Activist-heir supports Economy for the Common Good

German multi-million heir Kai Viehof assigns part of his wealth to support the future development of the international movement for an Economy for the Common Good (ECOnGOOD).

Hamburg, June, 2026

In May 2026, Kai Viehof made a donation of half a million euros to the international movement of the Economy for the Common Good. The grant goes to the movement's International Federation, its German branch and the Vienna-based Cooperative for the Common Good. Together, it makes a substantial contribution to ECOnGOOD's work over the next three years, helping to grow and consolidate a movement that was initiated in 2010 in Austria, Germany, and Italy.

ECOnGOOD's main activities currently focus on the Common Good Balance Sheet for companies, municipalities, districts, schools, and universities at the level of organizations. At the level of countries, ECOnGOOD is part of the growing community that is developing a successor to the Gross Domestic Product (GDP) as a measure of economic success. ECOnGOOD's consistent alternative, the Common Good Product, measures only that which makes life worthwhile: from a healthy environment and social cohesion and trust to all people having their basic needs met and leading fulfilled lives, to strong political participation rights and the foundations for peace. According to ECOnGOOD, the economy should wholly serve these goals and values.

Kai Viehof is one of the heirs to the founder of the Allkauf department store chain which was created back in 1962. He has renounced most of his inheritance, but uses an early advance gift from his father to support initiatives that protect nature and promote democracy and the Common Good.

Quote from Kai Viehof:

1. "I am convinced that human economic activity should distribute wealth and resources fairly and preserve our shared foundations of life. Economic approaches that focus solely on the growth of monetary indicators create perverse incentives and generate a distorted understanding of prosperity. The concept behind the Economy for the Common Good is, in my view, the most consistent approach to shifting the goals of our economic activity away from exploitation and towards fairness and sustainability."

Quotes from Christian Felber:

1.“Our movement, which today has around 5,000 active members, has grown over many years through volunteer work. For professional collaboration with companies, political bodies, and educational institutions, we need high-quality support. With this donation, we can continue to provide it and make the vision of a common good-oriented economy a little more of a reality.”

2.“Inequality, alongside the ecological crisis, is one of the greatest challenges of our times. It is valuable that a very wealthy individual is demonstrating how the problem can be solved. The Economy for the Common Good movement is using Kai Viehof's voluntary contribution to advocate for greater structural justice: for a world in which no one has too little and no one has too much.”

Other donation example: In 2024, Austrian BASF heir Marlene Engelhorn gave away 90% of her inheritance. She empowered a group of randomly selected 50 Austrian citizens, called “the good council for redistribution” to decide which social, climate, and reform initiatives would receive a financial contribution to their work. ECOnGOOD was one of the movements chosen to receive funds.

The Economy for the Common Good is also actively involved in education and science. The curriculum project, developed in Germany, was recently awarded the federal "Education for Sustainable Development" prize by the Federal Ministry of Education and Research (BMBF).

Our 4th International Science Conference (ECGIC 2026) took place in Amberg, Bavaria, from June 10-12.

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Photo of Kai Viehof by Luisa Sole
Photo of Christian Felber by Robert Gortana
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About ECOnGOOD

The ECOnGOOD organisation puts into action the Economy for the Common Good model, in which the wellbeing of people and the environment become the ultimate goal of economic activity. The worldwide movement exists since 2010 and is based on the ideas of the Austrian author Christian Felber. Currently the movement consists of over 4,000 activists in more than 170 local chapters and 40 associations. Over 1,200 businesses and organisations have completed the Common Good Balance Sheet. Worldwide nearly 60 municipalities and 200 universities are actively involved in spreading the idea of the Economy for the Common Good.

Further Information: www.econgood.org

For general questions about the Economy for the Common Good, please contact communication@econgood.org.