The 13 Big Points of BEconomics

These are my 13 core theses on BEconomics:

1. **BEconomics is the future** – efficiency × democracy × sustainability.
2. **Capitalism is tired** – crises, inequality, climate costs.
3. **Islands aren’t enough** – we need systems, not lone heroes.
4. **Being > Having** – less stuff, more meaning, stronger communities.
5. **Frugality works** – but not under today’s rules. So we change the rules.
6. **System change ≠ regime change** – we democratize the economy.
7. **Companies as commons** – owned by everyone and no one.
8. **Stakeholders steer** – plural councils instead of capital owners.
9. **Majorities matter** – clearly communicate social security, shape the discourse.
10. **Crisis is opportunity** – polycrises open windows for solutions.
11. **Economic sovereignty** – autonomous where possible, cooperative where smart.
12. **Sustainability before profit** – the BEcompany hardwires climate and social goals at its core.

13. **Fair incomes** – reward performance, yes; mega-bonuses and poverty, no.

BEconomics Theses – Explained in More Detail

A bit too sharp and to the point? Then here's a more detailed version, with arguments to back it up:

1. **BEconomics is the economic model of the future**. This is because it combines economic efficiency, democratic cooperation, and ecological sustainability. It is also because alternative models have either failed—or are politically not viable.

2. The capitalist market economy has run its course. It produces **recurring economic crises**, severe socioeconomic inequality, and growing social tensions.

3. The concept of economic-democratic islands and alternative enterprises has also failed to scale, despite decades of effort. The attempt to break into mainstream society through **"stories of success" (Harald Welzer) must, unfortunately, be considered unsuccessful**. Selected success stories from the alternative sector may still serve as blueprints for individual BEconomics enterprises.

> *"We need a full democratization of the corporate world."*

4. BEconomics is tied to a new lifestyle. The "BE" stands for a way of living in which (often free) **activities of being matter more than material having**. Overall, this lifestyle is more climate-friendly and more sustainable. It also brings people closer together again—acting as an antidote to growing individualization and social isolation.

5. Sure, this lifestyle already exists in many variations. But

social philosopher Theodor **Adorno** put it bluntly: **“There is no right life in the wrong one.”** This also applies to individuals or social milieus trying to live sustainably within the current system—especially since political pressure from backward-looking forces has increased rather than declined. Truly free “frugal prosperity” is only possible within a different economic system.

6. Taken together, all this means **we need a fundamental system change**—note: not of the political system, but of the economic one. We need to democratize the world of business.

7. Concretely, this means **companies** no longer belong to individuals, families, or investment firms. And they certainly do not degenerate into speculative objects on stock markets. Instead, they **become the property of society as a whole—commons**. Owned by everyone and no one at the same time.

8. They are **governed by all socially relevant groups**, often referred to as “stakeholders.” This includes experts as well as ordinary consumers, representatives of NGOs, and managers. The only group left out—because it would no longer exist anyway—are private investors.

> *“A core goal of BEconomics is the broad economic autonomy of democratic economies, protecting them from colonial-style power grabs by global superpowers.”*

9. This system change becomes realistic once progressive forces **achieve cultural hegemony**—that is, once the concept gains majority support. To get there, progressives must communicate far more clearly (and thus far more effectively than before) what really matters to large parts of society, such as **social security**. Only then can they gain discursive leadership.

10. At the same time, **escalating global polycrises**—trade wars, rising inequality, and more—open “windows of opportunity” for

comprehensive solutions. The task is to look proactively toward the future instead of fighting defensive battles only.

11. A core idea of BEconomics is the **broad economic autonomy** of democratic economies, protecting them from colonial-style power grabs by global superpowers. “Broad” means this will not always be fully possible, especially for smaller countries. That is why it makes sense for democratic economies to form economic-policy cooperatives.

12. In capitalist market economies, return on investment comes first. As a result, consistent sustainability and climate policies are difficult to implement. That is why **genuine sustainability must be hardwired into corporate DNA from the outset**—strong enough to take precedence over profit when necessary. This is the case with the BECompany, the enterprise model of BEconomics.

13. The BECompany also **fundamentally reduces the grotesque wage gaps** that are standard practice under capitalism. Yes, performance should be rewarded. Differences in education and annual contributions should matter. Anything else would be unjust leveling. But multi-million-dollar salaries and mega-bonuses for executives are just as absurd as poverty wages for low-skilled workers are undignified.

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