# About the project

**Glad you decided to set out on this journey!** After a long political dry spell, a true oasis of refreshing ideas awaits you. Welcome to the source of **BEconomics**—the human-centered, socially just, and climate-conscious economic model.

## Companies for everyone—and with everyone

BEconomics is a model of economic democracy. We're all democrats, aren't we? And wherever democracy doesn't (yet) exist, it should be established as soon as possible 

BEconomics tackles both sides of the equation: supply and demand, production and consumption.

On the **supply side** (the democracy aspect): companies that belong to no one ("commons") and have social and ecological sustainability built into their DNA.

On the **demand side**: people embracing a new lifestyle—one that puts *being* before *having*. Material consumption matters less. BEconomics offers a rich sense of life: a **New Lightness**.

## Technology for the common good

Back to the future? Not at all. BEconomics is not a nostalgic throwback to pre-modern times. It puts social progress center stage—while also embracing technological progress. With one clear condition: technology should not merely boost production efficiency, but be put to work for the common good.

Take note: what you'll find here is work in progress. My model and my thinking are constantly evolving. Welcome to my **Thought Jogging Club**!

© *The Economics Coach* 2026 *(Cover photo: Mint_Images / Envato)*