



The B for Good Leaders DECLARATION

Our present economic system is flawed. It is guided by a short-term vision that only takes the interests of a limited number of stakeholders into account and is deaf to the call of future generations.

The annual B For Good Leaders Summit exists to accelerate the transition towards a **regenerative economy** creating the conditions for a shared, durable prosperity. This will create social, environmental, and economic net positive value through a new model of **regenerative leadership**.

As inhabitants of planet Earth, we take up this **intergenerational call** which demands to **reframe the very meaning of leadership**.

To enable this evolution, as B For Good Leaders, we commit to:

- 1.** embrace **radical interdependence**, the fundamental principle governing life on Earth, as the golden rule for decision-making, leading to a regenerative impact;
- 2.** consider at least the **next generation of humans** in every business decision;
- 3.** **measure what matters** to integrate systemic value creation into our definition of profit;
- 4.** challenge extractive economic models and **take a stand** for the common good;
- 5.** mobilize **finance as a catalyst** to transform the business perspective from short-termism to long-term shared value creation.

We commit to guiding our companies and organizations to **embrace a purpose-driven model** that creates value for all.

Through this joint leadership statement, we lay the foundation for collective actions and alliances, clearing the path for a **new regenerative economy**.

June 17th, 2022
Rome, Italy

