifer Reck  
Aaron Best

### Duration

November 2018

### Project ID

210-99

**Source URL (modified on 11/21/2018 - 15:29):** <https://www.ecologic.eu/16083>

### Links

[1] [https://www.ecologic.eu/sites/files/project/2018/oekovision\\_digitalisierungsworkshop\\_181116.jpeg](https://www.ecologic.eu/sites/files/project/2018/oekovision_digitalisierungsworkshop_181116.jpeg)

[2] [https://media.ccc.de/v/bub2018-36-umfassende\\_nachhaltigkeitsbewertung\\_von\\_unternehmen\\_der\\_digitalen\\_wirtschaft](https://media.ccc.de/v/bub2018-36-umfassende_nachhaltigkeitsbewertung_von_unternehmen_der_digitalen_wirtschaft)

[3] <https://bits-und-baeume.org/en>

[4] <https://www.ioew.de/en/>

[5] <https://www.wbgu.de/en/secretariat/en-schlueter/>

[6] <https://www.wbgu.de/en/>

[7] <https://www.fair-finance-institute.de/en/about-fafin/#toggle-id-4>

[8] <https://www.fair-finance-institute.de/en/>

[9] <https://www.ioew.de/en/the-ioew/employee-details/dr-christian-lautermann/>

- [10] <https://www.kas.de/mitarbeiter/detail/-/content/christian-huebner>
- [11] <https://www.kas.de/home>
- [12] <https://www.issgovernance.com/esg/>
- [13] <https://www.ecologic.eu/node/493>
- [14] <https://www.stiftung-mercator.de/en/our-foundation/fellows-and-alumni/fellow-detail-page/fellowshipprojekt/possible-solution-approaches-for-the-climate-crisis-and-the-eu-in-a-climate-of-crisis/fellows/r-andreas-kraemer/>
- [15] <https://mediensoziologie.soziologie.uni-mainz.de/jun-prof-dr-sascha-dickel/>
- [16] <https://mediensoziologie.soziologie.uni-mainz.de/>
- [17] <https://www.conpolicy.de/en/institute/prof-dr-christian-thorun/>
- [18] <https://www.conpolicy.de/en/>
- [19] <https://www.ecologic.eu/node/15322>
- [20] <https://www.ecologic.eu/node/11837>